



In Holiday Time

Money comes easily and it is spent just as easily and quickly, too, in Holiday time. Folks don't quibble over the price of an article, if the quality suits them, and only the **best quality will** suit—in groceries, when all the world is "shopping."

Standards of the highest quality like Fry's Cocoa and Chocolates, Lazenby's Soup Squares and Jelly Tablets, and Codou's Macaroni prove their intrinsic value—"in Holiday Time," because

Best Quality Counts!

Fry's Cocoa and Chocolates.

Symbols of absolute purity in Cocoa and Chocolate (the Diamond Sweet). Proved "best" by the medals and awards they have earned. No better proof is wanted or needed, than this—that "best quality counts."

Lazenby's Soup Squares--Jelly Tablets.

Ready-to-use luxuries at the price of the necessities. The Soup Squares for quick, rich, nutritious soup making—the Jelly Tablets for delicately flavored table jellies. Made in England. Used by the nobility there and by economical women **everywhere**.

Codou's Macaroni.

Liberally advertised to help your sales, but only honest facts are given. The Macaroni (delicate, white, tender) backs up our advertising, you won't have to "take it back" if "P. Codou" is stamped on the package.

Sold by leading wholesalers everywhere.

AGENTS:

A. P. Tippet & Co.

Montreal and Toronto

F. H. Tippet & Co.

St. John, N.B.