

COLMAN'S MUSTARD



BEST ON EARTH

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