

— OUR —

# FIRST ANNUAL REVIEW.

A year has passed since we first established ourselves in Canada as IMPORTERS, ROASTERS and PACKERS of FINE COFFEES.

It has been a glorious success from the start; a success which we very gratefully acknowledge you have contributed to by your support and appreciation of our efforts in demonstrating that our different brands possess:

*1st—QUALITY.* We promised you that not only would we pack strictly Pure Coffees of SUPERIOR QUALITY, but that they should be of GUARANTEED UNIFORMITY. That we have faithfully lived up to our agreement is evidenced from the fact, WHICH IS A FACT, that during the year not a single pound of our Coffee has been returned to us as unsatisfactory.

*2nd—PRICE.* We think you will agree with us that our quotations cannot be met by competitors, when the true basis of value is considered, viz., QUALITY. Failing in this respect, the only other alternative has been followed. Other coffees represented to be as good have had a limited sale at a cut in price from 1c. to 3c. per pound. The final result of this method is more than gratifying to us, as we note with pride that the grocers who strayed away have returned to our goods, after discouraging attempts to use coffee urged upon them, and guaranteed as good as Chase & Sanborn's.

## ◀ A FEW WORDS ON IMITATION. ▶

If outside evidence was wanting to prove the enviable position our Coffees occupy in the minds of intelligent buyers, we need only to call your attention to the general and complete adoption of Our STYLE of packages, crates, labels, &c., by nearly every local roaster in Canada. Everything has been photographed except what was beyond their power to reproduce, namely CONTENTS. *It is gratifying to us to have our leadership thus acknowledged*, and is beneficial, to you.

### \* PREPARATIONS FOR OUR SECOND ANNUAL REVIEW \*

Will now be commenced. The coming year will find us ever on the watch to maintain for our Coffees the same state of perfection that has certainly characterized them in the past. Our STANDARD JAVA shall continue to occupy its unrivalled position as "THE BEST COFFEE IN THE WORLD," while each and every one of our other brands shall represent honest value.

YOU WANT THE BEST COFFEE OBTAINABLE, WE WANT YOUR TRADE, ORDER OUR COFFEES AND SECURE THIS RESULT.

Yours Respectfully,

CHASE & SANBORN,  
BOSTON, MONTREAL.