

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

IF YOUR CUSTOMERS HAVE CONFIDENCE IN YOU



it is just as easy to supply poor vinegar with the first order as good vinegar—they will not likely ask you to show sample.

But—when pickles go wrong—when it leaves a peculiar, unpalatable taste when used on the table—and, possibly, your customer finds out that **her neighbor has secured unbounded satisfaction with your competitor's vinegar,**

"IMPERIAL" WHITE WINE

Well, you know how trade is lost.

"IMPERIAL" WHITE WINE

Is unequalled as a keeper of Pickles. Delightful for table use. Absolutely reliable at all times. The highest standard of quality, without exception. Just the price of ordinary standard vinegar.