

CANADIAN GROCER

# *Look at the Heart of a Coffee Berry*



Note the Parchment-like inner covering or "chaff." This "chaff" is valueless, if not injurious, as a beverage. Our special grinding process removes every particle of "chaff," hence

## *Gold Standard*

### "The Chaffless Coffee"



Finest of Coffees, blended and roasted by experts, produce in Gold Standard a palate-pleasing beverage unique in medium-priced coffees. The Delightful Aroma is preserved unimpaired in our new Vacuum



Sealed Airtight Tin. Half, one and two pound tins.

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**THE CODVILLE COMPANY**  
Limited

WINNIPEG

BRANDON

MOOSE JAW

SASKATOON