

Doubt Is The Forerunner of Disaster!

A safe and known rule to follow in whist is also a safe rule to follow in business, namely, "When in doubt, play your trump card." If uncertain as to the degree of satisfaction your customer will derive from the use of some untried and unworthy brand of goods, play your safe trump card and give her the tried, tested and trusted article, for "Doubt is the Forerunner of Disaster." Each of the listed brands below is a safe trump card to play!

Cox's Gelatine

Do you suppose that your customers know that Cox's Gelatine contains no chemicals whatsoever—that no other Gelatine in the world has this sterling virtue of absolute purity?

"Griffin" Dried Fruits

Equal in tastefulness to the fresh fruit just as it comes from the Garden of Quality. Seventeen different kinds and each one is the choice of connoisseurs.

Codou's Macaroni

Stock it and you win permanent family trade because in delicacy and flavor; healthfulness and purity, it creates desire from each one of the household, from tot up to grandpa!

Coco Fruitine

Better than butter and more economical, yet tasteful, healthful and pure. The coming substitute for lard and oil in cooking. The concentrated essence of Coconut goodness.

"Griffin" Asparagus

Griffin & Skelley's greatest achievement perhaps. Their own private beds, and no others, supply the tender, delicate, toothsome stalks, unrivalled for their naturalness of flavor!

Arthur P. Tippet & Co., Agents

MONTREAL

TORONTO