

# THE CANADIAN GROCER

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## COLMAN'S MUSTARD



**BEST ON EARTH**

**The New  
Customer  
Judges by  
Quality**

Not within your memory has any article of food come into such general use as Rolled Oats. They are as staple as flour. They are probably one of the first things the new customer will ask you for. "Pan-Dried" Rolled Oats are liberally advertised as highest quality. Like as not the new customer is going to ask you for them at once. Can you give any good, reasonable reason why you don't keep them, and why other grocers do? Are you going to take chances on getting new business? Is it the best kind of judgment to let the new customer form a wrong impression about you and your store? Quality counts!

From Manufacturer to  
Retailer Direct.

**The Tillson Company Ltd.**  
Tilsonburg, Ont.