

It Pays To Investigate!

I have told you over and over again in the "Grocer" my grounds for claiming that I could increase your Cigar trade with my Cigars, and there are some doubters yet left. To them I would say, "It pays to investigate."

The easiest way for these few grocers to satisfy themselves whether I am right or wrong in my statements is to send in for a trial order of a thousand or more of my Cigars (including one or two hundred each of my 10c. "Pharaoh" and my 5c. "Pebble") and then send them back if they don't do what I claim they will. "It pays to investigate."

J. Bruce Payne,
Cigar Mfr.,
Granby, Que.

FACTS SUPPORT THE CLAIM.



"Sterling" Brand Pickles

support the best claims made of them. Grocers say they are the best pickles made, and consumers who are using them regularly back up the grocer in his judgment. The shrewd grocer recommends these pickles to his customers because they make good and steady business for him.

T. A. LYTLE & CO.

124-128 Richmond St. West,

TORONTO



Confidence!

If we have the courage of our convictions we are pretty sure to win—"Confidence begets success." The man who is absolutely sure of the quality of the goods he sells has the confidence that carries conviction with it. It enables him to progress—to move forward and upward. You can be confident to the highest degree with the quality of

Tillson's Pan-Dried Rolled Oats

—you can bank upon their superior quality every single time. And by "superior" we mean their rich, nutty flavor which is distinctive, their cleanliness, their freedom from hulls. If you have the courage of your convictions you are pretty sure to win—let the superior quality of Tillson's Pan-Dried Rolled Oats give you the confidence that will enable you to win.

THE TILLSON CO'Y, Limited,
Tilsonburg, Ont.