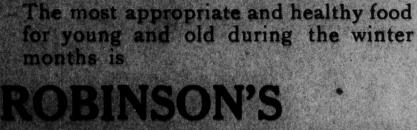
to the Grocery, Fruit, Provision, detuits Trades of Canada.

LICATION OFFICE: TORONTO, JANUARY 8, 1911



ROBINSON'S PATENT BARLEY

Selling food products is your business -selling the best is your policy-sell Robinson's.

MONTREAL

ents for the Dominion of Canada

lifer to Vancouver

colosale and retail, are pushing

e. There are reasons—good, strong arguments Pichness, Healthfulness and Profit in selling.

CO., LIMITED

164 St James St., Ma

The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world—Canadian Fruits—selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the "Upton" line never sticks, because our extensive consumer advertising has created a demand for these goods; and third selling "Upton's" specialties invariably leaves a satisfaction and profitmargin behind that makes trading a pleasure.

Are you featuring "Upton's"? If not fall in line with the wise ones.

ORDER TO DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited Hamilton, Ont.



Seventy Years the Leader, because its equal has not yet been manufactured.

"Cox's" Gelatine

Sold by Leading Dealers Everywhere

No chemicals used.

Absolutely pure.

Most quickly prepared.





Manufacturers' Agents and Brokers' Directory

Manutacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER

HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys

Toblers

J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Age ats and Grocery Brokers

WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street. TEL. MAIN 778

Montreal BOND 28

ROBERT ALLAN & CO. MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Dis-tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our posi-tion is your opportunity.

SASKATOON,

WESTERN CANADA

BUCHANAN & AHERN Wholesale Commission Merchants and Importers QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited.

P.O. Box 29

GROCERY BROKER AND MANUFACTURERS' AGENT of Hamilton Chambers, 34 Youge St., Toronto On Spot Gallon App es and Marrowfat Beans

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, N.B. Open for a few more first-class lines.

Salmon on Spot and to Arrive.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private

G. C. WARREN

Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO. **TORONTO**

Grocery Brokers and Agents. Established 1885

> WRITE TO 10 Garfield Chambers, Belfast, Ireland For sample copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish Trade.

W. G. PATRICK & CO.

Manufacturers' Agents Importers

77 York Street.

Toronto

MacLaren Imperial Cheese Co.

AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Arrived in store one car

NEW ORLEANS MOLASSES HALF BARRELS PRICES RIGHT

Lind Brokerage Company 73 Front St. E., Toronto

THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, MAN.

Domestic and Foreign Agencies Solicited.

WINNIPEG

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce.

DISTRIBUTORS, LIMITED EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads

A. François Turcotte COMMISSION MERCHANT

Quebec

One or two more agencies wanted FIRST CLASS CONNECTION

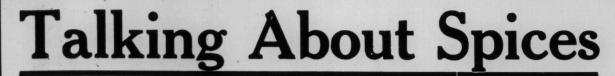
-MOOSE JAW-WHITLOCK & MARLATT

Distributing and Forwarding Agents. Warehouse on C.P.R. spur track Promptness and Satisfaction guaranteed. Business Solicited.

Whole Manuf

T

1926



Do you know that we import all our Spices direct from the country of growth? We clean and grind our Spices in our own mill—one of the finest, up-to-date spice mills in the country. This enables us to give you Spices of Unexcelled Quality and at prices Exceptionally Low. Our lines of PACKAGE SPICES are new, packed in very attractive packages and are money makers. Why not get in on the good things and send us your Spice orders?

EBY-BLAIN, LIMITED

Manufacturing Grocers

TORONTO



1926 Depot Street

"BETTER CALL THE DOCTOR"

When you're sick you call the doctor. Why?

BECAUSE

You know he is a SPECIALIST on the human system. He has spent lots of time and lots of money to qualify himself, and you have confidence in his ability to tell you what's the matter and to prescribe the proper remedy.

NOW, THEN

How about your BUSINESS AILMENTS? Do youhave any trouble keeping your accounts straight and keeping your bills collected?



LISTEN We have spent nearly twenty years in the manufacture and sale of accounting systems suitable for the different classes of business. We are specialists. We can give you a system that will p-1-e-a-s-e you We won't rob you either.

Ask for full information regarding the Keith Fireproof System. It's free

The Simple Account Salesbook Company

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

FREMONT, OHIO

. . .

and Hartford, Conn., U.S.A.

...

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LATT

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Γ, Mich.

SSES

CO.

ES RIGHT pany

Toronto 'Agents Specialties

SINESS DENCE

)ALE

MAN.

D. Box 1812

ITED

Agents.

aranteed.











Fairbank's Famous Five

Your stock is not complete without Fairbank's Famous Five Products, viz. :

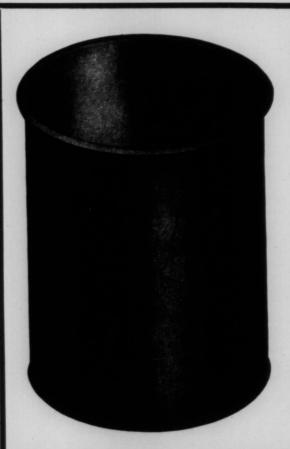
Fairbank's Gold Dust Washing Powder

- Fairy Soap (for Toilet and Bath)
- Glycerine Tar Soap
- Sunny Monday Laundry Soap (contains no rosin)
- " Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

THE N. K. FAIRBANK COMPANY MONTREAL GANADA



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niegara Falle, Ont.



NS

K

UPS, MILK,

Ltd.,

"Simcoe" Brand Baked Beans



One of our lines that has become exceedingly popular in various parts of Canada by reason of a combination of high quality and generous quantity.

As the green label on each can tells your cus-

tomers, these tins contain more beans than the 3's flats that are sold at a higher price.

And you can guarantee the quality, because the beans are all hand-picked, processed with exceeding care, and nothing but the purest sauces and spices are used.

Dominion Canners Limited Hamilton .: Canada

We can supply Red Cross Brand in place of Simcoe when desired.



Put these lines out where everyone who goes into your store will see them. It will help your trade.



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN - Montreal and Toronto

Mason & Hickey, Winnipeg, Man.

Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary

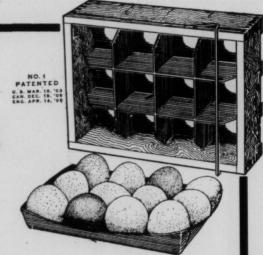
Save Money on Egg Delivery

You can make money on every dozen eggs you handle if you use

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

Cheaper to use than paper bags or boxes because they absolutely stop breakage. Also save clerk's time and stop miscounts. On the Star Egg Tray, which is left on the table with the eggs, there is a place for your advertisement. Ask your jobber. Write for our booklet "No Broken Eggs."



HAZELL & DAWSON, HAMILTON, WRITE:-

We wish to state that Star Egg Carriers are the best thing invented and no grocery, is complete without them.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

A WALL OF SOAP Around Toronto

If the soap sold by the COMFORT SOAP COMPANY in the year 1910 was used to build a wall 15 feet high it would entirely surround the City of Toronto.

am

nto

20.

THINK OF IT!

A Wall of Soap 29 miles long and 15 feet high

The purchase of that enormous amount of Soap from one firm by the general public is the best testimonial a Laundry Soap could have.

COMFORT SOAP "It's All Right"

SEND FOR OUR ILLUSTRATED PRICE LIST.

COMFORT SOAP COMPANY, Toronto

PERRINS

LEMON



NECTAR

BISCUITS

CRISP AND TASTY

WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS

TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.S.

CAMADIAM AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.



Brushes

for Spring Trade

We make a specialty of WHITEWASH, KAL-SOMINE, SCRUB, SHOE, STOVE, HORSE BRUSHES and STABLE BROOMS, and our values in this class of goods are unequalled.

By placing your order early it will receive better attention than if you wait until the spring rush, and you will be sure to have the goods in

Write for prices now

Stevens-Hepner Co., Limited PORT ELGIN

New Customers For You

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner-one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca.

Nothing like it-absolutely the purest tapioca made. Your jobber has it.

MINUTE TAPIOCA CO. Canadian Representatives: adiar Specialty Co., Toronte R. B. Hall & Son, Montreal

Rowat's Goods Sell!

The Connoisseur's Choice!

Cater for your particular customer by featuring



Rowat's Pickles

AND

Paterson's Sauce

They are 'quality' goods which never fail to satisfy.

ROWAT & CO. BLASBOW . SCOTLAND

Canadian Distributors Canadian Distributors

Snowdon & Ebbitt, 325

Coristine Bidg., Montreal, Quebec, Ontario,
Manitoba and the Northwest; F. K. Warren,
Halifax, N. S.; F. H.
Tippett & Co., St. John,
N.B.; C. E. Jarvis & Co.,
Vancouver, B.C.

in a

ARISON

GOODS

N.S.

Make "1911" Your Banner Year

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To do so you must have THE BEST.

"VERGINE" BRAND OLIVE OIL

is a sure trade builder. This brand is known and extensively advertised throughout the Dominion of Canada, and the demand is increasing every day. If you have none in stock

START THE NEW YEAR RIGHT

Send us your inquiry for "Vergine" Olive Oil to-day. Samples and prices promptly submitted upon request. Don't trust your memory.

DO IT NOW!

Head Office:

Cor

Church & Colborne Sts.

TORONTO



Branch :

256 St. Paul Street MONTREAL

Gossages

Soap

The Best, The Sweetest
and The Cheapest
Free Lathering Soap

GUARANTEED GENUINE

in the Market.

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



JAPAN TEAS

IL

Street

EAL

We are closing out the balance of our stock of attractive values. At this particular period Jobbers' attention is specially called. Samples from this office or our resident agents at request.

S. T. NISHIMURA @ COMPANY

MONTREAL and JAPAN

It's quality not price that counts with your best trade.

Chase & Sanborn's High Grade Coffees

are the finest the world produces, and are no dearer than inferior brands.

CHASE & SANBORN

MONTREAL

EVERY C



GUARANTEED

Quality and purity combined in

Wonderful Soap

St. Charles

Evaporated Cream

BETTER PROFITS MORE SALES SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

have made it a prime favorite on wash day and for all cleaning purposes. This is the kind of article which it pays you to handle, because it brings with it its good reputation.

The prices, moreover, will interest you. We have made good because we have always made good soap. Let us hear from you.

Guelph Soap Co.
GUELPH, ONTARIO

"KING OSCAR" SARDINES

THE QUALITY BRAND

Will surely by their flavour and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler

JOHN W. BICKLE & GREENING,

(f. A. Henderson)

Hamilton, Ont.



McLean's



Cocoanut

THE QUALITY COCOANUT
THAT NEVER FAILS TO SATISFY!

The Canadian Cocoanut Co., Sole Makers
MONTREAL



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straightfrom-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

DECO.'S ESSENCE OF E

Right in the Grocer's Line

After typhoid or scarlet fever, anaemia, pneumonia, grippe, or any exhausting disease, Doctors recommend



Brand's Essence of Beef-

It is a clear, amber-colored jelly and can best be taken in this form, though it is easily assimilated in any manner the Doctor orders.

The merits of Brand's Essence of Beef have been attested in all countries of the world, and, wherever introduced, it has found a ready sale.

Brand and Co. are at present actively engaged in bringing this preparation before the medical profession of Canada, and already grocers in many parts of the country are receiving enquiries for Brand's.

Put up in glass and tins.

Shows a good profit for the merchant.

WRITE FOR PARTICULARS TO

T. O. BAXTER, 25 Front St. E., Toronto.

H. HUBBARD, 27 Common St., Montreal

BRAND & CO..

Purveyors to H. M. THE KING London, England



u want

Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE" Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---" Enterprise" make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES Philadelphia, Pa., U.S.A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

"KITCHENER" BRAND

OF

CANNED GOODS

At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEG-ETABLES, and guarantee the quality of all goods.

Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA

ONTARIO

Your particular customer will buy

No. 1 SAUCE

because there's a piquancy and flavour to it that give a zest to even the plainest fare.

Its ingredients are of absolute and guaranteed purity, and it is made in a Canadian factory that is a model of cleanliness and efficiency. The sauce is made from the famous MASON old English recipe.

Send for samples and prices.

There's room on your shelves, Mr. Grocer, for a satisfactiongiver like

No. 1 SAUCE

MASONS LIMITED,

Toronto

25 Melinda Street, -

Agents wanted where not represented.

A Woman in Hamilton

the other day walked past her regular grocer's shop because he didn't sell SNOWFLAKE POWDERED AMMONIA.

At a store in the next block where Snowflake was among the "Six Best Sellers," she spent \$2.75 and came away with the impression that she would just as soon deal there altogether.

By neglecting a live issue like Snowflake this woman's old grocer lost a good customer. Women WILL have Snowflake, because it is the best cleaning compound in the world at the lowest possible price.

S. F. Lawrason & Co. London, Ontario

Take no



Chances !

The "quality" of the goods you handle is the all-important factor in influencing the best-class trade your way! Sell

"CREST" BRAND OLIVES!

They are bottled safely from the finest selected fruit, and prepared with the greatest skill and care.

Stock and feature this satisfaction-giving line! Write us direct if your jobber can't supply you,

Canada Spice
and
Grocery Co., Ltd.
London,
ont.







THE SECRET OF MAKING MONEY

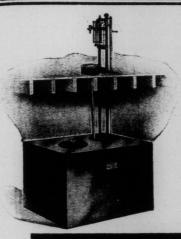
IS TO SELL WELL-KNOWN, RELIABLE GOODS

MELAGAMA TEA and COFFEE

Have become household favorites everywhere. Merit is the keynote of their success. Order a case to-day. We are leaders in <u>Bulk Teas and Coffees</u> and know that we can satisfy you in both quality and price.

MINTO BROS

TORONTO



Economy Gets Close To Our Gizzards

Thousands of Retail Merchants

after a thorough investigation, have concluded they "Couldn't Afford; To Be Without" a

BOWSER

Self-Measuring Oil Storage System

It adds Cleanliness by eliminating oily odors and contaminations; it increases Convenience by discharging gallons, half-gallons and quarts without using measures or funnels; it decreases labor and saves lots of time; it adds safety to your entire store, and increases the neatness of its appearance.

A Bowser System will save you enough in a short time to pay its original cost, and then you have its Service and Profit for a life-time free.

Just drop everything and write a card now asking for Booklet No. 5.

S. F. Bowser & Co., Limited

ATTENTION, MR. GROCER!

Will you permit yourself to be subjected to the losses, errors, disputes, delays and many other vexations arising from antiquated methods of handling credit customers? Or will you join the ranks of progressives and adopt the ONE WAY to avoid them?

Allison Goupon Books

point the way to safety. They guard against loss they hold the credit customer in check; save time money and trouble

HOW THEY WORK



You think he is good Give him a \$10 All son Coupon Bood Have him sign the receipt or note for in the front of the book, which you tee out and keep. Chare him with \$10. — N trouble. When he buys a dime's worth tear off a tencer coupon, and so ountil the book is use up. Then he pay the \$10 and get another book. No pay books, no chargm, no lost time, nerrors, no dispute Allison Coupon Bood are recognized ever, where as the best.

For sale by the jobbing trade everywhere, Manufactured by Allison Coupon Company, Indianapolis, Ind

When writing advertisers kindly mention having seen the advertisement in this paper.

A GOOD START

Often means the race half won. With quality to back your efforts

JAMES DOME LEAD

you can be assured of repeat orders. This old-fashioned stove polish proves its merit every succeeding year as the best in the world.

W. G. A. LAMBE @ CO., Canadian Agents

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"TRIAN"

OF QUALITY



LARGE AND
COMPLETE STOCKS
OF ALL LINES
AT
CLOSE PRICES

NEW ONTARIO

The retail merchants of New Ontario can save time and money by buying from us, the former because we can give them ten to fifteen days' quicker deliveries, and the latter because we give them the benefit of Car Load Freight Rates to the Head of the Lakes.

Fort William is the geographical point of supply for the territory served by the C. P. R. for 200 miles east and on all three roads from Lake Superior to the Manitoba boundary.

The CAMERON-HEAP CO., Limited

FORT WILLIAM, ONT.

CAMERON & HEAP KENORA CAMERON & HEAP, Limited REGINA and PRINCE ALBERT, Sask.

THE WASHDAY WONDER

Help your customers make their work easier, and they will help you increase your sales by always asking for

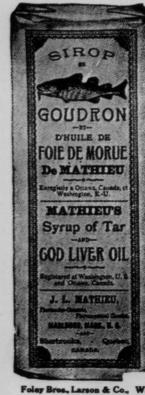
Canada's Best Soap

Show this soap to your customers. Tell them what it will do, and you will find the demand increasing beyond your biggest expectations. Canada's Best is a white laundry soap that softens woolen goods and brightens colored clothes.

It is firm and hard. Send us your order to-day—you will not regret it

Our Big Advertising campaign is now in full swing.

United Soap Company



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props. SHERBROOKE, P.Q.

Folsy Bros., Larson & Co., Wholesale Grocers and Confectioners Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cis., Wholesale Depot, Montreal

SPRING



Place your order early

WATERLOO. ON

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, WATERLOO, ONT.



Your Customers Know This Package

They have seen it advertised in their magazines for months. Many of them have wished they could buy those clean package dates instead of mussy bulk dates.

Tell these people you sell **Dromedary Dates**, and there will be an instant response. People who have already heard of them will buy them, and those who haven't heard will buy them, too, because they are the finest dates grown; they are sealed in a clean carton, and they keep moist and fresh long after ordinary dates are dry and stale.

YOUR JOBBER SELLS THESE

We also pack **Royal Excelsior** and **Anchor** brand package dates.

The HILLS BROTHERS COMPANY

Beach and Washington Streets, :; :: New York

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Liver Oil

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EU'S VDERS

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P.Q.

tioners,

The Sugar that has Stood the Test of Time



Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "Redpath" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Vellow

PARIS LUMPS in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

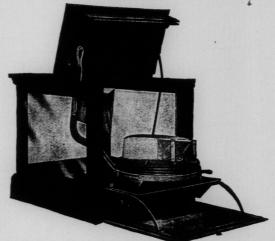
The Canada Sugar Refining Co.,

Montreal, Can.

Established in 1854 by John Redpath

Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese.

Write for Prices.

The American Computing Co. of Canada Hamilton, - Ontario

INVALID OXVIL

Used in large Hospitals and recommended by all the leading Physicians.



Invalid Oxvil is in a class by itself, and as a stimu lant it is superior to any seasoned Fluid Beef.



THE PERFECT FLUID BEEF

INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts.

INVALID OXVIL is now being sold by all the leading grocers and chemists in Canada on the strength of its Purity and Genuine Beef Flavor. Manufactured and Guaranteed by

The F. L. BORTHWICK CO., Kingsland Rd., London, England Write for Illustrated Price Lists to our Canadian Agents:

THE HARRY HORNE CO, 309-311 King St. W., TORONTO

The Commercial is the Best!

Over 100,000 Account Registers in successful use in Canada and U.S.

The Commercial is quickest in operation.

So simple a child can operate it.

Takes least counter space.

Beautiful store fixture.

Only Register that will fit any safe.

Sheets lift out and fit any safe. BESIDES-

Sa

in

K ha

d

SE

It cuts out bookkeeping. Pleases merchants' customers. Pays for itself in few months. Indestructible—Lasts a lifetime.

Drop us a postal for Catalogue

COMMERCIAL REGISTER CO. 178-180 Victoria Street - - Toronto, Ont.

You are the man we want

-that is, if we haven't yet had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish.

Equipped with special adjuster device and the new style force feed steelcutting grinders

Cutting grinders

Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches): The Codville Co. (and branches): Foley Bros., Larson & Co. (and branches). WANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
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MONTREAL - The Canadian Fair-banks Co. (and branches).
EDMONTON, ALTA. The A. Mac-Donald Co.

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A Strong Combination:

UTILITY

CLEANLINESS ATTRACTIVENES8

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

> Write for Illustrated Catalogue "Modern Grocery Fixtures."

Walker Bin Store Fixture Co.

Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta; J. C. Stokes,
Beglins, Sask.
Montreal; W. S. Silcock, 33 St. Nicholas Street

Sauerkraut

Sauerkraut

Sauerkraut

Be prepared to meet the increasing demand for SAUERKRAUT.

You'll find "STERLING" Brand will fill every requirement of your trade.

Order early

THE T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

West India Co., Limited

305 St. Nicholas Building, M O N T R E A L

THE CANADIAN HOUSE OF:

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Sandbach, Tinne & Co., Liverpool, Eng. Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

SELL
GINGERBREAD
BRAND
MOLASSES!

It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand.",

- 1. It is a strong baker.
- 2. It has good body.
- 3. Its quality and flavour are unsurpassed.
- 4. It is put up in a large variety of sizes.

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's; Pails,---1's, 2's, 3,s and 5's gals and in barrels and $\frac{1}{2}$ barrels.

Dominion Molasses Co.,

HALIFAX, NOVA SCOTIA

"Canada First"

is the finest known substitute detail of its preparation the serve absolute cleanliness and teed pure and fully sterilised.



Evaporated Cream

for Fresh Cow's Milk. In every greatest care is given to prepurity, and each can is guaran-

See to your stocks. Order from your jobber.

The Aylmer Condensed Milk Company, Limited,

Head Offices: Hamilton, Ontario

Aylmer, Ontario

artan.

Our stock is full, anticipating our annual sale.

All lines away below to-day's market.

Our travellers have rare bargains. We will mail samples on application.

> Be wise and take advantage of this special sale

BALFOUR, SMYE & CO., WHOLESALE HAMILTON



"BANNER" & "PRINCESS" CONDENSED MILK

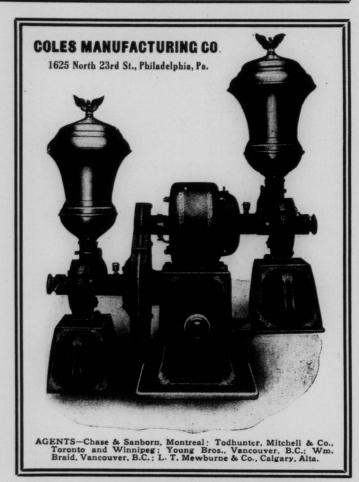
are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON



The kind that always pleases!

Very little persuasion will make your particular customer try RECEPTION WAFERS-the thin, flaky, salted Soda Cracker with the distinctive flavor. And you'll find that the favor

with which they are received will surely result in a big demand for them ! Put up in "Aertite" packages.

We also make all kinds of dainty and high-grade biscuits.

FER BROS., Limited, COLLINGWOOD, ONT.

BRANCHES. TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

Retail at 15c.

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SUGAR THAT'S ALL SUGAR. THE PERFECTION OF REFINING. THE PRODUCT OF PURE CANE CRYSTALS.

St. Lawrence Granulated

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL



You can take an afternoon off

and not be worried about your accounts if you use

The McCaskey Gravity Account Register System First and Still the Best.

Sixty Thousand merchants in Canada, the United States and abroad say
The McCaskey System saves time, labor, worry and money With
One Writing it does everything accomplished with from three to
five writings in day books, journals, ledgers, etc.
We have a booklet called "System" that you should have.
It is free for the asking.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Pads in all varieties.

90-98 Ontario Street

TORONTO, Can.

Cut this out for Reference

BRITISH COLUMBIA **COMPANIES ACT** 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company,

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C. Edmonton and Calgary, Alta., and Winnipeg, Man.

What's the use of your tongue, Mr. Grocer?

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things, First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie

Your reputation and profit call for purity in the goods you handle!

WHITE DOVE COCOANUT



is the line for you to stock because of its unvarying purity and quality.

W. P. DOWNEY,

MONTREAL

The GRAY, YOUNG & SPARLING CO., Limited

SALT **MANUFACTURERS**

Granted the highest awards in compet!-tion with other makes,

WINGHAM ESTABLISHED 1871

WARMINTON'S

Shipping Specialties STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC. Save expense to shipper

J. N. WARMINTON

207 St. James St., - MONTREAL

MOP STICKS

'The Tarbox Brand'

Many kinds

FOR ALL PURPOSES

Distributed through practically all of THE LEADING JOBBERS

Sand for Catalog.

Manufactured by

RBOX BROS. - Toronto

(Established quarter of a century under the same personal management.) TARBOX BROS.

TORONTO SALT WORKS

THE PEOPLE OF **AMAICA**

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON

GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right. FRANK L. BENEDICT & CO., Montreal Agents

C. LANDRY

STE. FLAVIE STATION, QUE. Jobber and Wholesaler in

Groceries, Figur, Grain and Provisions

Open to buy Timothy, Red. White and Alsyke Clover Seeds.

CAMMEMBERT CHEESE

Le Gaulois Brand \$3.00 a dozen, or \$2.75 per crate of 5 dozen.
CAMMEMBERT — CAMMEMBERT
Le Gaulois

THE ST. LAWRENCE GROCERY 395 St. Lawrence Boulevard Montreal

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG COVERING

MANITOBA and SASKATCHEWAN

CORREPSONDENCE SOLICITED

'2 in 1'

JELLY POWDER

is a rapid seller because, apart from its delicious flavor, the package contains a powder for sauce to be served with the ielly.

This unique feature has had a big influence on the sale of "Club" Jelly Powders! Send along a trial order and give "Club" Jelly Powders prominence.

They pay well to sell!

S. H. EWING & SONS

Montreal and Toronto



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HAVE YOU A STOCK? GREATSELLER ALL THE TIME.

GET PRICES

OCEAN MILLS MONTREAL

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pro-

sell!

SONS

INESE 'ARCH

AVE YOU STOCK? AT SELLER THE TIME.

BT PRICES

AN MILLS



425,000,000 SOLD IN ONE YEAR!

Have YOU Tried

PAT-A-CAKE

May we send you our illustrated Album?

PEEK, FREAN

& CO., LTD.

LONDON

ENGLAND



WHEN SHE ASKS FOR SALT SHE MEANS, OF COURSE

WINDSOR SALT

She never thinks of using any other kind, for the very good reason that she knows no other kind is as good as "Windsor" Salt, for table or dairy.

Are you prepared to supply her?

The Canadian Salt Co., Limited WINDSGR, ONTARIO

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

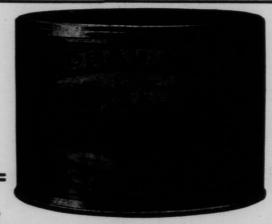
WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKART & CO.,

Winnipeg Ltd.. London.

BAIRD'S

"Second-to-None"



Pickles

So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

> GOOD, SOUND **VEGETABLES** and PURE VINEGAR

Low Price High Quality

JOHNSTON, BAIRD & CO.

PUSH THIS LINE

Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

SOAP POWDER

THE ENEMY OF DIRT

It is a genuine germ destroyer. It is also the most economical soap powder made; it makes your customer's money go farther.

Ask your Jobber.

ASEPTO MFG. CO.

ST. JOHN, N.B.

Agents-Rose & Laflamme, Limited, Montreal

If it's BUSINESS you want, Sir, H. P. Sauce will surely bring it along. H. P. is no shelf-warmer, it's no sooner on than it's off againoff again to good purpose, too, to your customers and to you. Don't TRY to do without

IN C PRO

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Winnipeg

OVER 26,000 GROCERS

IN CANADA HAVE

PROFITED BY THIS

INCREASE.

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OUR OUTPUT IN PACKAGES WAS

63,290 in 1892

1,368,550 in 1896

3,560,025 in 1898

6,103,760 in 1900

8,478,830 in 1902

12,385,215 in 1904

17,113,985 in 1906

19,146,505 in 1908

23,087,810 in 1910

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TIMES MORE TEA IN

1910 THAN WE DID

Grocers Ventilate Their Hardships

Tell About the Inconsistencies of Human Nature and Particularly of Women—It was Before the Association Meeting Began—Incidents From Real Life—One Dealer Acts as Private Banker-Another is Asked for Assistance to Put Up Stove Pipes-Poor Pay Customer Leaves Owing \$30.

"Well sir, you can't beat some came in and asked for her bill. I was people;" began one of the members addressing the others as they quietly entered singly or in couples prior to the open-ing of the association meeting, "you can do a customer a good turn ninetynine times and if you do not just please her on the one-hundredth she will forget or ignore all that you have ever done for her in the past.

"There was one family that I well remember; they were fairly well fixed financially but were often short of ready cash. They lived only a few doors away from the store and often when goods from down town were sent C.O.D. they would send the delivery man over to the store. I paid the bills and with the monthly account that I sent in I included the sums which I had paid out as

the family banker.

"I know some of you may think that I was too attentive, but they were one of my best customers. When at times they overlooked this service to complain about some imagined grievance, I reminded them of what I had done and of the good relations that were existing and often little difficulties were thus smoothed over.

Helped to Put Up Stove Pipes.

"That's something like a case I had," laughed another member. "One of my customers was so dependent upon me or had grown so accustomed to asking for advice and assistance that she even asked me to send over my driver to her house to help her put up stove pipes. Now that's a fact. But, I too, believe that it is this service and rather strange relationship that keeps trade, for grocers like some of us, from going down town. It is not to be supposed that we can do these things continually but what I maintain is that there is a certain place for sentiment in the business of the small grocer in a residential district and that it really cements the business."

Wanted Loan Without Security.

Another grocer had still a different

experience.
"I lost a customer not long ago by doing a good turn for the family. The husband was going to New York and being temporarily short of cash asked me to loan him \$50. He said he would receive all he required when he reached his destination and that my loan would be greatly appreciated. I knew they were good for many fifties but I suggested that some kind of receipt be given me. He suggested that it was hardly necessary, but I gently insisted in order to protect myself, as fifty dollars meant more to me than it did to him. Well, it was only the next day that the wife

informed that my asking for the receipt had questioned their integrity or probably their false pride. At any rate they did not appreicate my carefulness. I explained to the wife that supposing her husband met with an accident and was killed I would have nothing to show that he had borrowed the money from me. It was to no avail however. Some people are cantankerous, to say the least.

The Inconsistency of Woman.

"What beats me," remarked still another of the grocers, "is the nerve of some women who ask me to let them use my telephone to order, as I afterwards find out, goods that I have in the store, but which may be offered at a bargain price that day down town. I would like to find out the best way to deal with that question. It is too late after they have given the order to remind them of my goods and in addition they nearly all buy the most of their groceries from me. Now and then they snap up a bargain, and it is this that riles me. However, I generally say nothing about it, for I do not want to lose the trade they are giving me."

Lost a Poor-Pay Customer.

"I lost a customer this week and I am beginning to think that I have done a good stroke of business thereby," came from another of the trade. "She owes me a bill of about thirty dollars and has always been a poor pay. I am a little afraid she may not settle up in full. If "What's-His-Name" has as much trouble as I have had, he will soon be sorry he began giving her credit."

"Well, don't you think," interposed one of those who thus far had been unheard from, "that you should tell Blank that this woman is not the best kind of customer and that she owes you thirty

Favors a Credit Bureau.

"Why, I don't know him personally," was the reply. "Besides, he is not a member of the association and from what I can find out he refuses to consider the question of joining. I believe in this system of a credit bureau or whatever you call it, but we have none in this town excepting whatever we take upon ourselves to tell one another. What I am going to busy myself about is getting that thirty dollars. Blank can look out for himself."

Far in The Future.

There was silence for a minute and it was evident that conversation was beginning to lag. Someone said: "Things are not what they should be with us grocers and I'm afraid it will be after my time when they are." That con-

cluded the discussion for the time being as everyone realized the truth of the parting statement.

Wholesalers are Curtailing the Terms of Credit

Victoria, B.C., Jan. 5.-Last month nine British Columbia wholesalers deeided to curtail the terms of credit to their customers and sent them the following letter:

To the Retail Trade.

Dear Sir,-You are advised that the following arrangement as to TERMS has been agreed to by the firms whose signatures appear below.

Commencing January 1, 1911, all GROCERIES sold shall be due and payable in thirty (30) days from the 1st of the following month, being subject to a discount of one per cent. (1 per cent.) if paid for on or before the tenth (10th) day of the month following that in which they are sold; and if not so settled for, shall be drawn for at thirty days from the 1st day of the month following date of sale, excepting SUGAR and PRODUCE, which shall be sold at thirty days net, and shall be drawn for at fifteen days from the 1st of each

Interest at the rate of 8 per cent. shall be charged on all overdue accounts.

Believing that the above arrangement will be advantageous to all parties concerned, we are, etc.

The grocers claim that some wholesalers sell to the railway corporation and have asked the question as to whether this will be placed on the same terms as they.

The dairy and cold storage commissioner of the Dominion agricultural department reports on the experimental shipment of peaches made to Great Britain last autumn that, averaging the shipments to the different markets, the peaches sold in Great Britain for \$1.04 per case of 20 to 23 peaches.

The costs to be deducted were inland and ocean freight from St. Catharines. Ontario, 13.6 cents per case, and selling charges in Great Britain, including commission, 9.7 cents per case, leaving a net

price of 80.7 cents per case f.o.b. St. Catharines. On these shipments this figured out 13 cents per pound, or about 40 cents per dozen to the shipper.

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Calgar

Ltd. is 1 an Old west, the The il of the g represen the store x 68 fee grocery room, 10 that the to supp services. handy; handled and sho rors are spicuous

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Grocery Section of Big Department Store

An Old Country Firm Building in Calgary—Almost Half the Basement Devoted to Groceries and Crockery — Separate Shelves for Tea and Coffee—Show Cases and Display Tables For Crockery.

Calgary, Alta., Jan. 5.—The large department store of Pryce-Jones (Canada) Ltd. is now nearing completion. This is an Old Country firm opening out in the west, the entire store being about 200 x 136 feet in dimensions.

The illustration shown herewith is that of the grocery and crockery section, and represents the basement of one half of the store. The half shown is about 100 x 68 feet, interior dimensions, and the grocery department without the stock room, 100 x 50 feet. It will be observed that the plan has been made with a view to supplying conveniences and quick services. The stock room is roomy and handy; the ice for the refrigerator is all handled from the stock room; counters and show cases are plentiful, and mirrors are placed where they will be conspicuous and useful for the women.

Plenty of Room.

It will also be observed that the space for the grocery order department is large, although it may not seem so from the drawing, thus allowing an abundance of room. There is, too, a special shelf for tea and coffee and a special counter for provisions just in front of the refrigerator.

On the right will be seen the large space for offices, and next to it the elevator and stairway around it.

Some of the pillars are utilized by placing shelving around them for crocekry display purposes, and there are also crockery tables with shelves for the same purpose.

RAISE LICENSE ON PEDDLERS.

County Council of Dufferin Supports
The Retail Merchants'
Contention.

The Dufferin (Ont.) County Council have raised the license fee on peddlers in that county. The yearly fee has been raised to \$300 for a team, \$200 for a one horse rig, \$50 for a push cart and \$30 for a pack or basket. The new by-law was only passed after a very spirited discussion, a tea merchant who does an

extensive trade in that county having had a number of friends in the council who raised objections to its passage. The members of the council, believing that the merchants of Dufferin could supply all demands in both tea and other commodities, passed the new law.

For each infraction of the law, a fine of not less than \$30 and not more than \$300 may be imposed for each offence. One-half of every fine imposed shall be paid to the party laying the information.

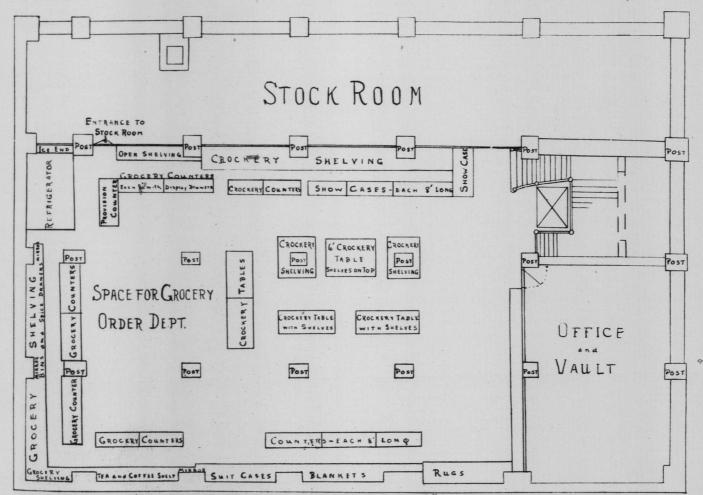
TRADE NOTES.

Mrs. M. E. McDavitt, grocer, New Toronto, has assigned.

M. Harrison, proprietor of the Royal Oak grocery, Victoria, B.C. has sold his business.

R. A. McEwen, of Aylesburg, has purchased the general store of Mr. Ingham at Nokomis, Sask.

The Farmers' Co-operative store, is the name of an organization of farmers who will open a co-operative store in the township of Rawdon, Hastings County, Ontario. The incorporators are:—E. E. Hale, broker; C. N. Reid, carpenter; C. H. Reid, baker; P. J. Scrimshaw, farmer; Lillian Maude Reid, music teacher, and J. P. Hale, merchant. The share capital is \$10,000 and the head office of the company is located in Springbrook.



Store Plan of the New Pryce-Jones Building in Calgary, Alta.

SHORT TALKS TO CLERKS

By An Ex-Clerk

Courtesy, they say, costs nothing, but it is a great asset; and when I say it is a great asset that is awfully true.

You might be thinking in your minds, listening to me, "Well, perhaps some of this stuff he is telling us is true—perhaps all of it is—but I don't think he knows it all." And right here I will grant you that I will never know it all, and I don't mind saying that neither will you!

But just let's stop and think a minute! Let's get down to cold facts. How smart are you? How elever? I will tell you how smart you are. Do you get \$10 a week? Then you are just \$10 a week smart. You are not worth \$11 or you would be getting it. And don't ever forget this point.

How smart am 1? Well, I am just exactly as smart as the company pay me, and not a cent smarter. We have to stare in the face sometimes our own weaknesses.

Courtesy means an awful lot in the retail store. Mrs. Blank comes in, she may have a headache, she may feel tired, she may have been out to an afternoon tea, but that is none of our business. She says: "I want a pound of coffee." You know, Mr. Clerk will reach to the shelf, get the coffee, hand it to her; "35c. Thanks!" That is not courtesy! Courtesy means taking your customer in charge from the moment she enters the store, saying to her. "Good afternoon, Mrs. Blank," with a smile, with a bow, the right way to do it, making some pleasant remark.

Don't forget another point; you don't know what is in her mind, and she doesn't know what is in yours, nor does she care. If you are discourteous, abrupt, or short in your talk or remarks, she will remember it. If you are courteous she may not—because she expects it; she looks for it; she is spending her money in your store, and there are lots of other stores to which she can go.

Lost at the Start.

I recall to my mind a case that was brought to my notice not long ago, of a woman I know who had recently moved into a certain neighborhood. She walked into a grocery store near her new home; the clerk paid little or no attention to this customer; he was not just in the mood to put himself out or go out of his way. He walked up to her and said: "Well?" She stated her needs, bought her parcel, walked out. She told me that evening that she would never go into that store again.

This is where lack of courteous treatment cost that house an account worth \$40 a month. Think of it! \$40 a month, \$480 a year! On a basis of 20 per cent. profit, \$96 pure profit per year

driven away from the store through lack of courtesy!

If you lost only 10 customers a year through this thoughtless channel, that would be \$960 — nearly \$1,000 every year. And, believe me, there are more than ten customers per year lost this way in many stores.

Now make your comparison! In place of saying to the customer, "How do you do, madam. What can I do for you? and saying it with a smile on your face. She makes her request. Then say, "I can send these for you. I can deliver them to your house very shortly in place of troubling you to carry them.' How differently it would sound to her! And when she gets what she asks for, thank her for her trade. Say, "Thank you very much. If the goods are not satisfactory, please advise us, as it is our endeavor to please all our customor something along that line. That is the difference between losing a new customer and retaining one-all the difference in the world, at no expense except a little thoughtfulness.

Now, don't forget the telephone! Many a customer has been driven away by a short, discourteous talk over the telephone, as if you wanted to hang up the receiver the minute you took it down. Remember you many be busy, but she is not. You are in a hurry, but she is not, and she is not supposed to consider · your hurry at all. Because you are doing the catering, not the customer; because she is going to leave her money with you. She would appreciate it very much if you would help her in ordering her goods for that day; and as a great deal of trade is done over the phone, this is a very important thing to remember.

Make a Study of Human Nature.

As a rule, every clerk knows to a certain extent the disposition of the customer to whom he is talking over the phone, and should act accordingly. Surely you can study human nature to some extent; study dispositions, and always be courteous. Have an inventive mind, be initiative! Because you are doing—what? You are laying the foundation for your whole future. Don't you think your employer does not notice these things? He does!

And then look at the effect one discourteous clerk may have on other clerks. It is contagious. All bad things are contagious, because they are easy to take on. It is like a drop of sour milk in a can of sweet milk; it ruins the whole can.

And don't overlook another point: The same customer who walked out dissatisfied is contagious to her friends and relatives, and it all hurts, and will al-

ways cost the house loss of customers, which means loss of trade.

A clerk to be always courteous wants to feel courteous, and to feel that way he wants the proper amount of rest; he wants to take proper care of his health. He should have at least eight hours' sleep. No clerk can feel the part, and look the part, and stay out late night after night. He is robbing himself of the chance of advancement, and robbing his system of the rest it requires at the end of a day's work. Give your system lots of rest, and you will have a clear eye and a pleasing appearance. Further, you will feel more like taking care of your personal appearance.

Ruined His Chances.

I know of a case where a man from a wholesale house called on a retail store with the intention of looking for a bright assistant in his business. He walked in the store. One of the clerks—and not a junior at that—stepped up to him, and looking at him said: "Well?" The man's reception kind of startled him, and for the want of something else to say, he inquired if the proprietor was in, and the reply was "Naw!"

Well, this fellow didn't have a lookin for that job. Wholesale houses don't want that kind of people. But I can tell you one thing you can remember. 'I happen to know of the young man who did get the job, and the last I heard he had risen to the position of manager of one of the departments.

Why, you hear every day public complaints of discourteous conductors on street cars, conductors on railway trains, which creates a feeling of animosity against the firm or corporation. And the same thing goes on in many retail stores, even if it be on a smaller scale.

Clerks Are Too Abrupt.

I wish you men could realize the difficulty merchants have, as they outline it to me, in securing the proper kind of employes to take care of their business. As a merchant stated not long ago, when I was outlining to him the work we were endeavoring to do with retail clerks. He said, "Never was there a better cause. It is not like it used to be in the old days. Many of the clerks we get nowadays are too abrupt-in fact, are prone to be 'fresh.' They think the slangy, up-to-date method (as they call it) that makes them laugh in the poolrooms, sounds the same to others as it does to them. It doesn't! It grates on one's ears; it drives away trade.

Your business is to be courteous at all times, and not only keep trade, but bring it to the store.

And as a last reminder: It is not always what you say, boys. It is how you say it.

John D. Gahan has opened up a grocery store at Monckland.

The general store of Mr. Ortenburg, also R. Common's general store, at Bradwartine, Man., were burnt.

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Practical Methods in Retail Stores

Halifax Dealer Gives Reasons Why He Quotes Priecs When Advertising—Losing Money Through Leakage in Coal Oil Tank — A New Store Containing Many Modern Ideas.

Believes in Naming Prices.

Halifax, N.S., Jan. 5.—''I always place prices in my advertisements,'' states a local merchant. ''Customers must know the prices before they buy and they might as well know them before they enter the store as after. A customer is more likely to be attracted, knowing where the article may be had and the exact price that must be paid for it.

"Some merchants seem to be afraid to expose their prices to their competitors, but I am not, for I believe the price advertisements are the kind that attract the customer if the prices are reasonable. If prices are so high that you do not want to compare them with your competitors there must certainly be something wrong and it is the merchant's duty to find the explanation of the high price."

Money Lost in Coal Oil Leaking.

Brandon, Man., Jan. 5.—A local grocer expressed the view that a great deal of the profit in many grocery stores is greatly reduced by inattention to the smaller details. He spoke especially of one article which he has been carefully keeping track of lately, namely, coal oil, and which he found was giving him

little profit on account of clerks allowing the top of the coal oil tank to remain open and allowing a great deal of the oil to evaporate. He spoke of other matters such as taps not tightly closed, breaking of package and bottled goods and several other things which in themselves may not amount to a great deal, but which when combined make the profits smaller.

The large leaks in business immediately attract attention but the smaller ones may go on for a long time before they are detected and remedied.

Getting Rid of "Dying" Stock.

Collingwood, Ont., Jan. 5.—Prentice & Sproule, grocers of this town, make it a point to take stock once a year. In doing this they omit anything they consider to be dead stock, which does not, however, amount to a great deal since they strive to keep everything of this nature cleared away. If they find any line sticking that is all right they devise some plan to bring it to the front and push the sale of it even if the price has to be reduced.

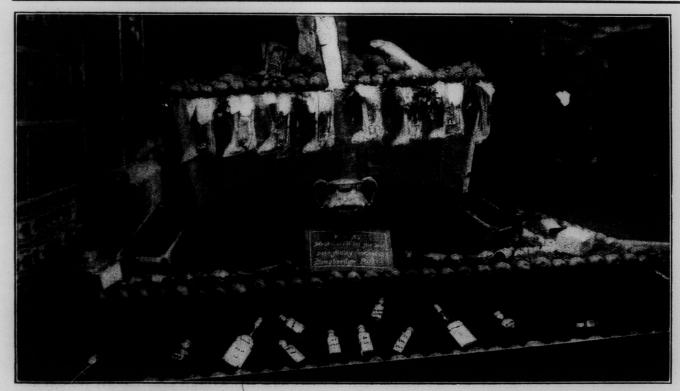
New Store With Modern Features.

Norwood, Ont., Jan. 5.—The interior of the new fireproof grocery establish-

ment of J. L. Squire which was under construction for some time has been completed. It is 115 feet by 28 feet in dimensions.

The front entrance is rather of an imposing character. The large plate glass windows with their reflecting prisms and mirrors together with the white tile flooring afford excellent advantages for the displaying of goods. The interior of the store is finished with metallic ceiling, hardwood floors and varnished woodwork. A special department has been provided for the meats and dairy produce, its counters and surrounding walls being covered with white marble and tile. A rest room and demonstration department have also been provided for. The most modern appliances have been installed, including a large refrigerator, meat slicers, computing scales and cash register. The hot water system is used for heating, the radiators are fitted under an extension in the counters. There is also a neatly constructed office with vault adjoining. The cellar and store house are of cement and are conveniently arranged for the stocking of goods.

Mr. Squire's former establishment was burned during a big fire which swept a block on the west side of the main street last May.



The above window was one of those dressed by E. J. Kirk, of Kirk Bros., Bracebridge, Ont., who have had some very handsome displays in the past. It represents a

large basket laden with fruits and trimmed with holly and Christmas stockings. The handle of the basket is bowed with a red material to represent ribbon. The bottom of the window shows an abundant display of seasonable goods nearly arranged. This suggestion might come in handy next December, so that it ought to be given a place on each dealer's window dressing file.

Pathfinders of Commerce at a Banquet

Friendships Formed at Alton, Erin and Oakville Renewed Once Again—Constitution Drawn Up—Some Splendid Post-Prandial Speeches on Loyalty, Labor, Reciprocity and Other Great Problems-Wit and Wisdom Abound.

Staff Correspondence.

Toronto, Jan. 5.—Wherever two or three drummers are gathered together there will ye find fun also. On the last night of the old year but one, the Drummers' Snack Club assembled its worthy members at the Walker House, and at a profitable and pleasing entertainment and banquet, easily upheld the standard of all its next social achieves. standard of all its past social achievements. It can be truly said that there was fun and profit; for amongst the merry group of knights of the grip there were displayed the humor, the wit and the calculative mind so common to these—well let us say "pathinders" of modern commercialism, to steal the happy expression of one of their num-

Everything from reciprocity, and development of natural resources down to the more frivolous remarks about the defence of the boarding house and its association to patriotism, was expa-tiated upon by the group of cross-country trade runners and optimists. Then there were songs and storiettes from some of Toronto's most talented

male artists, whose musical abilities have been vocally developed and who also must have taken a turn or two on the vaudeville stage.

Throw Precedent to the Winds.

Prior to the banquet and subsequent performance, a meeting of the club was held in an upper room, where the chief business transacted was the formation constitution for the body which has hitherto been governed by precedent only. During this meeting, the sad news arrived of the death of C. C. Weese, of Lindsay, a member of the club always conspicuous at the annual sum-mer outings and a warm friend of everyone. A wreath was sent as an expression of the kind regards felt towards his memory.
President John Wildfong was master

of ceremonies-that meant some arduous duties, but these nevertheless were expeditiously performed. During the course of the banquet itself, little happened to be recorded here, for obvious

Was Out Rather Late.

Aside from an occasional trip to answer a telephone call on the part of Walter Madill, alleged to be from his wife who was expecting him home,—for it was after seven o'clock—and a few score of stories picked up by Sol Walters on his travels and related by him, nothing of any account occurred.

The customary honor having been done to the King, Michael Malone, one of the main orators of the club pro-posed the toast to "Canada" in his usual facile manner. He spoke of the vastness of Canada from ocean to ocean at the same time indicating by gestures that he was discoursing on or giving an object lesson about the art of swimming. Next he painted a beautiful mind picture of the coming of Canada's pioneer band, of how they beat back the forests—evidences of which are yet to be seen from the stumps—and with

iron wills and muscles cultivated the virgin soil.

Are we going to be worthy of our predécessors ? he inquired amid tumultuous applause.

Then came Jack Charles to respond. His sunny face was compared by several to that of the happy-looking nasteboard individual in the refreshment stands used to advertise coca-cola. He had only the time he intimated to touch upon the fringes of all he knew about Canada. The subject was too big to consider fully in the space of a few minutes and these were cut cruelly short by a motion of Sol Walters which



Jack Charles as a "Pathfinder." Gun is for Providing Venison and Turkey as he is Opposed to Militarism.

in effect meant that the hot-air be ex-cluded. It was John W. Charles who associated the term "pathfinders" with commercial travelers and as an illustration he told of a certain brand of soap having been planted at Khartoum, Africa, just after the battle. (Little doubt that it was needed, perhaps more than anything else). The speaker was opposed to militarism, reciprocity with United States, but in favor of with Britain. Then after an oratorial triumph about Canada as the last great "melting-pot" of the world; about broad fields and freshly turned soil, etc., he sought a more solid founda-

A Father Proud of His Sons.

George Smye, Hamilton, stood spon-or for the toast to our "Manufactursor for the toast to our ing and Commercial Interests," and William Algie, Alton, Ont., the father of the Snack Club, replied. His address would have done justice to a royal occasion without any exaggeration. He

that every — one of you mean it."

The knowledge of having to reply to

this toast had been a little surprise to him when he came into Toronto. So he had gone off to a corner by himself and "staked out a few ideas; a few pegs on the claim as it were." He told a story about the Sunday school boy who, when the long-winded superintendent after an hour's address asked, "What now shall I talk about?" answered, "about five minutes," and hoped history would not repeat itself. and hoped

In a philosophic mood he referred to the satisfaction he had had in life. When he comes face to face with the grim reaper, he will say to him: "Your welcome to the rind of the lemon, I've got all the juice." He didn't know or care much about the future, but he has cinched the past.

'Commerce, agriculture, mining, lumcountry; the prosperity of the one reflects the prosperity of all. Some say we have to live on one another, but if that is so, then cannibalism is the ideal state of life." ideal state of life.

Homes Make Patriots.

"Few of us would care to shoulder our rifles in defence of a boarding house," remarked Mr. Algie, after say-ing that homes made patriots.

He considered that the great product of any country is its people. "One time there was a Highland Scotchman of powerful physique, who had raised a family of seven strong and sturdy sons. An eighth arrived, but it was of a An eighth arrived, but it was of a puny type and not likely to produce any great physical strength in its bife on earth. However, at the age of 18 months it died. The big Scot was being tendered the sympathy of a neighbor and while he felt keenly the loss of his child he asked with an eye looking into the future: 'After all would he have made a people?' And that is the great question that should concern each of us to-day," added Mr. Algie.

Glengarry was the scene of another of his stories. Down in Glengarry many of the farms are rather rocky. One day

of the farms are rather rocky. One day a Yankee was driving along the road close by where a husky Scot was ploughing. The former stopped his plough ng. The former stopped his horse and after looking over the stony

horse and after looking over the stony farm, inquired in a none too respectful tone, what was raised here.

The Scot said nothing, but stooped down and, lifting a 500 lb. stone and placing it on top of a five foot fence, replied, "Men, be God."

Mr. Algie was with the manufacturers who recently treked across the continent to see the great west. He told of the vastness of that country which such a short time ago was known as the wild and woolly west. "But there

modestly compared his ability to talk about the subject, to the small boy who tried to lift the prize pumpkin at the fall fair and found it was too much for him. He appreciated the reception accorded to him and he added, "I appreciate it all the more because I know that every process of you mean it."

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nufacturers the conti-He told itry which known as "But there ain't no wild and woolly west now," he replied, "its Canada from coast to coast."

After ventilating his opinion on reciprocity, local option and labor he came back to the good fellowship existing in the Drummers' Snack and the importance of drinking life to the lees, for, said he:

> Every sob and every sigh Is a nail in one's coffin, no doubt; Every grin so hearty Always drags one out.

Prowess of the Colonel.

Walter Madill criticized the programme promoters for not allowing him six months to prepare a speech about "Our Club." Col. Stoneman responded by cutting the introduction short in order to give a medley recitation of a unique character. It included perfectly blending sections from, "On Linden when the sun was low;" "Charge of the Light Brigade," "Hamlet," "I'm to be Queen o' the May"; "Any rags any bones"; "Lives there a man with soul so dead," etc.

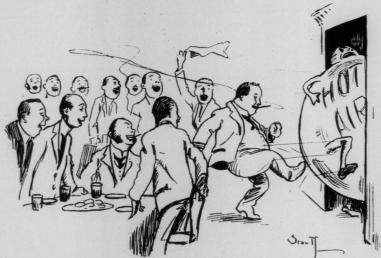
Was Given Some Money.

Bay Hill, Hamilton, presented Robt. Algic, secretary of the club and a life long member, with an envelope containing \$50. Mr. Algie replied feelingly and after this sad occurrence (for presentations are always of a melancholy chart

TRAVELERS' ANNUAL MEETING.

Condition of Hotels and Old Age Annuity Discussed.

Toronto, Jan. 5.-Improved hotel accommodation for the traveling public was one of the principal questions considered at the 38th annual meeting of the Commercial Travelers' Association. held in Toronto last week. It was introduced by a motion by W. H. Scott and Walter Moore, "that the members of the Commercial Travelers' Association instruct our Board for 1911 to press upon the Ontario Government (1) the necessity that exists, in the interests of the traveling public for the inspection and regulation of all hotels in municipalities adopting local option by-laws; (2) the government's responsibility to the traveling public in permitting municipalities to pass local option by-laws without at the same time making provision for hotels to be under public inspection and control: (3) the duty of the government to assume control of all hotels, catering to supply the public with meals and board, or to enact that all municipalities passing local option by-laws shall assume the responsibility and control of all houses for the accommodation of the public."



Sol. Walters' Resolution to Exclude the Hot-air was Enthusiastically Received.

acter), Chas. Silver proposed "Our Guests." Harry Bennett responded with two songs; Jno. Gibson, past president of the C.T.A., with a speech and Supt. Ivens, of the C. T., M. B. S., with an imitation of a common house fly.

Pop Somerville proposed the health of "The Press" and Wm. Meen and C. A. E. Colwell handled "The Ladies."

During the evening a musical programme of a high order was riven by Wilfrid Morrison, the boy soprano; Will J. White, Donald McGregor, and Harvey Lloyd.

E. Jules Brazil was accompanist instead of Ernest Bowles, the official pianist, who recently sustained an injury of a broken arm. Mr. Brazil concluded the programme with a clever musical recitation in which he compared Life to a Game of Cards. The merry company then disbanded to meet again at Oakville in July, 1911.

The question of annuities for old members was also given a great deal of consideration, and will be given further consideration by the Board of Directors during 1911.

The officers for 1911 are:

President—Robert Gemmell; 1st Vice. Pres.—S. M. Sterling; 2nd Vice-Pres.—Jas. G. Cane (acclamation); Treas — E. Fielding; Board of Directors for Toronto—F. J. Zammers, Geo. W. Moore, John Everett, W. H. Scott, C. J. Tuthill, Alex. Cook, J. W. Charles, D. H. MacKay, Jos. Pease.

Hamilton Board—Arthur F. Hatch, E. O. Zimmerman, Chas. C. Smye, H. J. Wright, Geo. M. McGregor.

Berlin Board-W. J. Moody, F. G. Doering.

Montreal Board-Wm, Williamson. Jas. Sargant is permanent secretary.

MERCHANT OR MONEY LENDER.

By A. H. Harvey.

When a manufacturer sells a merchant or another manufacturer a bill of goods on 60 days' time he is virtually loaning his customer the price of those goods for that time. The customer takes the merchandise loan for granted, and is very apt to seek, by delays and excuses, to extend the original 60 days without interest a much longer time. In discussing this question recently an exchange pointed out that if the buyer were to go to his bank and borrow the money necessary to pay for the goods on the same 60 days' time he would not only have to pay the legal rate of interest but a premium besides, and if he did not meet the obligation on its maturity would have to satisfy the bank that the account was good and collectible, and of course pay interest for the extended

Does the salesman realize when he is closing a sale with a customer that he is virtually lending that customer a sum of money equal to the value of the goods for the period that shall elapse before payment is made? And does the buyer realize that in asking for credit, be it for only ten days, he is asking the seller the favor of a cash loan? Unfortunately the salesman is rarely as careful to secure himself on his merchandise loan as the bank would be in making a money loan. And unfortunately the buyer, from his superior height, sometimes fails to realize that when he "favors" the seller with an order he is asking a favor

A realization of this actual relationship between buyer and seller would lead to greater self respect and firmness on the part of the seller, and, what is more important, fewer losses; while there is many a buyer whose attitude toward the seller would be vastly improved by a recognition of this homely truth, and who would steer his course clear of many a dangerous financial rock thereby. The seller is a partner with the buyer to the extent of his sale during the period elapsing until payment is made, and as such has a right to know the financial condition of the creditor. This sense of partnership is rarely recognized by either party to the sale.

A company recently organized and incorporated in California proposes to popularize raisins by a slot machine which is to be put up not only in all places where throngs gather in that country, but in similar spots abroad. The company owns the slot machine device for selling raisins in 5-cent packages automatically.

The Canadian Grocer

Established - - 1888

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PUBLISHED EVERY FRIDAY

RESOLVED!

If there are any New Year resolutions made they should be strictly adhered to. No doubt resolutions made at Easter, in July or Thanksgiving and made with a good intent, are just as good as these at the beginning of the year if they are kept-aye, that's the rub, "if they are kept."

Sticking to a resolution denotes willpower, and the more it is developed the better is the possessor fitted to carry out his good intentions from time to time. Good resolutions should therefore be made frequently.

No one can make any mistake in resolving to operate a cleaner store during 1911 than in 1910. These are the days of microbes and bacteria; doctors say that animals, places and articles are full of them, and animals, places and articles that we never suspected could be so inconsiderate.

The people are being told that cats are among the most dangerous carriers of disease germs; that flies are poisonous; that decayed matter is positively destructive to our constitutions and that fresh air and wholesome food is absolutely necessary to longevity. The people believe all this, whether or not it is true, and are watchful. Therefore it behooves every dealer to look to the cleanliness of his store during the years

Make the resolution now that henceforth eats will be placed on the "blacklist" so far as your store is concerned and that everything tending to give an unclean effect to the store will be eliminated. Water is cheap and so are cleansing powders and brushes-particularly at wholesale prices-and therefore

it is a comparatively easy matter to eliminate the dirt. If you make this resolution be resolute in carrying it to a successful finish.

PERSONAL ELEMENT IN BUSINESS

"How is your wife's rheumatism, Mr. Jones?" or "Is your son making good progress at college, Mrs. Smith?" Such is the variety of question which greets customers of a certain Edmonton merchant when they call. He keeps a card index on which are noted something personal regarding everybody on his books.

This same personal element applied in one of its many phases, will do much for any business.

One can never tell when such an interest displayed in someone will take hold and bear rich returns in patronage and good-will.

BUSINESS MEN CHOSEN.

The municipal elections in Ontario this year demonstrated that the electors of municipalities are gradually becoming aware of the fact that business men are the best of men to conduct civic affairs and serve the interests of the

Among the many business men elected on Monday, the grocery trade can claim a good share.

The Mayor of Bracebridge, is Peter Hutchinson, a grocer; Thos Haller, general merchant, is the civic leader in Bothwell; Ald. Forth, grocer, was reelected to the Hamilton council; A. Coulbeck, grocer, is a school trustee in Brantford; in Guelph, G. J. Thorp, produce merchant was elected mayor, and W. D. Bothwell, Barrie, is on the

These are but a few of the many grocers and general merchants elected, but it is safe to say that the majority of the civic representatives in Ontario are men engaged in business and many in the retail business. This is getting away from the old idea that only professional men with college training could direct municipal affairs. Apparently it's the man with the business head who is now given the preference.

ADVERTISE IN QUIET TIMES.

Always during the holiday trade, retail dealers give more attention to newspaper advertising than at other times. There are those who believe that they have secured everything there is to get by running an advertisement once or twice prior to Christmas. They do not hesitate to declare that even then they got good results; they are grateful to the publisher of the newspaper for this but they think the usefulness of print-

er's ink has passed until another holiday rolls around.

"No use advertising in January," is a frequent remark; "business is too quiet then."

This is quite a mistake; the proper time to advertise is the time when business is slack so that the public will purchase more than they did the corresponding month of the previous year. That denotes progress and this never comes to a man who makes no efforts. That business should be increased only at holiday times is an idea unworthy of the poorest merchant. If advertising is a recognized form of increasing business, then the advertising should be a permanent plank in the platform and not peri-

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DUTIES OF THE CLERK.

The clerk owes it to his employer and to himself to endeavor by every means in his power to improve his knowledge of the trade in which he is engaged. It is not sufficient to know the stock in the store. The clerk who is going to make a success of his work is the one who studies the business from every standpoint, who is anxious to assimilate new ideas, who considers methods of salesmanship and endeavors to find ways of reading and satisfying his customers. He should not make it his sole ambition to sell goods, but should strive to satisfy the customers as well so that the trade of that particular person will be placed with the same store in future. To be of real value to his employer, a clerk must know something of the art of effective display, so that the store will be kept bright and pleasing to customers. In fact, there is no branch of the trade that the salesman should not keep in touch with, in his efforts to improve his own insight into profitable and progressive business meth-

This can be done by observation and by reading. "When I was a clerk my employer kept telling me that I should never fail to read the trade papers carefully and digest mentally everything that they said," remarked a Berlin merchant the other day. "I was brought up on The Canadian Grocer, so to speak, and to what I saw there, I attribute a great deal of the success that has come to me since I started out in business for myself. I still watch it closely."

Undoubtedly a great deal of useful information can be obtained by paying close attention to the ideas of other men as reflected in the trade journal. The clerk who is anxious to make something of himself should not neglect this ready source of information relating to all branches of the business in which he has

A LOOK INTO TRADE CONDITIONS IN 1911

Easier Prices for Hog Products, Butter and Cheese are Anticipated --- Sugar Market Not Likely to be High for a Time at Least---World's Flour and Wheat Markets Expected to be Above Average of 1910--- Tea Will be Higher--- A Good Year Predicted

Some wholesalers' and manufacturers' representatives are inclined to think that a number of food stuff prices have been unnaturally inflated during the past year. This applies, they say, more to the United States than to Canada and they believe that during 1911 there will be a decline of many prices in the country to the south.

The markets there have certainly been high with scarcely an exception. This was caused principally by the shortage in the production of many goods which had the effect of increasing the cost of these goods to the wholesaler and retailer and therefore the cost of living. Sympathising with this state of affairs, and partly due to increased demand, prices of other goods have gone up.

There are those who claim, for instance, that coffee has been advancing too rapidly for they believe there is plenty of it in South America, but that there are market manipulators on the scene. No direct evidence of this, however, has yet been produced. Tea is likely to be higher than it has been for some time, all of which has been previously explained in these columns.

During the near future there is also every indication of a lower market in sugar. The visible supply of raws indicates an increase of more than 382.000 tons above that of last year.

We may expect too, that during 1911 the average price of hogs and hog products will be lower than in 1910. This will be due to a larger production following the high prices of the past year, and so far as Canada is concerned will be a natural condition. But even in 1911 there is no reason to anticipate any over-production. Packers are of he opinion that supplies will be short but that they will not be as short as during the past year and demand should be good. The shortage of hogs during the past two or three years has been so great that it will take some time before apply can overtake demand sufficiently bring back prices to those ruling ten

Considering the world's butter and heese markets, there are those of the pinion that supply will be in excess of

the demand this year. One reason given is that Australia has now entirely recovered from the effects of the 1909 drought and that she will have a considerable quantity of butter to export this year. New Zealand will likely be able to export more. The United States and Canada are shipping less and less butter to Great Britain every year but Denmark, Germany, Sweden and Russia are expected to exceed last year's fig-

With regard to cheese there is no likelihood of much cheaper prices although it is the opinion of Old Country produce men that the consumptive demand is apparently decreasing. Should the production increase to any great extent, it is quite probable that we shall see slightly reduced prices.

So far as wheat and flour are concerned. British importers who have studied the situation think that the world's prices will rule higher than in 1910. This is based upon the rapid increase in population in wheat-consuming countries and the growing demand per capita. Of course the weather has to be always reckoned with as well as the relative production of competing foodstuffs, such as rye, potatoes, maize,

But on the whole, there are evidences of easier markets on many lines during 1911; nevertheless since so many things may intervene before the next harvests have been reaped we may perchance be met with different results. Every member of the trade should now begin to study markets and follow them closely throughout the year. This may be the means of staving off losses which always follow the acts of the business man who rushes blindly into his purchasing without reflecting upon the actual conditions of things.

The past year was a most prosperous one. The laboring classes were well supplied with work and money and 1911 is entered with bright prospects. The best merchants the country over report a good year and a grand finish during the holiday time. Collections have been good and money free; and with bountiful harvests-upon which all our porsperity largely depends-and progressive methods, we can only look forward to the best commercial year in Canadian history.

STOCK-TAKING METHODS.

Stock-taking time is now at hand and merchants would do well to give the matter close consideration. The taking of stock is an operation which must be carried out thoroughly if the merchant desires to find exactly where he stands financially at the end of the year. Only by a careful listing of the stock is it possible to accurately gauge the amount of business done, the relative activity of different lines and the possibilities of each department. Stock-taking is the barometer of business; it indicates when all is plain sailing and gives warning when storms are ahead.

Some merchants do things on a haphazard scale. The natural result is that they do not get much good out of it. They are not able at the end to tell just what business was done during the year, nor are they thoroughly acquainted with the stock that is left in the store. Further, the lack of system in stock-taking entails some loss of trade. It is only by adherence to a fixed plan, which makes allowance for attention to customers during the day, that trade is conducted throughout without any undue

KEPT TRADE AT HOME.

The story is related of how the merchants in a fair-sized village quietly stamped out a great deal of the mail ordering habit among their customers. From day to day they observed large shipments of freight and express coming into the village from the big catalogue houses for distribution among the people whom they were supposed to serve.

Eventually they became alarmed and after a consultation decided to talk the matter over quietly with their respective customers to persuade them that they could give just as good values as the mail order houses.

This had a splendid effect and resulted in a great deal of the business formerly sent out, being kept at home. Personality gained a victory, and if this phase of a dealer's selling power were more developed, it would mean more business.

TO MERCHANTS AND CLERKS.

TO MERCHANTS AND CLERKS. The Canadian Grocer invites its readers to write this paper about any merchandising topic. Such communications are acceptable at all times, whether they consist of opinions on trade problems or whether questions are asked. Good photographs of good windows dressed by retail merchants or their clerks, and which are their own ideas, are solicited at all times, as well as good photographs of bright, well-arranged store interiors. Photographs should be such that when reproduced, they show up well the details of a window or interior display.

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Promoters Defend the Library Contests

Representative of Association Handling Coupons Claims They are Legal and Cites His Authority—He Tells How the Proposition is Operated and Maintains It is a Good Thing for Towns in Which it is Established—Lasts for 5 Months.

In a recent issue of The Grocer an article appeared relating to the Library Voting Contests in various towns and cities in Ontario. These contests are earried on by the National Library Association, with headquarters at Toronto, and Edward Gledhill, one of those interested in the company states that the contest is a legitimate one and that it does not come under the Trading Stamp Act. In justice to the National Library Association and to Mr. Gledhill, herewith are given his reasons for terming the contest a legal one.

"In the Dominion Statutes of 1906, chapter 146 Revised Statutes of Canada the Trading Stamp Act is given as fol-

ows:

Trading Stamps include, besides trading stamps commonly so-called, any form of cash receipt, receipt, coupon, premium ticket or other device, designed or intended to be given to the purchaser of goods by the vendor thereof or his employe or agent, and to represent a discount on the price of such goods or a premium to the purchaser thereof, which is redeemable either,

 by any person other than the vendor, or the person from whom he purchased the goods, or

(2) by the vendor or the person from whom he purchased the goods, or the manufacturer of the goods, in cash or goods not his property, or not his exclusive property, or

(3) by the vender elsewhere than in the premises where such goods are

purchased;

or which does not show upon its face the place of its delivery and the merchantable value thereof, or is not redeemable at any time. An offer printed or marked by the manufacturer upon any wrapper, box or receptacle, in which goods are sold, of a premium or reward for the return of such wrapper, box or receptacle is not a trading stamp within the meaning of this part.

Received Legal Advice.

"In our contest the coupons do not represent a discount on the price of goods, neither are they a premium to the purchaser thereof. We have secured legal advice on this and no less than 12 magistrates and crown attorneys have told me that we were within the law. Here is a letter from our solicitors in Toronto which shows you that in their opinion our contest is perfectly legal.

"So far as our profits are concerned, we supply a library of from 125 to 175 books—never less than 125—and these are books of standard writers. We also supply sectional bookcases with from 4 to 10 sections—never less than 4—of

good quality. These are all purchased from a furniture dealer in each town or city where we are holding a contest. In addition to this we provide the coupons, pay for an advertisement for 5 months in a paper in each centre, and pay our salesmen.

"Already we are working in Welland, St.. Catharines,. Oshawa,. Newmarket. Barrie, Uxbridge, Orillia, Midland, Oakville, North Bay, Guelph, Berlin, Hespeler, Collingwood and St. Marys, and so far we have not had a single merchant who says he has been taken in. Besides this we maintain that this contest brings people into these towns to do their shopping where otherwise they would send to mail order houses. In one place there is a rural school on the list, and the people from the country in that section are buying altogether in their home town so that they can cast their votes

Some merchants complain that the contest is unfair to those who are not given an opportunity to handle coupons, but Mr. Gledhill says that in a business proposition of this kind everybody cannot be considered. He also states that merchants first called upon frequently reject the scheme, and afterwards when they see it working, commence to kick.

Operation of the Contest.

The contest is worked like this: One merchant in each line of trade is selected in each town to handle coupons. From 10 to 25 are admitted, according to the size of the town, and each pays the sum of \$25 or \$30 for the coupons and the right to handle them. These coupons are marked in favor of some public or charitable institution or organization, such

as firemen's association, a particular church, Y.M.C.A., Orangemen, Oddfellows, etc., and are placed in a ballot box, usually in some drug store. The ballots are counted by a committee of the merchants every little while and the results published. One vote given for each 10 cent purchase is the usual rule, but in one or two places 10 votes are given for every 10 cent purchase.

"The Ontario Trading Stamp Act of 1901 which you quoted does not apply in this case," said Mr. Gledhill; "it is overruled by the Dominion law of 1906 which applies to every province."

Do Expenses Increase?

He further contended that if a merchant did \$50 extra business on account of the contest he was making that clear as he would have no extra expenses.

This is questionable for when a dealer increases his sales by any system he has to purchase extra goods, and therefore heavier stock; his insurance will be higher; his risk greater; his delivery expenses greater; there will be increased wear and tear on store equipment, and probably the purchase of further equip-ment will be necessary to handle the increased business. More business means increased service in store help; bookkeeping expenses will be greater; there will be more and larger outstanding accounts and the salaries of clerks and assistants usually increase in proportion to the number of customers they have to handle, and the goods they sell. Again, if the store help is not increased to meet new business, the clerks have not the time to sell goods not actually asked for-they will not be able to use their salesmanship ability to dispose of extra goods-and on this salesmanship actually depends the success or otherwise of any merchant.

While extra business means extra profit if handled properly, yet it also means extra expense if there are to be secured any permanent benefits.

Read the article on the opposite page and judge for yourselves.

Items Done in Brief for Busy Dealers

Advance of Association Work in British Columbia — A New Strawberry Type Discovered—Bread From a Slot Machine—Canned Eggs Seized by Authorities.

Recently F. W. Welsh, president, Jas. Foran director, and R. P. Dinning, secretary of the Retail Merchants' Association of British Columbia, visited several cities in that province and succeeded in forming branches of that association in Nelson and Cranbrook, and also interesting other places and paving the way for future organization.

A strawberry of a new type, the Patagonia, has been produced. It ripens first and continues to bear the longest. The berries are large, sometimes weighing an ounce and have a handsome pale flesh, with a very small seed.

Nine tons of canned eggs were recently seized in Jersey City by United States Food Inspectors. This is one of

the largest seizures yet made in the crusade against rotten liquid eggs.

A new idea in grocery retailing will be tried in Philadelphia, by an organization, primarily of philanthropic intent. One of the promoters explains the project as follows: "Our stores will consist of a small room with a lot of slots in the wall. If a customer wants 10 cents worth of bread, all he has to do, is to drop a dime in the slot and he gets it. You cannot haggle over the price with the slot machine, nor do you lose time by being waited on." It is unlikely, of course, that this will interest anybody but the very poor classes, as the personality of the dealer is an absolute necessity these days.

Opposition to Merchants in the Contest

Collingwood Has Counter Attraction — Druggist There Buys the Votes and Sells Them Again at Half Price — Turns his Store into a Vote Exchange—The Announcement He Placed in Newspaper.

Collingwood, Ont., Jan. 5.—There is a Library Voting Contest on here and there is also some opposition to it. This opposition comes from a druggist, Dr. Connolly, and the nature of it will be seen from the following advertisement he has been using in a Collingwood paper, run in double column space:

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WE BUY VOTES

At Dr. Connolly's Drug Store
That is, Votes in the
Library Voting Contest
We are Paying
25 cents Per 100 Votes

Also Giving Votes

with all your purchases in drugs, stationery, eigars, tobaccos, pipes, post cards. Christmas Novelties and Fancy Goods, Booklets, Chocolates—in fact anything sold at Dr. Connolly's Drug Store.

One Vote Given With Every 5c Purchase.

This is just double the number of votes you get from any other store.

In fact, Dr. Connolly's Drug Store will be a regular

Vote Exchange.

We will buy votes, sell votes, or give votes away with your purchases. That is, we buy votes at 25 cents per hundred, we give votes with all purchases or the money if you prefer it—one vote with every 5 cent purchase—then we may have some votes to sell.

The Original Scheme.

"When you think it over, does it not seem to be a very questionable proceeding for any honest business man to be engaged in, as well as being at least very much like a lottery. (Of course, we do not intend to prosecute any one for being participants in a lottery—we might have to prosecute a lot of people.)

"This is the way the scheme was worked. A stranger, who was a good talker, dropped into Collingwood and told some of our business men a little story. (By the way, if you are looking for a gullible man—go to the merchant. He swallows everything and thinks he is advertising.) This stranger went to some of our—merchants (we will call them merchants) and what he told each one was in effect this:—

"You, Mr. Merchant, have a number of stores in opposition to you. These men, your opposition, have built up their businesses by the ordinary straight honest methods of business, such as keeping their stores attractive, keeping the best goods, using their customers well upon all occasions, etc., but now, Mr. Merchant, if you just come into my Library Voting Scheme you will get

a lot of your opposition's customers or perhaps all of them, to come and buy your goods, and then if these customers start coming to your store perhaps they will keep on coming."

"The stranger then collected \$30 from these merchants (?) and went on his way.

"Just think of it! He collected \$30 each from 22 of our business men, or \$660 in all. His total expenses are well under \$200—the advertising and printing he did costing him less than \$100 and the rest of his expenses while here being much less than \$100. For his few days' talking this stranger went out of town with approximately \$500 of Collingwood money.

"And the indefiniteness of the scheme—the tickets had no exact value. It was just a matter of who got a certain number to win a bookcase. Any number between 10,000 and 500,000 might be the proper number. If these merchants were at all anxious to give the Hospital or any other institution a bookcase, why didn't they put in about \$4.25 each and buy one? Then spend about \$2 each on advertising and the whole thing would be done without sending all this money out of town. However.

DR. CONNOLLY'S PROPOSITION is not so indefinite, but is a straight business transaction. We have given these tickets a definite value outside of

these tickets a definite value outside of their value in a lottery way—this value to be as a discount for eash which is the only legal way in which tickets of value can be given out.

"Now, you smart Alecks of merchants, come up to this proposition. The value we have put upon these tickets has to be lived up to by everybody. Furthermore, according to our Canadian law any customer can demand the value of his ticket at any time—he does not have to wait until he gets \$5, or \$10 or any other amount.

"It would be as well for you merchants to remember also that there is a liability against each one of you for the value of the amount of tickets outstanding with your name on. If you are thinking of selling out your business this liability against your business should be remembered, or if you are thinking of borrowing money from your bank it should also be remembered.

"If you want Library Voting Tickets, buy at Dr. Connolly's Drug Store. A ticket of 2 votes given with every 10c purchase—twice as much as any other store is giving."

Having A Busy Time.

Dr. Connolly states that during the day after the first advertisement was published, people began to flock into his store to sell him coupons which he gave out again at half the price of the merchapts who are in the original contest.

The Formation of a Consumers' Exchange

Something Similar to Co-operative Movement Going on in Montreal—Reasons Given by an Organizer as to Its Necessity —Curtails Long Credits He Says.

Montreal, Jan. 4.—A number of residents of the Montreal Annex recently gathered together and listened to a scheme prepared by a few business men in their district, which guaranteed to considerably reduce the high cost of living, and thereby save them about 15 p.c. on their week's groceries.

They decided to form a co-operative society called the Consumers' Exchange the working plans of which are:

James Maxwell, late of Fraser, Viger & Co., appointed secretary-treasurer, is to look after the warehouse on 31 Laurie Avenue, see that orders are properly filled and do the buying.

The orders are taken every week from members, and a deposit of \$5, \$7 or \$10 in advance made. Goods are purchased at wholesale prices and charged up accordingly plus 5 p.c. for services.

In order to cover working expenses an entrance fee of two dollars is charged each of the members, the number of whom is limited to 150 at present, although it is expected that this membership will be comparatively larger later on.

Some retail grocers have herein cause for resentment, and quite a number expressed themselves as against the Ex-

change when sounded on the matter, while others put on a contented look and quietly stated, "Oh! they can't do my business any harm."

The Organizers' Philosophy.

One of the chief organizers when interviewed by The Grocer, made the following interesting statements:

"The average wage earner is facing almost constantly increasing prices without a corresponding increase in his income, and he, in his instinct to survive, is endeavoring to rally new forces to his aid. The most obvious step of course is to buy his goods cheaper, and if he thinks that by combining with his neighbor and buying in larger quantities he can make a saving, who is to blame him for making the attempt?

"The question for grocers to ask themselves is, are their methods so loose or are their profits so large, that a sufficient saving can be made by a combination of people to justify them in supporting such a movement? Few grocers ever save enough from their business to give the general public the impression that the profits are too large. But, are they sufficiently watching the leakage end?

"One of the elements of leakage, viz., high rents for desirable corner stores, is to a large extent beyond their control, because the landlord is able to gauge their profits too exactly and seems bent on only leaving them sufficient to live on or so that they can earn more rent for him. Fortunate, therefore, is the man who owns his own store, and can free himself from the incubus of the landlord.

Weakness Lies in Leakage.

"But leakage, through the careless buying of dead stock or perishable goods or the granting of unwise credit is entirely in their own hands, and just here in their weakness lies the Co-

operator's strength.

"If the average grocer would sit down and cash up for the last few years, he would find that a considerable portion of the margin that he has charged on his goods over their cost price has gone in this way without any benefit to himself and at the expense of the consumer wishes to pay his own way.

"We can hardly blame the consumer for not wanting to support both the grocer and the sponger in the community and if he seeks relief in his own way, it is only because we have failed

efficiently to serve him.

"We believe that the established grocer who is conducting his business on sound economical lines need have no fear of any co-operative movement. In England, and Europe and even on this continent, where the co-operative movement has become strong, we find private enterprise with its own individual busi-

ness along side with success.
"The principle of granting credit to a man not laboring under some misfortune, is wrong. Because a man has a good position with a fair salary attached is no sufficient reason why every tradesman in his eagerness for patronage should encourage him to run month ly accounts and thus always live a month ahead of his salary or as very often happens, two or three months

Afraid of Losing Custom.

"When such a man loses his position or falls ill he has no reserve force, and he expects his tradespeople to whom he has been paying his money to continue to carry him. This they must to a certain extent do, in order to protect what he already owes them, and in order that they may not get the name of deserting their customers in time of

trouble.
"When a tradesman sells his goods for cash, he can afford a smaller margin of profit and when his goods leave the shelf he has the money to replace them. A can of tomatoes on the gro-cer's shelf is worth a considerable amount more than that same can empty in the dust bin behind a cus-temer's house, who may pay for it in a month or six weeks' time, or per-haps not at all. In the meantime if the grocer has it on his own shelf he does not need to get more and the wholesaler will not be pressing him to pay for the can that would otherwise have to replace it.

"Again the large departmental stores are constantly selling different lines of groceries at almost the wholesale price and sometimes even a little below it. vet they only get a small proportion of the business of the community. Why? Largely because the personal element or touch is lacking in the deal. It is commonly said that there is no sentiment in business, yet this same senti-ment is the most valuable asset the grocer can have.

"The good will of the customers will always supply the deserving grocer with sufficient trade, but the good-will can-not be secured by encouraging a man's family to buy heedlessly throughout the month, and then sending in an unexpectedly large bill at the end. a matter always arouses bitter feelings, and puts the customer in the right feeling to embrace some other device which may hold out a promise of relief.

"The grocer who sells largely for cash, makes his margins small, deals fairly and courteously with his customers, and is willing to extend to his customers credit for actual necessities during times of adversity. He thereby becomes so strongly entrenched in the good-will of the community that he need not fear the competition of a newcomer, either competitive grocer or co-operative store.

Likes to Deal with Individual.

"A co-operative society must give its members at least 10 p.c. advantage in prices over the ordinary grocer in order to attract and keep members, for the sentiment of the average individual is to deal with an individual rather than with a society. And if the ordinary grocer cannot live on that extra-10 p.c. than he should not be in the grocery business. It would be far better for him to convert his store into a cooperative one and get a position of manager, leaving someone else to bear the burden of success."

From these statements it looks as if this member believes that the co-operative movement tends to encourage cash business and to point out to the grocer that it is more advantageous to him to curtail the giving of credit as much

as possible.

New Year Thoughts for Dealer and Clerk

Some Practical Suggestions Thrown Out by a Practical Man-Watching Store Expenses and Figuring Profits-Annoying Errors That so Frequently Happen - Difficulties Met With in Teaching Clerks-There Should Be Definite Progress Made Every Day.

By Henry Johnson, Jr.

This New Year resolution business properly comes home to the grocer fully as forcibly as to any other man. Let us look into it during the few naturally slow days that tend to follow January 1st; but let our inner survey be thoroughly practical. This little breathing time can be made fruitful of great good to ourselves if we but handle it right.

1st. Do you inventory? If you do not, then you should break your bad habits to this extent, that you get busy to take an account of your standing at and diligently. This failure to KNOW exactly where you stand is one of the potent forces of failure gener-

ally.

2nd. Do not permit yourself to be lenient with yourself in your self-accounting. Get everything down to "brass tacks" in the process of figuring up. Remember that dried fruit shrinks in weight, so do not do too much "estimating" but weigh carefully. Be conservative to a fault in crediting yourself with supplies on hand. Scale all things preferably to just a little less than you have rather than to one iota more. Errors made through being too conservative will later be revealed in better conditions than you had expected-which is surely preferable to the later discovery that you have things in much poorer shape than you had thought

Charging Up Expenses.

3rd. Charge into Expense Account 6 per cent. on your capital. If you have not hitherto known what capital you have been employing, compute it from present inventory and charge 6 per cent. thereon. Next year you can add a reasonable surplus-say 5 per cent. or maybe 10 per cent. thereto, and charge 6 per cent. on that. Charge into expense, also, a salary for yourself. Charge off 10 per cent. on your furniture and fixtures of all kinds, after carefully inventorying them just as you would sugar and tea. Charge off 20 per cent. on delivery equipment of all kinds. Scale your accounts outstanding to the last limit of safety, keeping on hand only the net amount just as you would retain only what sugar was in the barrel and would not count the sweepings near the sugar counter; then scale what you have left 10 per cent. for good measure. This process, rigidly carried out, will truly and honestly show you just where you stand.

4th. On this basis, in the light of what such an inventory will teach you, make plans for the coming year. If you have made money, study results with a view to finding weak spots so that you may be still more prosperous during 1911-not merely for the money such improved prosperity will bring to you but also for the sake of being a better merchant. "Seek ye first, etc."

Figure Profits on Sales.

5th. Resolve that, beginning with the reading of this article, you will figure profits on your SELLING PRICE-not on your cost. If you are not sure you know what I mean, write to me and I shall tell you.

And here is a little preachment on that friction-creating, time-destroying human fault, carelessness-which is the art of "I forgot" and "I overlooked," which seems to me wholesome for the beginning of the year.

Troubles Were Bunched.

In a back number of the Saturday Evening Post have found a gem of an

editorial—so good, so practical, so searchingly true, that I am tempted to transcribe it entire. Here are the opening paragraphs:

"The other morning, in one hour, a

"The other morning, in one hour, a man had the following experiences:

"He received a letter about a rather important business matter, but the letter had been misdirected, and the delay cost money.

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"Two papers were delivered from a near-by news-stand, but they were not of the dates he had ordered.

"His butler told him a Mr. Wilson wished to see him, and as he did not wish to see the only Mr. Wilson he remembered knowing, he told the butler to send Mr. Wilson away, but he afterward learned that by failing to see his caller he had missed something greatly to his advantage and that the name given to his butler was not Wilson, but Winston.

"He asked for boiled eggs for breakfast and got an omelette.

"A suit of clothes arrived and the tailor had cut the trousers three inches too short.

"He himself sent off a note and addressed it to the wrong number and the wrong street."

As the item states, this man's experiences furnish simply a slightly exaggerated picture of what happens all around each of us every day.

Similar Worries in the Store. I am given all kinds of trouble every day by carelessness in the taking of orders. Peas, and cheese, and tea are mixed up in telephone orders. An order for 906 is entered 506-and the delivery clerk leaves the goods at 506, even though I tell him of the error before he starts and notwithstanding the fact that he has delivered goods at 906 for that same customer before. A clerk of eight years' experience has been with us two weeks and asks me where he can find the package bird seed; I show him, and the next day he asks me the same question. I have trouble with clerks who omit to date their orders. Customers get their bills at the end of the month and are annoyed because they cannot check their bills accurately. We enter cheese on orders and leave the price blank so that the amount can be filled in after the cheese is cut-but the amount is not filled in and next day when the bookkeeper asks for the proper figure, it is a matter of memory; and it is safe to say that the memory which did not prompt the proper finishing of the order at the time will not aid us to any very accurate knowledge of that item to-day.

Two watchwords I give my new men—Accuracy and Speed. First: Do It Right; and Get it Done! No hurry, no amount of hustle, no seeming great accomplishment in the way of doing up orders or waiting on trade will count if the work is not done accurately. Better go slow—especially at first, and be sure you are right about things. Then gather momentum as fast as you can and make things move. I work all my business on that theory and along those lines.

Nothing is finished until it is finished. No order is complete until it is properly put up, checked and set out for delivery; no delivery is complete until the goods are accurately loaded, delivered to the correct address, checked off at the customer's table and the door carefully closed behind the delivery clerk. And yet, this must all be accomplished with speed, or time will be wasted; and, without the proper use of time, we shall get behind with our business, accomplish too little, gather too much expense andfail.

Lessons are Slowly Learned.

Sometimes, after going against an unusually full assortment of mistakes of various kinds. I feel that I would gladly begin with each man perfectly ignorant of his business and teach him the whole thing from the rudiments of tying a package, if only I could be sure that ONE instruction would do for each point. For I find I have to say a thing so many times: that each instruction has to be so often repeated: the same cautions have to be given every day-'be sure to load those potatoes; put a coffee sack under that flour" -the same fault indicated so many times over before the lesson "sinks in." One man has to do all the thinking for the entire store all the time. One set of nerves has to stand all the strain; one head must do all the planning; one thinktank must give all the directions.

I go back to my editorial for the reason why some may get on and others, with seemingly as good minds, fail.
"Why?" asks the writer: "Because

"Why?" asks the writer: "Because the men who get on have the power of giving attention while the other men have not."

That, is the key-note—no mistake about it. Read Hubbard's Message to Garcia: see Russel H. Conwell's lecture on "I happened to Notice," and call up a few experiences of your own along these lines.

Comparison of Two Clerks.

The clerk who asked me about the bird seed worked alongside of another whose experience was about as long. The one who is still there has a wretched memory. He cannot remember for two hours any transaction I have ever been able to trace to him; but he knows it and works hard to offset the consequences. When some trouble is pointed out to him he acknowledges the error and sets himself to remedy it. I feel certain that in a few months he will have not a bad memory, but a good one. The bird-seed man argued every point and tried to "stand from under." He asked where the egg noodles were kept and I showed him. He got them and put them with the order; but the customer did not get them. As he was checking up the order something on the street attracted his attention, and the noodles were left on the counter.

I showed that clerk our stock of peas and called his attention to the fact that many of the labels looked alike and that each pile had one can marked in plain figures as a guide to all similar cans.

A little later he wanted a can of the 15 cent grade and he brought not merely an 18 cent can, but the 18 cent can which was marked! Looked like the 15 cent can, so he took it. This man worked hard, was always busy; but his work counted for little because so much had to be done over again and I had to give so much of my time to the task of watching what he did.

The faculty to give attention is the basis of memory. Men who give attention to what passes around them do not say "I forgot." What a blessing it would be if we could eliminate "I forgot," likewise "I thought," from our business! It is not so much that many of us lack the power to succeed. What we lack is the faculty to apply that power. Our failure is due to lack of self-discipline. He who "forgets" walking in sand, while the one who does not "forget" finishes his work as he goes, rounds out all the daily tasks, forges surely and firmly ahead, and has the glorious satisfaction of seeing clearly every night the definite progress he has achieved during the day.

All of which applies alike to master and man.

Grocers Want Law of Garnishment on Per cent Plan

At the last regular meeting of the St. Paul (Minn.) Retail Grocers' Association, the secretary reported that the country merchants had written asking the city merchants to co-operate with them in trying to get a 10 per cent. garnishment bill through the legislature. Their representatives were lined up, and they hoped the members of the city association would co-operate to help this matter along.

There is also a new peddlers' license bill, which will be presented before the legislature, at the coming session; a bill to prevent fraudulent advertising and a bill to prevent the drawing of checks when the maker of the check does not have funds in the bank sufficient to pay the same. A motion that the association endorse these bills was made and carried.

WANT EGG CASES STAMPED

According to a report from Cleveland, Ohio grocers will ask for legislation this winter providing that every case of eggs in storage be stamped with the date on which it is puf in the warehouse. Grocers in Ohio, it is said, will also ask for a law providing for a uniform system of selling goods by weight rather than by measure.

The world loves a plucky fellow and as a rule helps him along. The employer who sees his workers going regularly to the savings bank feels better and has more confidence in their ability and integrity than if he sees them swinging regularly the door of a saloon.

The Markets-1911 Trade Begins Well

Jobbers Say They Were Agreeably Surprised by the Number of Orders Received Since Travelers Began Their Work for the New Year—Some Opinions In Regard to Canned Goods, Tea, Sugar and Other Groceries now in a Prominent Trade Position—The Prospect for the New Year.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

ONTARIO MARKETS

POINTERS-

Sugar-Decline expected.

Raisins-Firm.

Canned Goods-Position strong.

Toronto, Jan. 4.—The new year began under auspices that have greatly pleased the jobbing trade. Travelers went out on Tuesday and as there is always some rivalry for the honor of sending in the first order of the year this was not wanting on this occasion. Better still, however, the orders have been large and numerous and it may be well said that the wholesalers thus far have not only been pleased but very agreeably surprised by the evidences of prosperity and activity among the retail trade. This report is general from many houses. Some orders were received even on Tuesday, the day on which the travelers recommenced work. The new commereial year was thus begun auspiciously and trade up to the present augurs well for the whole twelve months.

Christmas business was generally good. It is not necessary to dwell upon this point. It is sufficient to remark that the wholesale trade gives every appearance of being upon a solid basis and under ordinary conditions should have increased prosperity during the coming year.

Reviewing the markets one might say that staples are gradually becoming luxuries. Sugar is the one exception. It is working to a lower price and all the talent will be mistaken if a decline is not recorded within any indefinite period extending from two days to three or four months. Tea is very firm and very high prices are not unexpected in some quarters. Coffee opens the year with its quotations far above those of a year ago. Dried fruits are all strong from apricots all the way down to evaporated apples and raisins contrary to the established custom open the year stronger than ever. Such is the way they have been referred to by one jobber. Canned goods show a firmness that allow them to take a prominent position among the soaring galaxy of groceries. The year opens with the trade in a strong posi-

Prices are firm, the trade are happy in the knowledge that the country as a whole is prosperous and 1911 is expected to be a banner year.

Sugar.—Wholesalers state that they are buying no more sugar than they have to and that trade is largely from hand to mouth just now. On the whole, however, the market is satisfactory. The demand is good for this time of the year and is probably above the average. The market has been showing weakening

tendencies for some time and it is now felt that lower prices may be expected at any time now. Some regard it but a question of days, others feel that the drop may not come for some weeks yet. As soon as New York refiners are able to get new raws at a low figure, which is expected soon, it is felt that refined will naturally follow and that Canadian refiners will have to do likewise. Regarding the condition of sugar prices during the coming year, Bradstreet's says "For 1911 we must forecast a considerably lower average in view of enormous increase of world's supplies now visible, which has already brought beet sugar quotations down to cost of production.'

PYCIO RIGHT	mateu, ba	é.		•			٠.		• •	*		*	٠.		٠.		*		• •	*	٠.		10
- 77	" 20	ID.	ba	28	1									٠.								4	80
Imperial gr	ranulated																					4	55
Beaver gra																						4	55
Yellow, ba																						4	30
Barrels o	of granulat	ed	an	d	y	ell	0	w	٧	vj	11	b	e	f	u	rı	ni	8	he	d	i		
																						=	10
Extra grou	ind, oris.				*	* *			. ,						*		٠	*					
	50-lb.																						30
	25-lb.	po	xe	B	4												*	*					40
Powdered,	brls																						90
	50-1b. box	88.													Ī.							5	10
11	25-lb. box																					5	30
Red Seal,	cwt																					7	10
St. Lawren																						7	60
Paris lump																						K	60
r min trimit	A, 111 100-10	. 1	OX	08	*					• •				• •		* 1							70
	in 50-1b.													٠.								D	
	in 25-1b.		**	-												+0						. 5	90

Syrups and Molasses.—The market is steady and keeps up surprisingly well. Jobbers affirm that trade has been unusually good in syrups. Molasses are rather easy.

Byrups-	Pe	r case	Maple Syrup-	
2 lb. tins, 2 doz.			Gallons, 6to case	
in case		2 25	1 " 12 "	5 40
5 lb. tins, 1 doz.			Quarts, 24 "	5 40 3 00
in case		2 60	Pints, 24 "	3 00
10 lb. tins, & doz.			Molasses-	
in case		2 50	New Orleans,	
20 lb. tins, } doz.				0 35
in case		2 45	New Orleans,	
Barrels, per 1b		0 031	bbls 0 28	0 32
Half barrels, lb.		0 031	Barbadoes, extra	
Quarter " "		0 034	fancy	0 45
Pails, 384 lbs. ea		1 70	Porto Rico 0 45	0 62
		1 20	Muscovada	0 30

Dried Fruits.-Local jobbers state that the demand for dried fruits has been all they might have desired. Table raisins had not as good a season as usual according to some reports, but currants and raisins surprised some of the trade by the good demand, for not a few thought that owing to the increase in price consumption would fall off to a large extent. The trade, however, express satisfaction with the manner in which their stocks were picked up and as a result the carry over is not heavy. In this respect there is a difference from the methods of former years when holiday goods were bought probably more heavily and goods were carried over until in not a few instances the flowers were almost due in the wildwood. One opinion expressed by a prominent jobber is that raisins are not going to lose any ground because the holiday is over. This is the usual course but this year they are even stronger than before the close of 1910 and are likely to hold a strong position on account of the short supplies that are now generally accepted as much below the normal holdings for this time.

Linnes-						
30 to 40, ir	25-lb. box	es			0 124	0 134
40 to 50	** **				0 12	0 124
50 to 60	** **					0 12
60 to 70	** **					0 114
70 to 80						0 11
80 to 90	** **				0 09	
90 to 100	** **				0 084	0 094
Same fr	uit in 50-1b	boxes	ent les	4.		-
Apricote-						
Standard.					0 10	0 101
Choice 25	lh hoves				0 14	0 17
Fancy	" "				0 10	0 20
Candied Pe	ala				0 13	0 20
Lemon	0.0	9 0 11	CHtron		0 15	0 17
Orange		0 101	Olulon ,		0 10	0 11
	0	10 0 12				
Figs-						
Elemes, p	er lb.		Umbre		0 11	0 121
12 inches	0 08	0 10	24 "		0 11	0 13
2 "	0 08	0 10	Umbre	lla boxes	0 12	0 14
21 "	0 09	0 12				
Tapnets,					0 04	0 041
Bag figs					0 044	0 06
Dried peach	108				0 10	0 104
Dried apple	08				0 08	0 09
Currents-						
Fine Filiatr	0.00	71 0 00	W			
Patras	0.00	0 001	V OSCIZZA		0 10	0 12
	eaned to le	188				
Raisins-						
Sultana						0 12
" fan	cy				0 11	0 13
ext	ra fancy				0 14	0 16
Valencias	selected				0 08	0 09
Seeded, 111	packets,	fancy			0 081	0 09
" 160	oz. packets	. choice			0 074	0 08
" 12 0)Z, "	"			0 07	0 074
Dates-			Sairs .			0 042
Hallowee			Deales	ma data		
73 113	18-		LACKE	ge date	,	
Full boxes. Half boxes	0 05	1 0 051	per	1b	. 0 06	0 069

Nuts.—A good trade was done in nuts during the holidays. Prices are holding firmly because of the reported scarcity of stocks. The quantity held now is not very large and the trade do not seem to be showing much interest in them for the present except to watch the trend of the market.

Almonds,	Formigetta	0.15	0 154
	Tarragona		0 16
"	shelled	0 35	0 38
Walnuts,	Grenoble	0 151	0 16
	Bordeaux		0 14
"	Marbota		0 15
"	shelled	0 39	0 40
Filberts.		-0 124	0 13
Pecans		0 18	0 20
Brazils		0 15	0 15%
Puanuta.	roasted	0 001	0 101

Spices.—Primary market news shows continued strength in most spices and the firmness that has been reported for some time continues. Demand for spices has been good.

	Bbls.	Pails of Boxes	Tins	1-1b. pkgs. dz	tins doz
Allspice 0		0 15	0 17	0 75	0 80
Cinnamon 0	24	0 25	0 27	0 90	0 90
Cayenne pepper 0	23	0 24	0 26	0 90	0 91
Cloves 0	24	0 25	0 27	0 90	0 90
Cream tartar 0	25	0 26	0 28	0 90	
Curry powder			0 25		
Ginger 0	22	0 24	0 26	0 80	0 90
			75		2 75
37.4			0 30	1 90	2 00
Pepper, black 0	15	0 16	0 174	0 75	0 90
Pepper, white 0	24	0 25	0 261	1 00	1 10
Pastryspice	23	0 24	0 26	0 80	0 90
Pickling spice (15	0 16	0 18	0 75	0 75
Turmerio			0 15		
Mustard seed, per lb. in	bulk				0 12
Celery seed, per lb. in bu					20

Tea.—As previously stated, tea is very strong. One need not go beyond any of the local jobbing houses to have that proved to him. Tea that was bought for

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0 17

arcity is not seem m for trend

shows s and ed for spices

is very any of e that 7 dd not long ago brought an offer of 16½ cents not long ago, and the offer was turned down. It was but a common grade tea and it might be added that the scarcity is particularly noticeable in this grade. One jobber said he expected tea to advance seven cents a pound on

the original quotations. Reviewing the tea situation, advices from Ceylon state that November's shipments to the United Kingdom were about 21 millions less than those shipped in the same month of 1909. This amount is about 2 millions less than estimated at the beginning of the month. Lower markets cannot be expected, especially in the common and medium teas as the total crop from Ceylon is fully 8 million pounds short of last year's crop. For the time of the year, there has been a fair quantity of fine teas offered with full prices being paid, especially by the Russian buyers for Orange Pekoes. There was a strong general demand for medium teas at a little higher prices while common teas, having become firmer at the beginning of the month, weakened later, principally because of poorer quality.

Coffee.—The coffee market seems to be just as strong as ever, although there has been a lull in the excitement that has been noticeable for so long.

Summing up the present coffee situation one writer says that the largest part of 2,600,000 bags held in Brazil are in three hands; the consuming world is rather bare of stocks and hence wants this coffee; the crop prospects for the current and the next crop are not encouraging and that as a result of these conditions the bullish influences have strong support. It is said that there are only 600,000 bags outside of the three strong holders referred to. On the other hand the speculative excitement now existing cannot go on indefinitely and is considered a weak point. Circumstances of crops, stocks and consumption today warrant the maintenance of higher values than those now existing, says one authority. The latest crop views is gloomy for the next ensuing crop. Present statistics are of a bullish nature.

Rio, roasted 0 1 Green Rio 0 1		Mocha, roasted.	
		Java, roasted	
Santos, roasted		Mexican	 0 25
Maricaibo, "	. 0 20	Gautemole	 0 18
Bogotas 0 2	2 0 25	Jamaica	 0 20

Rice and Tapioca.—The market is quiet with demand normal. General enquiry is quiet.

Standard B, from Montreal		s. or over, f.o.b.		2 90
Rangoon (0 051 0 061	Sago, medimm brown Tapioca— Bullet, double		0 06
Japan 0 Java 0 Carolina 0	06 0 07	Medium pearl. Flake Seed	0 051	0 08 0 08 0 08 0 08

Evaporated Apples.—The market is strong and the price now quoted is believed to be under what it may rise to. The stocks are light and other markets are understocked.

Beans.—The market continues in an unchanged position.

CANNED GOODS

MONTREAL.—There continues a fair demand for tomatoes though buyers are not inclined to anticipate their wants. Peas are quiet, shot peas being comparatively scarce are firm but at present the market is quiet. Other canned vegetables are seasonably quiet, but in all lines the supply seems to be much below the average for this season and in expectation of an active spring demand based on the belief that stocks in the hands of distributors are about cleared up holders are firm in their views on price. An unusually good demand for this time of the year is reported for salmon of all kinds. Orders are said to be coming from various quarters indicating that jobbers in spite of the recent rather liberal arrivals are short of supplies and that the consuming demand continues strong in spite of the high prices prevailing.

Lobster remains firm owing to the great searcity of steek.

Peas, standard, dozen.....

Designation of the state of the			Φī	40
Peas, early June, dozen			1	35
Peas, sweet wrinkled, dozen			1	35
Peas, extra sifted, dozen				00
Peas, extra sifted, dozen Pumpkins—3 lb., 95c.; gallon, \$3.00.			-	00
Beans, dozen			1	60
Corn. dozen				60
Tomatoes, dozen (Ontario and Quebec)				45
Strawberries, dozen				90
Raspberries, 2's, dozen				771
Peaches, 2's, dozen				90
Peaches, 3's, dozen				90
Pears, 2's, dozen	7000			80
Pears, 3's, dozen				40
Plums, Greengage, dozen				671
Plums, Lombard dozen				00
Lawtonberries, 2's, dozen			i	60
Clover Leaf and Horseshoe brands salmon	n		•	00
1-lb. talls, per dozen			9	071
i-lb. flats, per dozen				321
1-lb. flats, per dozen				25
Other salmon-				40
Humpbacks, dozen			1	40
Cohoes, dozen				60
Red Spring, dozen				90
Red Sockeye, dozen				10
Lobster Futures—			-	10
1-lb. flats, dozen, \$2.75; 1-lb. talls, dozen,	21 9	5		
1-lb. flats, dozen, \$5.25.	41.2	o.		
		0		
				50
beef, 18 2 00 Corned bee				60
Compressed corned Corned bee	of had	sh, 28.		80
				50
English brawn, 2s 3 15 Jellied hoo	ks. 6	8	12	00
Boneless pigs' feet, 2s 3 15 Paragon of	x to	møne.		
Ready lunch veal loaf 148			7	50
18 1 50 Paragon or	tone	rue. 28	8	50
Ready lunch veal loaf Paragon of				
1s 2 60 24s			9	50
Roast beef, ls 2 00 Paragonly		ongue		
Roast beef, 2s 3 35 1s			4	00
Stewed ox tall, 18 1 60 Tongue luc			- 7	50
Stewed kidney le 150			- 15	
Stewed kidney, 28 2 65 Suced smo	ked t	eef, s	1	50
Minced collops, 1s 1 40 Sliced smo	ked b	eef. 1s	9	50
	100			

TORONTO.-The position of canned goods is one of the interesting features of the grocery trade just now. In fact it has been in the spot light more or less during the past six months. There is a feeling that canned goods have been given too much attention and that it might be just as well to overlook them for a month or two. A reason is given for this. The trade are going over their stocks and it may be that some may find they are better off than they believed themselves to be. They give other minor reasons among them being that canned goods be forgotten temporarily because they have so long been a topic that always won attention from the trade.

At the same time this idea is scouted. There are many who see nothing but strength in the situation. "Nine years ago," said one jobber, "tomatoes went to \$1.65. I think that we are going to

see that price this year. At least I feel that conditions warrant it.

"The supply is just as short, the demand is far greater than at that time and—well I will not be greatly surprised if we see even higher prices than \$1.65."

That is one opinion. Just what will happen is hard to tell. The trade has hardly begun to settle down in preparation for the New Year's business, but every one admits that practically all lines are valuable. It is generally known that most of the jobbing houses are following up every clue that might lead to a "find" of tomatoes or any of several staple lines but the fact is that there is not much doing. Thus the new year is opened with canned goods occupying a Gibraltar and apparently it has no reason to fear a weakness during the next six or seven months. That at any rate is a feeling that is very general.

VEGETABL		Per de	
	Gr	oup B Gr	oup A
Asparagus tips, 2's. talls			3 55
Beans, Golden Wax, 28		0 97	1 00
Beans, Golden Wax, 2's			30
" Refugee or Valentine (Gre	0'a	0 601	1 40
Refugee Midgets 2's	en) 28.	0 92	95
Panta sliand bland and 9's			1 40
Beets, sliced, blood red, 2's		0 97 0 97 1 32	00
" whole, blood red, 2's		0 971	00
" sliced, blood red. 3's		1 324	1 35
" whole, blood red, 3's		1 32	40
" whole, Rosebud, 2's			1 40
Beets, sliced, blood red, 2s. whole, blood red, 2s. sliced, blood red, 3s. whole, blood red, 3s. whole, Bosebud, 2s. 3s. Cabbage, 3s. Carrots, 2s. Corn, 2s.			525
Cabbage, 3's		0 971	00
Carrots, 2's		0 971	1 00
Corn, 28		0 971	024 >
rancy, 2's		1 05	1 07
Door Standard			1 00
reas, Standard, size 4, 28			1 35
" Sweet Wrights wine 0 or			1 35
" Extra fine sifted size 1 0's			1 37
Carrots, 2s. Corn, 2s. fancy, 2s. on cob, gal Peas, Standard, size 4, 2s. Early June, size 3, 2s. Sweet Wrinkle, size 2, 2s. Extra fine sifted, size 1, 2s. Pumpkin, 3s.			1 874
gal			1 00°
Spinach, table 2's		1 971	1 20
Spinach, table, 2's		1 27	1 30 1 30
" " gal		5 02	5 05
Tomatoes, 28		1 05	1 071
J B			1 35
gais.		3 623	4 023
Turnips, 3's.		1 124	1 15
FRUITS			
Apples, standard, 3's		2100	1 20
Blueberries, standard, 3 s. gal Blueberries, standard, 2 s. Cherries, black, not pitted, heavy s. black nitted heavy s.		3 59	3 60
Bineberries, standard, 28		1 274 5 27	1 30
Charries block not vitted b			5 30
black pitted, heavy syrup	yrup, 28	1 52 1 92 1 52	1 55 1 95
red, not pitted, heavy syru		1 521	1 55
" red pitted heavy syrun	2'0	1 52 2 17	2 274
red pitted, heavy syrup, white, not pitted, heavy s	syrup 2's	1 624	1 65
		2 024	2 05
" red pitted, gal			8 55
red pitted, gal. Gooseberries, 2's, heavy syrup Lawtonberries, 2's, heavy syrup			1 774
Lawtonberries, 2's, heavy syrup			1 77
Peaches, 2's, white, heavy syrup.		1 874	1 90
Poaches, 2's, white, heavy syrup. 2's, yellow, heavy syrup. Raspberries, black, heavy syrup. 2's		1 87	1 90
black stands		1 771	1 80
		7 02	7 05
red, heavy syrup. 2's. red, standard gal		1 774 7 024	1 80 7 05
red, solid pack, gal		0 071	0 90
red, solid pack, gal. Rhubarb, preserved, 2's		9 27 1	9 30 1 55
" 3's		9 971	2 31
standard, gal	•••••	2 27	3 30
Strawberries, heavy syrup, 2's		1 771	1 80
Clover Leaf and Horseshoe bran-	de salmos		
1 lb telle dozen 2 05 9 071			1 771
1-lb. talle, dozen 2 05 2 07½ C4-lb. flats, dozen 1 30 1 32½ R 1-lb. flats, dozen 2 22½ 2 25	od Carl	doz	1 874
1-lb. flats, dozen 2 221 2 25		,doz	1 8/4
	obsters, h	alves,	
are:	per dozer	1 2 6	5 2 75
Humpbacks, doz 1 20 1 25 Le Pinks 1 30 1 35	obsters,	quar-	
Pinks 1 30 1 35	ters, per	dozen	. 1 60
Northern River Sockeye			1 95
Turkey 4 00 S	oup, 28	· · · · · · · · · · · · · · · · · · ·	1 40
Ducks 4 00	, 1 8		1 10

QUEBEC MARKETS

POINTERS-

Sugar—Weaker.

Tarragona Almonds—Still scarce.

Coffee-Firm.

Montreal, Jan. 5.—The year that is past seems to have been a bumper one for a number of the wholesale houses. Of course, some of them are not inclined to talk too joyfully about past business

as yet, as Christmas and New Year week brings news of business troubles from the most unexpected sources. With one or two exceptions the grocery trade in the country seems to be in a satisfactory condition and the outlook for a large volume of trade next spring is pretty rosy.

The prevailing inactivity in the sugar market is attracting most attention. chief cause is the European news which continues to confirm the immense crop of beet sugar now available there. Willet & Gray say: "Beet sugar being down in price to or below the cost of production, the producers are very reluctant about making actual losses and are disposed to hold on somewhat stubbornly. In this they will doubtless be aided by the money in Europe available at low rates, a condition which is reached in Cuba, would put an entirely different complexion upon that market and enable the Cuban planters now, as of old, to hold their sugar until they were actually wanted in the markets of the world.

Sugar.—The sugar market locally is steady. The wholesale trade would not be surprised to see a decline towards the end of the month, but of course are not prepared to predict that such a movement will actually develop. The outlook, though is for an easier market, and the retailer's policy should be to buy sparingly from time to time if at all possible.

I BU WAVE W,										4
**		bags								
		rial								4
4	Beave	er							 	. 4
aris lump.	boxes.	100 lbs							 	. 5
11 11	**	50 lbs							 	 . 5
11 . 11	11	25 lbe								5
ed Seal, in	carto									. 0
rystal diar										
TADO AT CITAL	ii ii	100 lb.								
	**	50 lb.								
**	**	25 lb.								
**	**	5 lb.								
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		boxes								
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owdered,										
" !	60-1b. b	OXES							 	 . 5
hoenix									 	 . 5
Bright coffe	е								 	 . 4
Vo. 3 yellov	W								 	 . 4
No. 2 "										
No. 1 "										
Bbls. granu	latel	nd vel	low r	nav	he l	har	at	50	3	
above t							-	-		

Syrups and Molasses.—Owing to the lower tendency of sugar, prices will probably be somewhat lower and demand as a consequence is expected to brighten up. Yet, reports from Barbadoes are not at all favorable as far as crops are concerned, so that we cannot be too confident about lower prices. On the other hand, crop scares are pretty common about this time of the year.

There is some talk about new molasses being now offered, but it is likely that they are made from held over caues, as February will be early enough for new supplies.

Fancy Barba	does mo	lasses,	pund						36 38	0
		**	half						40	ő
Ohoice Barb	adoes mo	lasses							31	0
		**	barr						34	0
11 11		**	half	-bar	rels.	 	 	0	36	0
New Orleans										
Antigue										0
Porto Rico										U
Corn syrups,										0
	-bbls									U
-	-bbls					 	 			0
**	381-lb. p	ails				 	 			1
**	25-lb. pa	ils				 	 			1

Cases	, 2-lb.	tins,	2 doz.	per case	 	 	2 25
**	5-lb.		l doz.	**	 	 	3 60
**	10-lb.	**	doz.	"	 	 	2 50
	20-lb.	**	doz.	**	 	 	2 45

Dried Fruits.—No development of any important character occurred in the market for Californian dried fruits. The distributing demand was quite a little better than the average for the season. Offerings of California prunes were light, but there were no orders for immediate deliveries. Peaches are without animation now, but the dullness is attributed to the effect of the holiday season. Conditions are said to be favorable for an active and high market during the coming spring.

Valencia raisins still remain scarce but new arrivals will be here soon.

Currants are quiet and firm under light supplies available for present consumption.

" Patras, per lb	, not cleaned	0 061 0 071 0 081 0 091
Dates		0 051
Figs, 4 crown 0 09 5 crown 0 10 0 11	Figs, 6 crown 0 11 9 crown 0 13	0 12 0 14
	······	0 12 0 11 0 10½ 0 09½ 0 09 0 08½ 0 08½
" loose muscatels." Malaga table raisine, cluste: Valencia, fine off stalk, pe " select, per lb		0 072 0 081 0 08 0 091 5 50 0 074 0 072 0 081

Tea.—Owing to stock-taking it is expected 'attention will be paid to this market for the next fortnight. Business at present is rather routine chiefly for current needs. Yet sales for January are being made as the firm tone has stimulated more interest. Japans have been taken more freely of late while Congous are quieter. There is, however, an inquiry for low grades.

Choicest			. 0	40	0 50
Choice			. 0	40 35 30	0 37
Japans-Fine			. 0	30	0 35
Medium					0 28
Good common					0 23
Common			0	19	0 21
Ceylon—Broken Orange F Pekoes Pekoe Souchong	Pekoe		. 0	21	0 40
Ceylon-Broken Orange I	eroe		. 0	66	0 40
Pekoes			. 0	20	0 22
Pekoe Souchong	8		. 0	20	0 22
India-Pekoe Souchongs			. 0	19	0 02
Ceylon greens-Young Hy	780ns		. 0	20	0 25
Hyson			. 0	20	0 22
Ceylon greens—Young Hy Hyson Gunpowde	ers		. 0	19	0 22
China greens-Pingsuey g					0 18
China Bicoma I miserch	anpond.	pea leaf.	. 0	90	0 30
	11 .	pinhead.	. 0	30	0 50

Coffee.—A rumor is going around that the Brazilian government, aided by the large coffee interests in Brazil, the United States and Europe, is quietly selling valorisation coffees. These large interests are in absolute control. The coffee market in Brazil is higher than in the United States.

It is believed by many that coffee will be high for at least a year and that prices may possibly remain high for a number of years, until production again becomes greater than con umption.

Spices.—There was a better inquiry last week, but grinders were not buying actively at spot prices.

Cables from Europe report a firm feeling in the market.

Some are inclined to believe that some changes in prices will be noted before the month is out, but it is very difficult to know just what is going to happen.

	1	Per	lb.					rlb
Allspice 0	13	0	18	Ginger, whole Cochin	0	20	0	30
Cinnamon, whole 0	16	0	18	Cochin	0	17	0	20
" ground 0				Mace	-		0	75
Cloves, whole 0	20	0	30	Nutmegs	0	30	0	60
Cloves, ground . 0	22	0	30	Peppers, black	0	16	0	18
Oream of tarter. 0	25	0	32	white .	0	20		35

Rice and Tapioca.—There is no new feature in the rice market, business being light as usual at the year end. Prices are firm enough but some circles complain that the distributers have little faith in the situation and refuse to pay the advance. Such trade as is reported is for late January delivery, as grocers do not care to swell their inventories. Advices from the south are of an optimistic nature as planters are asking good high prices for their rough rice.

lice.	grade	B,	bags,	250	pounds														. 3	00	
44	**	-	11	100	**														3	00	
	**		**	50	**	••	••	• • •	• •	••	• •	•••	•	٠,	•	•	٠.	•	· ě	00	
**	**	no	nhata	95 -	ounds.	••	• •	• •	• •	• •	• •	•••		• •			• •			10	
**	**	Y.	oooke!	a 15	poun	à-	• •	• •	••	• •	••	• •		• •			• •			70	
**	grade					•	••	••		••	٠.	• •		• •			• •			90	
**	RIBUE	C. C.	100	, in	ds	**	• •	• •	••	• •	• •	**		• •			• •			90	
**	**		50	**		••	• •	••	••	• •	• •	• •		• •	*		• •			90	
**	**		5000	kata	, 25 por		ä.		••	• •	٠.	**		* *		•	• •			00	ì
**	**		In	noka	ts, 124	200	137	A			•••	* *		• •			• •			10	
apie	oca, m	edi	um pe	ari.	ve, rag				•	•	• •			•		ò	ï	6		07	i

Beans and Peas.—There is still an easy feeling in this market and prices are expected to take a move soon. Dealers cannot give any definite reason for the expectation, but there seems to be something in the air to that effect.

Ontario prime pea beans, bushel 1 95 Peas, boiling, bag 2 86

Nuts.—There is the usual seasonable demand for all kinds of nuts. "We ran short of a number of lines," said one dealer, "and indeed the trade has been most satisfactory in spite of the high prices."

Tarragona almonds are still scarce and the supplies on spot will hardly be sufficient to satisfy the demand before the new crop comes along.

In shell—				
Brazils	0	15	0	16
Filberts, Sicily, per lb	0	11	0	13
" Baroelona, per lb			0	104
Tarragona Almonda, per lb	0	15	0	16
Walnuts, Gremphis, per lb	0	164	0	19
" Marbots, per lb	0	15		16
" Cornes, per lb			0	114
Rhelled-				
Almonds, 4-crown selected, per lb	0	35	0	37
" 3-Grown " "	0	321	0	35
" 2-crown " "			0	31
" (in bags), standards per lb	0	27	Ó	28
Chahews				17
Peanuts-				
Spanish, No. 1			0	12
Virginia, No. 1	Ò	13	Õ	18
Pecans, per lb			0	65
Pistachios, perlb				75
Walnuts-				•
Bordeaux halves		90		40
Brokens			0	29
DIUNUMO	·	90	·	-2

MANITOBA MARKETS

POINTERS:-

Icing Sugar.-Stronger.

Apricots-Firm.

Sago.-Weaker.

Winnipeg, Jan. 5.—As can be expected at this time, there is little movement of goods from jobbing houses. There

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ETS

expectlovement are many hurry-up orders for small quantities, and this work, together with the task of stock-taking, is taking up all the time of the wholesalers.

Reports are prevalent that the merchants everywhere in the country are well satisfied with the holiday trade. Weather conditions were conducive to good trade for several days before the festive day, and the turn over is quite as large as anticipated.

Already wholesalers are making some splendid collections after the retail business of December, and local jobbers expect that cash returns will be better than last year.

The characteristic of the general grocery market this week is the advances which are being made. Many grocery lines which are prominent during the holiday season are held at strong figures.

Sugar.—There was not much demand for sugar during the last two weeks, as merchants were well stocked with all lines some time ago. At the present time, however, it is apparent that stocks are low throughout the country, and ordering for icing and powdered is heavy at present. Icing in small quantities has been advanced to \$6.50.

Montreal and B.C. granulated, in bblsin sacks	5 25
" in sacks	5 20
" yellow, in bbls	4 85
" in sacks	4 80
Icipg sugar, in bbls	5 85
" in boxes " in small quantities	6 08
" in small quantities	6 50
Powdered sugar, in bbls	5 65
" in boxes	5 85
" in small quantities	6 00
	6 18
" in t-bbls	6 25
" in a-bbla. " in 100-lb. called	6 18

Foreign Dried Fruits — Raisins and prunes are quite scarce after the large output of last month. Although prunes are advancing, there have been no new quotations made this week, but when jobbers make their next purchase it is possible that they will find prices at least ½c up. Currants were firm last week, but quotations are becoming more moderate. Apricots, peel and dates are firm

HFM.						
Smyrn	a Sultana	raisin	s, uncle	aped, per lb		12
~	. "	"	clean	ed, per lb	0	13
Califor	mia raisir	as, choi	ce seede	d in ‡-lb. packages		
"		fano	per pac	kage d, in f-lb. packages	0	071
**			per pac	ckaged in 1-lb. packages	0	071
**			per pac	d in 1-lb. packages	0	081
			Der Dac	kage	0	09
Raisin	s, 3 crows	n musc	atels, pe	, lb	0	067
"	4 "	"				071
Pru	100				100	
	,90-100,11	b	0 074	Prunes, 50-60 ''	0	10
**	80-90		0 081	Prunes, 40-50, 1b		11
**		•	0 08	Silver prunes, ac.	U	11
**	60-70 '	•	0 091	to quality 0 11	0	14
~						
Currar	its uncle	aned, l	008e pac	k, per lb		071
**	ary, c	leaned	, Filiatra	as, per lb		082
	wet,	leaned	, per lb .			081
	Fillat	ras, in	1-1b. pk	g. dry, cleaned, per lb	0	091
Pears,	per lb		0 131	Nectarines, lb	0	12
	es, stand			Dates, per lb.,		
	per lb		0 09	Hallows, bulk	0	061
	es, choice		0 10	Dates, packages		
Aprico	ts, stand	-		30 in case	0	064
ard,	per lb		0 16	Peel, lb., lemon		10
Aprico	ts, choic	0		" orange		104
_ per l	b		0 16	" " citron	0	13
Plums	pitted.ll	b	0 12			

Syrup and Molasses.—The syrup market is peculiar in that prices seem to be rigidly stationary. Buyers claim that corn stocks are so heavy that prices will be reduced; on the other hand, exporters claim that the demand is quite equal to the supply, and that prices cannot go lower, but will be forced

up soon. A conservative view of the situation convinces us that the demand is altogether too great for syrup stocks to permit a glut of the corn market.

Syrups—	
24 2-lb. tins, per case	2 03
12 5-lb. tins, per case	2 43
6 10-lb. tins, per case	
3 20-lb. tins, per case	2 3
Half bbls., per lb	0 03
Barbadoes molasses in a-bbls	, per gal 0 50
New Orleans molasses, a bbli	Der gal U 30

Nuts.—A satisfactory trade is going on everywhere in the West in nuts. Of course, from jobbers' standpoints, most of the stocks are distributed, but the merchants are well stocked with them at present, and are having good sale for them. Manchuria nuts are now quoted

Evaporated Apples.—A great scarcity prevails in evaporated apples, and high prices have been paid to bring them in. Jobbers may be forced to go across the line for stocks. Prices have been advanced 1c, and at present it looks as if the United States is the only available market in the future.

Beans—There is absolutely no change in the market conditions, but just before Christmas there was a slight revival in the demand, and in consequence prices looked firm, but this week they have reverted back to the old condition.

Hand picked, per bushel 2 20	3-lb. Han	picker, per busheld picked, per bushel		2 12½ 2 20
------------------------------	--------------	--	--	---------------

Strong, and prices are advancing by degrees. It is remarkable the great demand there is for extra choice which is firm at 15c.

Coffee, standard Rio.... 0 13 Coffee, choice...... 0 14 Coffee, extra choice. 0 15

Tapioca and Sago.—Tapioca is much stronger although no new quotations are reported. The trade has been excellent this seson, and it appears the demand is greater than the supply. Sago has been reduced \(\frac{1}{2}\) on account of the large crop and the unfortunate weakness in the demand.

 Pearl tapioca, per lb.
 0 06 0 06h

 Sago, per lb.
 0 05 0 05h

ALBERTA MARKETS.

Calgary, Jan. 5.—Wholesalers expect a brisk winter's trade in this western metropolis. Up to the present time business has been good; the usual Christmas rush has been extraordinaryly big. Eggs and butter prices have advanced and are going higher. New laid eggs are 50 cents a dozen at wholesale now. Cornmeal is lowering until it is down to below the price of rolled oats. Prunes are a scarce commodity here owing to the poor crop in California. They are up to 8½ cents. There are no Alberta apples on the market now, the crop having been sold long since. British Columbia potatoes sell for \$37. The prices:

Beans, per 1b 0 031	0 044	Prunes	0	083
Butter, eastern,		Currants	0	08
dairy, in tubs	0 27	Dried apricots 0 16		18
Butter, eastern,				
dairy, choice. 0 28	0 295	Eggs, eastern Eggs, local, strict-	0	35
Butter, local,			0	50
creamery, 1b	0 293	ly fresh	v	30
Bacon	0 21	Flour, first class,		
Canned Goods-		100 lb. bag	3	25
Peas, Early June	1 35	Tapioca, per lb	0	06
Tomatoes, case	1 75	Evap. apples, lb		121
Corn	1 25	Ham, cooked		18
Apples	3 05			
Strawberries	2 05	Lard, pure 0 16		171
	6 50	Lard, compound,	U	16
Salmon		Potatoes, Ashcroft.		
Cornmeal, 100 lbs	2 30		37	00
Cheese, Ont0 14	0 15			
" Manitoba	0 14			00
Dried Fruits-		Sugar, std. gran	ō	64
California rais-		Sugar, light yellow	5	24
ins (Sultana)	0 073	Sugar, dark yellow	5	24

NEW BRUNSWICK.

St. John, Jan. 5.—Ontario flours declined last week 25 cents per barrel, present quotations being \$5.20 to \$5.30 for mediums and \$5.35 to \$5.45 for full patents. Messina lemons and California navel oranges are also much lower. Most of the wholesale dealers started last week to take stock and as business was quiet after the Christmas rush they are making good headway.

re making goo	10	l hea	dway.		
eans, hand			Prunes, lb 0 051 0	1	09
picked, bus 2 10	2	15	Molasses, fcy.		
eans, yellow			Barbados, gl 0 30 0		31
eye, bus 2 85			Butter, dairy,		
heese, new, lb V 12%	0	13	lb 0 22 0		24
urrants, lb 0 08	0	081	Butter, cream-		
anned goods—			ery, 1b 0 24 6	E	26
Page No 4	1	20			40
" No. 3	ı	271)	28
" No 2	1	321	Ham 0 16 0	1	18
" No. 1	1	80	Potatoes, new,		
1 0 0 0 H 0 8, 4 8,			bbl 1 90 2	2	00
dozen 1 924	1	95	Rice, lb 0 034 0)	034
Peaches, 3's.			Lard, compound		
dozen 2 971	3	00	1b 0)	121
Raspberries.				1	141
dozen 1 823	1	85	Bacon 0 16 0		20
l'omatoes 1 30	1	35	Pork, domestic		
Strawberries. 1 825	1	85	mess 24 00 25	5	00
lour. Manitoba 6 35	6	45	Pork, Ameri-		
" Ontario. 5 20	5	45		3	CO
ish-			Salmon, case-		
Ood, dry	5	00	Red spring 6 75 7	7	25
Herring, salt,					50
bbls	5	25	Baked beans,		
Bloaters, box 0 85	0	90	dozen 1 20 1		30
ornmeal, bags, 1 40	1	45	Lemons, Messi-		
" bbla. 2 85	2	90			00
atmeal, bbls. 5 15		20	Sugar-		
td. oatmeal 5 60	5	70	Standard gran, 4 75	•	85
uckwheat.					75
west. grey, bag 2 90	3	00			65
al. raisins, lb 0 052	0	061	No. 1 yellow 4 25		35
al. raisins, seed-	1				40
ed 0 081	0	09			-

THE FARMER AHEAD.

The Bureau of Statistics of United States recently made an effort to ascertain if the farmer had been benefitted more than others by the changed conditions that have taken place in the past ten years. It was found that an acre of corn in 1899 was worth \$8.51, and ten years later was worth \$15.20, an increase of 78.6 per cent. The increase in ten of the leading products of the farm amounted to 72.7 per cent. To ascertain if this was a greater increase than in goods that the farmer had to buy, letters were sent to a number of retail dealers asking them to quote prices that prevailed in 1899 and in 1909. The average increase in price for all the articles considered, about 85 in number, was 12.1 per cent. Comparing this with the increase in farm value, the farmer has evidently been greatly benefitted.

"Your friends across the way seems to be selling things rather cheaply, John," remarked a hardware merchant to a grocer.

"Yes, indeed," replied John, who was partly Scotch, "you see he has the advantage of me in one respect—I hae to pay for my goods."

Manusacturers, Manusacturers' Agents, Brokers, Etc.

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LISTEN! It means at least 5% and as high as 10% MORE PROFIT TO YOU when buying from your Local Jobber.

MOREOVER, it means QUICKER DELIVERY, and thus FEWER DIS-APPOINTED CUSTOMERS. We have the goods and at right prices.

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IATION'S CUSTARD POWNF

Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND CO TORONTO

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

You can do the best tea business in your town or village.

You can if you will push "Good Tea." It is an undoubted fact that no other tea on the market equals RED ROSE TEA in quality. Using it in your home will prove this.

You can increase your sales and your net profits this coming year by pushing RED ROSE TEA.

Red Rose Tea

BRANCHES -

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better

7 Front St. East, Toronto 315 William St., Winnipeg "is good tea."

T. H. ESTABROOKS

ST. JOHN, N.B.

YOU WILL MAKE MONEY

If you feature

Cabinet Maple Syrup

THIS SEASON.

Get prices from wholesale grocery travellers.

Quality guaranteed to give satisfaction.

Imperial Syrup Co.

Protect Your Merchandise

from water, damp and damage

by shipping it in

"H and D"

Corrugated Fibre Board

Boxes

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Ask for free Booklet "HOW TO PACK IT"

THE HINDE & DAUCH PAPER COMPANY, Limited

TORONTO, CAN.



Reason Advanced for High Price of Dairy Butter

By J. Lewis, in Farm and Dairy. The high prices at present prevailing for dairy butter would not be so favorable to the home butter maker were it not for the creameries. Creameries have put up the price on butter. If all butter were made at home as it used to be, the price would fall rapidly to its old level. If farmers realized this, more of them would bring all their cream to the creamery instead of making it up at home. The greatest difficulty which creameries have at the present time is to get a paying quantity of cream without having to go too far for it. If all cream was sent to the creamery, we would be able to make our butter cheaper and give the patrons larger returns.

One difficulty that I have encountered is that many farmers expect to get as much for the butter fat in their cream when sent to the creamery as they would if they made it up at home, taking no account of the time and labor expended in making the butter and disposing of the product in home dairying. Were a reasonable value put on their time, they would soon find that the creamery is the most profitable proposition of the two. I have in mind an instance of a lady who used to send her cream to our creamery. She is now

making the butter at home and is pleased with the results. Every Saturday this woman and her son come on to the market and spend a full half day there disposing of the butter. I do not suppose they get more than 50 or 60 cents more for it than they would if the cream was sent to the creamery.

There is more sympathy and co-operation needed between the butter maker and his patrons. Patrons must realize that it costs money to make butter and market it,—even at a creamery. Few of them appreciate how much this cost can be reduced if all of the cream in a section were sent to the creamery instead of making it a convenient method of disposing of milk when it is inconvenient to dispose of it any other way.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

"The History of the Biscuit," is the title of an attractive booklet issued by Peek, Frean & Co., Ltd., London, S.E., England. Every page is illustrated with handsomely bordered engravings, each of which shows some particular stage in the manufacture of this everyday household necessity. It is pointed out in this history that Peek, Frean & Co., Ltd., use only the very finest ingredients and this combined with the greatest care and technical skill, places before the public biscuits of the highest standard and of irreproachable character. Another booklet illustrates in their origi-

nal colors the various kinds of biscuits manufactured, and they certainly look very tempting. Even the colors of the icings and top decorations are shown with all the skill the modern printer has at his command. A third booklet that Peak, Frean & Co., Ltd., are sending out gives a description from the London "Daily Mail" of their factory and extent of their business, which was included in a series of articles in that paper on the various Great Commercial Enterprises of the capital of the world.

Are the majority of grocers merely parcel distributors, or do they make their business their profession by studying the goods they sell, and by being able to tell their clients about new and advantageous food products? If some one told you about a new article which would be an added attraction or a valuable economy to your business, wouldn't you appreciate it? If you had the opportunity, wouldn't you help them in return? Most good housekeepers are looking for something which adds a new interest to table delicacies. It pays a grocer to cultivate such customers. F. E. Robson & Co., advertising and sales agents, for a number of excellent specialties, offer to send every grocer a 50c bottle of Mapleine free, the only condition being that the grocer must give the goods a thorough trial, and then they know the grocer can, and will, recom-mend Mapleine, which is a new flavor.



Western Canada is a Great Market for all Grocery Lines.



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HE PEOPLE of Western Canada are liberal buyers and prompt in payment. Now is an ideal period for the manufacturers and shippers of Eastern Canada, Europe and the U.S.A. to get into this splendid market. And they can do so in no better way than to take advantage of our extensive connection with Western Canada Trade and our exceptional

commercial facilities. We maintain large warehouses in the five great distributing centres of the West-Winnipeg, Calgary, Edmonton, Saskatoon and Regina.

Write us for detailed information about this market.

HEAD OFFICE. - - WINNIPEG, MAN.

NICHOLSON & BAIN, Wholsale Commission Merchants and Brokers.

WINNIPEG

REGINA

SASKATOON

EDMONTON

CALGARY

The Mark that Stands for Purity!



The Public of to-day is demanding FOOD PURITY with no uncertain voice and in the range of fruit preserves your interests are fully safeguarded if you are handling

"E.D.S." BRAND Jams, Jellies and Catsup

This is no empty claim on our part, it is backed by exhaustive tests taken by Government Inspect. ors in every province in the Dominion (see Bulletin 194). The result is a striking one; "E D.S." Brand alone, of those submitted, was found to be ABSOLUTELY AND UNVARYINGLY PURE -no dyes, no preservatives, no additions of any kind, and no excess of

moisture. You can feel perfectly safe in recommending 'E.D.S." goods. Their delicious flavour is simply that of choice, ripe fruit.

Made only by E. D. SMITH at his own fruit farms WINONA, ONT.

AGENTS:-N. A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J GIBBS, Hamilton.



ENOUGH BETTER than the ordinary kind to win and hold customers—

GUNNS PORK SAUSAGE

You can confidently recommend to your trade.

Made under Government Inspection.

Let us book your order for regular shipments.

GUNNS Limited

Packers

Toronto

Begin the New Year With Good Resolutions

and let one of them be the resolve to handle

"Star" Brand Hams and Bacon

You will not regret it, and you will have no trouble keeping this one good resolution, no matter if you break all the rest.

Made under Government Inspection.

F.W. Fearman Co.

LIMITED

Hamilton



For Grocers and Clerks!

Have you told your customers-

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children:

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS 70-72 Front St. East TORONTO

Close of the Year Saw Market Quiet

Holiday Affected Trade to a Certain Extent, but Jobbers are Looking to Better Conditions With the New Year—Demand for Poultry at the Last Fell Off and New Year's Trade Was Not Heavy—Eggs are Firm, but Staple Provisions Have Been Uneventful Under the Holiday Influence.

The provision market has given evidence of the holiday season by a quietness apparent in more than one direction. The supply of hogs lately has not been large. The price is a little higher, the demand continues fair for pork products, but just at present there is room for improvement in the briskness of the business, and it might be added that jobbers by some power of foresight peculiar to themselves see a rejuvenation of the business in the near future.

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Between Christmas and New Years the demand for poultry fell off. The existing high prices was one reason for this falling off in consumer enquiry, and moreover the jobbers did not have sufficient supplies.

Butter, eggs and cheese have been under the holiday cloud, also in fact staples as a whole had to take to the back yard while the fancy holiday goods held the position of prominence on the front lawn. The feeling all around is quiet.

MONTREAL.

Provisions.—The holiday season has put a damper on this market to a certain extent, but things are likely to brighten up in a few days.

Hogs, both live and dressed, are still showing a weakening tendency.

Compound lard remains firm.

compound tata remains mim.	
Pure Lard-	
Boxes, 50 lbs., per lb	0 144
Boxes, 50 lbs., per lb	0 14
	0 14
	0 14
Falls, wood, 20 lbs. net, per lb	U 144
Pails, tin, 10 lbs. gross, per lb	0 13
Tubs, 50 lbs. net, per lb	
Tieroes, storos., per to	0 13
Compound Lard-	
Boxes, 50 lbs. net, per lb	0 107
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 11
	0 11
Pails, wood, 20 lbs. net, per lb	0 10
Pails, tin, 20 lbs. gross, per lb	0 11
Tierees, 375 lbs., per lb	0 102
지수도 보고 하게 하면 되었다. 그리고 보고 있는 경우 가장을 살아왔다는 것이 없어 없는 것이 없는데 모습니다.	. 105
Pork-	
Heavy Canada short out mess, bbl. 35-45 pieces	25 00
Bean pork. Canada short cut back pork, bbl. 45-55 pieces	20 50
Clear fat backs	25 00 28 00
Heavy Sank nork hhl	24 00
Heavy flank pork, bbl Plate beef, 100 lb bbls.	8 75
200 "	17 00
Dry Salt Meats-	
Green bacon, flanks, lb. Long clear bacon, heavy, lb	0 11
Long clear bacon, heavy, lb	0 111
Hams—	0 12
Extra large sizes, 25 lbs. upwards, lb	0 124
Large sizes, 18 to 25 lbs., per lb	0 14
Large sizes, 18 to 25 lbs., per lb	0 151
Extra small sizes, 10 to 13 lbs., per lb	0 151
Bone out, rolled, large, 16 to 25 lbs., per lb	0 16
" " small, 9 to 12 lbs., per lb	0 17
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 15
Spiced roll bacon, boneless, short, per lb Hogs, live, per cwt	0 16h
dressed, per cwt	10 50
accepted bot own	10 00

Butter.—Fresh creamery butter is in small demand at present, but there is a good demand for new made dairy. Creamery prints are scarce and likely to increase in value.

Most of the Prince Edward Island factories are shipping their cream to Boston and the market there will have

to advance a few cents in order to divert this cream into butter for local consumption.

New milk creamery. Dairy, tubs, lb. Fresh dairy rolls.	0 26 0 22	0 261 0 23 0 23

Cheese.—All grades of cheese are in slow demand, former prices prevailing. There is little prospect of much movement for the next few weeks.

Quebec, lar	ge	0 131
western, la	rge	0 13
**	small, 20 lbs	0 135
Old cheese,	large	0 16

Eggs.—The supplies of eggs in cold storage are gradually diminishing, and unless the country folk begin to ship in more freely, there will be difficulty in meeting the entire demand. Eggs of good quality are scarce everywhere, while the demand for the better grades is much stronger than for the limed and cold storage qualities.

New laids	0 50	0 60
Belecus		0 32
No. 1		0 27

Poultry.—There are quite a number of turkeys remaining on the retailers' hands, and prices are beginning to fall. This will no doubt mean a loss for those who got in their new stocks late at the higher prices. There is a fairly good demand for geese and ducks, but lower prices are expected any time.

Chiokens 0 17	0 18	Ducks 0		
Fowl 0 13	0 15	Turkeys 0	21	0 22

Honey.—Honey is moving out slowly, the demand being only for small lots to fill actual requirements. There are no changes in prices to note.

White clover comb honey	0 15	0 16
Buckwheat, extracted		0 081
Clover, strained, bulk, 30 lb. tins		0 10
Buckwheat comb		0 101
Duck and and comp		0 135

TORONTO.

Provisions.—The market has been rather quiet during the past week. Prices of hogs, live and dressed, are slightly higher, but otherwise the market is quiet. Demand is fairly good for hams and bacon, barrelled goods are in limited demand. Lard is inclined to be quiet and the whole market seems to have hardly recovered from the holiday effects.

Long clear bacon, per lb		0 12
Smoked breakfast bacon, per lb		0 17
Pickled shoulder	. 001	0 11
Datt beautiful the state of the	L COS	
Roll becon, per lb		0 12
Light hams, per lb		0 16
Medium hams, per lb		0 15
Large hams, per lb		0 15
Cooked hams		9 21
Proch shoulden home		
Fresh shoulder hams		0 12
Shoulder butta	14	0 15
Backs, plain, per lb		0 18
Heavy mess pork, per bbl	191	0 19
Heavy mess nouk new bbl	200	94 00
Chart aut man bbi	00	74 00
Short cut, per bbl	00	25 00
Lard, tieroes, per lb		0 13
	0.00	0 13
" pails "		0 13
" compounds, per lb	***	0 11
Ties beingounds, per to	11	
Live hogs, at country points		6 90
Live hogs, local	10	7 25
Dressed hogs	25	9 50

Butter. - No particular change has

been noticeable in butter during the past week. It seems to be under the general spell of the holiday inactivity. Demand is fair.

	Per	
Fresh creamery print	0 27	0 28
Creamery solids	0 25	0 25%
Farmers separator butter	0 24	0 25
Dairy prints, choice		
Fresh large rolls	0 21	0 211
No. 1 tubs or boxes	0 20	0 21
No. 2 tubs or boxes	0 18	0 19

Cheese.—Demand for cheese is normal and the market as a whole shows but little change. Prices are steady and firm

New cheese-	New twins 0 12 0 12	
Large 0 121 0 121 Old cheese 0 14 0 15	Stiltons 0 14	

Eggs.—This market continues firm. New laids are still rather scarce and high prices are features of the trade. Some improvement in the supplies is reported, but it is not sufficient to relieve the situation.

Selects. storage		
	 	0 33
Fresh eggs, doz., storage Pickled eggs	 	0 29

Poultry.—The inter-holiday trade was not very heavy. Retailers had in quite a few cases hold over supplies, and the consuming demand was not heavy. Scarcity of goods and resulting short supplies do not lend themselves to a big demand. The market this week after both holidays is rather quiet, showing a reaction.

Chickens, dress-	Geese, dressed 0 13 0 14
ed 0 13 0 14	Hens, dressed 0 11 0 12
Ducks, dressed . 0 14 0 15	Turkeys, dressed 0 20 0 21

Honey—Nothing has occurred in the honey market worth recording. Trade is directed through steady channels, prices are unchanged and the market is, on the whole, uneventful.

Clover	hone	, extracted	1, 60 lb. cans 10 lb pails	 0	104		11
"	**	**	10 lb pails	0	111	8	19
**	**	"	5 lb. pails			0	19
**	**	comb, per	dozen	2	00	9	50
Buokw	heat	honey, lb		 		0	07

WINNIPEG.

Eggs.—The market is steadily going up as the season advances. Fresh stocks are 37 cents per dozen, while candled are 31 cents to-day. Most of the supplies come from the south, as eastern Canada stocks are low.

Butter.—Butter is held at a moderate price for this time of the year. Creamery is quoted to the grocer at 32 cents and No. 1 dairy at 30 cents per pound. Everywhere it is expected that much higher prices will rule very soon.

Cheese.—The cheese trade is expected to open up better in January. During the holiday rush for other stocks, cheese has been neglected somewhat.

Manitoba large, lb		Ontario	twins, 1b.	(0 14
" twins, lb	. 0 12	"	large lb		13

Buying goods from the mail order houses is said to have been the defeat of William Buck, who was the Republican candidate for the State Legislature in a county in Iowa. The Democrats issued a dodger which read, "You buy your goods of a mail order house instead of patronizing Iowa industry. Why don't you look to the mail order houses for your votes." The result was that in a normal Republican County, he was defeated by a substantial majority.

OVER so often in the three hundred odd days which go to make up the business year we have the pleasure of dealing with you. By our attention to every detail, we endeavour to show our appreciation of your commands.

But we rarely have the opportunity of telling you, in a purely personal way, what real enjoyment we derive from selling goods to merchants with whom our relations are always so cordial. means a great deal to any firm, and we want to assure you that we shall always do our utmost to merit the continuance of this cordiality.

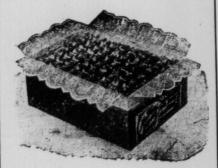
We wish you Health, Wealth and Happiness during 1911, and hope it will be a banner year.

THE

Montreal Biscuit Co.

(The Originators)

Montreal



WEEKLY TRADE CHANGES.

Happenings in the Trade During the Past Week.

Ontario. - The estate of Coulter & Co., general merchants of Burk Falls, have sold to J. Feinberg.

T. Coe, general merchant of East Oro, sustained loss by fire.

The assets of Wilson & Jackson, grocery and crockery merchants of Ridgetown have been sold to G. W. Smith.

Quebec.—The assets of J. G. Perron of Lac Aux Sables, have been sold.

Joseph Corneau of Lachine has sold his grocery business.

F. Rosetti, of Montreal, has assigned to Alex. Desmarteau.

The assets of Florence Sajuk of Flor-

ence, have been sold.

The assets of J. A. Prevost of Quebec will be sold on Jan. 5th.

Cyrille Morency, general merchant of St. Prime, has compromised.

J. E. Tanguay & Co., grocery and coal and wood business of Montreal, regis-

Western Canada.—The general store of J. R. Strom, of Wawanesa, B.C., was burnt. The insurance on stock and fixtures was \$10,000.

The general store of the Balgonie, Sask., Supply Co., was destroyed by fire.

G. F. Good, of Pangman, Sask., is making additions to his grocery busin-

Mason & Adams, of Weyburn, will open a general store at McTaggart,

Farmer's Wife Puts Blame on Towns-People

The following interesting answer was given by a farmer's wife when questioned about supporting the stores in

her home town:

"If a careful examination is made after the express wagons take their goods away from the station, you will find there is very little left, addressed to the farmer. The goods that are purchased by the town people are always delivered to them, while the farmer must call himself for his, thus creating the idea that the farmer is the chief mail order dealer. The merchant must not think that we will purchase goods not think that we will purchase goods that are not good enough for the townspeople. The merchant must live and if the town people do not support him he must make larger profits, and the farmers are not going to pay that extra profit. If the towns-people will be loyal and support each other so that they can give us the service we are entitled to, we will gladly deal in our home town."

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

of fine cocoa, and is cocoa as it should be.

'MILENIA MILK CHOCOLATE'

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON &SON, Montreal

Nova Sootla : E. B. ADAMS, Halifax. Manitoba : BUCHANAN & CORDON, Winnipeg



H. W. CARTER & CO., LTD., The Old Refinery,

BRISTUL, ENG.



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Who Stood the Loss?

The following "just as good" "just the same" "ten cents a box less," etc., etc., kinds have come and gone in the last few years:---



TWIN BROTHERS YEAST MRS. MADDEN'S YEAST WARNER'S SAFE YEAST

IMPERIAL YEAST **MOTHERS' YEAST** SUNRISE YEAST BREADMAKERS' YEAST **BARM YEAST**

NATIONAL YEAST SUNLIGHT YEAST **CHARM YEAST** FOAM YEAST PURE GOLD YEAST, ETC., ETC.

What has become of them?

ROYAL YEAST

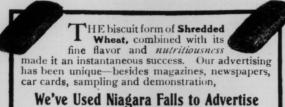
has stood the only test--the test of time. Think it over.

E. W. GILLETT COMPANY LIMITED

Winnipeg

TORONTO, ONT.

Montreal



Each year, thousands of visitors to the Falls have gone through our factory. They've seen every detail in the process of manufacture from the golden grain to the finished biscuit. Our sanitary methods have given them confidence in its purity and wholesomeness. They have gone home and told their friends about Shredded Wheat, and as a result Shredded Wheat is better known and therefore easter to sell than any other cereal food. Take advantage of this and keep Shredded Wheat prominently displayed—you'll have lots of sales, and every sale means good profit to you. Shredded Wheat

The Shredded Wheat Company Niagara Falls, N. Y.



CLARK'S Pork and Beans

From coast to coast this standard food product is becoming more popular than ever.

Housewives realize that baked beans are not only cheaper and more convenient than those prepared at home, but owing to greater facilities are better and more uniformly cooked.

Does your stock include an assortment of Clark's Baked Beans?

Wm. Clark Montreal

High Grade Food Specialties



Stick Licorice

Pepsin Chewing Gum

Soft Mints, 5c. boxes Acme Pellets, 5-lb. tins M. & R. Wafers, 5c. bags

and a full range of LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY MONTREAL, CANADA

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

M^cVITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell MCVITIE & PRICE'S Biscuits you are supplying your clients with first-class goods, noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia: RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

By Royal



Letters Patent

NELSON'S POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON. DALE & CO., Ltd. EMSC TE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents: The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B,C. No better



All the year round

"Diamond" and "Elite"

brands of

EVERY JOBBER SELLS THEM

John P. Mott & Co. Halifax, N.S.

SELLING AGENTS.

J. A. Taylor R S. Moindoe Joe. E. Huxley Arthur R
Montreal Toronto Winnipeg Va
Montreal R, G. Bedlington
Caigary

Wheat Market Shows New Strength

Quotations are Higher and Some Millers Look for Advance in Flour if the Primary Market Maintains Its Present Strength-Cereals are Firm-Prices Show no Change-Present Season is Good for Retail Flour Trade and Should be Appreciated.

Although the holiday season had as usual a rather quieting effect on the grain and flour markets, still there was a decided firm tone which has been manifested by higher quotations being chalked on the exchange boards, and 'if the upward tendency continues, millers expect to see advances in the price of flour. That is practically all the millers have to say in regard to future movements in the market. Last week rumors were rampant to the effect that export enquiries were being made for Manitoba grain. Advices from Argentina report reduced crop estimates and shippers are holding firmly at an advance.

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The demand for flour has been good. and millers apparently look upon conditions as satisfactory. A change that will affect exporters will be welcomed, as the United States market has been quiet during the past two months. The whole situation is, however, unsettled, and there seems to be more than one interest active somewhere behind the scenes.

The present season is considered good for flour trade. This is evident to any grocer, and knowing the demand is at hand, it should be to his advantage to remember the fact and put new life into his flour selling plans. Suggestion in its many forms is of great assistance, but the means employed is a second consideration once the grocer realizes the possibilities of developing the flour end of his business.

The trade in rolled oats and rolled wheat shows no diminution. The demand is good, and millers report a satisfactory market. Boiled down, the main features of the flour market seems to be. higher quotations for wheat and firmer feeling in the market, which if maintained will, it is felt, lead to advances in the price of flour. There is an abundance of supplies both on spot and in prospective, and it is difficult to play 'bull' in wheat just now.

The quantity of wheat and flour, as wheat, now in transit to Europe, with the visible supply of wheat in the United States and Canada, is equivalent to 86,599,000 bushels, against 63,-478,000 bushels a year ago. The estimated weekly world requirements of wheat for the present cereal year according to Broomhall, are 11,600,000 bushels. The total shipments of wheat, including flour, to Europe this week one year ago were equivalent to 10,576,000 bushels.

MONTREAL.

Flour.-Although the holidays detracted attention from the market to a cerain extent, the situation is firm, and it is pretty hard to predict a change in prices just now, and dealers are inclined

to believe that prices now prevailing will hold for some time

The state of some time.			
Winter wheat patents, bbl			
Straight rollers, bb	4	40	4 60
Manitoba 1st spring wheat patents, bbl			
" straight patents bbl			
" strong bakers			4 90
" second "			4 40

Rolled Oats.—There is nothing special to report this week, as prices remain unchanged. The market continues firm.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Bolted cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb	
" barrels	4 5

TORONTO.

- Business has been good in Flour. spite of the holidays. Local millers report a firmness which if maintained, they say, will lead to higher flour prices. Advances thus far are confined to wheat, but the millers claim that further indications of strength will likely affect

1st Patent, in car lots	5	40	5	50	
2nd Patent, in car lots	4	90	5	00	
Strong bakers, in car lots	4	70	4	80	
Feed flour, in car lots	3	00	3	20	
Winter Wheat.					
Straight roller	4	95	4	70	
Detailing tongt	- 2	60	-	10	
Patents					
Blended	4	80	5	10	

Cereals.—The market shows but little change. Conditions are just as satisfac-The demand remains good, and altogether the tone is one of strength. In both rolled oats and rolled wheat markets are firm, although no price changes have been recorded of late.

Rolled oats, small lots, 90 lb. sacks	2 20
" " 25 bags to carlots	2 10
Standard and granulated natmeal, 28 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. brls	2 85
" 5 brls. to car lots	2 75

CALENDARS FOR 1911.

There is a departure from the ordinary run of calendars in that of Spratt's Patent Ltd., 24 and 25 Fenchurch St., London, E. C., inasmuch as there is a separate picture for each month of the year. These include dogs, hens, cage birds and parrots and on the back of each page the origin and description of each dog or bird, as the case may be, is given. The entire booklet contains a great deal of useful information.

This year the Lake of the Woods Milling Co., have issued another striking The picture illustrates a strong, husky looking North American Indian with a sack of Lake of the Woods flour on his back which he, with a brother red-man, has canoed across a body of water from the company's mills at Keewatin. These are to be seen in the background. At the bottom of the picture are shown the mills at Portage La Prairie.

Once Again

let us draw your attention to the fact that MOONEY'S PERFEC-TION CREAM SODAS are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ontario Winnipeg, Manitoba





MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 20z, 40z., 80z., 160z., 320z. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents 26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Give these lines a trial!

Wherever handled, they have proved ready sellers, and good profit-makers!

H'S QUALITY BISCUITS

Creamalt Sodas - Family Pilot - Graham Wafers - Ginger Snaps Seed Sugar - Fig Bars -- Crimp Sugar - Lemon Creams Always reach you as crisp and fresh as they leave our ovens.

Lynch's Limited-Sydney, N.S. Manufacturers of Biscuits, Confectionery and Bread

and at STELLARTON, Fred A. Milligan, Manager; HALIFAX, Frank A. Gillis, Manager





A Steady and Profitable Seller

The sturdiness and hardiness of the Dwellers North of the Tweed can be traced directly to their invariable preference for Pure Oatmeal, - and the Canadian name for oatmeal in its purest and most nutritious form is

PAN-DRIED OATS

'A FOOD-NOT A FAD'!

This is the Breakfast Cereal that is now delighting the palates of thousands of Canadians, and our extensive advertising campaign is bringing the demand for TILLSON'S right to your door.

Put up in 2 Sizes:-

PREMIUM FAMILY PACKAGE PAN-DRIED PACKAGE Retailing at 25c.

Retailing at 10c.

Canadian Cereal & Milling Company, Limited

HEAD OFFICE-LUMSDEN BLDG.-TORONTO

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN

TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat. Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

CHRISTIE

A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of the only profit worth while in the grocery business? Take your pencil and do it right now.

Transient business does not amount to much.

Your few score or few hundred dependable customers — mainly your particular buyers—make up your paying trade.

They are precisely the customers who make your good will a valuable asset.

These customers *insist* on the best groceries—inferior goods will not satisfy them.

If they want biscuits they demand

GE

alty

CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are "The Purest of all Pure Foods."

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits is conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's*.

The name is a guarantee of biscuit purity and perfection. And the fact remains that

"Christie Biscuits sell more than Biscuits."

CHRISTIE, BROWN & CO., LIMITED

BISCUITS

Annual Staff Gatherings

Last Friday evening the first annual banquet tendered by Wagstaffe Limited, Hamilton, Ont., to the employes, was held at the company's factory. It was a delightful affair, and was held in lieu of the annual picnic which it has been decided to discontinue. Early in the evening, the hundred employes gathered in the large store room, which had been artistically decorated for the occasion, and were treated to a menu of musical merit, after which brief but interesting remarks were made by James Wagstaffe, who answered to the toast to "The Managing Directors." In doing so, he explained the object of the event, and touched upon the success of the business during the past year. He most strongly advocated reciprocity between employer and employe, and hoped that in the future their relations would be as pleasant as at present. Arbitration is better than strife, and no firm will succeed if divided within itself, he thought. He also alluded to the new factory, which will be half as large again as the present one. The head of the firm was most heartily cheered as he sat down.

Remarks were also made during the evening by Herbert Wagstaffe, James Somerville and F. D. Smye, also directors, and all touched upon the happy relations during the year just ending and predicted just as enjoyable friendship

in the future.

Following the banquet, the floor was cleared for a dance, which proved equally enjoyable, and the music for the occasion was rendered by William Wagstaffe, at the piano, also numbers by F. H. J. Moore, J. A. Waddell, A. Cronk, T. Hindley and J. W. Wagstaffe.

One of the interesting features of the occasion was the presence of an old employe of Mr. Wagstaffe, when the latter was in business in Manchester, England. The son of the woman in question is at present in the employ of the firm.

Wednesday and Thursday of last week the annual convention of Canadian and United States salesmen for Holbrooks, Limited, was held at Toronto. Very interesting business meetings were held at which plans for 1911 were discussed and explained and the work of 1910 gone over and analyzed. Addresses were delivered on the various phases.
of salesmanship, trade and general advertising, etc. Men from the various fields, told of methods that they had used successfully, and the interchange of ideas and experiences should prove very beneficial.

On Thursday evening the staff were guests of the management at a banquet held at the St. Charles, and it was a thoroughly enjoyable affair. After a bountiful dinner, a number of toasts

were proposed and responded to. These were interspersed with musical numbers and recitations.

The Cudahy Packing Co. held a three days' convention of their Canadian selling staff at Toronto last week. A splendid program of addresses on manufacturing, salesmanship, advertising, etc., was carried out, followed by a banquet at the National Club.

The employes of the Shredded Wheat Co., Niagara Falls, met recently and presented President Porter and General Manager Mason engrossed testimonials of their appreciation of the many things they have done for their advancement. These presentations were made in connection with the annual Christmas re-ception. The testimonial to President Porter was an acknowledgement of the many concessions obtained and the many improvements made for their moral and physical betterment, because of his cooperation or solicitation, and in this case the expression covered his many years of faithful service as the executive head of business. The testimonial of Fred Mason was also individual in every way, and is unique in that it was evoked after only four months of his administration as General Manager.

BIG PACK OF SOCKEYES

More of Them Packed in 1910 Than of . Any Other Kind-Last Year's Totals .

Vancouver, B.C., Jan. 5.—The salmon pack of British Columbia given out as official, shows that during 1910, 762,201 cases were packed, divided among the principal fishing districts as follows:

Fraser river, 223,148; Skeena river, 222,035; Rivers inlet, 129,398; Naas river, 39,720; outlying districts, 147,900.

Total, 762,201.

The previous year the pack was 967,-720, but 1909 was the big fourth year. In 1905 it was 1,167,460 cases; 1906, 629,460 cases. The biggest pack in the history of British Columbia was in 1901, the quantity being 1,236,165 cases.

It is interesting to note how largely the catch of sockeyes has dominated every other species during the past year. The result has been given as follows: Sockeyes, (cases) 565,915; red springs 19,313; white springs, 9,476; chums, 58,-362; pinks, 34,613; cohoes, 74,382; steelheads, 140.



Interested

We wish to get you

interested in ANCHOR BRAND FLOUR; it is

the secret of success in bread making. of it gives that pleased feeling resultant from

"time well spent". Free samples

for those

interested.

Manfd. by Leitch Brothers Flour Mills. Oak Lake, Manitoba



LITTLE FLOUR CHATS FOR YOUNG GROCERS UNDER EIGHTY



My Best Customers are the Farmers' Wives

Just now I was talking with Mrs. Broadacres.

Buys her winter's flour supply from me for quite a long time now. Uses about a barrel every six weeks.

A great breadmaker, by the way.

And when you're invited to her place, you're always sure of a good dinner. I know, sometimes being "one of those present."

At first she wouldn't take more'n a barrel at once.

Afraid it wouldn't keep, you know, and all that.

One day I had an inspiration—shaded the price for quantity—sold her five barrels on one trip.

FIVE ROSES, of course.

She put it in a dry place in the loft away from the mice, neither too warm nor too cold.

Now she says the last barrel is always better than the first.

Sort of dries out, you see, takes up more water—more loaves—works easier, quicker—rises higher and stays there.

Finer flavor, too, mellower—clearer color, better bread every way. You see, the inferior parts of the wheat, the parts that can't keep, these are all kept out of FIVE ROSES.

And so it improves with age, keeps sound for four, five, six months and more.

Selling my country customers a supply instead of one solitary bag or barrel was one grand idea.

Saves them time and trips, also a little money; insures their steady satisfaction for a long time.

Saves me storage space—quicker turnover—husbands capital—weds the housewife to the FIVE ROSES habit.

But you must be mighty sure of your flour, mighty careful.

It has made me confident, aggressive, has FIVE ROSES.

And as for the user—well, here's the best breadmaker in three counties, 1st prize at the Fair, ask her.

Five Roses

Packed to suit your trade—barrels and halves Bags of 7, 14, 24, 49, 98 pounds Ask your Jobber

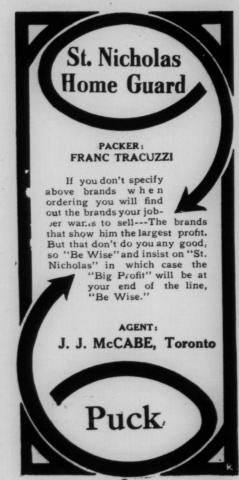
California Celery

Will have two cars arriving weekly, which will enable us to fill your orders with best stock.

Fancy California Oranges, Florida Grape Fruit, Messina and Palermo Lemons, also full lines fresh Vegetables, Cucumbers, Lettuce, Egg Plant, Green Peppers, etc.



25-27 CHURCH ST. TORONTO are Largest Receivers



Christmas Trade Was Generally Good

A Slight Lull Has Followed But is But Temporary While Retailers Dispose of Their Odds and Ends—Oranges Have Been Rather Plentiful-Potatoes are Firm - Demand for Celery, Sweet Potatoes, etc., Has Been Good — Jobbers Look Forward to Increased Demand.

Those who are interested and engaged in the fruit business, retail and wholesale, turn over a new page for this week's business, the first of the new year. There have been some lessons learned during the past twelve months and it is safe to say that some of these same lessons will have to be repeated probably several times more, before some remedial measure is applied. The reason for this is that blame often rests with growers and new methods are not employed until they discover the necessity for them.

But retailers and wholesalers, themselves, have learned a few things and intend to put them into practice. The fruit business is steadily growing and grocers throughout the country have been profiting from it. From some standpoints the past season was not exactly the best fruit year on record but the trade seem to maintain that on the whole it was satisfactory.

The Christmas demand to wind up the

year was good and it is expected that business will open up briskly with the new year and that last season's figures will be surpassed. The price of oranges must have been satisfactory to the consumer as supplies were fairly liberal and prices were maintained at a reasonable

TORONTO.

Green Fruit.—There is noticeable this forced up and the following quotations week a slightly easier feeling in some rule. lines of fruit. There is a liberal supply of oranges on hand, but with the festive season over the trade seems disposed to clean up the stocks they are holding. This likewise applies to more than oranges and is given as a more or less general feeling expected to obtain for a week or so until trade has recuperated and settled down to the new year's business. Lemons are a little easier and over the whole market there is a temporary quietness which should soon disappear before the new demand.

Apples, bbl 3 50	6	00	Jamaica, case. 3 00	3.5	so.
Apples box 2 00			Lemons—		~
Bananas 1 50			Messina 2 75	3 0	Ю
Cocoanuts, sack 4 00			Limes, box		
Cranberries, bbl 9 00	10	50	Oranges-		
Cranberries, case3 75	4	00	Tangerines, a		
Grapes, case			strap 5 50	6 0	10
Malaga bbl 5 00			Florida 2 50		
Almeria, bbl 5 00	7	00	Navels 2 50	3 0	10
Grape Fruit-			Mexicans 2 00	2 2	25
Florida per case 3 50	4	00	Pomegranates, doz	0 7	ľĸ
			Pineapples crate 4 00	4 8	50

Vegetables.—The demand for vegetables is normal. Celery, sweet potatoes and similar lines have been selling well and according to jobbers the demand has been quite satisfactory. There is a fair business in imported stocks. Potatoes are firm and are quoted at about 90 cents straight. The situation has not cleared perceptibly and there are still reports that the supply is likely

to be scarce. Dealers state that they are hardly prepared to express their opinions yet. There is a good demand for onions just now and retail dealers should avail themselves of this knowledge and endeavor to increase their sales of this vegetable.

Beets, Louisania		Endive. 12 heads	1 00
doz	1 25	Lettuce, a na-	
Canadian beet,		dian, head 0	0 30
b-g 0 60	0 75	Bost on head let-	
Cabbage, case—		tuce, doz	1 50
Canadian 0 75	1 50	Onions-	
Cabbage, per 100 3 5)	5 00	Spanish, large 2 50	3 00
Carrota, Cana-			1 50
dian, bag	0 50	Yellow, per bag 1 25	1 35
Carrots, Louisa-		Potatoes, Onta-	
nia, doz	1 00	rio, hag 0 85	0 90
Celery, dozen 0 30	0 40	Sweet, hamper, 1 25	1 50
Celery, Califor-		Sweet, barrel	5 00
nia, case 4 50	5 00	Parsley, per doz	0 75
Cucumbers, Bos-		Parsnips, bag	
ton, doz	9 50	New turnips, p r	
ton, doz	2 00	11-qt. basket	0 50

WINNIPEG.

Fruits. — A tremendous experienced was. past two weeks fruit market. Apples were the leaders with cranberries and oranges close seconds. Cranberries are up \$1 per bbl.

Apples-			Cocoanuts, doz		90	
Ame. Johnathans	2 25	5	Cranberries, Jersey,			
Ontario, No. 1, brl	5 50	0	per bbl	13	00	
Northern Spy	6 50	0	Lemons, Cal	7	00	
Bananas,	2 50	0	Or nges, Navel. 3 75		50	
Grapes, Mal., keg 6 50	8 00	0	Pears, case		CO	
Gra efruit, Cal.,			Pineapples, case		01	
case	6 00	0				

Vegetables.-Vegetables are moving well and the season's trade has limited stocks somewhat. Prices also are being

Beets. lb Cabbage, new, lb	0 02 0 02	Onions. im-	0 021
Celery, doz	0 60	Potatoes, bush	0 90
Celery, Cal	1 00	Parsley, per doz	0 40
Cucumbers, doz	3 00	Radish, dozen	0 50
Lettuce, doz	0 40	Squash, lb	0 03
Mint, doz	0 60	Tomatoes, Cal.	
Onions, green,		case	4 50
per dozen	1 00		

MONTREAL.

Green Fruits.-The market for Sicilian lemons is becoming stronger, while the demand for Florida oranges is also good. Cranberries showed a weak tendency, but they are getting strong again, prices in New York being somewhat in advance of those of a week ago.

The first shipment of California navels which arrived recently opened satisfactorily, the fruit being nicely colored and sweet. This is earlier than they have ever been known to arrive in large sup-

Apples, bbl 5 00	6	00	Holly, case				
Bananas crated.			Wreaths, bale			1	65
bunch 2 00	2	25	California, la te				
Oranberries, bbl.10 00	12	00	Valencias	4	00	5	00
Cocoanuts, bags	4	25	Pineapples-				
Cali. Malagas	2	00	Floridas, case Plums, crate	3	75	2	25
Lemons 3 00	4	50	Pears, bbl	7	00	10	000

Vegetables.-There is nothing interesting in the vegetable market. The usual dullness prevails, and except for packages which grocers run short of, it is not likely that any large orders will be filled.

Cucumbers are increasing, while green peppers are also soaring. A few weeks ago a small basket could be purchased for 75c, but of late they have advanced three times as much.

Beans, American basket		Onions— Spanish, cases 2 75	3 0
Beets, bag 0 75	0 90	Red, bag	
Carrots, bag 0 75	0 90	Potatoes, bag 1 00 New Bermuda	11
Cabbage, doz 0 40		potatoes, lb	0 0
Cabbage, bbl 1 00 Celery, crate 4 00 Cauliflowers 1 50 Cucumbers, doz	2 75	Sweet potatoes, basket bbl Parsley, dozen 0 75 Parsnips, bag 1 00	1 8 4 0 0 8 1 2
Green Peppers, small basket	2 50	Radishes, dozen bunches 0 60	0 7
Leeks, doz 1 75	2 00	Spinach, bbl 5 00 Tomatoes, hot-	
Curly lettuce, box 1 30 Boston, box		house, lb 0 35 Turnips, bag 0 75	0 4 0 9

A California fruit grower states that during the year he has sold 500 lbs. of dried cherries, thus adding another branch to the dried fruit industry.

Dried Apples

. A. GIBB COMPANY HAMILTON

JAMES SOMERVILLE Manager

Highest price paid for DRIED APPLES O. E. ROBINSON & CO.

ESTABLISHED 1886 Ingersoll - Ontario

Would you like our Weekly Circular?

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie Wholesale FRUIT, FISH and PRODUCE Commission Merchants, and

Deal ers in HIDES, WOOL and RAW FURS

FISH FOR JANUARY

Live merchants will not overlook the fact that money can be made by handling a good assortment of

FROZEN FISH

Our stocks are large, fresh and well assorted.

Smelts, Flounders, Halibut, Qualla Salmon, Cohoe Salmon, Herrings, Trout, Whitefish, Gold Eyes and Tulibees, etc.

QUALLA SALMON, Headless and Dressed, case lots, 8c. lb. HALIBUT, Headless and Dressed, case lots, - - 8c. lb. WHITCO BRAND HADDIES and FILLETS

WHITE @ CO., Limited

TORONTO and HAMILTON

N this first week of the New Year we extend to all our customers, and the trade in general, our best wishes for health, wealth and prosperity during 1911.

HUGH WALKER & SON

GUELPH, ONTARIO

GRAPEFRUIT

If you know, or never knew, the deliciousness of Grapefruit, try some of our FLORENCE VILLA BEAUTIES.

IUICY

W. B. STRINGER, D.M.

TORONTO



Fish - Oysters



Fish Demand to be Heavy in Coming Months

Retailers Find the Consuming Public Asking for Greater Quantities of Fish During the Next Two Months Than at any Other Equal Period of the Year — Lobster Season at its Height—Oyster Business is Brisk and Supplies are None too Plentiful—Advent Trade was Good—The Frozen Fish Trade.

The retail trade is looking forward to a good demand for fish during the winter months. Wholesale houses are apparently well supplied with stock, at least for present requirements and the indications are that the business during the next two months will be good. Some stocks are reported temporarily light at the coast, finnan haddie being among those men-tioned. Trade in lobsters is at its height; haddock are in good demand and oysters are much sought after. Now that the holiday season is over and staple goods return to their old popularity, fish will claim its share of the trade and the present is probably the busiest period of the year in fish de-

NOVA SCOTIA.

Halifax.—Fish of all kinds continue scarce. The receipts during the past week have been small, and the catches below the average for the season of the year. While the weather has been mild along the coast the conditions have not been favorable for fishing, as high winds prevented the shore fishermen from reaching the fishing grounds. There is a marked, scarcity of finnan haddies. The stocks that were held here were all cleaned up during the Advent season, and the receipts have not been sufficient to cure any more.

Local dealers report an increasing demand for fresh haddock. Nearly all the fish reaching the market now are consumed locally. More fish are being used for diet than ever before.

The lobster trade is now in full swing and large shipments are being made from Nova Scotia points to the Boston market. There is a general improvement in the foreign fish trade. During the past week over six thousand quintals of cod were shipped in two vessels sailing direct from St. John's, Nfld., for Oporto. Oysters continue high and good stock is scarce on the local market. Late reports say that the fishermen operating out of Canso are meeting with better success than for some weeks.

ONTARIO.

Toronto.—The situation in the fish market while inclined to be quiet as the result of the holiday is in reality

opening upon perhaps the busiest month of the entire year. That, at least, is what some fish dealers say about it and they ought to know. January and February are, they claim, two good months. The holiday is passed and the demand for all lines of fish becomes general. Retailers should take advantage of this fact and endeavor to enlarge the field of their business. Lent is two months away and by building up a good business now the benefits will be felt by the increased demand during that season. Frozen fish of general lines are now asked for and altogether prospects point to a good trade.

good trade.				
FRE	SH CAU	GHT FISH		
Steak cod	0 08	Haddock 0 06	0	07
FRO	ZEN LA	KE FISH		
Gold eyes	0 04 0 07 0 06 0 09	Salmon trout	0 0	12 18
		(FROZEN)		
Herring, per 100 Flounders	2 00 0 05	Mu lets		
SMOKED, BON	ELESS A	ND PICKLED FISH		
Acadia, tableta, box		Cod, Imperial, per lb Fillets, per lb	0	
per crate		Herring (Labs.) had-barrels Herring, bbl Haddle, Finnan 0 088	6	00
Acadia 3-lb. bxs per crate	5 40	Kippers, box Oysters, extra	1	30
Bloaters, box Boneless Digbys, box	1 25 1 00	Oysters, selects, gal Oysters, standard, gal.	1	85
Codfish, Bluenose, "Cod steak, per lb	1 40 0 07	Pickled lake herring, 100 lb. kegs Quail on toast, per lb	4	00

NEWFOUNDLAND.

St. John's-The fish prices have remained at same as last writing, and will no doubt stay there for quite a while as not much fish will be bought from the planters for the next few weeks. Some fishermen this year have been unable to market their fish on account of adverse weather, and have decided to hold on to their catch until the spring in hopes of obtaining better prices. Little fish arrive here during the winter months, so the market generally remains the same until the opening of spring. There is abundance of cod on the south-west coast, also a large amount is reported on the south-east coast, but weather is too stormy for catching.

Codi	ish, large and med	ium merchantable, per qtl.	6 90
**	large Madeira		5 90 6 90
**	small "		5 90
*1	large and medium	West India	4 00
**	small "	per qtl	3 50

" Lat	no hou			1											70
														3	50
Haddock		-				* *						٠.	*	0	
Herring,	No. 1,	large	and	me	diur	n, l	ar	re	١.,		 			2	70
**	small													2	50
Ling														3	50
Lobsters.														16	00
Salmon, 1															50
Salmon,	No. 1.	large	and	med	ium	.tie	erc	В.						18	00
11	No. 2,													16	00
**	No 2	lawge.					•••	•					•	14	00
**	140. 0,	large.										• •			
**	No. 3, No. 1,	small		٠.							 				00
**	No. 2,	small												14	00
44	No. 3,													12	00
															50
	tinned,	case									 				
Cod Oil,	hardwo	ood ca	sks,	tun										105	00
**	softwo	od	16		-									99	00
Cod Time	- Oil a	nllon								• • •	•	•	•	0	70

QUEBEC.

Montreal.—As is natural at this time of the year the fish trade is pretty quiet. The demand in a small way is for shell and hulk oysters, lobsters and fancy lines of fish which are used at suppers, etc. The reports just now indicate that frozen haddock and finnan haddies will be plentiful, and the prices have sagged down quite a bit. Tom cods will be scarce, as the spawn season is now over. Shell oysters and bulk are in good demand, but stocks are getting

in good demand, bu smaller.	sters and bulk are at stocks are getting
FRI	ESH
Perch	Haddock 0 05 Bullheads 0 10
FRO	ZEN
Codfish 0 04	Flounders 0 06 0 07
Dore, winter caught, perib0 081 0 09	Pike 0 06 0 071 Salmon, B.C., red 10 0 13
Haddock 0 041 0 05	Salmon, B.O., red 10 0 13
Halibut, per lb. 0 08 0 09	Gaspe salmon 6 20
Herring, per 100.1 70 1 80	The state of the s
Market cod 0 04 ,	Smelts, 10 lb. bxs0 09 0 12
Steak cod 0 05	lb0 09 0 10
Mackerel 0 121 Tom cods,bbl 1 90 2 00	Whitefish, large, lb0 09 0 10 Whitefish, small 0 07
SAL/TED A	ND PICKLED
Green cod, No. 1,	Lake trout, half bbl. 6 00 Salmon, B.C., red, bbl 14 00 "" pink, bbl 12 00
bbl 8 00 9 00	Salmon, B.C., red, bbl 14 00
Labrador herring, bbl 5 50	" Labrador bbl 16 00
Labrador sea trout.	" Labrador, bbl 12 00 " Labrador, bbl 16 06 " bbls 8 50 " tros
bbis	800 lb tros., ee 00
half bbls 7 00	300 lb
No. 1 mackerel, pail. 200	Salt sardines 90 lb pla 1 00
bbls. 9 50	Scotch herring 6 50
No. 1 pollock. bbl 6 00	Holland herring, bbl 5 50
Scotia herrings, No.	Holland herring, bbl 5 50 keg 0 75
-,	KED
Bloaters, large, per box, 60s	
Haddies	0 07 0 074
Boneless haddies	0 10
Herring, new smoked, per box Kippered herring, per box, sm	K 0 25
Kippered herring, per box, sm Kippered herring, per box, la	rge 1 20
Expered Berring, per box, in	
	L FISH
Shell oysters, bbl., choice	12 00 13 00
Lobsters live per lb	0 95
Oysters, choice, bulk, Imp. ga	1 40
" Selects, Imp. gal	1 60 2 00
" bulk, selects	10 C0 0 25 140 160 160 160 160 160 170 180 180 180 180 180 180 180 180 180 18
	RED FISH
Boneless cod, in blocks or pac	kages, per lb51, 61 and 71
Pure mixed boneless fish, block	ks and packages, lb 0 05 0 06
Skinless cod, 100 lb, case	6 25
Dried cod, medium, 100 lb. di	rum 6 25
Shredded cod, per pkg Skinless cod, 100 lb. case Dried cod, medium, 100 lb. dr Dried cod, large, bundles	
Dried cod. medium, bundles. Dried haddock, medium, bun	
agrica madaoon, modiam, bull	MALO 0 00

Authorities claim that cranberries, especially in the raw state will cure many of the minor ills of man, being especially good for dyspepsia, headache and in the case of yellow fever, as a tonic and to assist in clearing the system of harmful bacteria. In cooking cranberries, only porcelain line or enamelware should be used. These are facts that the grocer may use to interest his customers for while they may never use them as a medicine, they are always glas to get any interesting information like this.

DON'T FORGET

that the Winter Fishing Season is liable to terminate about the middle of this month.

OCEAN BRAND FISH

should be your leader for 1911. Your customers will be enquiring for them regularly and your repeats are guaranteed. ORDER EARLY.



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> ecnd nic

Used in every Family Circle

OUR CATCHES HAVE BEEN VERY HEAVY THIS SEASON AND ALL THE FISH ARE OF FIRST CLASS QUALITY NOW IS THE TIME TO STOCK UP.



Ask your wholesale house for these lines or write us direct.

The Halifax Cold Storage Company, Ltd.

45 William Street

Selling Branch

Montreal, Quebec

A Profitable Line to Handle!

There's a distinctive and delicate flavour about-

Order from your Wholesaler



"CONCORD"

Norwegian Sardines

that cannot fail to please your better-class customers.

Moreover, there is an absolute guarantee of purity of contents on each tin. None but finest freshly-caught autumn fish are used, all hard, tough fish being rejected. From 24 to 28 fish are packed in a tin, and the fish are mild cured and not too much smoked.

The profit selling "CONCORD" is a very 'well worth-while' one.

Don't forget the name "Concord" when ordering.

LIST OF WHOLESALERS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. 4. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

Donald says:

"There is no alum present in

Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by Dr. J. T. Donald, Dominion Gov't Analyst.

November 26, 1910.

MATHEWSON'S SONS

WHOLESALE GROCERS

202 McGILL ST., - MONTREAL

Fish

TORONTO is the natural headquarters for fish. We offer below a line of good-selling specials at this time of the year. You can lay them down at a low freight cost.

> DON'T OVERLOOK THIS OFFER

Start the Year 1911 Right

Oysters

"BEACON BRAND" are in greater demand than ever. January is the biggest fish month of the year. The holiday season is over and we advise having a full stock of fish and oysters.

MEET THE
DEMAND OF THE
PUBLIC
FOR FISH FOODS

January Salt Fish Special

LABRADOR HERRING, Barrels, \$5.60 per bbl.

Guaranteed No. 1. Bright stock. Split. Fall 1910 pack.

LAKE SUPERIOR PICKLED HERRING, \$3.90

Headless and dressed stock, Beautiful, bright, appetizing fish.

The F. T. James Co., Limited

Church & Colborne Sts.

Toronto

"We are Fishing for Your Business."

The holiday season is now over and you will have constant orders for all kinds of

FISH AND OYSTERS

We have a complete assortment of all varieties in season. Order early and direct from Producers, thereby securing benefit of lowest quotations.

FREE

Our weekly price list and market letter Smoked Fish

Frozen Fish

Salted Fish

Sealshipt Oysters

SERVICE

prompt and most efficient

THE LARGEST FISH AND OYSTER WAREHOUSE IN EASTERN CANADA

Correspondence Solicited.

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Montreal and St. John, N.B.

Branches: Montreal St. John, N.B. Grand River Gaspe, Oue.

Price Lists Mailed on Request.

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavour to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS., Limited BLACK'S HARBOR, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat; Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A.W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas, Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton. Alta.



Should Pay More for Better Herring

Writer Maintains That Government Should Encourage Merchants to Offer 50 Cents a Barrel Extra for Superior Packed Fish—This Would Induce Raising the Standard and Result in More Herring Sold.

By A. M. Payne.

The chief reason for the discreditable status of the Canadian Herring Fishery Industry may be understood from the 1909 Blue Book:

"I did not see a barrel in the course of my travels that would have decently kept in sand, to say nothing of pickle, and the most annoying thing about this state of affairs is that on every hand the need of a superior barrel and the advantages which accrue from its use are admitted fully and freely. As a result of my journeyings round the shores of Canada in connection with the effort to effect an improvement in the herring industry, I have been forced to the conclusion that the barrel question is the chief root of the evil that keeps the trade from making the progress it should do. This evil is not by any means confined to any one district or part of the coast. The very best at present in use anywhere provides a miserable spectacle to anyone possessed with a practical eye."

A Surprising Situation.

There can be no doubt in the mind of any ordinary business man that the strictures in the Government Report on the barrel impediment being based on the actual facts are so self-evident and convincing as to excite surprise that a Government Bureau in the twentieth century should tolerate its continuance year after year. This candid expression of opinion by a thoroughly qualified expert authority, specially delegated by the Government, clearly forecasting the gradual ruin of one of our most valuable natural resources, may soon be regarded as an ancient history. It is already two seasons old.

More Money for Better Fish.

In a previous article reference was made to a lack of discrimination on the part of firms engaged in the purchase and distribution of pickled herring. The question arises: Has anything been attempted to bring about an improvement? The report intimates that some leading Nova Scotia fish merchants have issued a circular letter to fishermen offering "25 cents a barrel more for all pickled fish put up in strong iron-hooped barrels than for fish sent out in the old leaky barrels, all of which is a most gratifying step out of the old do-as-you-please rut."

"This movement," the report goes on to say, "is, of course, a direct result of the efforts of the department in the experiments carried on during the past four seasons." Twenty-five cents a barrel is not sufficient an inducement, as any ordinary individual all the way through from fisherman to consumer

would name at least twice this figure, viz., fifty cents additional for a barrel intended to contain pickle fluid for preserving valuable fish food.

Slow to Make a Move.

Special committees by Boards of Trade, notably the Halifax Board of Trade, have discussed the question elicmuch desirable information; pamphlets with instructive data and recommendations to the department have been issued; earnest well-meant and appropriate speeches have been made in both local and federal parliaments, but not the slightest sign of any action to promote improvement has been taken by the Department towards carrying into effect the simple remedy suggested by the Government expert, who says: "Nothing short of a legalised standard barrel with a system of inspection under some sort of government control will, in my opinion, prove a beneficial and lasting improvement to the fish trade in general of Canada."

To-day, at the close of the season of 1910, in the fifth year of departmental consideration to secure betterment of one of our most important natural assets, the harvest of the sea lapping our shores for thousands of miles, things are just as unsatisfactory as ever they were. The Departmental Mountain has brought forth a Departmental Mouse in the shape of encouraging merchants interested to offer 25 cents a barrel additional for proper up-to-date iron-hooped packages, instead of 50 cents or even more.

The experience of European herring industries will be touched upon in our next article.

TRADE NOTES.

William Messer, general merchant in Wingham, Ont., for 35 years and prior to that a clerk at Bluevale for 10 years died recently in his 73rd year.

Wm. Sutherland has opened a grocery store in Wyoming, Ont.

Geo. Baxter has purchased a general store in Malvern, Ont.

J. Birch, Blanchard, Ont., has sold his farm with the intention of opening a grocery store in London, Ont.

Fire starting in the cellar of B. R. Kean's store in Orillia, Ont., last week caused considerable damage. The loss was partly covered by insurance.

Never Run Short of

SHAMROCK

BIG PLUG SMOKING TOBACCO

Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES

The best in the world are made by

McDOUGALLS

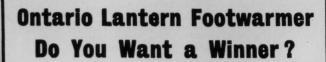
Insist upon this make

D. McDOUGALL & CO., LTD., SCOTIANA

SPRAGUE

CANNING MACHINERY CO., OHIOAGO, H.L., U.S.A.





Scientifically
Designed
Mechanically
Perfect

Economical and
Cannot Damage
the Robes.

Something NEW to show your customers that they will buy and be pleased with

For Sale by All Jobbers.

Manufactured by

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Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

Your biggest asset

The drawing power of a well-lighted store is acknowledged, and by no method can your store be made so attractive as by lighting it with our

GASOLINE LIGHT

It is absolutely safe, better and cheaper than electricity or gas and safer than coal oil and candles.

Special prices direct to merchants.

You save money by buying your mantles and glassware from us-GET OUR CIRCULAR.

MacLAREN & CO.
MERRICKVILLE, - ONTARIO
AGENTS WANTED



BLACK JACK

QUICK CLEAN HANDY



TRY IT

SOLD BY
ALL
JOBBERS

3/4-lb tins-

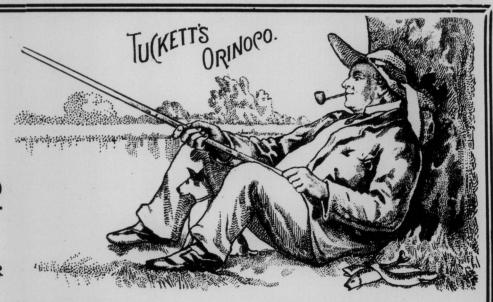
Tuckett's

Orinoco

Tobacco

NO BETTER
JUST
A LITTLE MILDER

THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.

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Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

WANTED—A manufacturer's agent in each of the Provinces of Canada to represent a high grade Fluid Beef. Address, OXVIL, 309 King St. W., Toronto. (1p)

COMMISSION LINES WANTED.

WANTED by a responsible, energetic firm about to open an agency business in Calgary, lines on commission, or will buy outright if necessary.

Address Room 37, Herald Block, Calgary, Alberta.

(1p)

MISCELLANEOUS.

A DDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

A CCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of lobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

DURING 1910 the MONARCH displaced hundreds of Typrw iters of all makes. In 1911 we anticipate a still greater demand. We have cut down the sllowance on these second-hand machines and consequently can sell them chearer to you. They are carefully rebuilt and a egustanted to give satisfaction or your money back. If you wanta good, strong, elean working Typewriter, at a mere fraction of the or sinal cost, write usfor catalogue. THE MONARCH TYPFWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

BUCKWHEAT Flour guaranteed pure and unsur passed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Tornato.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

THE money you are now losing through not having a National Cash Register would pay its cost in a shorttime. Write us for pro-f. The National Cash Register Co., 285 Youge St., Toronto.

OUR NEW MODEL is the handlest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

MISCELLANEOUS.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258% Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HART-FORD. Agencies everywhere in Canada.

CET THE BUSINESS—INCREASE YOUR SALES.
Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leaksble Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Domin ion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, srmy, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—lt's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelorete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited.
Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer along power should receive this publication requirily and also see that it is placed in the hands of his enginer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Heliday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc., Price \$2.50, postpaid, MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

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THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co. 143-149 University Ave., Toronto

ONS FOR PROPRIETARY ARTICLES

QUOTATIO
Baking Powder W. H. GILLARD & CO. 1-lb. tins, 2 doz. in case
Cases. Sizes. Per doz-4-dozen. 4-dozen. 10c. \$9.85 3-dozen. 6 oz. 1 75 1-dozen. 12-oz. 3 50 3-dozen. 12-oz. 3 40 4-dozen. 24-ib. 10 50 4-dozen. 5-ib. 19 80
MAGIC BAKING POWDER. Ontario and Quebec Prices. Cases. Sizes. Per dox 4 oz. 0 75 4 doz. 0 75 4 doz. 1 00 4 doz. 1 20 4 doz. 1 80 4 doz. 1 80 4 doz. 1 80 5 doz. 1 80 6 doz. 1 1 80 7 doz. 1 80 7 doz. 1 80 8 doz. 1 80 9 doz. 1 1 80 1 doz. 1 80 1 doz. 1 1 80 1 d
Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."
ROYAL BAKING POWDER. Sizes. Per Doz. Royal—Dime \$ 0 95 " +1b
WHITE SWAN SPICES AND CERFALS LTD. White Swan Baking Powder—1-lb. tins, 3- doz. in case, \$2 doz.; 1-lb. tins, \$1.25 doz.; 1-lb. tins, 80c doz.
BAKING POWDERS BELLI PROCEED OF CONTROL PRATTOR FREE OF THE PROCEDURE PRATTOR FREE OF THE
Oartoons— Per doz No. 12, 4-oz., 6 dz 0 70 No. 1, 1-lb., 4 doz 2 40 No. 12, 4-oz., 3 dz. 0 75 No. 1, 1-lb., 2 doz 2 50 In Tin Boxes— No. 2, 5-oz., 5 doz 0 80 No. 13, 1-lb., 2 dz. 3 00 No. 2, 5-oz., 3 doz 0 85 No. 14, 8-oz., 3 dz 1 75 No. 15, 4-oz., 4 dz 1 l0 No. 10, 12-oz., 4 dz 2 10 No. 16, 24-lbs 7 25 No. 10, 12-oz., 2 dz 2 20 No. 17, 5-lbs 14 00

FOREST CITY BAKING FOREST CITY BAKING
POWDER

6 oz. tins ... 0 75
12 oz. tins ... 1 25
16 oz. tins ... 1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD. White Swan Breakfast Food 2 doz. in case, per case 33.00. The King's Food, 2-doz. in

popu-each les of s the opear-of the ess is ale at year's lagaz-

30	kegs, etc.	bls.
õõ	77	**
50	Supreme, 2's & 1's, cakes.12-lb. bxs	or lb
se.	Perfection chocolate, 20c size, 2 dozen	0 3
86	boxes, per dozen	1 8
	Perfection Chocolate, 10c size, 2 and 4	
	dozen boxes, per dozen	0 9
ve	Sweet Chocolate—	
	Queen's Dessert, 1's and 1's, 12-lb, bxs.	
R	per lb	80 4
z.	Queen a Dessert, b's. 12-1b boxes	0 40
	Vanilla, 2-lb., 12-lb. boxes, per lb	0 35
	T & C 181801, 08	0 28
	moyal Mavy, & s. & s. boxes, per lb	0 30
	Diamond, 7's, 12-ib. boxes, per lb	0 24
		0 25
	loings for cake-	
	Chocolate, white, pink, lemon, orang	e,
	almond, maple and cocoanut cream,	
n		0 90
,-	Confections— Per	lb.
	Milk chocolate wafers, 5-lb, boxes	0 36
		0 36
	Chocolate waters, No. 2,	0 30 0 25
;		0 30
	Nonpareil wafers, No. 2,	0 25
		0 30
	Milk chocolate, 5c bundles, per box.	1 35
	Milk chocolate, 5c cakes, per box	1 35
	EPPS'S.	
	Agents, C. E. Colson & Son, Montreal	
	In 1, 1 and 1-lb. tins, 14-lb. boxes, per	
	1b 0:	35
	Smaller quantities 0	37
	JOHN P. MOTT & Co.'s.	
	R. S. McIndoe agent Toronto ' Author	M

per lb. 5-lb. tins
Solut le, bulk, No.
1, per lb. 0 20
Soluble, bulk, No.
2, per lb. 0 18

Per lb. .. 0 35

K. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N. B. CHOCOTVI: DIVWOND WOIL? Elite, 10c. size (for cooking) doz..... 0 90



WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ‡ and ‡ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ‡, ‡, 1 and 5 lb. tins, 4 lc. lb.; German's sweet chocolate, ‡ and ‡ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ‡ and ‡ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ‡ lb. cakes, 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ‡ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ‡ lb. cakes, 6 lb. tins, 44c. lb; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ‡ lb. pkgs., 6 lb. hggs, 39c. lb.; Caracas tablets, 100 bdls., tied 5s, per box \$3.00. The above quotations are f.o.b. Montreal.

dozen §1. White Swan Wheat Kernels, per doz §1.40. White Swan Flake d Rice, per doz §1.40. White Swan Flake d Rice, per dozen §1. White Swan Flake d Rice, per dozen §1. Dominion Canners, Limited Aylmer Jams Peach. 1 80 Per doz Pear. 1 70 Strawberry. 1 95 Raspberry. 1 95 Raspberry. 1 95 Raspberry. 1 95 Raspberry & red currant. 1 95 Raspberry & red currant. 1 95 Raspberry and Soseberry. 1 80 Grape. 1 155 Green Fig. 2 25 Greengage plum, stonoless. 1 75 Griegen Bulk Strawberry. 1 80 Grape. 1 95 Green Fig. 2 25 Greengage plum, 1 55 Green Fig. 2 25 Green Fig. 2 25 Green Fig. 2 25 Fure Freserves Bulk Strawberry. 1 75 Glinger. 2 25 Fure Freserves Bulk Strawberry. 1 75 Str	Premium No. 1 chocolate, 1 and 1 b. cakes, 3 c. lb.; Breakfast cocoa, 1-5, 1, 1 and 5 lb. tins, 41c. lb.; German s sweet chocolate, 2 and 1 b. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, 2 and 1 b. cakes, 3 and 6 lb. bxs., 32c. lb.; Caracas sweet chocolate, 2 and 2 lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, 4 lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, 4 lb. cakes, 3 lb.; Cracked ocoos, 4 lb. ins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 33c. lb.; Cracked ocoos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked ocoos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. pkgs., 6 lb. bags, 32c. lb.; Cracked cocos, 4 lb. packages, 5 lb. bags, 2 lb. packages, assorted. lb. cakes, 6 lb. packages, assorted. lb. lb. boxes 0 28 lb. packages, assorted, in 5-lb. boxes 0 29
	65

BIUE S Oxford, per lb	Condensed Milk BORDEN'S CONDENSED MILK CO. Wm. H. Dunn, Agent, Montreal & Toronto.
Chocolates and Cocoas THE COWAN CO., LIMITED	Eagle Brand Condensed Milk. \$6 00 1 50 Gold Seal Condensed Milk. \$5 0 1 15 Challenge Condensed Milk. \$4 00 1 00
Perfection, 1-lb. tins, per doz \$4 50	five cent size (4 dozen) 2 00 0 50 Peerless Brand Evaporated Cream
Perfection, 1-lb. per doz 2 40 Perfection, 1-lb.	pint size (4 dozen)
per doz 1 30 Perfection, 10c size 0 90	Peerless Brand Evaporated Cream hotel size
per lb 0 37 Solucie, bulk, No.	



TRURO CONDENSED MILE CO., LIMITED
"Jersey" brand evaporated cream
per case (4 dozen). \$3 50
"Reindeer" brand, per case (4 dozen) 5 00





Coffees

EBY, BLAIN CO. LIMITED.
Standard Coffees
Roasted whole or ground. Packed in dampproof bags and tims.
Club House... \$0 32 Ambrosia... 0 25
Nectar... 0 30 Plantation... 0 22
Empress... 0 28 Fancy Bourbon 0 20
Duchess... 0 28 Fancy Bourbon 0 10
Crushed Java and Mocha whole... 0 17
Golden Rio... ground... 0 174
Golden Rio... 0 174
Golden Rio... 0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass
jars, ground... 0 30
German Da' delion, ½ acd 1 lb. tims,
ground... 0 22
English breakfast, 1 lb. tins, ground 0 18
WHITE SWAN SPICES AND CEREALS LTD.
White Swan Blend.



Mo-Ja, 1-lb. tins 28c lb. Mo-Ja, 2-lb. tins 28c. lb.

1-lb. decorated tins, 32c lb. Mo-Ja, 1-lb. tins 30c. lb.



THOMAS WOOD & CO.

Cheese.- Imperial. Large size jars, doz. . 8 25



oquefort— Large size, doz. 2 40 Small size, doz. 1 49 Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly' brand Cream, 8 doz. 10c. size, cases \$7.70 "Golden Butterfly" brand Cream 8 doz. 15c. size, cases \$11.50

Coffee.



W S.P.	R.I
0 25	0 3
0 30	0 4
0 32	0 4
0 35	L 5
0 37	0 5
in 30s an	d 50-
	0 25 0 30 0 32 0 35

Confections

IMPERIAL PEANUT BUTT	TER
Small, cases /en	0 95 dozen 1 80 "
Tumblers, cases 2 dozen	1 35 "

Coupon Books-Allison's For sale in Canada by The Eby Blain Co Ltd.
Toronto. C. O. Beauchemis & File. Montreal
\$2, \$3, \$5, \$10, \$15 and \$20.

All same price one size or assorted.

	UN-NUMBERED
00 books and o	

Infants' Food Rol inson's patent barley, j-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent greats, j-lb. tins, \$1.25; 1-lb. tins, \$2.25.

Flavoring Extracts

1 (oz.	(all	flav	ors)	doz.	. 1	00
2	**		**		**	1	75
24	44				**		00
4*	44						00
2 2 4 5							75
8	. 6 6		**		**		50
16	**		**		**	10	
32			**				
				app		18	00



CRESCENT MFG. CO.

0 1	Mapleine	Per doz
Z OZ. DOLLIES (retail at 50c.)	4 50
A on bottles !	4-11 000./	
4 UZ. DOLLIES [retail at 90c.)	6 80
8 oz. hottles (retail at \$1.50)	
10 oz. botties (Count at \$1.00)	12 50
16 oz. bottles (retail at \$3)	24 00
Cal bottles (m	-4-11 -4 000	****** 42 00
Gar. Dornes (1	etail at \$20)	15 00
Ja	aillal has ami	
	ms and Jellie	

Cafe des Epicures—1-lb. fancy glass jars, per doz., \$3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., \$4 agents, Rose & Lafiamse, Montreal and Toronto.

Presentation (with 3 tumblers) \$10 per doz.

1-lb. glass jar, screw top, 4doz., perdoz. \$2 20

T. UPTON & CO.

Compound Fruit Jams-		
12-oz. glass iars, 2 doz. in case, per doz.	1	00
5 and 7 lb. tin pails, 8 and 6 pails in		80
crate, per lb		071
7 wood pails, 6 pails in crate, per lb	0	071
30-lb. wood pails, per lb Compound Fruit Jellies—	0	07
12-oz. glass jars, 2 doz. in case, per doz	1	00
2-10, tins, 2 doz, in case, per lh	ī	80
7-lb. Wood pails, 6 pails in crate, per lb		071
30-lb. wood pails		07
0		

Soups



W. CLARK'S SPECIALTIES

Chateau Brand
Baked Pork and
Beans, with tomato sauce or plain
individual, 50 cts.;
No. 1, 90c.; No. 2,
\$1.25; No. 3, \$1.75
dozen. Ox Tongues (Inglass)

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props.

Canton, Mass., U.S.A.

A Brilliant Lasting Polish

--Quick--



There is no more satisfactory Stove Polish you can handle than

BLACK KNIGHT STOVE POLISH

It comes quickly and goes slowly and is warranted not to stain the hands.

A rapid seller and splendid profit-producer, especially at this time of year. Order to-day.

F. F. DALLEY CO., Ltd. Hamilton, Can. Buffalo, N.Y.

THE COMMERCIAL CORRESPONDENCE PAPER OF THE DAY

SUPERFINE LINEN RECORD

Put it to every test—then you will positively know

SUPERFINE LINEN RECORD

to be unexcelled for fine Commercial Stationery.

Made in White, Azure and Buff. Envelopes to match.

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General Offices: MONTREAL, P.Q.

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MOLASSINE DOG and PUPPLY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

SI YOUVILLE SOUARE, MONTREAL

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London.
A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Danadian Agents

ALFRED B. LAMBE & SON, TO BONTO, J. HUNTER WHITE, ST. JOHN, N.B. CECIL T. GORDON, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality Be Sure You Get Them

Walter Woods & Co.

Hamilton and Winnipeg





CANADIAN LAWS

now require that Cream must contain not less than 18 per cent. of milk fat; it must be entirely free from gelatine, sucrate of lime, germs or other substances, and must contain no preservatives of any kind nor any coloring matter other than is natural to milk.

FUSSELL'S GOLDEN BUTTERFLY CREAM

which complies in every way with these requirements and is THE ONLY APSOLUTELY PURE CREAM on the market It contains from 25 per cent. to 30 per cent. milk fat.

Packed in key-opening solderless tins to sell at attractive prices with good profit to the trade. Keeps good unopened for any time in any climate. Order of your Wholesaler.

Samples and particulars of:—The W. H. Malvin Co., Vancouver, for British Columbia, Yukon and West Alberta, C. Fairall Fisher, 22 St. John St., Montreal, for Quebec. W. H. Escott, 137 Bannatyne Avenue. Winnipeg for Manitoba. Saskatchewan and East Alberta. The Harry Horne Co., 303 King St. West, Torouto, for Ontario. J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia. W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & Co., LTD., 4 Monument Street, London, Eng.









FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

GILLETT'S PERFUMED LYE Ontario and Quebec Prices.

Per case



ST. CHARLES CON DENSING CO

PRICES:

Mustard

| No. | No.



PATERSON'S WORCESTEE SAUCE
1-pint bottles, 3 and 6 dozen cases, doz
Pint bottles, 5 dozen cases doz. 1 75
Soda



	MAGIC	BRAND		Case
No. 1, cases	80 1 lb. na	ckages		2 60
No. 2. "	190 Alb	46		2 60
MO. Z	690 Tib	" "		
No. 8, "	{ 80 f-lb.	. 1		3 60
90 m	(an 8-10"			
No. 5 Magi	e soda—cas	DE 100-10-	OF BERF	
1 0000				2 00
E conces				3 50
I case	O BOOLS - CRE			3 8



IMPERIAL DESSERT JELLY



The GENUINE. Packed 100 bars to case.



"EASIFIRST LARD

Grape Nuts

Grape Nuts-No. 22, 300; No. 23 Post Toasties-No. T3, \$2.85.



REGISTERED

WOOD'S

HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Cholcest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED No. 428 St. Paul St. Montreal

Seap and Washing Powders

For sale by all grocers.		
A. P. TIPPET & CO., AGENTS		
Maypole soap, colors, per gross	\$10	20
Maypole soap, black, per gross	15	30
Criole soap, per gross	10	
Floriola soap, per gross	12	
Straw hat polish, per gross	18	20



6 doz. to box..... \$7 20 80 days.

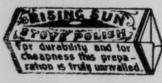


EDWARDSBURG STARCH CO., LIMI	
Laundry Starches—	Perlb
No. 1 white or blue, 4-lb. carton	
No. 1 white or blue, 3-lb. carton	0 06
Canada laundry Silver gloss, 6-lb. draw-lid boxes.	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07
Silver gloss, 6-lb. tin canisters	0 07
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	
Canada white gloss, 1-lb. pkgs	0 05
Benson's enamel, per box 1 50 t	0 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	0 10
Edwardsburg No. 1 white, 1-lb. car.	
BRANTFORD STARCH WORKS, LIMI	TED
Ontario and Quebec.	
Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 051
Finest Quality White Laundry— 3-lb. canisters, cases of 48 lb	0.001
Barrels, 200 lb	0 062
Kegs, 100 lb.	0 05
Lily White Gloss—	o cos
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks	0 00
8 in case	0 073
Kegs, ex. crystals, 100 lb	0 (6)
Brantford Gloss-	0 00%
1 lb. fancy boxes, cases 36 lb	0 07
Canadian Electric Starch—	- 01
Boxes of 40 fancy pkgs., per case	3 00
Canned Haddies, "Thistle" B	ron4
A. P. TIPPET & CO., AGENTS	rand
A. F. TIPPET & CO., AGENTS	



Canada First Evaporated Cream, hotel size 370 Canada First Evaporated Cream, baby size 200 Canada First Evaporated Cream, baby size 400 Canada First Condensed Milk 455 Beaver Condensed Milk 400 Rosebud Condensed Milk 420 Rosebud Condensed Milk 420 Rosebud Condensed Milk 550 Rising Sun, No. 1 cakes, \$2 type Polish Per grose Rising Sun, No. 3 cakes, grose boxes 450 No. 5 Sun Paste, \$2 grose boxes 540 No. 10 Sun Paste, \$2 grose boxes 900

CANADA FIRST BRAND





Wholesale Retail



Cases 4 doz. each, flat*, per case..... \$5 00 Cases 4 doz. each, ovals, per case..... 5 00

Brown Label, 1' and ½'s. 0 23 0 40
Brown Label, ½'s. 0 40
Green Label, 1's and ½'s. 0 35 0 50
Red Label, ½'s 0 40 0 60

Japan Teas— Victoria, half case, 90 lbs	0	25
Princess Louise, half case 80 lbs Ceylon Green Teas—Japan style—		19
Lady cases 60 lbs		18] 19]



BLUE RIBBON TEACO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	. 0 20	0 25
Yellow Label, 1's	. 0 21	0 25
Green Label, 1's and a's	. 0 24	0 30
Blue Label, 1's and 1's	. 0 25	0 35
Red Label, 1's, 1's, 1's and 1	g 0 30	0 40
White Label, 1's, 1's and 1's	. 0 35	0 50
Gold Label, 1's and 1's	. 0 42	0 60
Purple Label, ½'s and ½'s	. 0 55	0 80
Embossed, ½'s and ½'s	0 70	1 00





MINTO BROS., 45 Front St. East

					Who	lesale	Re	tai	
rown	Label,	11b.	or	b		0 25		30	
ted	**			i		0 27	0	35	
reen	.**	18, 1	or:	£		0 30	0	40	
Blue	**	18, 1	or	ł		0 35	0	50	
Tellow		18,	or	ŧ		0 40		60	
urple	41					0 55		80	
fold	44	t on	ly .			0 70	1	00	



Black Label 1-lb., retail at 25c..... \$0 20 Royal Yeast, 3 doz. 5-cent packages. \$1 15 Black Label. \(\frac{1}{2} \)-lb., retail at 25c..... 0 21 Gillett's Cream Yeast, 3 doz. in case. 1 15

Green Label, retail at 40c	24 30 35 42 55
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Cream Tartar

GILLETT'S CREAM TARTAR. Ontario and Quebec Prices.



MELAGAMA TEA H.P. Sauce, packed in cases of 3 doz. \$1 cm. Pickle, packed in cases 2 doz. pts. 3 35 minto Bros., H.P. Pickle, packed in cases 3 doz i-pts 2 2

IMPERIAL TOBACCO COMPANY OF CANADA.

Oher	win	g—E	lack	Wat	ch, 6	s						 44
	Bla	ck W	Tatel	h. 12								 45
	Bot	18. Ge	and	12a.								 46
	Bul	ly. 6	8									 44
					d 12s.							
	Old	For	, 12s									 44
	Pay	Ro	ll Ba	rs, 7	8							 54
	Pay	Ro	11, 78									 54
	Wa	r Ho	rse,	68								 45
					nrock							
	Rot	ebu	d Ba	rs, 6	B						••	 41
	Em	pire	, 68 A	nd L	ls							 44
	Ivy	, 7s.										 6
	Sta	rligh	t, 78									 6
Out	8m	okir	g-C	reat	Wes	t Po	ucl	ae	8, 1	88		 5

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO QUEO.

General Commission Merchant

HINCSTON.

JAMAIGA

EXPORTERS OF

Sugar, Rum, Collee, Cocoa, Pimento and all West Indian Produce

SWAP THE TAX

SELLS

The handling of SMAP means many repeat orders and a liberal profit.

BUY FROM YOUR JOBBER

SNAP CO., Limited

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

Brunner, Mond & Co.'8

ENGLISH SAL SODA

therefore \$655 FURTHEST of any Washing Soda sold.

WINN & HOLLAND, LIMITE

Every ryelfus day a Picklest and Black atomic leages Haliby lest Bermude, The British West indice and Demontry, and in sweethirts open days, a sabightful mye for unaderna cost. Write in OMEYSE

In original and only Gunnar Preparation for Country Ortless, 64

THERE METERN

KUFE POLISH

Jour Caury & Sour, Limitod

A The live Dide the

Queen City Water
White Oil
GIVES PERFECT LIGHT

The most seconomical high-grade off ever sold in Canada.

FOR SALE EVERYWHERE

the

ED real

WOOD LTD. al and on.

Primpound 40c., re Golden and 50c.; Lis, 30c. Packed k, green

Por doz ...\$) 90 ... 1 80 Per case ...\$7 20 Per doz in ...\$2 00 in

Per doz oz. \$1 90 ts. 3 35

CANADA,

Please accept our sincere thanks for the past year's valued patronage, and let us say that we wish you a most healthful and prosperous New Year.

VERRET, STEWART & CO., Limited MONTREAL

Your Customers Know-

AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods

ARE YOU HANDLING 17?

We have condensed mince meat in cartons---also ready for use in enamelled cans and pails--also in wooden pails and tubs. We have mince meat to just suit your trade---no matter what it may be.

WRITE US.

J. H. Wethey, Limited ST. CATHARINES, ONTARIO

"We believe in your sincerity and have every confidence in the accuracy of your market reports. : : ::

"In a great many instances The Grocer has been a factor in helping us to save many dollars. Of all the business papers received in our office, it gets closest attention from our buyer."

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