



APPEARANCE
that sells *and*
QUALITY
that brings them back

WHAT better combination could you ask for? What better selling combination could we give you than what we embody in the new

STERLING
TOMATO CATSUP

—neat looking bottles, attractively colored labels that focus the attention, and, most important of all, the kind of quality that pleases the most particular and brings them back for more?

For this new product of ours is **Quality** through and through.

From the first drop to the last it is as good a Tomato Catsup as the scientific processing of the purest ingredients can produce. There is no Preservative or Artificial Coloring in it, nothing whatever beyond an absolute purity that will swing better sales your way.

We confidently believe that it will do this for you. Hence, we recommend it to you strongly. Why not try it out?

A trial order will give you an idea of its selling value.

T. A. Lytle Company, Limited
Sterling Road, Toronto