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IT IS A FACT that there is an enormous quantity of something being sold at the present time under the name of Coffee which is an insult to the name and an imposition upon the public. In view of this fact it is the duty of every dealer to purchase his Coffee of a reliable house and to protect his own interests by giving his customers pure Goods. We have established a reputation for Pure Coffee which is equalled by no firm in the Dominion, and we intend to hold fast to a reputation so justly earned.

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