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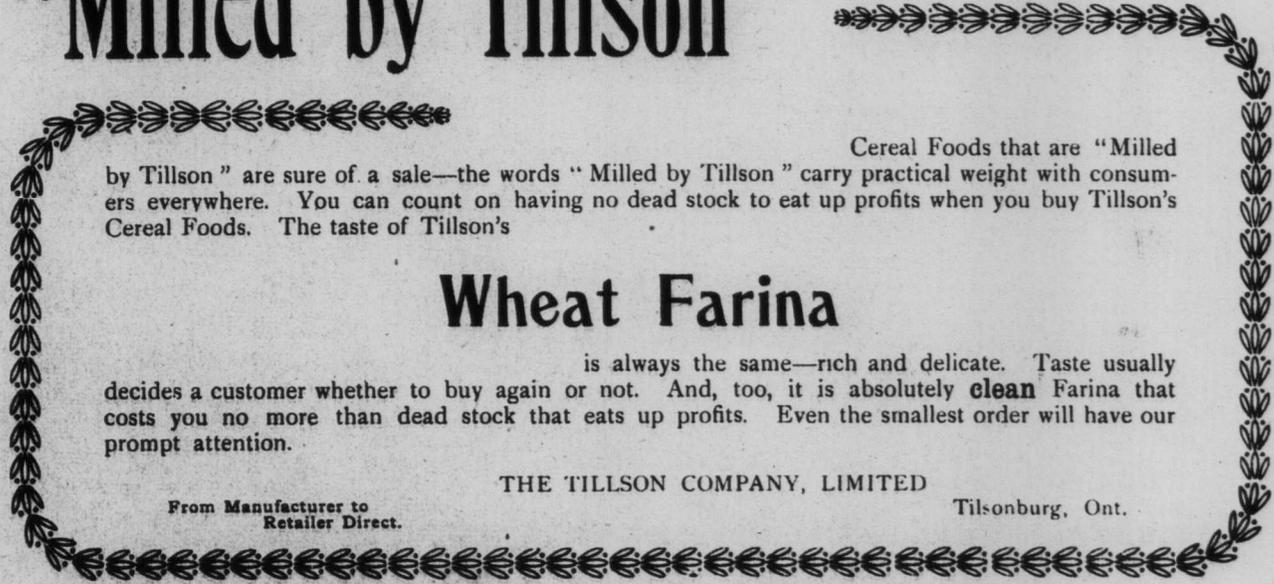
When a salesman talks price to you  
**Ask him about QUALITY**

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**

## "Milled by Tillson"



Cereal Foods that are "Milled by Tillson" are sure of a sale—the words "Milled by Tillson" carry practical weight with consumers everywhere. You can count on having no dead stock to eat up profits when you buy Tillson's Cereal Foods. The taste of Tillson's

### Wheat Farina

is always the same—rich and delicate. Taste usually decides a customer whether to buy again or not. And, too, it is absolutely **clean** Farina that costs you no more than dead stock that eats up profits. Even the smallest order will have our prompt attention.

THE TILLSON COMPANY, LIMITED

From Manufacturer to  
Retailer Direct.

Tilsonburg, Ont.