



*First,  
Last  
and Always!*

Quality is the keystone to success. "First, last and always" it is *quality* that counts. You can deceive yourself into thinking otherwise, but it doesn't pay in the end. There is no time like the holidays to prove this to your satisfaction. People are seeking for the highest quality *now* as never before --are you going to disappoint them by selling inferior goods?

*Moir, Wilson &  
Co's Scotch Fish*

Herring and Tomato, Herring and Mustard, Kipperd Herring, etc. They stand at the very top notch for quality in England, where they are packed.

Every can or tin is as near perfection as money, skill and experience can make it. Year after year the Moir, Wilson goods maintain their reputation in the front rank. They are A No. 1 "first, last and always."

*"Griffin" Brand  
Dried Fruits*

Seeded Raisins, Prunes, Dried Apricots, Peaches and Pears. The product of the finest orchards on the Pacific Coast. They reach you in the original package, just as they leave the hands of the growers and packers.

They are not shipped in bulk and then put up in fancy packages—they reach you at first hands. Nothing finer can be produced than the "Griffin" Brand. It is the standard for highest quality "first, last and always."

Sold by leading wholesalers everywhere

*Arthur P. Tippet & Co., Agents,*

8 Place Royale,  
Montreal.

23 Scott Street,  
Toronto.