

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.

Lazenby's Soup Squares

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**

The Soda of Purity and Strength

98 ⁵⁰/₁₀₀
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

Real
Finnan Haddies—made ready for the market at the water's edge—where the fish are caught.

Hence their richness 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.