



THE TRUTH Of the Matter!

Quality counts, and there is no use trying to dodge the question. If you build on "Quality" you build on a rock foundation; if you build on "Price" your structure will fall with the first hard blow. It pays to be honest and true to yourself as well as to your trade. *It pays to make "Quality" your watchword.*

Let's look the matter squarely and fairly in the face and be satisfied with moderate profits—satisfied to build on the strong foundation rather than the shifting one. Stop for a moment and think of the truth of the matter—*the truth in a nutshell is "Quality."*

Wheat Marrow

is a Cereal Food whose quality has been tried, tested, trusted. Its sales have been far beyond the fondest expectations of the makers.

Quicker and more easily prepared for the table than any other. Sterilized. A mental and physical strengthener. Easy to digest—equally good for infants, children and those of weak digestion as for well folks.

Stephens' Pickles.

Crisp, sound, piquant, appetizing. Packed in absolutely pure Malt Vinegar—brewed by The Messrs. Stephens. Always the same reliable quality—tried, tested, trusted.

Packed in bottles with very showy labels. The outside of the bottle is as attractive as the inside. Quick, steady sellers. That's "the truth of the matter."

Codou's Genuine French

Macaroni, Vermicelli and Fancy Paste.

Nothing better is made anywhere. Made only from finest Russian Wheat—at a model factory.

Sold by Leading Wholesalers.

A. P. TIPPET & CO., AGENTS,
MONTREAL, TORONTO.