

Signs That Lead Right!

☞ Maypole Soap Dyes.

The woman who uses them **can't** possibly go wrong—they point out the way to economy unfailingly. The Dye that **washes and dyes** at one operation, silks, satins, cottons, or woollens. Clean, brilliant, absolutely fast. Hang up a sign in the store to catch a woman's eye (and to hold her trade), "Maypole Soap Dyes sold here." The "Satisfactory Sign."

☞ Codou's Macaroni.

Every grocer has the few VERY particular customers ready to "kick" on quality at the slightest opportunity — kicking "wears on a grocer's nerves."

You can satisfy ALL classes with the Macaroni stamped "P. Codou" —it is light, white and delicate.

The sign of highest quality reads "P. Codou."

☞ Fry's Cocoa.

It is never "brought back"—no reason in the world why a customer should WANT to bring it back.

Pure, rich, strong, because "concentrated" from the best Cocoa bean that grows. Easily soluble—economical to use, because a little of it answers the purpose.

Over 200 medals and awards taken by the Messrs. Fry.

Sold by leading wholesalers everywhere.

AGENTS:

A. P. Tippet & Co.
Montreal and Toronto.

F. H. Tippet & Co.
St. John, N.B.