

And Now For Christmas!

Choose quality carefully **now**—look more to quality than to price. Think of the Holiday feasting that is just ahead, and do not forget that widely advertised articles sell without “pushing” at such a time as that.

And, too, remember what a **name** is worth on the articles you carry in stock. Goods from reliable makers are half sold the moment they enter your store. “Choose quality carefully now—look more to quality than to price.”

Fry's Cocoa and Chocolates

Rich, pure, delicate of flavor and concentrated Cocoa—THAT is Fry's, the medal Cocoa.

And Fry's Diamond Sweet Chocolate stands at the head of its class. Pure, Rich Chocolate without a single fault.

Lazenby's Soup Squares

Each “Square” makes a pint and a half of Rich, Strong, Nutritious Soup. The quality is fine and NEVER varies.

They save a woman lots of time but they are used by the most particular cooks in the world.

Lazenby's Jelly Tablets

Made from absolutely pure materials—the quick jelly a woman gets by using them saves much time and hard work.

At Christmastide a woman buys them eagerly!

“Thistle” Brand Finnan Haddies

REAL Finnan Haddies, with the true delicate flavor of the freshly caught fish.

Selected carefully and cured and packed right at the water side.

Absolutely clean, ALWAYS.

Sold by leading wholesalers everywhere.

AGENTS:

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

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