THE CANADIAN GROCER

Sense and Cents

Common sense or dollars and cents—which counts for most in making a trade ?

Common sense says plainly "buy standard goods"; dollars and cents (your pocketbook) tempts you to buy cheap, nameless articles of trade that will grow dim, dusty, dirty on your shelves. **Common** sense counts for most in making a trade.

Griffin & Skelley's Dried Fruits

"The pick of the pack," please remember that. Don't forget, either, that they come from the largest vineyards and orchards on the Pacific Coast---picked and packed right where they grow.

Apricots, Peaches, Pears, Nectarines, Raisins, Dried Plums, Prunes. Clean as a whistle always. *Choice Dried Fruits*.

Cox's Gelatine Iar housekeeper. Oldest brand and "best," because tried, tested, trusted. In powdered and shredded form.

Sold by leading wholesalers.

Arthur P. Tippet & Co., Agents

8 Place Royale, Montreal. 84 Victoria St., Toronto.