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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**

## MacLaren's Imperial Cheese



is the cheese for your trade. There are many imitations—easy to buy, but hard to sell. Don't take them unless you are prepared to take chances with your cheese trade. There is only one that is sure to give satisfaction.

**A. F. MacLaren & Co., Toronto, Canada**