

A True Profit means A Quick Sale

A constant demand means quickened profits—half the **true** profit is lost on a slow seller. Standard goods that are widely advertised increase confidence and make far more business, and confidence is the foundation stone of successful storekeeping—you'll agree to that. "A true profit means a quick sale."

Maypole Soap Dyes.

You can make a true profit here—this English Home Dye sells quickly, and it **keeps on selling**. It is widely advertised in the newspapers. It washes and Dyes at one operation. It is the dye of confidence and brilliancy, and it won't fade. Don't forget that women like to dye in the Fall.

"Hand in Hand" Brand Bi-Carb. Soda.

You rely on the merit of the goods you sell, but you don't like to have goods accumulate. The "Hand in Hand" brand of Bi-Carbonate of Soda sets the standard (98⁵⁰/₁₀₀ of Pure Bi-Carbonate of Soda in it) and makes true profits from quick, sure, sales.

Stower's Peptonized Sauce.

Peptonized—thus, it differs from all other appetizers in its peculiar, yet very healthful, stimulating properties. It aids digestion—a strong selling point.

And it is advertised to help and to **stimulate** trade for you and for us. "True profits" (and good ones) from the quick sales of Stower's Peptonized Sauce.

Fry's Pure Cocoa.

Concentrated—hence its unrivalled purity and great strength. You see the name "Fry" everywhere—on Cocoa. An easily soluble Cocoa that is very economical to use. A Cocoa that has taken over 200 medals and awards at World's Fairs. "True profits from quick sales" in this Cocoa of highest quality—Fry's.

Sold by leading wholesalers everywhere.

AGENTS:

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

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