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CIRCULATES IN EVERY PROVINCE

THE 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

DID IT EVER OCCUR TO YOU



that poor quality will be remembered long after low price is forgotten?

INFERIOR QUALITY supplied once to a customer, it is only human nature that the impression of "inferiority" should attach to other articles that you sell—no matter how reliable they are.

In a staple like vinegar it pays handsomely to cultivate the confidence of your customers. There is one sure way to do this. Sell them "**IMPERIAL**" **WHITE WINE** for table use and pickling purposes—no uncertainty about "**IMPERIAL**." Its reliability is a safe-guard to consumer and dealer alike.

Take no chances with your trade. See the name "**IMPERIAL**" is on the barrel.