



Genuine Sugar Maple

“The dish was well named,” says one high-class Canadian retailer who is using Riteshape

butter dishes, “for it is the only dish I ever saw that has really the right shape.” Hundreds of retail food dealers in Canada are using Riteshape dishes. The dish was instantly recognized by the discriminating merchant as “just what he had been looking for.”

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**THE BIG LINE**

**THE BEST LINE**

Appearance of food when it reaches the customer is a big part of service and goes a long way toward creating satisfaction.

Food delivered in Riteshape dishes has a tasty and appetizing appearance. The dish enhances the value of the commodity. It constitutes a vital part of service.

The use of the Riteshape dish gives any retailer distinction and a reputation for elegance of service.

Every day sees a good Canadian jobber stocking Riteshapes and offering them to his trade. Your jobber probably has them.

ASK HIM OR WRITE

**THE OVAL WOOD DISH COMPANY**

Delta, Ohio, U.S.A.