It is the ambition of the high-class grocer to carry goods just a little bit better than those of his competitors. He well knows that by so doing he builds up a reputation and a trade that cannot be wrested from him as long as he keeps the best goods. We are looking for the trade of the fancy grocers of Canada. We have no startling bargains to offer, as far as prices are concerned, but we have the finest and most attractive line of Canned Meats ever put up. Our prices are right, it is true, but we don't make any special merit of that. We have to make right prices or go out of business. But the quality of our goods-that's the consideration.

Ox Tongues Lunch Tongues Luncheon Beef Roast Beef

Corned Beef **Potted Meats Deviled Meats** Brawn, etc., etc. White Label Soups

J. L. Watt & Scott, Toronto. Watt. Scott & Goodacre. Montreal. George De Forest & Sons, St. John, N.B.

Armour Packing Co., Kansas City

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#### The Famous Boss Lunch Milk Biscuit.

See that each biscuit is stamped BOSS.

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St. John, N.B.

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