

"Best by Every Test"

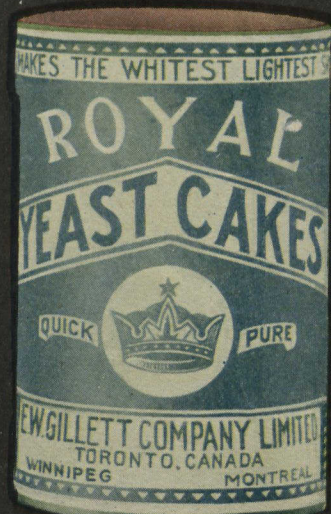


THE constant effort of manufacturers to improve their products and reach the highest point of perfection entitles them to your consideration, and while, for selfish motives, there may be forces working to belittle such commendable efforts, the ultimate results are sooner or later bound to be recognized and appreciated by the thoughtful and intelligent individual. The success of

any of the well-known articles that have come to be looked upon as the standard articles of their kind, is invariably followed by the attempt of envious imitators to benefit by another's success, basing their claims for recognition on the unsubstantial statement of "just as good." Such claim is of itself a recognition of superiority of the article imitated.

Gillett's Goods have reached the point of perfection that places them in a class by themselves, and while often imitated, are never equalled.

All dealers are authorized to guarantee Gillett's Goods as being the best and purest that it is possible to produce, and to be just as represented.



E. W. GILLETT COMPANY LIMITED

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