

No "mark-down sale to close out" on these four business helpers—they are regular sellers, known everywhere as standard goods. You are safe in ordering them from your wholesaler—you turn your money often with standard goods like these.

No risk in buying—folks know them for what they are—highest quality through and through. You won't have to carry 'em over to another season.

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

^{98.50}/₁₀₀ pure Bi-Carbonate of Soda. No higher percentage known to science than this. Made by the United Alkali Company of Great Britain. A leader in strength and evenness of grade.

Lazenby's Soup Squares. Jelly Tablets.

13 varieties of each. Unvarying in the high quality of the ingredients used. They will please your women customers. They will increase your permanent trade.

Stephens' Pickles.

Packed in absolutely air-tight bottles. Packed in genuine Malt Vinegar of the highest quality. Packed on honor. You'll not have to use pickle persuasion to sell 'em a second time.

Fry's Cocoa.

The product of one of the largest businesses of its kind in the world. Concentrated—easily soluble—rich, delicate flavor. Over 200 medals and awards for its general excellence.

AGENTS: ----

A. P. TIPPET & CO.

Montreal and Toronto.

F. H. TIPPET & CO.

St. John, N.B.