

# He Profits Most Who Serves Best

Your customers are all vain, more so than you, and if you are courteous and obliging to them, and make them feel that your business is to serve and please them, then they will buy one or two specialties which are profitable to you, whereas their intentions were only to buy a single article which usually pays a small profit.

But if you cannot vouch as to the quality of an article, do not persuade your particular customer to buy it, for if the article proves unsatisfactory, their confidence in you, which is the basis of your trade, is gone, and gone with it your opportunity to reap the profits on future sales.

If you sell them Tootsies to-day for Mothers' Day, you will not have the opportunity to sell them Mothers' Day to-morrow.

Why lose any customer's confidence, lose money, and have yourself advertised as not being reliable, when a little care in selecting your stock would eliminate any possibility of such results.

It is not a matter of how much I can do my customers for, but how much can I do for my customers, and in serving them with Quality products you are insuring their confidence in you and their good-will.

## MACONOCHIE'S QUALITY PRODUCTS

Serve Their Purposes. Your Customers Know

MACONOCHIE'S Pickles, Pastry, Pickled Apples, Pickled Onions and Pickle, Worcestershire Sauce, etc.

Your Labels Are True. For You Know

McLaren's Pickles