

If "Time is Money"
Then Why Not Save It?

Lost—one golden moment, on the Road of Endeavor! Lost, because your brain cells worked overtime when you tried to persuade that customer to experiment with those nameless goods you bought, thinking more of the extra profit therein than the dependable quality thereof.

Lost, too, because her time and yours was illy spent. Lost again because of the misplaced confidence that must prevail hereafter 'twixt you and her. "Time is money," gentlemen—why not save it by selling, pushing or recommending only "quality goods"?

Codou's Famous
Macaroni

Not within the half-century mark has Macaroni of nameless makers ever been classed the equal of Codou's, and not within the lifetime of that famous producer, P. Codou, did he stop for a moment in his conscientious struggle for perfection in the art.

For delicacy, purity and cleanliness, the "Codou" pastes have acknowledged leadership wherever used.

Thistle Brand
Finnan Haddies

Haddies caught, cleaned, cured and packed at the water's edge, under the "Thistle" trade mark, are as true, staunch and loyal to the highest standard of quality as the old Scotch Thistle itself.

Their cleanliness is always proverbial—their flavor is fine—they are genuine Haddies always.

Griffin & Skelley's Fine Asparagus

The natural, delicate, tender and toothsome quality of Griffin & Skelley's Asparagus is a bulwark of safety for the grocer who fears for the permanency of his over-particular trade. The private beds that produce this famous brand are guarded day and night by those who, seeking with might and main to hold the high standard up, never relax their vigilance over the growing stalks.

Arthur P. Tippet & Co., Agents
MONTREAL - TORONTO