

“Confidence Begets Success.”

You can make a better and stronger argument for trade if you have absolute confidence in the quality of the goods you sell, and you can put more vim, vigor, life into your appeal, because—“confidence begets success.”

No better, stronger argument for trade is wanting than **quality**—no higher quality exists than what is found in these three standard brands we name below.

“Hand-in-Hand” Brand Bi-Carb. Soda.

Of greatest strength because of its nearly perfect purity—98 50 100 of pure Bi-Carbonate of Soda in it. The grade runs as evenly as the cut of a die. Made by the United Alkali Company, of Great Britain, one of the largest producers in the entire world.

Fry's Cocoa and Chocolate.

Fry's Cocoa has the unequalled strength of absolute purity—no flavoring, drugs or chemicals in it. $\frac{1}{4}$ -lb. tins retail at 25 cents and make 50 cups of Cocoa, or twice as much as any other brand. Fry's Diamond Chocolate has won gold and diamond medals for the makers, because “Quality counts.”

Stower's Concentrated Lime Juice.

The very finest, strongest, purest Lime Juice that specially grown Limes, unequalled skill and money can produce. 20% stronger than all others, because **concentrated**. No musty flavor. Prepared particularly for Colonial trade. Put up now in clear bottles, known as “Pale Gin” bottles, with new, handsome and very attractive labels. “The Lime Juice that draws trade.”

ARTHUR P. TIPPET & CO., Agents,
MONTREAL.