

THE CANADIAN GROCER

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No. 11

Manufacturers by Special Warrant
 To Her Majesty THE QUEEN

COLMAN'S MUSTARD

HAS OBTAINED THE HIGHEST AWARDS AND UNEQUALLED HONOURS AT ALL THE PRINCIPAL INTERNATIONAL EXHIBITIONS

ONLY GOLD MEDAL PARIS 1878

TWO GOLD MEDALS

INTERNATIONAL HEALTH EXHIBITION LONDON 1884

Only Prize Medal London 1862 Only Silver Medal Paris 1875
 Only Medal Dublin 1865 Grand Gold Medal Moscow 1872 & 82

One Mark *Bulls Head*

TO THE COURT OF HOLLAND AND THE KING OF ITALY

PURVEYORS TO HIS ROYAL HIGHNESS THE PRINCE OF WALES

1878

CROSS OF THE LEGION OF HONOUR

To all places over 100 miles from our mills we will give carload rates to help the buyer pay freight charges.

Every pound of our cereals that we can get into the hands of consumers is the best advertisement we can possibly have. So we offer more and better inducements for the smaller grocer to buy them.

We want to make new friends. Our mutual interests—our profits—are to benefit if we can know each other better and better.

From Manufacturer to
 Retailer Direct

We
 Help
 Pay
 Freight

"Pan-Dried" Rolled Oats deserve their great popularity. The demand for them is increasing right along. They have distinct points of merit in their flavor and their healthfulness.

Another strong point is their freedom from hulls. They sell on their merits. You don't have to urge a customer to buy a second time.

The sense of taste keeps them coming for them regularly. Taste counts. Flavor counts. Our sales prove all this beyond question.

THE TILSON CO. LTD.
 TILSONBURG, ONT.