

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



"IMPERIAL" White Wine Vinegar . . .

Most Perfect in Manufacture.
 Most Satisfactory in Results.

Your customers can be absolutely assured that they are getting the highest quality of Vinegar—unexcelled as a keeper of pickles—adding flavor to all sauces, catsups, etc.

Have you ordered your Vinegar for the winter months? If not, ask your grocery house for particulars. Should they suggest another Vinegar, **insist on seeing samples, and convince yourself of the decided superiority of "IMPERIAL" over ordinary Vinegar.**