

A Smiling Face.

A contented customer is a good advertisement—one of the best you can have. You can't have contented customers with smiling faces if you sell goods of inferior quality, because poor quality is remembered long after low price is forgotten. "A Smiling Face" is worth dollars and cents to you. Keep your customers contented and happy. *Sell them quality that you know is right.*



Codou's Macaroni.

Made always from Russian Wheat, and that is one reason why it is so delicate, tender and white. Tough Macaroni won't win the smiling face and satisfaction—*Codou's Macaroni wins both.*

Cox's Gelatine.

Free from adulteration—it is absolutely clean. The standard of highest quality the world over. For the holiday cooking it will be in great demand as usual. Proved "best" by the test of a half century and more. Sell it and you sell satisfaction. You win "A Smiling Face" with Cox's Gelatine.

Sold by Leading Wholesalers Everywhere.

ARTHUR P. TIPPET & CO, AGENTS,

8 Place Royale, Montreal.

23 Scott Street, Toronto.