

THE SILENT SALESMAN

Goods whose trade-marked names have grown familiar to the public need no word-of-mouth explanations on quality or price from yourself or your clerks, for they are their own Silent Salesmen. They make a powerful appeal for trade by the known virtues which they hold within themselves.

All you have to do is to display them—think of the saving of energy you make when you stock with goods of spotless reputation! Two "Silent Salesmen" are printed below.

The "Thistle" Brand Haddies and Herring

The name and the fame of the "Thistle" brand of fish has brought credit and honor to the producers and why not money to you, friend? The Haddies never masquerade under the guise of inferior fish—the Herring and tomato sauce are ever true to their name.

Slime, dirt and uncleanness have no part in the preparation—the work is done where the fish are caught. They are "Silent Salesmen" because

They Sell
Themselves

Griffin & Skelley's Canned Asparagus

No greater harm could come to the packers, growers and shippers of the "Griffin" brand of canned asparagus than that someone sometime should somehow or some other discover a can that was less good than the delicate young stalks just as they are cut from the private garden of a connoisseur.

See how sure both you and your customers are that the quality will be maintained, year after year.

They Sell
Themselves

ARTHUR P. TIPPET & CO., Agents

MONTREAL

TORONTO