

Here they are—the all-Canadian Leaders



Canadian skill and enterprise, backed by Canadian capital, have produced the now famous Malcolm Condensing Co.'s milk products.

Being pure and high-grade in every respect, these lines are setting the pace for all competitors, while their appetizing wholesomeness has won the unstinted approval of the Canadian housewife.

Note our prices and replenish your stock with some of these **All-Canadian Milk** products:

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	5.50
Princess Condensed Milk, 4 doz. in case	4.50
Premier Skimmed, 4 doz. in case	4.00

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

No. 34

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)



"So they have soldiers' tobacco boxes on the cashiers' desks of the restaurants now, that goes to show that the people have sympathy for the man in the trenches who uses tobacco.

"I'll bet that a grocery store behind the lines selling **KING GEORGE'S NAVY** would do a rushing business.

"If I was a grocer I would have an attractive tobacco department to pull the trade of the man who wasn't afraid to spend a few cents a week on his own comfort.

"You'll usually find him at the head of a good spending family."



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg