

Lime Juice

that's All Lime Juice.

**It
Holds
Trade**

Quality, not quantity, wins trade and **holds** it--a new article sold on the basis of "more for your money" may catch the temporary customer, but do you want a man or a woman to buy once and then stop?

Stower's Concentrated Lime Juice is the pure Juice of West Indian Limes that are cultivated especially for "Stowers." It is **all Lime Juice** down to the last drop in the bottle. Years and years ago it was distinguished from all other Lime Juice because--no musty flavor--no free acid taste--its perfect keeping qualities after the cork is drawn--its great strength, because concentrated. "It holds trade"--it maintains its reputation of the past steadfastly.

**Stower's
Lime Juice**

**These
Hold Trade
Also.**

**"Cox's"
Gelatine**

Quality always the same--always the best and purest.

**Both Powdered
and Shredded.**

You never have a dissatisfied customer who uses

—COX'S—

**"Thistle"
Brand**

This is the **new** pack from St. Mary's Bay, N.S.--the brand folks know so well and trust. Clean--delicately flavored--**real** Finnan Haddies. Better than ever and ever the best.

The New
Pack is in.

**Finnan
Haddies**

ARTHUR P. TIPPET & CO., Agents.

8 Place Royale,
Montreal.

20½ Front St. E.,
Toronto.