

Choose Which.

One Big Profit, or—
the Regular, Satisfied Customer.

“You can't eat your cake and have it too”—you've got to **give up** something in this world to get something. You can't make great big profits on a small article without sacrificing quality.

Isn't it better judgment to hold on to the trade of the woman who has confidence in you, than to juggle with that faith for a few cents extra profit?

A woman combines two unique operations in one, when she uses that Modern English Home Dye of highest quality—Maypole Soap. **It washes and dyes at the same time.** It is as sure as sunrise in the even brilliant color it yields. It never streaks.

And all women like the cleanliness and ease with which they handle it. It is absolutely fadeless.

“Choose which”—**one** big profit on old-fashioned, uncertain powder dyes and no further business from the woman who buys them, or—a regular trade from the satisfied customer who buys the Home Dyes of Highest Quality.

Maypole Soap Dyes.

Sold by leading wholesalers everywhere.

A. P. Tippet & Co., General Agents for Canada

8 Place Royale, Montreal.