

“Second to None”

There is a world of meaning in the words so often used, “second to none,” but the *careless* use of the words has almost destroyed their virtue. We use them ourselves in our advertising,

but we are cautious—we draw comparisons, but only when we know we are absolutely safe in doing it. And so we speak boldly now and use the words “second to none” in these two standards of highest quality which we quote below:

“Hand-in-Hand” Brand Bi-Carb. Soda

98 50/100 pure Bi-carbonate of Soda in the “Hand-in-Hand” Brand—think of the great strength in such purity as that! And it is very white, and the grade runs evenly also. Made by one of the largest companies in England—The United Alkali Company of Great Britain.

Codou's French Macaroni and Vermicelli.

“Second to none.” Not the cheapest, we'll admit, but “best” beyond a question. Made only from the very best quality of Russian wheat, by Vve. P. Codou & Fils, in Marseilles. Delicate, white, tender. Standard goods, and hence *best to handle*.

ARTHUR P. TIPPET & CO., Agents,

8 Place Royal, Montreal.

23 Scott St., Toronto.