

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

The Proof of the Biscuit

CHRISTIE'S
LEIBNIZ
TORONTO

like the proof of the pudding—is the eating. There's another proof though, that's more convincing to the groceryman, and that's the sale.

Our latest biscuit, **LEIBNIZ**, is the kind that people take a second one of, when they are passed around—the kind your customers will ask for again and again. Leibniz is perhaps the tastiest biscuit we have ever produced. You'll find it crisp, sweet, dainty and light—48 to the pound. It's a biscuit we're proud of. Ask the travelling men about it.

Christie, Brown & Co., Limited, Toronto