



The Original Made-in-Canada Sales Producers

For quick selling, profit pulling and customer satisfaction, you cannot beat the Malcolm Condensing Co.'s five leaders here shown. Their proven goodness places them in the front rank of repeat business-getters.

Our process of manufacture, by bringing out all that is most palatable and nutritious in these goods, produces a quality not easily duplicated.

Stock these Made-in-Canada lines for bigger and better winter selling. Feature them strongly in your windows, showcases and shelves. Your cash drawer will be ample evidence of their popularity.

NOTE THESE PRICES:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	3.80

Order a 5-case lot to-day. We pay freight up to 50c per 100 lbs. in Ontario, Quebec and Maritime Provinces.

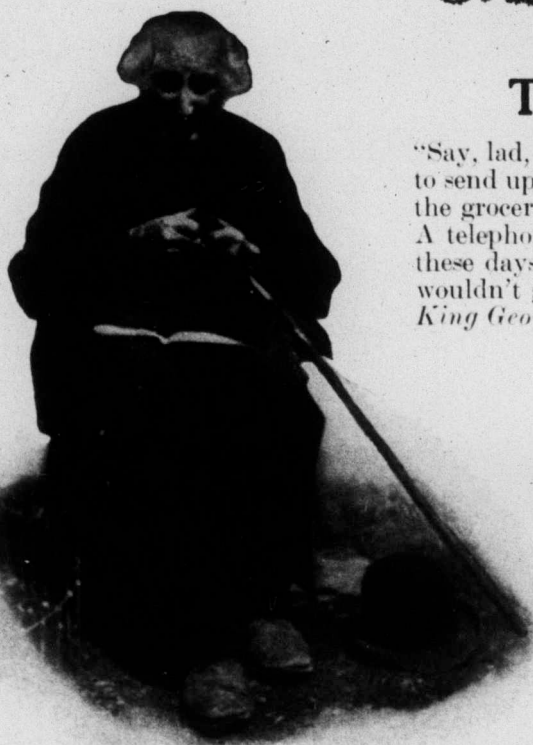
The Malcolm Condensing Co., Limited, St. George, Ont.

No. 30

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

TELEPHONE A NECESSITY



"Say, lad, ring up the corner grocery if you don't mind and ask them to send up half a pound of *King George Navy Chewing Tobacco* with the grocery order.

A telephone is a great convenience and I might say a real necessity these days. A grocer must make a lot of sales by having it that he wouldn't get. For instance, the tobacco store down the street keeps *King George Navy*, but he doesn't have a telephone and won't deliver small orders, whereas my tobacco is sent up every week with the groceries. Saves me a trip and makes a sale for the Grocer."



*Worth thinking about,
Mr. Grocer.*

Rock City Tobacco Co., Ltd.
Quebec and Winnipeg