



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. 26

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

Revenue Increased \$1 a Head in a Month

"November, according to the latest report, shows a seven million dollar increase, the largest revenue for any month in the history of the Dominion. This looks good to me, lad, and shows that Canada's finances are in good shape. Tobacco has helped make this condition. Users of tobacco who, despite the extra tax, are using their regular allowance are helping Canada to weather the storm."

King George's Navy Chewing Tobacco

Has made record for itself in increased sales during the past month. Its popularity with the tobacco using public is assured. Are you, Mr. Grocer, getting your share of King George sales? Stock Up.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

