

“As a Twig is Bent So Grows the Tree.”

Plant a seed—bend the first tiny shoot that comes up and **as it is bent so it will grow.** Plant another seed and give it tender care—what does your earnest help produce? Read the answer in the tall, straight, vigorous growth that surely comes.

Sell nameless goods and—**watch your competitor forge ahead** Sell goods that bear a standard name and watch your business grow. Hustle, bustle, activity everywhere—money flowing in. Start right because “as a twig is bent so grows the tree.”

Standard Goods.

Stower's Lime Juice.

It draws trade, there's no question about it. 20 per cent. stronger than any Lime Juice made—economical—no musty flavor—keeps perfectly in any climate, even after the cork is drawn. And the Lime Juice Cordial and the Lemon Squash that Stower makes are also “Standard Goods.”

“Thistle” Brand Finnan Haddies.

We have sold them for seventeen years. They are cured, cleaned and packed right at the water side in one of the most perfectly equipped and cleanest factories of the kind on the Atlantic Coast. **Real Haddock** without a particle of dirt or slime, and, too, the rich, delicate flavor is retained in all its natural freshness.

Stephens' Malt Vinegar.

Genuine English Malt Vinegar of the highest quality there is or can be. Stephens' Brewery (John Stephens & Co., Limited) is one of the largest in all England and the oldest. No adulteration—nothing but **absolutely pure vinegar.** Sold in bulk or in bottles—they are standard goods and “standard goods are best to handle.”

**ARTHUR P. TIPPET & CO., AGENTS,
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