

The Turned-Down Corners

Here and there in the Ledger of Life you have turned down the corner of a page for remembrance sake—you'd forget something if the turned-down corner wasn't there.

To-day, turn down a corner deep and wide to remember this one sure fact: **"Quality is remembered long after price is forgotten."** Every time you come to that particular page—remember. Every time you try to sell inferior quality, think of the turned-down corner—what it stands for, and what it really means to your success.

"Taylor's" Candied and Drained Peels

Made in England from the best Corsican peels only. Prepared from finest selected whole fruits—*not* from fruit skins from which the essential oil has been extracted. Highest quality. Always the same.

"Thistle" Brand Canned Fish

Caught, cured and canned right at the water's edge—not re-shipped and re-handled before packing. No dirt or slime ever gets into the "Thistle" Brand. But open a can yourself for the most convincing proof—they are all right at all times. Always "on the square."

Arthur P. Tippet & Co., Agents

8 Place Royale, Montreal
20½ Front Street East, Toronto