

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**

## Christie's "Elite"

CHRISTIE

CHRISTIE

Here's the newest thing, and you'll go a long way before you find a better one. A sweet, crisp little biscuit, of novel shape.

Fancy we hear your customer say: "How cute," when you show it to her.

Anyway, it's out of the ordinary—a new thing and a good one, and she'll buy at once.

Probably you'll be asked for other kinds to "mix in," so this biscuit novelty will promote the sales of others.

ARE YOU READY FOR A SHIPMENT ?

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