



A Merry Chase!

Remember the old saying, "A stern chase is a long one." Your competitors who are building up their business on quality will lead you "a merry chase" and they will surely keep ahead unless you follow suit. Trim your business sails and catch the trade wind that blows so steadily. Lead *them* "a merry chase" from now on. Lead it in the only safe way—on the trade wind of *Quality*.

Codou's Macaroni.

White and tender—not dark colored and tough. Made from the only suitable wheat—wheat that comes from Russia.

The highest quality there is and made on honor. Lead your competitors "a merry chase" with Codou's Macaroni.

"Thistle" Finnan Haddies.

The new pack is in! Real Finnan Haddies, packed in all their original freshness, thus saving the rich, delicate flavor of the freshly caught fish.

Clean, absolutely so. Cured and packed right at the water side. Catch the "trade wind" with the "Thistle Brand."

ARTHUR P. TIPPET & CO., Agts.,

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23 Scott St., Toronto.