



# Highest Quality!

So little are the words "Highest Quality" understood, that they have lost their true value—especially as relating to Cocoa. Purity, flavor, richness, healthfulness—these four vital points unite to prove the right of the Messrs. Fry to use the words "highest quality." And because Fry's Cocoa is concentrated, the words "economy in the household" prove their sterling value—in increased sales for you.

## Fry's Cocoa.

"Signs show which way the wind blows." Have you got that sign up in the store yet, "Maypole Soap Dyes sold here"? It shows to economical women that

### Maypole Soap Dyes

are sold by you to help them economize.

Brilliant, fast, quick, safe, sure. They wash and dye at one operation. All colors—they dye to any shade.

It's a good thing to have the women "on your side"—especially when you sell them something to bake with. They hate to lose a "baking." The

### "Hand-in-Hand" Brand Bi-Carb. Soda

has 98<sup>50</sup>/<sub>100</sub> of pure Bi-Carbonate of Soda in it. It is VERY STRONG—runs evenly in the grade—and won't disappoint your women customers.

Help a woman to save time and yet get satisfactory results and you win her favor. Lazenby's Jelly Tablets will do just this—for quick desserts.

### Lazenby's Jelly Tablets

are of the very highest quality. There are thirteen different flavors. They are handy to have in stock to help a woman out of a dilemma.

Sold by leading wholesalers everywhere.

AGENTS:

A. P. Tippet & Co., Montreal and Toronto.

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