

## *A Smile or A Frown ?*

"Laugh and the world laughs with you, weep and you weep alone." The customer who comes in with a smile is a business tonic—the dissatisfied customer who comes in with a frown has a depressing effect on the ambition of your whole store force.

***Sell standard goods*** and you win smiles and satisfied customers. Sell nameless goods for a little more profit and win—***frowns and distrust!***

### *Standard Goods Are Best To Handle.*

#### **Codou's Macaroni and Vermicelli.**

Not the cheapest, but "the best by every test." Made from the highest quality of Russian Wheat. White and tender and always up to one high standard that has made it famous. Win satisfied customers by selling it. It "wins smiles" every time.

Full, heavy-bodies, and with a rich, delicate flavor that is second to none. It has received the highest awards wherever exhibited. Matured for months in the vats before it is bottled in England. "Standard goods are best to handle."

#### **Macurquahart's Worcester Sauce.**

**ARTHUR P. TIPPET & CO., Canadian Agents,  
8 Place Royale, Montreal.**

**23 Scott St., Toronto.**