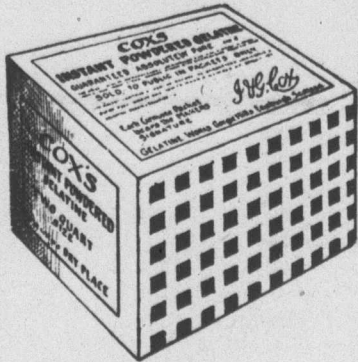


Clinch the festive season's demand for dainty desserts with

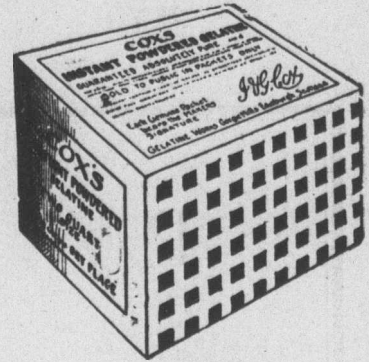
## COX'S QUALITY

To pass up the festive season without one mighty play for gelatine sales is to pass up your best opportunity for extensive profits and continued new custom. No other time of the year has such an insistent call for dainty, delectable desserts, and to meet this need with the quality, the goodness, the possibilities for novel dishes COX'S GELATINE offers, is to lay a broad foundation for repeat orders and continued custom.

*Then set your shoulder to COX'S Quality, buckle your salesmen to COX'S Delicious Goodness, in one mighty effort for unusual sales. Go to it — NOW, while the demand is ripe, and the heavy profits ready to reap. Write your nearest wholesaler for supplies and particulars today.*



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Arthur P. Tippet & Co., Agents, Montreal