

Your Best Advertisement

It is an old saying but a good and a trite one yet, "a satisfied customer is the best advertisement."

The matter of a low price pleases only for the moment—the matter of quality lingers in the memory for a long time. Your best advertisement, and the one that will stick by you as close as the bark to a tree, is—"Quality."

Standard goods are **safe** goods to handle—they are "your best advertisement."

Stower's Lime Juice.

"The Lime Juice that draws trade." 20 per cent. strongest because concentrated. Absolutely pure. No musty flavor.

Maypole Soap Dyes.

The English Home Dyes that will suit the most particular woman that lives. They wash and dye at one operation. Brilliant—fast—quick—clean—sure.

The Thistle Finnan Haddies.

This is the **new** pack from St. Mary's Bay, N.F.—the brand folks know so well—and trust. Clean—delicately flavored—**real** Finnan Haddies.

All of the above are sold by leading wholesalers.

Agents :

A. P. Tippet & Co., Montreal and Toronto
F. H. Tippet & Co., St. John, N.B.