

**To our  
Many  
Customers**

and all other readers of  
THE CANADIAN GROCER  
we extend our wishes  
for a

**Very Merry Christmas**

AND A

**Prosperous New Year,**

and thank those who  
have favored us with

their patronage during the past year; and assure  
our customers that all orders placed with us in the  
future, as in the past, will receive prompt and pains-  
taking attention. What with our increased facilities  
for manufacturing and our modern machinery, we  
are in a better position than ever to handle satis-  
factorily all orders entrusted to us.

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JAS. S. CAMPBELL.

WILLIAM PRATT.



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PUBLISHING OFFICES:

Melbourne,  
Sydney,

Fink's Buildings,  
Post Office Chambers.

AMERICAN OFFICES:

New York,

Park Row Building.

BRITISH OFFICES:

London,

42 Cannon St., E.O.

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**SOME  
MERCHANTS'  
EXPERIENCE.**



Solomon said in his haste: "ALL  
MEN ARE LIARS!" He didn't mean  
it. He was simply so mad with one  
man that he included all the rest.

Let us not fall into Solomon's mistake. We should take out of our ex-  
perience the wisdom there is in it and stop right there!

Otherwise we are as stupid as the cat who sat down on a hot stove lid. She  
will never sit down on a hot stove lid again, and that shows good judgment.  
But she will never sit down on a cold one, either.

Now, some merchants have had hard experiences lately with coupon books  
that were represented to be absolutely correct in count and made up just as  
good as any other, but they were not, and you won't know what a perfect  
coupon book is until you have tried either Allison's Coupon Books or Allison's  
Coupon Pass Books. Both are good; one book suits some, while the other  
fills the bill with the rest of the merchants.

We are doing a lot of special engraving work now for merchants who use  
books in large quantities. Our books are carried in stock by jobbers. We will  
be glad to send you a free sample.

Allison's name on a Coupon Book is  
itself a guarantee of perfection.

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Is the Purest and therefore Best and Cheapest!

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process by which Symington's Essence is made  
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