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QUALITY..

When a salesman talks price to you

Ask him about **QUALITY**

When he talks quantity . . .

Ask him about **QUALITY**

When he talks merit to you . . .

Ask him about **QUALITY**

That's the _____

STRONG POINT

in

Colman's Mustard

It's All Buckwheat!

“Why not”? perhaps you say, and, too, you add, “Buckwheat Flour is cheap enough anyway.” The miller who mixes an artificial **essence** of Buckwheat with his Flour gives you a Buckwheat Flour that deceives both you and your customer—quality has to suffer to enable the miller to make an extra profit; and quality counts! Tillson's Roller Process Buckwheat Flour is clean and white, and has the true Buckwheat flavor that Nature gives to the Buckwheat berry itself. It is pure Buckwheat Flour!

Tillson's Roller Process Buckwheat Flour

FROM MANUFACTURER
TO RETAILER DIRECT.

THE TILLSON COMPANY, LIMITED
Tilsonburg, Ont.