THE CANADIAN GROCER

Quick- Rich. Portable, Nutritious Soup for The Klondykers.

Quick profits for YOU

That's the story in a nutshell, and the shell is full of meat—Will you crack it ? It cracks easy.

You don't have to *persuade* a man to buy what his own eyes tell him are matchless—for the Klondyke.

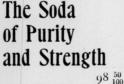
See the testimonial that the British Government unconsciously give to those little, light, rich, nutritious Soup Squares, made in London-ordered

for the Army in the Border Campaigns. A soldier's life is quite like the Klondyker's heavy food supplies are ignored—only the easily carried and highly nutritious foods are taken along for the strength the soldier needs and ought to have.

Much in Little The Household Cocoa--Fry's concentrated — hence its strength and economy.

Pure — hence the rich, natural, delicate Cocoa Flavor. The profitable Cocoa

> Fry's Cocoa



pure Bi-Carbonate of Soda in Hand-in-Hand Brand.

Strong—pure—very strong because so pure. A trade winner for the store if there ever was one.

The Hand in Hand Brand Rich Delicate Flavor

Lazenby's

Soup Squares

Real

ness and natural flavor —It is always there in the Thistle Brand

> Finnan Haddies

All of the above sold by leading wholesalers.

Agents :

A. P. Tippet & Co. Montreal and Toronto

F. H. Tippet & Co. St. John, N.B.