

Honesty

Quality Tells!

The pathways of the past are strewn with the wrecks of grocers who looked more to the price they paid for their goods than to the quality. There is no mystery about quality, but there is a deep and a dark one about price. Hidden meanings are attached to low and elastic prices—standard goods command a fair price always. "Quality tells"—it counts for good or ill as you choose to value it. Look into the by-ways and hedges along the pathways of the past for convincing proof that "quality tells."



MacUrquhart's Worcester Sauce.

The table Sauce of high quality at a price that is fair. The Sauce that has "body" to it. A rich, piquant, appetizing Sauce, a very little of which goes twice and thrice as far as the same amount of the thin, watery table sauces of commerce. Economical because of its great strength. "Quality tells."

Stephens' Pickles.

Packed in the Malt Vinegar that is absolutely pure Malt Vinegar, which is brewed by the packers in one of the largest Breweries in England. Pickles that are sound, crisp and perfectly preserved when the bottle is opened—crisp, piquant Pickles. First-class goods at a low price. Sold only in two styles of bottles, one plain corked and the other lever top.

ARTHUR P. TIPPET & CO.,

8 Place Royale,
MONTREAL.

23 Scott St.,
TORONTO.