

Increase Their Faith!

“Price” is an argument for trade but “quality” goes far ahead of it. *Quality holds* trade while price attracts for the moment only. Sell *standard goods* and you increase the faith your customers have in the service of your store. It pays to “increase their faith”

By Selling These Goods.

Felix & Co. Italian Macaroni

Always the same delicate, tender Macaroni that makes for *permanent* trade. Most attractively labelled and packed. Macaroni that will “increase their faith.”

“Thistle” Brand Maple Syrup

A rich, clear, pure **Maple Syrup** that reminds you of boyhood days way up among the sugar trees. Always the same, and always choice.

A Maple Syrup that will “increase their faith.”

Griffin & Skelley's Dried Fruits

“The pick of the pack” from the finest vineyards and orchards on the Pacific Coast. Peaches, Pears, Raisins, Apricots, Nectarines, Dried Plums and Prunes. “Increase their faith” by selling them.

“Shell” Brand Castile Soap

Containing 67 per cent. of pure oil, instead of the usual 60 per cent. of ordinary brands. Packed by Couret Frere of Marseilles.

In 1 pound bars and upwards and in pressed cakes also.

SOLD BY LEADING WHOLESALERS

ARTHUR P. TIPPET & CO., Agents,

8 Place Royale, Montreal.

20½ Front Street E., Toronto.