



When in Doubt—Trump!

Take no chances—play your strongest card, the card you have faith in—the one you have learned to know, is a probable winner.

It's the same way in buying—the highest quality wins trade. The name and reputation of an article—its *known* quality will sell it. As goods of inferior quality become unsalable and gradually accumulate on your hands, please remember this—"when in doubt"—play your strongest card, buy highest quality. It pays to do it.

Good Cards to Hold

For purity—strength—absolute evenness of grade, the United Alkali Coy.'s product of Great Britain

Hand in Hand Brand Bicarbonate Soda

98 ⁵⁰/₁₀₀ Pure Bicarb. Soda.

is unequalled.

For quick, seasonable sellers, get those Jelly Tablets that save so much time in the household.

Over 150 years of highest quality in

Lazenby's Jelly Tablets.

12 different flavors.

For freshness and cleanliness of the pack (new pack just in) and delicacy of flavor

Thistle Brand Finnan Haddies

are unrivalled. They compete in quality—not in price.

For Sale by Wholesale Grocers Everywhere.

General Agents for Canada

A. P. Tippet & Co.
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