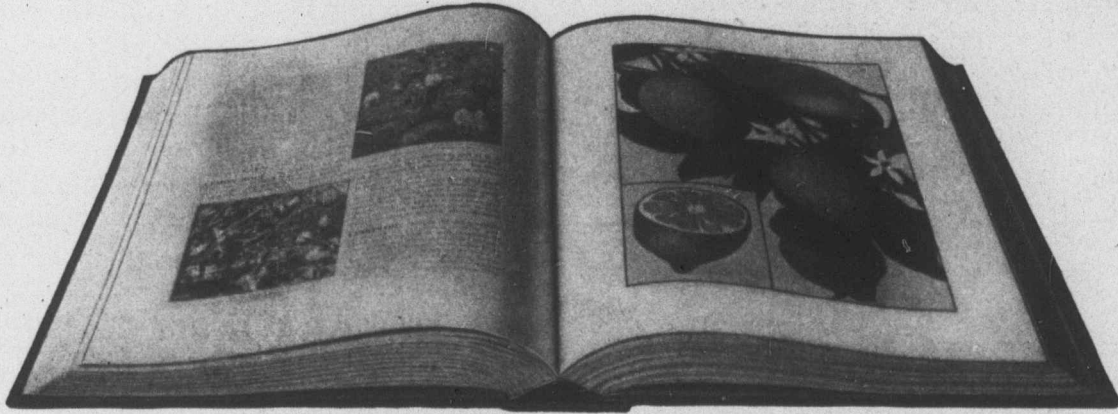


THE GROCER'S ENCYCLOPEDIA

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A Most Appropriate Christmas Gift



A CHRISTMAS gift that is sure of an appreciative welcome by anyone in the grocery business is a copy of Artemas Ward's "GROCER'S ENCYCLOPEDIA." It possesses double merit—as a reference work of high, practical value and a volume full of entertainment to the eye and mind.

A grocer who presents a copy to his manager, chief salesman or other employee has the satisfaction of knowing that the book will not only be thoroughly enjoyed, but also that the person receiving it **will be profited by its possession.**

The advance of the business during the last few years renders it essential that the modern grocer and his employees keep themselves thoroughly informed and up-to-date, and nothing is more likely to stimulate the professional interest of the salesman than the fascinating light which this book throws on many phases of the grocer's calling and on innumerable items of his stock.

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Whether it is either, or both, **Mr. Grocer** and **Mr. Salesman** receiving the book as a Christmas remembrance, an additional and very delightful advantage is the fact that **Mrs. Grocer** and **Mrs. Salesman** will find as much interest and practical information in it as will their husbands. Such a combination is altogether too rich and too unusual to be passed by, when the cost is only \$10.50!

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It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats game-birds, etc., which the **New York Press** describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

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Its handsome appearance and wealth of illustrations make it a well-nigh ideal holiday gift.

It is said that it cost more than \$50,000 to produce, but it sells for only \$10.50, delivery prepaid.

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