

THE CANADIAN GROCER

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**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

A Retail Grocer's Customer

this way. I believed my grocer. I bought a certain brand of Rolled Oats because he advised me to: said they were 'just as good as Tillson's.' He's out of business now. I read your advertisements a little while ago, and bought some of your Pan Dried Rolled Oats. They were cleaner and better flavored than any I ever ate." says "You see it's

THAT customer won't go back to the old grocer if the grocer goes into business again. Any customer of any grocer anywhere is likely to do just this same thing—try our Oats. If some grocer somewhere gets caught napping on this "just as good as Tillson's" remark, that grocer's going to lose some trade, sure.

From Manufacturer
to Retailer Direct.

The Tillson Co. Limited
Tilsonburg, Ont.