

# 67% Pure Oil!

Seven per cent. more of pure oil than you'll get in ordinary Castile Soap—*Seven per cent.*! It seems a trifling matter perhaps yet it may make or mar your success in holding a customer's permanent trade.

The "Shell" Brand of Castile Soap is packed only by Couret Frere, of Marseilles, France. Highest quality always, in one pound bars and upwards.

Pressed cakes in boxes also. Sixty-seven per cent. of Pure Oil in the "Shell" Brand.

## "Shell" Brand Castile Soap

*Sold by Leading Wholesalers.*

## "Thistle" Brand

Maple Syrup that makes the mouth water for "more." The real syrup of your boyhood days—the "Thistle" Brand.

You best preserve your customer's interests by selling what they expect and want and yet so seldom get — palate-tickling maple syrup—the "Thistle" Brand.

## Maple Syrup

*Sold by Leading Wholesalers.*

**ARTHUR P. TIPPET & CO.,**

AGENTS,

8 Place Royale, Montreal,  
20½ Front St., Toronto.