

Half the Battle is Won

by going on to the fighting line with proper equipment. The boy with the old muzzle loader sometimes gets a bird but more often he loses from sheer waste of time in loading the gun. And his powder horn gets damp, flint lock won't work, ramrod sticks.

Are you wasting time and energy by arguing over "quality" that you're not quite sure of? What's gained—how many customers lost? Half the battle is won by "quality." There's no better time to equip than right now.

Felix & Co.'s Italian Macaroni

Made in the cleanest of factories, by the cleanest of people and made as you would have your own wife make it—with conscientious goodness from start to finish.

Only the finest selected wheat is ever used by Felix & Company.

"Equip" with it.

"Thistle" Brand Maple Syrup

A real true "Simon-pure" Maple Syrup from Maple Sugar that comes from the best Sugar Maple Groves in the country.

Have you ever been to a "sugaring"? Then this Maple Syrup will carry you right straight back to your "Maple days" again.

In pints, quarts, gallons, or in bulk.

ARTHUR P. TIPPET & CO., Agents

8 Place Royale,

Montreal

20 1/2 Front St. East, Toronto