

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 the "Griffin" Brand of Dried Fruits and the "Thistle" Brand of Canned 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.

"Griffin" Brand Dried Fruits.

Seedless Raisins and Prunes. Dried Apricots, Peaches and Pears in all their original goodness. A revelation to the grocer who has been buying other Brands.

Selected with the greatest care and shipped in original boxes right from the Vineyards on the Pacific Coast.

Look for the "Griffin" trade mark before you buy.

"Thistle" Brand Canned Fish.

Canned Haddies, Kippered Herring and Herring and Tomato Sauce. Selected, cured and packed by Captain Austin of The Thistle Canning Co., Little River, N.S.

Absolutely clean, rich, delicate, appetizing. Prepared right at the water side where they are caught. The brand of highest quality and so recognized the world over.

ARTHUR P. TIPPEE & CO., AGENTS,

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Montreal.

23 Scott St.,
Toronto.