

# "A Nimble Sixpence is Better than a Slow Shilling"

The sign that is prominently displayed in the purchasing departments of some of the largest retail stores in this country reads: "Money is made on turn-overs, lost on left-overs." It impresses buyers for the store to turn their stocks into money with the least possible delay. Quick "turn-overs" are as necessary as staple goods.

You can't be "nimble" with articles of questionable worth. They will stick to your shelves like a fly to molasses. You'll become heart-sick and weary with listing and re-listing them on your stock sheets year in and out. Read the brief details of three "nimble sixpence" sellers below.

## "Thistle" Haddies

Known throughout the Dominion for the virtues of cleanliness, genuineness and the natural flavor of the freshly-caught and instantly-canned fish, just as they are taken from their ocean home. The "Thistle" brand is

## A Quick "Turn Over"

You'll not find them lingering on your shelves, and they won't eat up interest on your invested capital. No slime, no dirt, no haste in canning. The "Thistle" brand gains in popular favor with each succeeding year.

## Coco Fruiline

The pure, palatable, rich and nourishing substitute that is rapidly crowding butter, oil and lard out of the race for the favor of economical cooks the world over. No water or moisture in it. It is

## A Quick "Turn Over"

because once used, it is never given the "go by." The demand grows constantly and thereby it follows in the footsteps of the established permanent trade it has won abroad.

## Cox's Gelatine

As safe as a gold dollar to stock—as certain as sunrise to sell. The pure Gelatine that never, never, never disappoints the cook! In powdered or shredded form.



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