

PUBLISHED EVERY FRIDAY

THE

CIRCULATES IN EVERY PROVINCE

# 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**

## A Factory of Quality.



If you were to visit our bakeries, perhaps the first thing that would strike you after their magnitude, would be their scrupulous cleanliness—and the cleanliness of all our workpeople. These features are plainly apparent, and all visitors are at once impressed with their importance.

But there's **QUALITY**. What does cleanliness amount to, where quality is forgotten? Quality is our watchword all the way through.

Whether its "**MALTA**" or "**ELITE**" or **SODAS** or "**DANDY OYSTER**" — quality is first, second, third and last.

What about a sample order of "**MALTA**"—our newest? Have you given it a trial yet?

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