



Busy?

Want more business in your Cigar department? Want a steady, permanent Cigar trade? Want absolute satisfaction and pleased customers? If you want all this, sell Payne's Cigars. You'll be busy enough if you stock up with an assortment of a thousand or more. Send in for quotations.

J. Bruce Payne, Mfr.,
Granby, Que.

"Best Goods--and none other"--

is a good motto for the new century.



"Sterling" Brand

goods—pickles, relishes, catsups, jellies and marmalades—are the best goods, and they always bring the best trade to the grocer.

T. A. LYTLE & CO.

124-128 Richmond St. West,

TORONTO



Quality Always Wins!

The empty pockets of the grocer who still believes that low prices will do more for him than high quality, represent a case of "mistaken identity," because, **quality always wins!** Since history proves that quality always wins then, perforce the higher the quality the greater the winnings.

No matter what the skeptics say, it is not possible for skill, experience and the unstinted use of money to produce Rolled Oats of higher quality than Tillson's Pan-Dried. We make the statement boldly and without conditions, and yet, after all, the proof of the pudding lies in the eating. Let the steady gain in the volume of sales of Tillson's Brand from year to year prove that history repeats itself in verifying the truth of the statement that "Quality always wins." Let the rich, nut-like flavor, the cleanliness and the freedom from hulls of "Pan-Dried" count for more than whole pages of advertising space.

**Tillson's
Pan-Dried
Rolled-Oats.**

The Tillson Co'y., Limited, Tilsonburg, Ont.