

A suggestion is better than an argument—a suggestion will please where an argument will often create ill feeling and distrust.

No argument is needed to sell Lazenby's Goods, Coudou's Macaroni and Stephens' Pickles—their names are silent arguments themselves. That is what a *name* will do.

**Lazenby's.** A name familiar to England's Nobility for over **100 years**—"E. Lazenby & Son."

Lazenby's Jelly Tablets are made from absolutely pure materials. The fruit, flower, wine and spice flavors are Nature's own. Thirteen different varieties—each one of the very highest quality. "Profitable to use—profitable to handle."

Jelly  
Tablets.

**P. Codou's.** Another name that stands for **all that's good** in Macaroni—P. Codou. With that

name on the package no argument is needed to sell it. Made only from real Russian wheat. Delicate, tender Macaroni.

Macaroni.

**Stephens'.** Are you quite sure of the **name** when you buy Pickles in bulk? You **may** get them packed in something else besides Pure Malt Vinegar—unless you look for the name "Stephens." When you see **that** you get absolutely safe packing. The pickles are sound, crisp, piquant, always.

Pickles.

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.