



Wasting Your Energies ?

If it pays to push an article, it pays to push it to some purpose and to push more with an object of gaining permanent trade than of temporary profit. If the demand for any article stops when you stop pushing it, 95 per cent. of your energy has been wasted.

You waste no energy whatever in advocating the sale of these Fish, because people who buy them once will buy them again and again. Briefly, the intrinsic merit of both these articles backs up the highest praise you can give them.

SARDINES

(in Pure Olive Oil)

BRANDS

“Albatross”

“Ambrosia”

PACKED BY

OLSEN & KLEPPE

STAVANGER, - - - NORWAY

Finest Quality Only

A. P. TIPPET & CO., Agents

Herring in Tomato

(Moir,
Wilson & Co.'s)

Nothing superior is packed.

This is the specialty of

Moir, Wilson & Co.
ABERDEEN

Fine, Fat Fish
(Perfectly Cured)

Arthur P. Tippet & Company
Sole Agents.