

LEADING QUESTIONS

FOR THE CONSIDERATION OF

RETAIL GROCERS

WHO ARE WILLING AND ANXIOUS TO OBTAIN AND SELL

STRICTLY PURE COFFEE of the HIGHEST QUALITY

Does your trade appreciate, and will it pay for, Strictly Pure Coffee ?

In the past, of all the articles you have bought, has not Coffee been the most difficult to obtain pure and of satisfactory quality ?

If you happened to receive one lot which suited, didn't the next lot make trouble by not suiting ?

Haven't you paid high prices long enough for Fancy Marks of Green Coffees (*which don't exist*) and are uneven in quality ? and isn't it about time to investigate for yourself, and order a sample lot of our STANDARD JAVA or other brands, which never vary, and are always fine ?

Do you know of any brand of Coffee that has such immense sale, or that has called forth any such testimonials of superior excellence, from so many Leading Grocers throughout Canada and the United States as our STANDARD JAVA ? Don't you believe they are genuine, and, being so, don't they deserve consideration at your hands ?

Isn't it reasonable to suppose that a firm employing Special and Exclusive Buying Agents, located at all the principal centres in the coffee-growing districts of the world, Actually Secures and Receives the finest selections, and at the lowest possible producing cost ?

Don't you believe that a house which makes a specialty of roasting Coffee, using Improved Roasters, Cleaning Machines, Sifters, &c., controlled by skilful workmen, is the legitimate headquarters for you to buy at ?

Don't you believe that the system (*original with us*) of packing and shipping Roasted Coffee in Air-Tight Cans is the only perfect method, and ain't you sure of securing fresh and fragrant Coffee always ?

Isn't imitation the sincerest form of flattery ? and when prominent dealers copy the names of our brands, packages and labels, isn't it proof positive that the superior excellence of our goods has stamped them as Standards, and that they are so considered by the buying community ?

Isn't it a perfect acknowledgement of superiority, when competitors advance as a positive and conclusive reason why you should buy their imitations, that they guarantee them as good as ours ?

Did you ever hear of a Coffee called Standard Java until we put ours on the market ? What reason do you give for other houses naming their Coffee the same ?

Summing it all up. Don't you believe our Coffees are absolutely pure, and all we claim—The Best Coffees on the Market ?

UNPREJUDICED ANSWERS WILL BE SATISFACTORY TO

Respectfully Yours,

CHASE & SANBORN,

435 St. Paul Street, Montreal, Que.

PRINCIPAL FACTORY :

87 Broad Street, BOSTON, Mass., U. S. A.

ANNEX FACTORY :

28, 30 & 32 Hamilton St., BOSTON, Mass., U.S.A.

Our STANDARD JAVA is Guaranteed Private Plantation Growth, and controlled solely by us.