

PUBLISHED  
EVERY  
FRIDAY

THE  
**CANADIAN GROCER**  
AND  
GENERAL  
STOREKEEPER

CIRCULATES  
IN EVERY  
PROVINCE

**COLMAN'S  
MUSTARD**



**BEST ON EARTH**

**QUALITY  
WINS TRADE.**

Price is an argument with some people, but "quality" wins trade and keeps it. Edwardsburg Starch proves its right to be called the Starch of quality by the unequalled test of time—time tests all things. Suppose you sell a customer a Starch that is yet in the experimental stage—you take more chances in selling it than the customer does in buying it. If a customer's trade is worth having, it is worth keeping. It is a poor way to keep it by running the chances of shaking their confidence in the quality of goods you sell—truly "quality wins trade." Edwardsburg Starch is pure Starch! Edwardsburg Starch keeps trade! It pays to buy (and to sell)—

**Edwardsburg Starch.**

**Edwardsburg Starch Co., Limited**

Cardinal, Ont.

**ESTABLISHED 1858.**

Montreal, Que.

Benson's Prepared Corn.

Silver Gloss Starch.

Benson's Enamel Starch.