

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

IT MAY NOT BE A MATTER OF HISTORY



But it's a matter of **FACT**—a fact beyond question—with a great many grocers in Canada to-day—that no other vinegar gives that perfect satisfaction to their customers that

Imperial White Wine does.

NO GREAT SECRET about it either. It's just a pure spirit vinegar of the highest possible quality—never varies in those delightful characteristics which make it a perfect table vinegar. As a keeper of pickles unequalled—at least, that's what some of Canada's foremost pickle manufacturers say, and they've tried a good many vinegars.

REMEMBER THE NAME
"IMPERIAL"

Order a sample package from your wholesaler.

*You may be told that Imperial will cost too much. The price is just the same as ordinary standard vinegar. Can you afford to risk your vinegar trade selling vinegar of doubtful quality? No doubt need exist as to the **QUALITY of Imperial.***

