

Good Salesmen

prefer to sell a high-grade article because it stays sold—and because it means repeat orders. This is one reason why so many top-notch salesmen like to sell their customers

Codou's

**Vermicelli, Macaroni, Spaghetti,
Fancy Letters and Figures.**

Each one is a specialty with a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose.

There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

“Codou's” is the name to think of when the best is wanted.

ARTHUR P. TIPPET & COMPANY

AGENTS

Montreal

Toronto