

FRESHNESS DIFFERENCE.

Quaker patience does things thoroughly. Careful in the choosing of the grain—slow in the manufacture. But when packages are sealed no time is lost. It is packages into cases—cases into cars—and the cars away, the same day, for all parts of the country. Quaker Oats sells so fast that the dealer's stock is fresh. This means much for purity. No other food comes from the mill to your table so fast and fresh as **QUAKER OATS—best for freshness.**

PACKING DIFFERENCE.

Hot and fragrant from the rolls, Quaker Oats go right into the package—shut tight, sealed safe—hermetically. The Quaker carton costs about half as much again as the box that gives the pasteboard flavor to most cereals. After spending so much care on the quality and purity of Quaker Oats, we could not let our work be spoiled for the sake of cheap packing. The costly Quaker packing makes another difference in **QUAKER OATS—best packing.**

FLAVOR DIFFERENCE.

Pan-roasting is where most millers save time. Their oats are rush-milled—for the profit's sake. Quaker Oats are milled with patience—for the quality's sake. But slow and costly as it is, there is profit in it—profit of quality, not the profit of cheapness. The patient Quaker pan-roasting brings out the nut oil of the oats and toasts it to that rich, "different" flavor, by which you know **QUAKER OATS—best roasted.**

MILLING DIFFERENCE.

After we buy the best, each grain is cleaned and judged separately by machinery. The machine leaves nothing to chance. Thin, woody, flat and flavorless, are thrown out. Here is a difference of time, care and thoroughness. The groat that is good enough to pass this test is indeed different from other grain. It begins to have a right to the name of **QUAKER OATS—best of the best.**

GRAIN DIFFERENCE.

The Quaker quality of grain is not easy to find. To supply the needs of the Quaker mills we must search the country far and wide. We watch where the good oats grow. For even as it grows the difference begins. Sun may shrivel—or too much rain spoil the crop. But where the crop is best, we are there to choose the best of the best. There is that much difference in the Quaker grain—before it starts from the Mill. This is only the first difference in **QUAKER OATS—best grain.**

This is the proof of Quaker quality that newspapers all over Canada are carrying to your customers.

The customer who buys quality is your star customer.

That customer wants Quaker Oats.

Don't risk the loss of his trade.

Have Quaker Oats ready when he asks.

Case of 36 packages

\$3.00

Delivered at your station in lots of five cases, or more, freight prepaid. This applies to all Ontario and to Quebec as far east as the City of Quebec.



Difference in the Plate

From the field to your breakfast table, the story of Quaker Oats is a story of being different.

And there in your plate, —hot, tempting, satisfying, —you have every difference that could make your breakfast better.

All the Quaker care and skill and patience have been used to make your breakfast pure and wholesome.

Make the most of it. Cook it right, as directed on the package.

Quaker OATS

Best Breakfast.

Costs you no more than oats which are not as wholesome, and which have not been milled as carefully. Quaker Oats are just as easy to buy. You have only to say "Quaker" distinctly.

COUPON IN EVERY PACKAGE