

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

The VINEGAR

OF STANDARD EXCELLENCE

Possesses peculiar and distinctive characteristics, making it especially adaptable to table use—while as a keeper of Pickles it stands without a peer.

Ask your grocery traveller to show samples of this brand—Remember the name

"IMPERIAL"