

CATELLI'S MILK MACARONI



—the new 10c Package that is Putting Profits in the Grocers' Pocket

The time is ripe to push such a deliciously economical food as Catelli's *Milk Macaroni*.

This new Macaroni—so clean and wholesome—so rich in nutriment—so easily digested—gives nearly *twice* as much food value as a pound of lean steak—at *less than half the cost*.

And it has a delicacy of flavour—a smoothness and richness—that is instantly appreciated by everyone.

“The Girl at Catelli's” is the title of a beautiful little recipe book we send free to your customers. It shows more than a hundred different ways of serving Catelli's *Milk Macaroni*.

Catelli advertisements will appear in fifty-two of the leading newspapers. The big 24-sheet posters in colors are just ready for the bill-boards. The window trims and store cards and cook books are also ready. Stock Catelli's *Milk Macaroni*, and share in all this business-winning advertising.

Order Through
Your Wholesaler

DISTRIBUTORS:

TEES & PERSSE, LIMITED, Calgary, Edmonton, Fort William, Moose Jaw, Regina, Saskatoon, Winnipeg.
C. E. DISHER & CO., 110 Water St. Vancouver.
C. C. MANN, 517 Board of Trade Building, Toronto.
H. D. MARSHALL, 197 Sparks Street, Ottawa.
J. HUNTER WHITE, 8 North Market Wharf, St. John, N.B.
O. N. MANN, Turnbull Building, Sydney, N.S.
JAS. BILLMAN & SON, Pickford and Black's Wharf, Halifax, N.S.

10¢

We are doing everything we can to enable you to make a full profit by featuring the price on every package and in all our advertising.



EVERYWHERE

If any advertisement interests you, tear it out now and place with letters to be answered.