

Nourishing
Palatable

Coco Fruitine

Vegetable
Butter

From the view-point of economy alone, a woman will be interested to investigate the merits of Coco Fruitine in her cooking and pastry.

Its matchless purity, rich yet delicate flavor and evident superiority to butter, oil or lard, commend it at once to the housewife who is anxious to save. Made in Marseilles, and made with *Economical* scrupulous care!

LET the "fussy" customer know your store as the one place where she will always receive rapt attention. Let her feel, if necessary, that she is right and you are wrong when an inclination to differ arises. Flatter the keenness of her judgment and thereby pave the way to resting secure in her good graces. The best business asset you can have is a woman's goodwill. It is a pearl of priceless value, friend!

ARTHUR P. TIPPET & CO.
Montreal Toronto

"Griffin" Brand Seedless Raisins

The choice of "finicky" folks and therefore of critical judges of quality, has never fallen upon other brands of Seedless Raisins in such generous measure as on the famous "Griffin" trade-marked product.

Grown, cured and packed in the largest vineyards on the Pacific Coast, and never tampered with en route. *The Standard*