

QUALITY..

When a salesman talks price to you

Ask him about **QUALITY**

When he talks quantity

Ask him about **QUALITY**

When he talks merit to you

Ask him about **QUALITY**

That's the

STRONG POINT

in

Colman's Mustard

Tillson's Roller Process
Buckwheat Flour.

If any grocer who wishes to increase his business in Buckwheat Flour will try Tillson's brand just once in his own family, and then abide by his wife's decision about its rich, true, buckwheat flavor, its cleanliness, its healthfulness, then we'll be satisfied. The woman is "the power behind the throne" on every article you sell. Test it in your own family—there's no better way to prove its virtues.

**Rich, True,
Buckwheat
Flavor.**

THE TILLSON COY. LIMITED,
Tilsonburg, Ont.