

PUBLISHED EVERY FRIDAY

THE

CIRCULATES IN EVERY PROVINCE

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

Your Customers Will Make Pickles

this season—the majority of them will likely do so at any rate. They will ask you for Pickling Vinegar that can be absolutely relied on—that you can recommend as the very best.

The largest manufacturers of high-grade pickles in Canada to-day use exclusively

“Imperial” White Wine Vinegar

with the utmost satisfaction.

“**IMPERIAL**” is a pure spirit vinegar, gaining strength with age. No fear of your stock going off in quality like ordinary vinegar, manufactured from lower grade and less reliable ingredients.

A sample package ordered from your grocery traveller will convince you beyond question that “**IMPERIAL**” **WHITE WINE** combines the characteristics of a perfect vinegar.