

The Canadian Grocer

When an Apple Drops

from a tree it always falls faster the last second than it does the first—and the farther it falls the more speed it acquires and the harder it hits the ground.

And the longer your ad runs in THE CANADIAN GROCER the more force it acquires and the harder it hits.

In these days of keen competition it is usually necessary to hit hard to make an impression. Which means that you must often keep your ad running a long time before it "hits" some readers.

Every ad that appears in these columns has the force of all previous ads behind it—and with each consecutive insertion YOUR ad hits harder.

The first time your ad appears it does not do as much good as the second time—and the second time it is not so effective as the third time.

"Appearances" count for a great deal in advertising.

The Canadian Grocer
Montreal and Toronto.

Dept. of Advertising Service

MANUFACTURERS' AGENTS AND BROKERS.

TORONTO.

W. G. A. LAMBE & CO.
TORONTO.
Grocery Brokers and Agents.

Established 1865

W. H. Millman & Sons
Grocery Brokers
27 Front St. E., - Toronto, Canada

IMPORT FRUITS
Currants—Patris.
Valencia Raisins—Valencia.
Malaga Raisins and Nuts—Malaga.

It is in your interest to buy from us

CALGARY.

Are you
Represented in the West ?

If not, write us and get in

ON THE GROUND FLOOR.

Place your offerings with us and we will sell your goods.

Consign your cars to us.
Goods reshipped.
Excellent storage.

NICHOLSON, BAIN & JOHNSTON,
Wholesale Commission Merchants and Brokers.
CALGARY, ALTA.

Head Office: NICHOLSON & BAIN, WINNIPEG.

ROW'S PURE SPRUCE LUMP GUM

ROW'S GUM
in
Lumps,
5c. Pkgs.,
in
1c. Stick,
in
5c. Bars.

ROW & CO., Morristown, N.Y., and Brockville, Ont

Sell Flower Pots.

All grocers should carry a well-assorted stock of pots and saucers at this time of the year. **ORDER NOW.**

STRONG
DURABLE
LIGHT



POROUS
AND
CHEAP

WRITE FOR LIST
The FOSTER POTTERY CO.
HAMILTON, ONT. Limited

WINNIPEG.

Dingle & Stewart

WINNIPEG, - - CANADA.
COMMISSION BROKERS.
Excellent Storage Accommodation.
Consign Your Cars to Us.

**EASTERN MANUFACTURERS
-AND-
SHIPPERS.**

All **EYES** are
turned on

MANITOBA AND THE WEST.

WE

Represent some of the leading houses in

CANADA and the U.S.

INCREASE YOUR TRADE. WRITE US.

NICHOLSON & BAIN, WINNIPEG,
Wholesale Commission Merchants and Brokers.

BRANDON.

THE WILSON COMMISSION CO., Limited

BRANDON, MAN.

**Commission Brokers,
Storage.**

Correspondence Solicited.

If you have any snaps let us hear from you.

GENUINE

**PRATTS ASTRAL
LAMP OIL**

Sold in all countries and recognized as the highest grade oil manufactured.

WHOLESALE ONLY.

THE QUEEN CITY OIL COMPANY, Limited,
TORONTO, ONT.

To Manufacturers' Agents

THE CANADIAN GROCER has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address, BUSINESS MANAGER,
CANADIAN GROCER,
Montreal and Toronto.