



# Please Your Customers!

The saying is somewhat commonplace but always good. "A pleased customer is your best advertisement." You can please a customer with a low price but only for a day or a week perhaps—quality is remembered long after price is forgotten. Quality creates permanent trade and makes steady profits. Please your customers, but please them with quality rather than price.

## Moir, Wilson & Co.'s Scotch Fish.

Herring and Tomato, Herring and Mustard, Kippered Herring, etc. Scotch Fish that stand at the very top notch for quality in England, where the most particular buyers are the largest consumers of the Moir, Wilson products.

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## The Maypole Soap Co.'s Specialties.

Maypole Soap, the famous English Home Dye, and Oriole Soap, the famous English Complexion Soap. Maypole Soap washes and dyes at one operation without mess or trouble and yields brilliant, fast colors. Oriole Soap is made largely from Vegetable Oils and healing Balsams from the Far East—sold only in handsome hinged metal boxes, the soap and the box retailing for 10c.

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