

PUBLISHED EVERY
FRIDAY

CIRCULATES IN
EVERY PROVINCE

THE CANADIAN GROCER AND GENERAL STOREKEEPER

**SELL
ONLY
THE
BEST!**

In Competition with the World
we have received the
**Highest Awards
Made . . .**

These substantiate our claim
that : : : :

Colman's Mustard

IS THE BEST IN THE WORLD

DID IT EVER OCCUR TO YOU



that poor quality will be remembered long after low price is forgotten?

INFERIOR QUALITY supplied once to a customer, it is only human nature that the impression of "inferiority" should attach to other articles that you sell—no matter how reliable they are.

In a staple like vinegar it pays handsomely to cultivate the confidence of your customers. There is one sure way to do this. Sell them "**IMPERIAL**" **WHITE WINE** for table use and pickling purposes—no uncertainty about "**IMPERIAL**." Its reliability is a safe-guard to consumer and dealer alike.

Take no chances with your trade. See the name "**IMPERIAL**" is on the barrel.