

VINEGAR

APPLES

160,000 barrels from our own orchards.

Choice eating apples for domestic and export use, supplied in any quantities.

When one of your best customers call and ask for SUN GOLD VINEGAR, what will you say? Will you apologize or cheerfully supply?

It is already an established fact that housewives have discovered that there is no other vinegar to compare with SUN GOLD. It is a cider vinegar made under model conditions and without a rival in its quality. It is also moderate in cost.

Now, can you refuse our exceptional prices for a year's supply? This has been a good apple year, and our orchards have yielded over 160,000 barrels of picked apples; we are therefore prepared to demonstrate our superior facilities to supply the trade DIRECT at rock-bottom prices.

Will you allow us to quote you? If so, you will surely accept.

P.S.—Our prices of new cider and apples in any quantities are equally interesting.

CIDER

Sun Gold Cider

Is unfermented and free from alcohol.

This year's products in casks and barrels.

The National Land Fruit and Packing Co., Limited

Sales Dept., 1-3 Scott Street, TORONTO

Factory and Cider Mill: MIMICO, ONT.

Place Your Christmas Window in the Contest

Again this year The Canadian Grocer will have a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality will be the bases of judgment. Windows must be dressed with Christmas goods and arranged entirely by dealer or clerks.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window when sending photograph.

The Prizes

Towns and Cities over 10,000 Population.	
1st	\$5.00
2nd	3.00
3rd	2.00
Centres under 10,000 Population.	
1st	\$5.00
2nd	3.00
3rd	2.00

The Christmas Ad.-Writing Contest

For the best Christmas newspaper advertisement submitted by the end of year The Grocer will give a prize of \$3.00; to the second best, \$2.00. Clip it from the newspaper and briefly outline your opinions concerning advertising and its advantages.

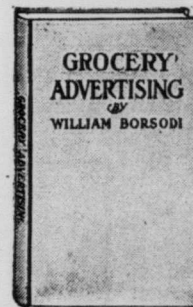
ADDRESS:

The Editor, THE CANADIAN GROCER

143-149 University Avenue, Toronto

Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID \$2.00

TECHNICAL BOOK DEPARTMENT
MacLean Pub. Co., 143-149 University Ave., Toronto