

PUBLISHED EVERY
FRIDAY

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

Its Superiority is Acknowledged

By Pickle Manufacturers and users of Vinegar throughout Canada. Its fine mellow flavor, sparkling appearance, and guaranteed uniform strength can always be relied on to produce the very best results wherever vinegar can be used.

"IMPERIAL" White Wine Vinegar



gives the completest kind of satisfaction wherever sold. If you have not yet got it in stock ask your grocery traveller to show samples and compare with the ordinary article.

In the purchase of Vinegar, as in any other line, Quality is the first characteristic to consider, if you would work up a large and profitable trade.