

Increase Their Faith

“Price” is an argument for trade, but “quality” goes far ahead of it. *Quality holds* trade while price attracts for the moment only. Sell *standard goods* and you increase the faith your customers have in the service of your store. It pays to “increase their faith”

By Selling These Goods

“Stowers” Lime Juice Cordial

is sweetened to suit most fastidious palates. No hunting for sugar! Add water and you have the best and most wholesome summer drink.

Has no musty flavor

Griffin & Skelley's Dried Fruits

“The pick of the pack from the finest vineyards and orchards on the Pacific Coast. Peaches, Pears, Raisins, Apricots, Nectarines, Dried Plums and Prunes. “Increase their faith” by selling them.

“SHELL BRAND” REGISTERED



“Shell” Soap

Made in Marseilles by Couret Freres only, contains 67% pure oil, over 10% more than ordinary brands—nothing equal for all household purposes.

“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, delicate, appetizing. Prepared right at the water side where they are caught bring into one line. The brand of highest quality only.

Arthur P. Tippet & Co.

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