

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

Oaten Opportunities



It's doubtful if people were ever so fully convinced of the food qualities of oats as they are to-day. Canada takes oats for breakfast most mornings and likes a tasty oat biscuit occasionally at lunch or tea.

Our new "**OATEN**" biscuit (round) is just the thing for people who want a good, plain, nourishing biscuit, in dainty form. It has all the nutritive properties of the oat and all the "Christie" qualities in the making, so you'll find it popular with your customers at once. We are ready to ship now.

Christie, Brown & Co., Limited, TORONTO and MONTREAL.