



The Gist of It is "Quality"

"But does it pay
—I can make big profits on some of
those things that folks don't know much
about," you say. All right, but just
glance at the business record of these
three leaders in their lines, and then decide
(turn it all over carefully in your own
mind) whether it "pays" to sell highest
quality, or not.

Lazenby's Soup Squares

The firm established
upwards of 150 years. Never exhibited or sought for Royal patronage. Be-
lieved that highest quality would win of itself. Business grew. Nobility came.
Big retail store had to be opened. And they've made money steadily ever
since from these convenient—seasonable—quick little soup makers.

Fry's Cocoa

Made in the
largest factory in the world, employing 3000 people. Made pure at the start.
Made pure ever since. Made on honor, through and through. This pure,
wholesome, easily soluble, nutritious Fry's Cocoa has won over 100 medals,
and a fortune for its makers.

Stephens' Pickles

One of Great Britain's
largest pickle factories belong to the Messrs. Stephens. Their malt vinegar,
filtered, purified and cleared absolutely from mucilaginous matter, is known
almost from pole to pole for its purity and strength. Thus their Pickles—
fresh and green and piquant, gained fame and fortune for their makers.
Packed in air tight bottles. Packed by the hands of highest quality.
PICKLES of highest quality.

Sold by Wholesale Grocers
Everywhere.

Agents:

A. P. Tippet & Co.,
Montreal and Toronto.

F. H. Tippet & Co.,
St. John, N.B.