

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**

**PEEK  
FREAN  
& C<sup>o</sup>'S**



"We hold a vaster assortment than  
has been."

Here are two of them:

For Excellence of Quality  
and Delicacy of flavour

OUR

**Cafe Noir**

cannot be beaten.

No assortment complete  
without them.

The Newest Thing Out

**ZELLAR  
WAFERS**

Have You Seen Them?

All Flavours.

**SURE TO SELL.**

ADDRESS: (A post card will do)

CHAS. GYDE, 20 and 22 St. Francois MONTREAL  
Xavier Street.