

FACTS

WORTHY THE CAREFUL CONSIDERATION

— OF —

The GROCERY and GENERAL STORE TRADE.

It is an undeniable fact that the retail trade depend largely upon the experience, advice and reputation of the wholesale trade, to assist them in the selection of such goods as will give the best satisfaction to their customers.

We would respectfully call the attention of the grocery trade to the following letter recently received by us, which must carry conviction with it.

This letter is from one of the largest, if not *the* largest wholesale grocery house in Ontario, and being such undoubtedly voices the sentiments of a large proportion of the retail trade.

THE LETTER.

_____, Feb. 26, 1886.

Messrs. CHASE & SANBORN,
Montreal, Que.

GENTLEMEN,—It affords us much pleasure to inform you of the satisfaction your Coffees are giving our customers; we have yet to receive a complaint, and have many letters speaking in the highest terms of the quality of your goods.

Since we began to handle your Coffees our trade has increased many fold; this we attribute to the quality, uniformity of roast, and the advantages of the hermetically sealed tins.

In selling your Coffees we have the satisfaction of knowing that the drinking qualities never vary. **THIS WE WERE NEVER ABLE TO OBTAIN HERETOFORE.**

Your STANDARD JAVA especially seems to meet the popular demand when **THE BEST COFFEE OBTAINABLE** is asked for.

The policy you have pursued of selling only Pure Coffees has had a marked beneficial effect on the trade.

We are, yours truly.

We omit publishing the address in order to save the signers constant annoyance from the swarm of Competitive Imitators who, claim to have a coffee as good as our Standard Java. The original of the above letter is on file at our office, where we will be pleased to show it to prove its genuineness.



The reputation and worth of a Coffee, like that of a man, should be gauged by the report of those who know.

In every case where our Coffees have been carefully tested and tried, the report has invariably been **"THEY ARE THE FINEST ON THE MARKET."**

Order your Coffees of your wholesale grocer, and insist on having those that are put up by us.

CHASE & SANBORN,
Importers, Jobbers and Roasters,
BOSTON — AND — MONTREAL.