

THE CANADIAN GROCER

Please cultivate your Quality customer.

Have the goods ready when he asks.

If you get him to take cheap goods instead, you've lost a precious chance.

Cultivate your Quality customer.

He's the best paying end of your business.

Don't think the demand for Quality is a matter of class.

The man with the lightest purse often has the clearest appreciation of Quality.

Quaker Oats of Quality.

The

36 packages in a case : : Jobber's price \$3.00.

You can buy **QUAKER OATS** through your jobber—in lots of five cases or more, delivered at your station, freight prepaid. This applies to all points in Ontario, and in Quebec, as far east as the city of Quebec.

Backed by strong advertising and thorough sampling—covering all Canada.

THE AMERICAN CEREAL COMPANY, PETERBORO, ONTARIO.

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at 0 20
at 0 25
at 0 36
at 0 45
0 32
0 42
0 50
1 50
ackets
t 0 20
t 0 23
t 0 36
t 0 30
t 0 34
t 0 40

0 35
0 30
0 25
0 20
0 17
Per lb.
80 35
0 34
0 35
0 29
0 28
0 29
0 23
0 22
0 23
0 35
0 34
0 29
0 28

ED.
80 39
0 56
0 38
0 39
0 39
0 42
0 42
0 42
0 46
0 47
0 45

er gal.
80 30
0 25
0 20
nties.

0 60

er doz.
1 45
1 55
1 75
1 90
1 90
1 30
1 55
1 70
8 50
7 00
6 00
5 25

1 00
1 00
1 00
1 00
1 80

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