

PUBLISHED
EVERY
FRIDAY

THE
CANADIAN GROCER
AND
GENERAL
STOREKEEPER

CIRCULATES
IN EVERY
PROVINCE

**COLMAN'S
MUSTARD**



BEST ON EARTH

“Edwardsburg”

The names “Edwardsburg,” “Benson” and “good starch” have been so closely identified in the minds of all successful grocers for over forty years, that **now** one name suggests the other name naturally.

For a day—for a year it may be—a new thing may command some attention, but enduring success must be founded on intrinsic worth. Quality always counts—in the end. But you must maintain quality steadfastly year after year—you must compete in **quality** as well as in price, else you are lost.

“Edwardsburg” or “Benson” on a Package of Starch

it means that unusual skill and painstaking care and absolute purity have made its contents “best” by all the tests that go to prove it so.

Time tests **all** things—“time-tested and true” is the Edwardsburg motto. Not for a day—or for a year—but for **all** time, and thus far with Edwardsburg—for **half a century**. You are safe when you buy “Edwardsburg”

Benson's Prepared Corn
Silver Gloss Starch
Enamel Starch

Starch.

Edwardsburg Starch Co., Limited

Cardinal, Ont

ESTABLISHED 1858.

Montreal, Que.