

PUBLISHED  
EVERY  
FRIDAY

CIRCULATES  
IN EVERY  
PROVINCE

# THE CANADIAN GROCER AND GENERAL STOREKEEPER



## QUALITY..



When a salesman talks price to you

**Ask him about QUALITY**

When he talks quantity

**Ask him about QUALITY**

When he talks merit to you

**Ask him about QUALITY**

That's the \_\_\_\_\_

### STRONG POINT

in

## Colman's Mustard

### *It Pays to Please the Laundress*

Benson's Enamel Starch is a perfect cold-water laundry Starch for shirt bosoms, collars, and cuffs, where an especially stiff finish or brilliant gloss is desired. Do you know of any laundress who wouldn't **thank** you and continue to

trade at your store if you suited her absolutely on those points she prides herself so much on in her work?

### *Benson's Enamel Starch*

never fails in the perfect work it does. Our extensive plant by which all water we use is filtered assures an even whiteness of color always. "It pays to please the laundress."

### Edwardsburg Starch Co., Limited

Cardinal, Ont.

**ESTABLISHED 1858.**

Montreal, Que.

Benson's Prepared Corn. Silver Gloss Starch. Benson's Enamel Starch.