

**Until You Break the Shell**

of a nut you are wholly in the dark as to the quality of the meat therein. A fair exterior often covers an unsatisfactory interior. Quality depends largely upon reputation—you've got to be guided by that. Standard trade-marked goods are a bulwark of safety. They can be relied upon for quick turnovers with no danger of dead stock.

**"STOWER'S"  
LIME JUICE CORDIAL**

is sweetened to suit the most fastidious palates. No hunting for sugar. Add Water and you have the best and most wholesome summer drink. Has no musty flavor—it is the kind your customers will like.

**CODOU'S  
Macaroni, Vermicelli, Etc.**

Finest Taganrog Russian Wheat—the only wheat from which the finest quality of Macaroni can be made, is used in the manufacture of the Codou products. The richness of flavor and tenderness make them most toothsome and satisfying. Genuine French products made by Felix Codou.

*Nourishing, Palatable*

**Coco Fruitine**

*Vegetable Butter*

From the view-point of economy alone, a woman will be interested to investigate the merits of Coco Fruitine in her cooking and pastry. Its purity, rich, delicate flavor and evident superiority to butter, oil or lard, commend it at once to the economizing housewife.

**Cox's Gelatine**

Served with fresh, ripe fruit, Cox's Instant Jelly Powder makes a delicious dessert for winter luncheons.

Suggest this to your customers, for they will appreciate the absolute purity of Cox's and will be delighted with the delicious flavor.—The standard for nearly a century—British made.

ARTHUR P. TIPPET & COMPANY

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