

# CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, FEBRUARY 1st, 1918

No. 5

TRADE MARK

# Small's

## MAPLE BUTTER

The sale of **Small's Maple Butter** is now enormous. It is prepared from Small's **Original Exclusive Secret Formula**, held by Small's for the **past 60 years**. It does not sugar or turn to syrup, it is all the name signifies, a **smooth texture, uniform and spreads like butter**. For sale through all jobbers.

**T**HE trade is doubtless familiar with the fact that **SMALL'S SYRUP BRANDS** have been long recognized on the Markets of the World as **STANDARD** (having larger sales than hundreds of other brands combined), and have held firmly the front line for the past eighty years, during which time many largely advertised brands have come and gone.

**SMALL'S BRANDS** are labelled in conformity with Pure Food Regulations and in no single instance has same failed to meet the Inland Revenue requirements. Merchants handling **SMALL'S BRANDS** are free to do so absolutely without risk.

The fact also that we are well secured in regard to supplies and our modern equipment and expert mechanics of long experience, places us in a most favorable position to give prompt service and interesting prices. Insist on **SMALL'S BRANDS** from your jobbers.

**Smalls Limited** are the sole proprietors and exclusive manufacturers of **Smalls Brands**. Brokers in all large centers.

## SMALLS LIMITED

101 PARTHENAIS STREET - MONTREAL

