

**“Just as Good”**  
**Means Absolutely**  
**Not as Good!**

You can pay a competitor no greater compliment than by comparing the worth of your goods with his, and likewise you can offer a woman no greater insult than by confronting her with something “Just as good” when she knows exactly what she wants and has come to your store to get it.

Let us not go back to the dark ages of Trade Deceit, friend, but rather let us keep on the sunny side of a woman's good-will. It pays to give a customer exactly what is asked for and with no cross looks. “Just as Good” means absolutely not so good and the whole world knows it!

**Give them what**  
**they ask for!**

*The “Thistle” Brand  
of Fish.*

Frequently the ever-increasing demand for Haddies, Kippered Herring and Herring in Tomato Sauce, packed under the “Thistle” label, exceeds our ability to supply all. This is an eloquent tribute to quality, friends!

*Griffin & Skelley's  
Asparagus*

As rich, delicate and toothsome as if you had stepped outside in the early morning hours and from your cherished garden cut with your own hands the tender stalks. Grown on private beds on the Sacramento River, whose location is unsurpassed for producing matchless quality.

*Macaroni made by  
P. Codou*

As tender as a baby's skin—clean as the proverbial whistle. Likewise could we honestly describe the vermicelli and fancy pastes that come from that famous maker “Codou.”

*Arthur P. Tippet & Co., Agents*

MONTREAL

TORONTO