

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



VINEGAR PERFECTION

is more nearly approached by

Imperial White Wine

than any other vinegar.

Its delicate, delightful flavor makes it unequalled for table use.

Its uniform strength and keeping qualities make it the standard with Canada's foremost pickle manufacturers.

You take no risk selling Imperial to your most critical customers. It gives satisfaction every time—under all conditions.

Remember that Imperial costs no more than the ordinary standard vinegar. Ask your grocery traveller for particulars.