

Profit with Honor

is the goal of all our ambition.

To attain the one without sacrificing the other is often difficult.

It is only after long and careful study of qualities and values that this is obtained.

We here offer you three lines that can be both honorably and profitably handled :

"Good goods always sell."
They are the best advertisement for your store.

Lazenby's Soup Squares

"are the best experience
and money can produce."
"Once used, always used."

Eve's Fair Daughters like something bright and new for Easter.

To do this economically often means using Dyes, and the best Dyes, too.

Maypole Soap Dyes

are the most economical. They both wash and dye—do not fade—and come in all colors.

Be sure your assortment is complete—you are sure to be asked for them.

Some people do not care what name is on the goods they buy. Others do.

But they all like to see

Codou

stamped on their Macaroni. They know then they are getting the best. Made from Russian wheat—white, tender, will not break when boiled.

No stock complete without it.

For sale by all wholesalers.

AGENTS :

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

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