

THIS IS THE 1,356th ISSUE OF

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

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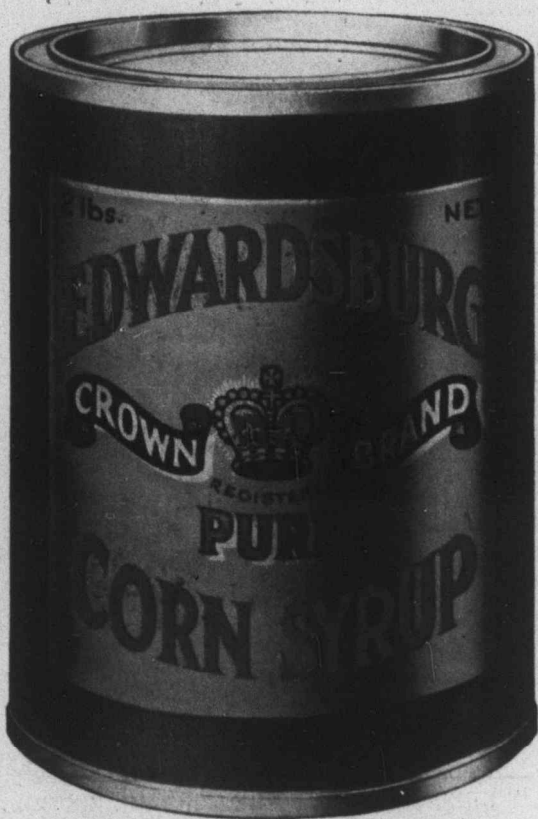
No. 49

## *Crown Brand Pure Corn Syrup*

is excellent for home-made  
candy, cooking and table use.

The cold weather brings house parties, candy-pulls, pancake breakfasts and suppers and more pastry making. This brings increased sale of your syrups.

Crown Brand Corn Syrup has a tremendously large and increasing sale throughout the



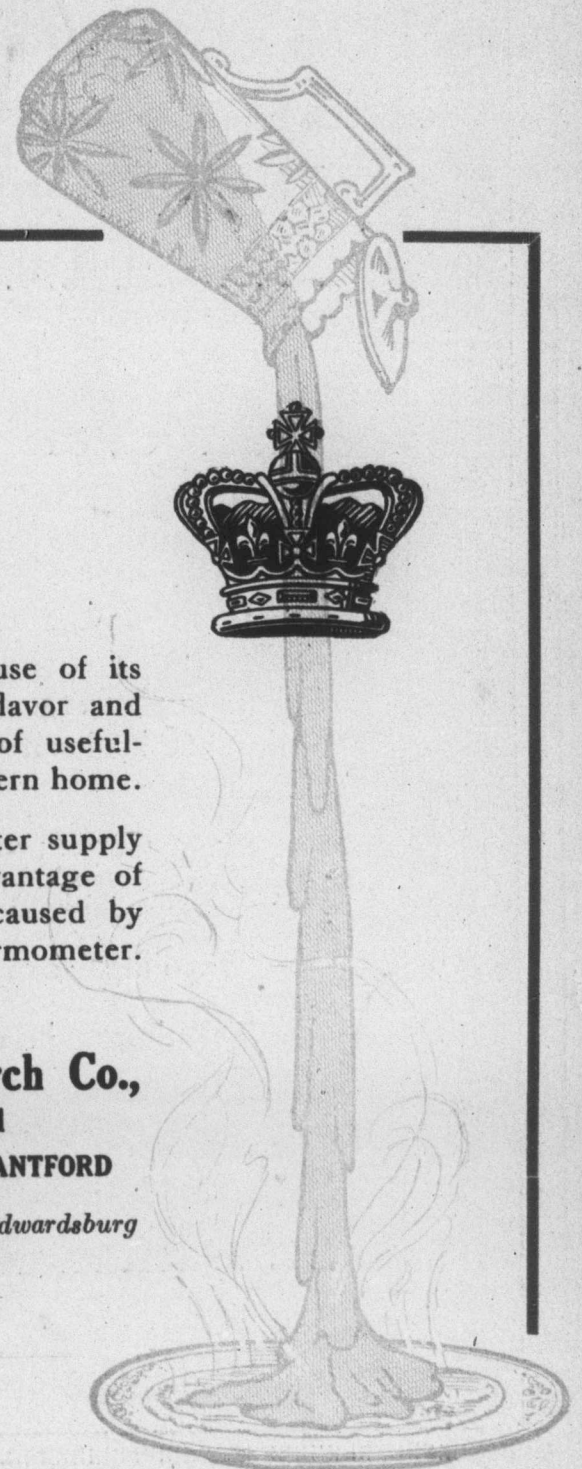
Dominion because of its truly delicious flavor and its wide scope of usefulness in the modern home.

Order your winter supply now. Take advantage of the conditions caused by the lowering thermometer.

THE  
Canada Starch Co.,  
Limited

CARDINAL & BRANTFORD

Manufacturers of *Edwardsburg  
Brands.*



Are you taking advantage of your  
opportunities to sell more

# Wethey's Mince Meat

(in Cartons)

than ever at this season of the  
year?

It is always a popular line but at this particular time it rivals our old friend Santa Claus in popularity because of its fragrance; because of its fruity richness and because it is on a pinnacle by itself when mince meat values are being discussed.

Give the well known red carton a prominent place in your Christmas displays and see what it can do for you.

"Two large or three small pies from every package."

Tell those who don't know—and watch the results.

**J. H. Wethey, Limited**

**St. Catharines,**

**Canada**



The profit of every  
single sale means  
something—  
additional sales mean  
still more

That's why **"Thistle" Brand Haddies and Herring** means so much for the dealer. The exceptional high quality makes customers come back and the good profit helps to fill the till.

This is the fish-eating season, and every dealer should put fish to the front. Every sale means something, and if you sell the **"Thistle" Brand** quality fish, each sale will mean a satisfied customer and a repeat order.

**"Thistle" Brand Haddies**, Kippered Herring, Herring in Tomato Sauce, Tunny Fish, etc., are the select of the fishermen's catch. They are carefully prepared and packed immediately after being caught in improved seamless tins, retaining the full, fresh, salt sea flavor.

Order by the name, and be sure that your wholesaler gives you **"Thistle" Brand**.

Arthur P. Tippet & Co.

AGENTS

Montreal

--

Quebec



# The Jam and the Label

A pure product with a recognized label or trade-mark is always a success and most dealers know that Jams and Jellies bearing the E.D.S. Label are quick, steady and profitable sellers. This success is due to the fact that the consuming public know that fruit products bearing the E.D.S. Label are pure and possess the fresh-fruit deliciousness. Accordingly, after once tasting this line they always come back for more. The E.D.S. Label is a guarantee of Purity.

E.D.S. Jams and Jellies are approved for purity by Government Inspection.

Made only by  
**E. D. Smith & Son**  
 Limited  
 Winona, Ontario

AGENTS:

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



## Those Who Know Cane's Washboards Always Specify Them

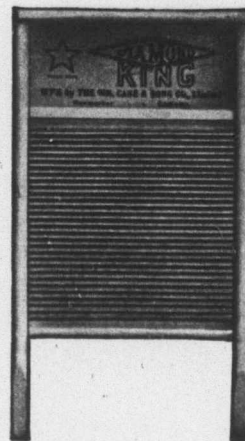
Because They are Right in Price and Give the Best Service

Cane's Washboards stand in a class by themselves for neat construction, quality and durability, and pay an attractive profit.

Among the 13 different styles and grades you will have one to meet every demand.

If you haven't our catalog on "Cane's" Wash-day woodenware, we will be pleased to send you one.

**WM. CANE & SONS CO.**  
 LIMITED  
 NEWMARKET, ONT.



## ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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Chapter	Chapter
I. Can the Principles of Efficiency be Applied to Sales?	VII. The Principles of Efficiency Applied to Advertising
II. Efficient Salesmanship	VIII. The Building of an Advertisement
III. A Sales Campaign—How to Start It	IX. An Analysis of Current Advertising
IV. Face to Face Salesmanship	X. The Future of Advertising
V. The Evolution of Advertising	XI. Public Opinion
VI. The Weak Side of Advertising	XII. The Professional Outsider

PRICE, \$2.00 NET

Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,  
 143-149 University Avenue, Toronto



# Melagama Tea

Two lines you can always be sure will be steady sellers.  
Because the quality is right—and we guarantee the sale.

# Melagama Coffee

Mail, phone or wire your order at our expense.  
We pay the freight on 60 lbs. and over.

**Minto Bros. Ltd., Toronto**

Nothing Can Beat the Dutch  
**Victoria Peppermint  
Lozenges**

The attractive package with the green label. Sure seller, best 5c line, leaves a large profit. Buy it from your jobber NOW, or from agents.

**A. J. TEN HOPE**

"Victoria Works"

**Rotterdam, Holland**

Sole Canadian Agent

**HENRI DE LEEUW**

28 Front St. East, TORONTO

REPRESENTATIVES

Montreal: Cyril C. Rendell, 205 St. Nicholas Bldg. Halifax:  
W. H. Lyne Usher, 270 South Street. Winnipeg: W. H. Escott  
Co., Ltd., Bannatyne Avenue. Vancouver: O'Loane, Kiely Co.,  
Ltd., 127 Water Street.

## ADS AND SALES

A Study of Advertising and Selling from  
the standpoint of the New Principles of  
Scientific Management.

By Herbert N. Casson.

**An Invaluable Book for the Manufacturers,  
Sales Managers, Salesmen, Etc.**

This is the first book which has attempt-  
ed to apply the principles of Scientific  
Management to the Problems of Sales  
and Advertising.

Cloth-bound, Limited Edition, 167 pages.

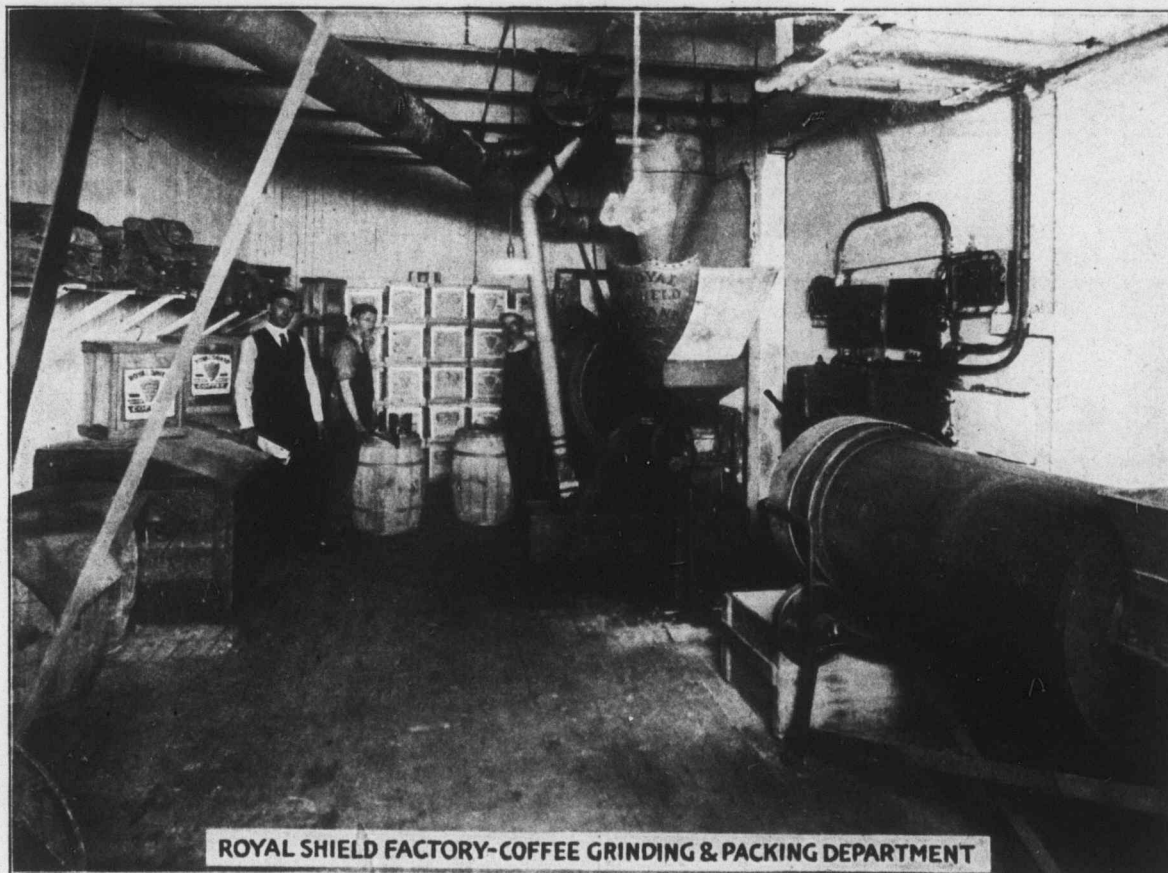
Sent Postpaid on Receipt of \$2 to any Address.

Technical Book Department

**MacLean Publishing Co.**

143-149 University Avenue, Toronto

Royal Shield Brand of goods Best on the market.



ROYAL SHIELD FACTORY-COFFEE GRINDING & PACKING DEPARTMENT

You're always sure of the best quality in Royal Shield Coffee



We do our own roasting  
blending and grinding

Backed by buying facilities that are unequalled on account of our tremendous output and by doing our own roasting, blending and grinding, we give in Royal Shield Brand Coffee a quality that defies competition at anywhere near the price. If you do not handle Royal Shield, send to-day for samples.

Get our prices on Canned Goods.



We're Wholesale Grocers and Importers to the West.

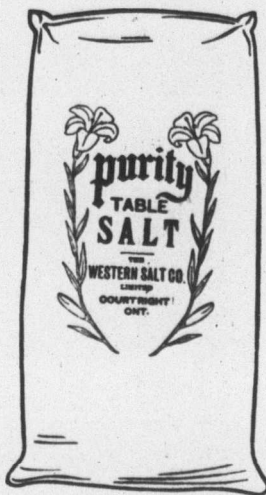
Campbell Bros. & Wilson, Ltd.      Campbell, Wilson & Adams, Ltd.  
WINNIPEG (Established 1882)      SASKATOON

Campbell, Wilson & Horne, Ltd.      Campbell, Wilson & Strathdee, Ltd.  
CALGARY, EDMONTON, LETHBRIDGE      REGINA



## The Seasoner That Sells All Seasons

Purity Salt is a line that gives entire satisfaction throughout the year to both dealer and consumer. PURITY SALT is rightly named because it consists exclusively of fine dry, even crystals free from all foreign substances.



It is pure—that is why the women think so highly of it. Good profits assured. Insist on getting Purity when next ordering.

**The Western  
Salt Co.  
LIMITED**

Courtright, Ontario

## Paterson's Worcestershire



a delicious  
complement

to any fish, fowl or steak. Any kind of meat is made more delicious and has that appetizing tang so much desired by the English country gentleman at his hunting dinners and which is growing in great favor in Canada.

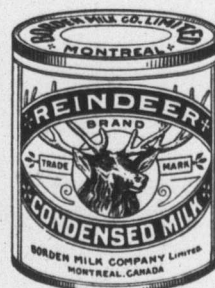
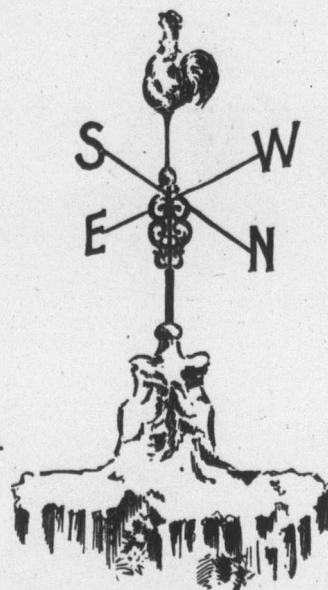
STOCK PATERSON'S  
FOR GOOD BUSINESS

**Rowat & Co.**

Glasgow, Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



**NORTH, SOUTH,  
EAST, WEST.**

Everywhere Borden's milk products are the leaders. Do you handle them? They allow you a good profit.



**Borden Milk Co., Limited**  
"Leaders of Quality"  
MONTREAL

Branch office: No. 2 Arcade  
Building, Vancouver, B.C.



# COWAN'S CAKE ICING



Prepared ready for use. Save the house wife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

**The Cowan Co., Limited, Toronto, Ont.**



## Little BEEF

The price of beef continues on the up grade, many people know this and are cutting down their meat bills. They, however, appreciate the quality and value they receive in

## “Simcoe” Baked Beans

and are eating them instead of meat. One tin contains as much nutriment as a pound of beef steak, and makes an appetizing meal for an entire family.

“Simcoe” Baked Beans allow the dealer a good margin of profit and help increase his sales.

**Dominion Cannery, Ltd.**

HAMILTON, ONT

## More BAKED BEANS



**Tartan**  
**BRAND**  
 THE SIGN OF PURITY

**IN STORE—**

Full assortment of Mediterranean and California Dried Fruits, Nuts, etc. Prunes, Figs, Dates, Malaga, Valencia and Sultana Raisins, Thompson Seedless, Seeded Muscatels, Fancy French and Italian Glace and Crystallized Fruits, and Canned Goods.

\*Phone at our expense a trial order. We solicit your inquiry.

TARTAN Brand Groceries, Spices, Canned Goods are trade winners.

**BALFOUR, SMYE & CO.,**

Wholesale and  
 Manufacturing Grocers

**HAMILTON**

**OLD  
 CALABAR**

**DOG AND PUPPY BISCUITS**

Agent—KENNETH H. MUNRO, Montreal

**BLACK JACK**

**QUICK  
 CLEAN  
 HANDY**

½-lb. tins—  
 3 doz. in case



**TRY IT**

**SOLD BY  
 ALL  
 JOBBERS**

**SYMINGTON'S  
 SOUPS**

One packet of any of the eleven varieties makes a quart of rich, nourishing, and wholesome soup.

The flavours are distinctive and delightful. Let any home-cook try these fine soups—just once!

Mulligatawny, Green Pea, Lentil, Pea, Celery, Onion, Ox Tail, Scotch Broth, Tomato, White Vegetable, Mock Turtle.

Easy to prepare—put the contents of packet into water—stir—boil—serve.

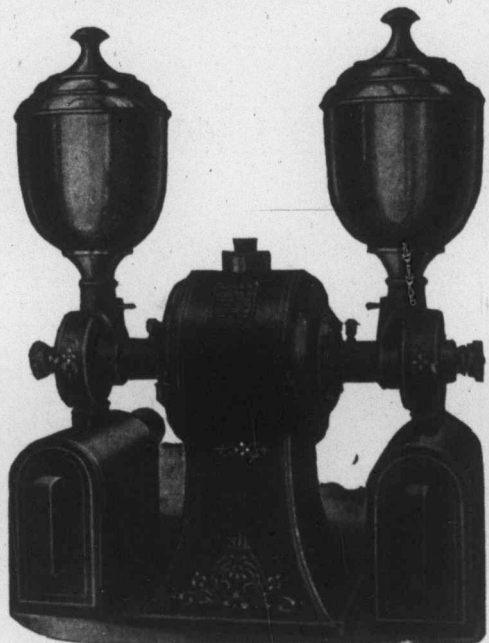
Canadian Agents:—

Messrs. F. E. ROBSON & CO.  
 25 Front Street East, Toronto

**More Than Ever in a Class  
 by Itself**

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.



**COLES MANUFACTURING CO**

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mowburne & Co., Calgary, Alta.



# Fresh British Columbia



H. Bell-Irving & Co.,  
Limited (Agents)  
Vancouver, B.C.

# SALMON

Selected Fish  
Early Run

The Golden Rule for satisfied customers is,---“something exceptionally good at a moderate price.”

There you have the whole secret of the popularity of

Chase & Sanborn's

# Coffees



# “PRIDE OF CANADA”

and

## The Pure Maple Question

- Many a counterfeiter has succeeded in passing imitation bills, and so perfectly has the water-mark been imitated that even the Government has been baffled. Perhaps some of them have passed unnoticed through your hands.
- Many a furrier has produced imitation mink to look as good as the genuine, but the test of time and wear has found it lacking. His trade suffers.
- Many a maple syrup manufacturer has, on advice of a chemist, been able, and is able to, make a syrup, which he calls “pure maple,” and which he may tell you conforms to the Government pure food standard, but that does not say that it is PURE MAPLE. Even PRESENT STANDARD can be hoodwinked.
- Many a syrup is made up of, in fact the majority are, an expert blend of cane sugar, glucose, acids, etc., with but a small amount of maple for flavor's sake, and yet you are asked to sell and buy this as pure maple.
- Many a chance you are running of being fined, because some day a shrewd inspector will drop in and pick up a sample, and the impurity being detected, YOU WILL BE FINED, NOT THE MANUFACTURER.

## WHY NOT

HANDLE THE GENUINELY PURE SYRUP—PRIDE OF CANADA. IT IS GUARANTEED TO BE MADE FROM PURE SAP ONLY, AND A SELECT GRADE AT THAT. LOOK AT THE GOVERNMENT REPORTS, OR SEND TO US FOR THEM, AND WE'LL PROVE THAT IT HAS NEVER BEEN FOUND ADULTERATED. YOU CAN BANK ON ITS PURITY.

**Maple Tree Producers'  
Association, Limited  
MONTREAL**

**PURE MAPLE with us means  
SYRUP MADE FROM REAL  
PURE MAPLE SAP.**

Look at the labels on packages of some other houses and you will find that they try to make you believe that pure can be a mixture. **IS IT NOT RIDICULOUS?**



# Clark's Pork and Beans

PLAIN

CHILI

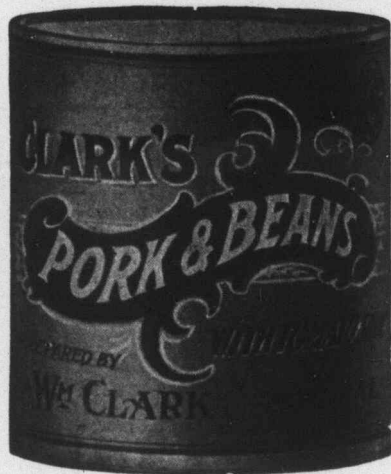
TOMATO SAUCE

The ready seller, Mr. Grocer, is always your best investment. The well advertised article backed up by quality behind the advertising is easily the most ready seller, and constitutes the surest road to

## SUCCESS

Your experience will tell you that Clark's

Pork and Beans will sell more readily than others.



They are advertised in a manner which keeps the consumer thoroughly in touch at all times, they have a quality surpassed by none, and a reputation with the public of many years' standing.

A well filled stock of CLARK'S means to you a long step on the road to success.

# W. CLARK, LIMITED

## MONTREAL

**MODERN GROCERY EQUIPMENT**

Adds an air of distinction to your store  
—and

**ATTRACTS TRADE.**

**The "Walker Bin" System**

will save 25% of your floor space and  
also of your expense for skilled sales-  
men.

Is this worth your consideration?

We manufacture the best in show  
cases and refrigerator counters.

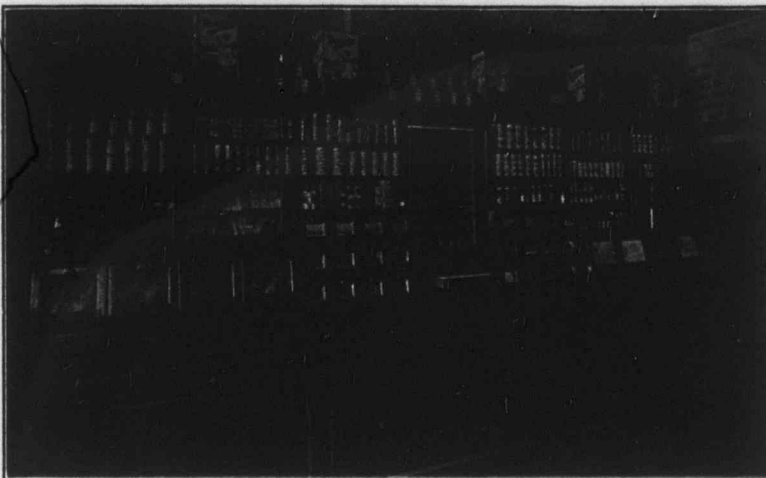
Write now for illustrated catalogue  
and estimates.

**Walker Bin & Store Fixture Co.,  
LIMITED**



Berlin,

Ontario



**REPRESENTATIVES:**

Manitoba: Watson & Truesdale, Winnipeg, Man.  
Northern Sask.: North-West Specialty Co., Saskatoon, Sask.  
Southern Sask. and Alta.: J. N. Smith, Box 68, Regina, Sask.  
Vancouver: Western Plate Glass Co., 23 Water St.  
Montreal: W. S. Silcock, 23 St. Nicholas Street.  
Maritime Provinces: R. E. Rankine, 4 Wright St., St. John, N.B.



**TWO CENTS PER WORD**

You can talk across the continent for two cents per word with a WANTED AD. in this paper

**THE NAME "FAIRBANK"  
MEANS SOAP SURETY**

**FAIRY SOAP**



Make a prominent display of FAIRY SOAP at all times, because it's  
being extensively advertised at all times—connect YOUR STORE with  
OUR ADVERTISING.

The white, floating, oval cake of FAIRY SOAP at 5 cents is BETTER  
SOAP than any you can sell up to five times its price. It will please  
your customers better; it will SELL better. Women everywhere know  
the soap; grocers everywhere know its sale.

**"HAVE YOU A LITTLE 'FAIRY' IN YOUR HOME?"**

**The N. K. Fairbank Company,  
LIMITED, MONTREAL**



# PRUNES

Those who took our advice and bought their Prunes early have saved money. We have received our first shipment and made distribution.

We expect another lot this week, and will be able to save you some money by ordering promptly. We can supply out of this car the following sizes: 40-50s, 50-60s, 70-80s and 90-100s, all 25 lb. boxes, faced.

What else do you need? We have the facilities and the stock to ship promptly.

**Fenwick, Hendry & Co.**

Manufacturing Wholesale Grocers  
KINGSTON, ONTARIO, CANADA



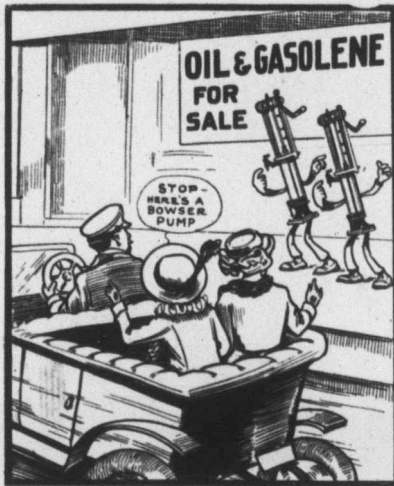
'Camp' Coffee is off your shelves almost before you get it on!

Don't let your stock of 'Camp' run out — don't even let it run down.

The demand for 'Camp'—already big—is growing day by day—simply because of all Coffee Essences 'Camp' is known to be the best.

# 'CAMP' COFFEE

See your Wholesaler to-day.  
R. Paterson & Sons,  
Coffee Specialists,  
Glasgow



## Bowser Automatic OUTDOOR Salesmen for Gasolene or Kerosene Beckon Trade To You

Every passer-by sees the sign and the pump—a black pump for kerosene and a bright red one for gasoline—and you soon *own* their business.

Oil Pull Engines are selling by the thousands, and each one in your vicinity is your legitimate customer for large quantities of oil.

Lamps aren't all out of business either.

Automobiles, gasoline engines, gasoline lighting systems consume millions of gallons of gasoline and distillate.

This business should be yours, and it will come to you with a Bowser system.

The cost is small.  
The profits are large.  
The business is steady  
and sure the year round.

Write us and we'll show you how to make money.

**S. F. BOWSER & COMPANY, Inc.**

66-68 Frazer Avenue

Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.

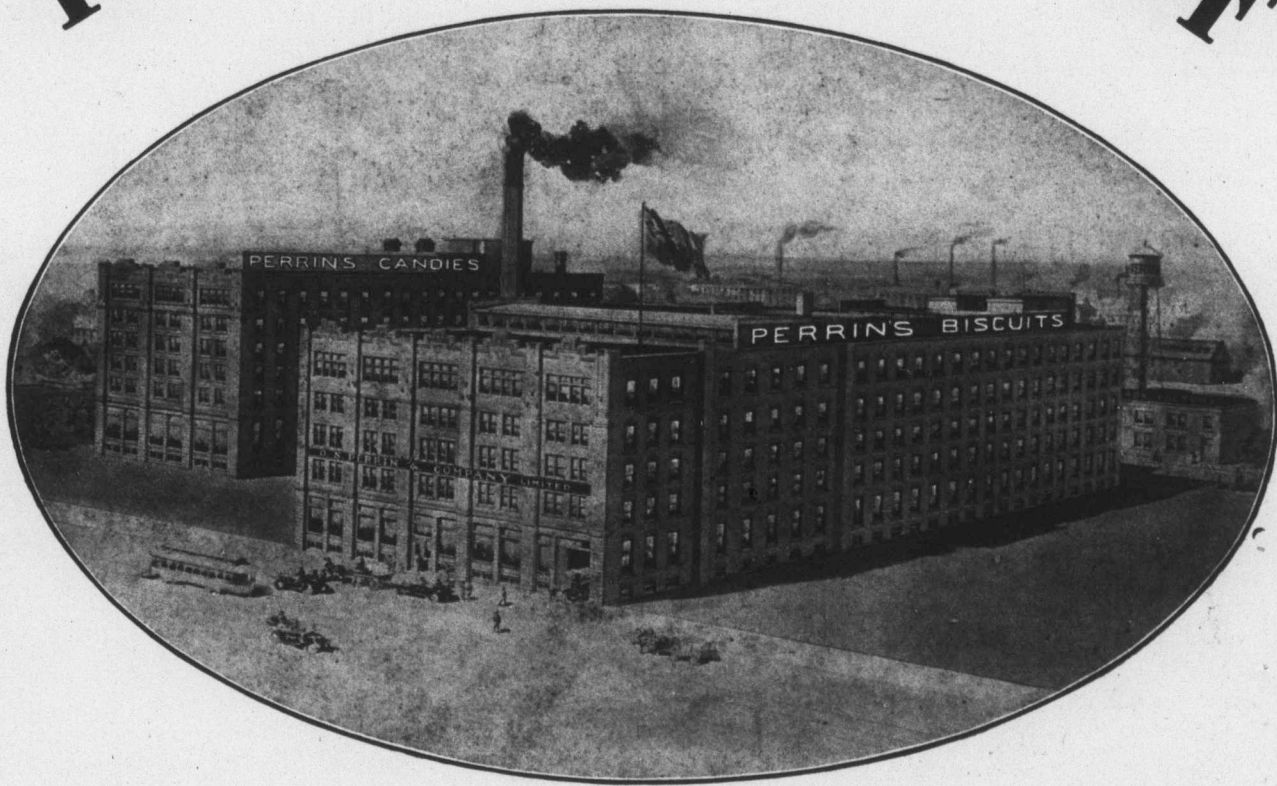
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.

THE CANADIAN GROCER

THE NEW HOME OF



PERRIN'S BISCUITS

LONDON

CANADA



THE CANADIAN GROCER.

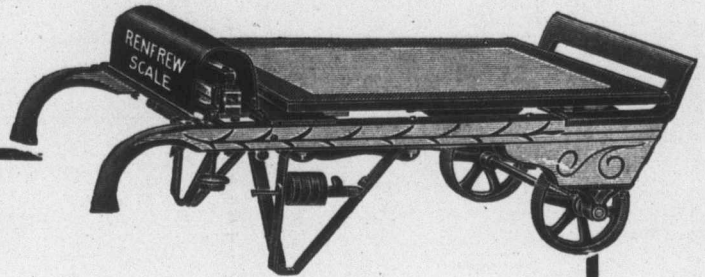
# St. Lawrence

Granulated

The finest sugar made. 100% pure.

## The Renfrew Truck Scale Saves Time

Wholesalers, produce men, shippers of all kinds of goods, will find the Renfrew Truck Scale a time-saver. You can weigh the goods right on the truck and then wheel them to the wagon. This truck scale is so constructed that it easily mounts its load. Weighs accurately on even or uneven ground or floor. Weighs anything from 1 lb. to 2,000 lbs.



Staunchly, yet not heavily built. Write for descriptive booklet and price.

**The Renfrew Machinery Co., Limited, Head Office & Works, Renfrew, Ont.**

# Century Salt

*Improves the customers' tastes and improves the dealers' profits, because it is pure and perfectly distilled.*

**The Dominion Salt Co.  
LIMITED**

Sarnia - Ontario

## Put "Snap" into your daily profits

Every household in Canada is a prospective user of "Snap"—No house so refined, none so crude, but "Snap" may be used in it as a daily hand cleaner with absolute benefit. You can supply a great deal in your locality. Are you doing so?

*Stock Now—Good Profits.*

**SNAP COMPANY, Limited  
MONTREAL**



# Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

**ONTARIO.**

**Brantford Cold Storage Co.**  
LIMITED  
Wholesale Produce Merchants  
If you are in need of  
**HONEY**  
In any quantity write us for quotations  
BRANTFORD, ONT.

Headquarters for White  
Beans and Evaporated  
Apples.

**W. H. MILLMAN & SONS**  
Wholesale Grocery Brokers  
Toronto, Ont.

**W. G. PATRICK & CO.**  
Limited.  
Manufacturers' Agents  
and Importers  
77 York St. - Toronto

**W. G. A. LAMBE & CO.**  
TORONTO  
Established 1885  
SUGARS FRUITS

**Morrow and Company**  
39 Front St. E., Toronto  
Cereals  
We buy and sell rolled oats, oatmeal, rolled wheat, pot and pearl barley, split peas, cornmeal, white beans, wheat breakfast foods, buckwheat, Graham and whole wheat flours, English and Canadian boiling peas.

**HENRI DE LEEUW**  
Merchandise Broker,  
28 Front Street East, Toronto.  
If you want Edam, Gouda, Holland cream cheese, Holland herrings, H. de L. brands, ask your jobber or me. Headquarters for Rice, Barley, Peas, Beans. Represented in Montreal by  
**CYRIL C. RENDELL,**  
205 St. Nicolas Bldg.

Established 1859.  
**GEO. STANWAY & COMPANY**  
TORONTO  
Wholesale Brokers and Commission Merchants.  
Ontario Representatives for  
"Horseshoe," "Tiger" and "Sunflower" Salmon.  
All packed by  
J. H. Todd & Sons, Victoria, B.C.  
Sultana Raisins, Ceylon and Japan Teas, etc.  
Correspondence and good Agencies solicited.

**WESTERN PROVINCES.**

**H. P. PENNOCK & CO.,**  
LTD.  
Wholesale Grocery Brokers & Manufacturers' Agents,  
WINNIPEG  
We solicit accounts of large and progressive manufacturers wanting live representatives.

**G. C. WARREN,** REGINA, SASK.  
IMPORTER, WHOLESALE  
BROKER and MANUFACTURERS'  
AGENT.  
Trade Established, 15 Years  
Domestic & Foreign Agencies Solicited  
Warehouse: 1313 Garnet St.

A want ad. in this paper will  
bring replies from all  
parts of Canada.

**MACKINTOSH'S TOFFEE**  
Made in Halifax, England  
"THE TOFFEE THAT SELLS"  
**FINCH'S PATENT FLY TAPE**  
For Season 1914. Agents Wanted. Write—  
**Edward Kidd & Co.** 1090 Hamilton St.  
Vancouver B.C.

A want ad. in this paper  
will bring replies from  
all parts of Canada.

**W. H. Escott Co., Ltd.**  
Wholesale  
Grocery Brokers  
181-183 Bannatyne Ave.  
Winnipeg, Canada  
Branches Covering  
All the Wholesale Centres in the West

**WESTERN PROVINCES—Continued.**

**WATSON & TRUESDALE**  
Wholesale Commission Brokers and  
Manufacturers' Agents  
WINNIPEG - MAN.  
Domestic and Foreign Agencies  
Solicited.

**H. G. SPURGEON**  
WINNIPEG  
Wholesale Broker and Manufacturers'  
Agent  
Canadian, British and Foreign Agencies  
Solicited.  
230 Chambers of Commerce.  
P.O. Box 1812.

**FRANK H. WILEY**  
WHOLESALE COMMISSION MERCHANT  
and  
GROCERY BROKER  
757-759 Henry Ave., WINNIPEG

**RUTTAN & CHIPMAN**  
WHOLESALE GROCERY BROKERS  
and  
MANUFACTURERS' AGENTS  
Fort Garry Court, Main Street.  
Winnipeg - Canada

**SIMPSON PRODUCE CO.** Winnipeg Man.  
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.  
Dealers in High Class Produce and Provisions.  
Simpson Produce Co. 248-252 Princess St  
Winnipeg, Man.

**LEADLAY LIMITED**  
332 Bannatyne Ave.,  
Winnipeg, Man  
Grocery Brokers & Importers  
"Foster-Clarks Cream Custard."

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



# Manufacturers' Agents and Brokers' Directory

(Continued.)

**BRITISH COLUMBIA.**

**O'Loane, Kiely & Co., Ltd.**  
 WHOLESALE GROCERY BROKERS  
 CANNED GOODS, DRIED FRUITS, ETC.  
 CANNED SALMON A SPECIALTY  
 We cover British Columbia and Alberta  
 Head Office - - - Vancouver, B.C.  
 Reference: The Bank of Montreal.

**The CAMPBELL BROKERAGE CO.**  
 Manufacturers' Agents and Commission Brokers.  
 We have our own warehouse and truckage. Shipments stored and distributed. Can give special attention to a few good agencies.  
 857 Beatty Street . . . Vancouver B. C.

The  
**Condensed Ad.**  
 page  
 will interest you

**NEWFOUNDLAND.**

**E. O. CORNISH**  
 COMMISSION AGENT  
 Canned Goods a Specialty  
 821 Pender St. W., Vancouver, B.C.

**McCANN & LANGFORD**  
 Winch Building, Victoria, B.C.  
 Manufacturers' Agents and Commission Brokers.  
 We can give special attention to a few good agencies. Anything we handle we push  
 References: Bradstreets, Royal Bank, Union Bank.

**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.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

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



**STUHR'S**  
**GENUINE CAVIARE,**  
**FILETS D'ANCHOIS**  
 (naturels),  
**ANGHOVY PASTE.**  
 "Please ask for our offer."  
 C. F. STUHR & CO., HAMBURG.



**Oakey's**  
 The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.  
 'WELLINGTON'  
**KNIFE POLISH**

**JOHN Oakey & Sons, Limited**  
 Manufacturers of  
 Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.  
**Wellington Mills, London, England**

## TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

The failure to stock some standard commodity may be the means of a merchant losing trade.

**Mathieu's Nervine Powders**

are recognized everywhere as a specific remedy in all cases of headaches, and they can be reconmended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try Mathieu's Nervine Powders yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

**MATHIEU'S**  
**NERVINE POWDERS**  
 For Headache and Neuralgia  
*Contains no Opium, Morphine or Chloral.*

One powder will relieve and a few powders will cure you.  
 If you have a bad headache, if you are feverish, if you do not sleep well, if you are nervous, if you have LaGrippe, if you suffer from neuralgia.

These powders are very good for children cutting their teeth.

18 Powders for 25 cents

*DIRECTIONS*

The  
**J. L. MATHIEU CO.**  
 Proprietors  
 Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....  
 With (Name of firm) .....  
 Street .....  
 City or town .....Prov.....



# Sanitary Cans

*"The Can of Quality"*

Baked Beans,  
Soups,  
Meats and Milk.

## Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

*From the big Forest City House  
of Quality and Square Dealing*

### "CLUB HOUSE" BRAND SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.

Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

### Gorman, Eckert & Co., Ltd.

London, Ontario

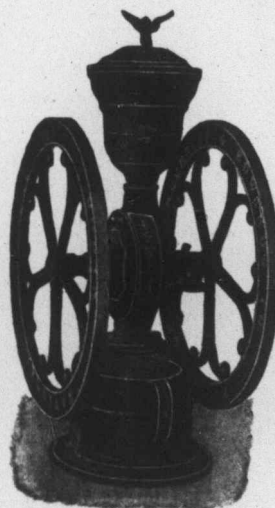
Western Selling Agents  
MASON & HICKEY  
WINNIPEG



## Costs Less to Install

*Costs nothing to operate*

## Grinds Like a Charm



There is no expense after the initial cost, and this is considerably lower than many other makes now on the market.

We guarantee the ELGIN NATIONAL COFFEE MILL to grind faster than any other mill of a corresponding size. Fitted with special adjuster and new force feed steel cutting grinders.

All we ask is that you look into the merits of this mill before you decide on installing any particular kind.

Write to-day for catalog and prices.

MADE BY

### Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.



## They Wonder How We Do It!

One of the most common comments on Red Rose Tea by good judges of tea in the wholesale and tea brokers offices is, "They do not know how we put such splendid quality in at the price."

It is the expert knowledge of combining qualities of different teas, especially those of Assam and Northern India, that maintains this splendid quality.



## CANADA'S LARGEST PICKLING INDUSTRY



10 oz. Sweet Mixed

has been built upon the solid foundation of **Quality and Square Dealing.**

Sterling Brand products have that deliciousness that can only be had by using ingredients of the highest quality.

We search the world for our supplies. We buy only the very best—and it's got to be good before we will accept it.

We have salting stations right where the best cucumbers are grown. We gather the finest of vegetables right where the best are grown. We do this to get the best and get it fresh.

There's a reason behind our rapid growth, and that reason is "Quality in Every Bottle."

We take you into partnership with us. We give you half the profits. We sell you Sterling Brand products at a price that means a quick turnover for you.

Sterling Brand products are popularly priced.

Our 10 oz. Sweet Mixed Pickles are great sellers and have the "come back" taste.

### The T. A. Lytle Co., Limited

*"Canada's Large Pickle Industry"*

STERLING ROAD

--

TORONTO

# JAPAN TEAS

have had an active run this season and we have but a few lines left.

## Furuya & Nishimura



Have No Hesitation

in recommending to your best customer

### 'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH  
AND  
PROCTOR**

SOLE PACKERS

Halifax, - N.S.



## ROYAL Salad Dressing

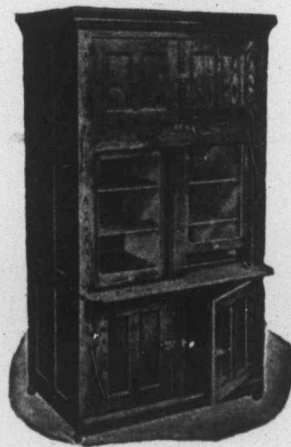
is queen of the  
Christmas Feast

Any Christmas dinner will be the better for having the presence of a salad, permeated with the delicate, irresistible flavor of Royal Salad Dressing. This dressing will be found in the best homes and cafes at all times. Put it on display and push it during Christmas trade. It has unlimited keeping qualities.

Sold only by

**The Horton-Cato  
Mfg., Company**  
WINDSOR, ONTARIO

## The standard by which all others are judged



The Eureka is built on the most scientific principles known in the refrigeration world. It keeps perishables in the best condition with the smallest consumption of ice. Cold dry air circulates all the time, allowing no dead or stagnant air to cause a damp and musty smell so common in refrigerators. Further, the Eureka has no zinc or galvanized iron lining to rust and corrode. It is strictly sanitary in every particular.

Made in any size for Butchers' and Grocers' use.

Catalog and Prices sent on request.

### Eureka Refrigerator Co., Ltd.

54 Noble Street, Toronto

Montreal Representative:

JAMES BUTLEDGE - Telephone St. Louis 3076  
Distributing Agents, WALTER WOODS & CO., Winnipeg.



## The Obvious Advantages of Handling

# "SALADA"

You always have **FRESH TEA** which is **most important**, as all tea deteriorates with age.

You carry a **small stock**, and **little capital** is locked up.

You make **no loss** in weights—you have **no complaints** from customers.

You quickly **kill off** your **most dangerous** competitor---the pedlar.

You can always get **cost in cash** from us for **every pound** of Salada Tea you have in stock,

**We pay freight BOTH WAYS**

LONDON, ENG.  
41 Eastcheap

NEW YORK  
100 Hudson St.

BUFFALO  
38 W. Genesee St.

TORONTO  
32 Yonge St.

MONTREAL  
St. Paul St.

BOSTON  
34-35 S. Market St.

CHICAGO  
361 N. River St.

DETROIT  
Shelby Block

Branches also in Pittsburg and Philadelphia.



**One Quality  
Always and  
That the Best**

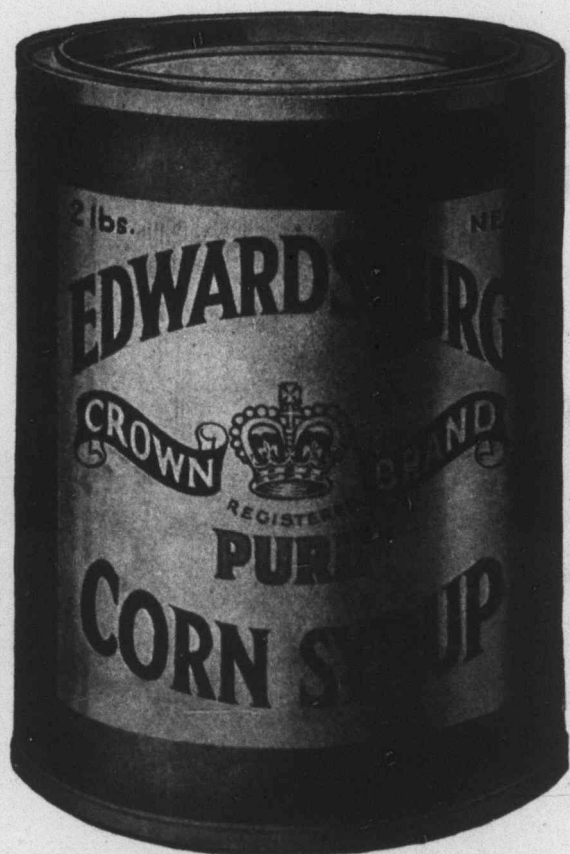
Mustard, the staple condiment, to be good must be the Right Brand and properly prepared. Inferior quality materials are never used in the preparation of

**COLMAN'S MUSTARD  
OR  
KEEN'S MUSTARD  
IN SQUARE TINS**

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

**Magor, Son & Co., Limited**

Agents for the Dominion of Canada  
403 St. Paul Street, Montreal  
Toronto Office, 30 Church Street



**Christmas Cheer**

Puddings—Sauces—Pies—Taffy — Sweet-meats—these delicacies hold sway just now.

**Crown Brand Corn Syrup**

will help Madam Housewife in her Holiday Cooking—

We will send your customers Recipe Books if they write direct or if you send in their names.

Swell your Crown Brand Sales this month.

**THE CANADA STARCH CO.**  
LIMITED

MANUFACTURERS OF THE

**EDWARDSBURG BRANDS**

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver



# The Rejuvenation of the Village Retail Store

Actual Sales Described Which Give Evidence of What Can be Accomplished in Keeping Trade at Home—No Opportunity Allowed to Pass—Possibilities of Holding Home Buyers by Efficient Service and Desire to Meet all Wants.

"Say, Mary, I wish you'd give up getting your groceries at Brown's," remarked Tom Dobbin to his better half the other evening as he came in from the village post office. "When I was there for the mail I saw him come in from delivering some goods. You know how it was raining, and what a mess harness and everything was in. He had no gloves on, and his hands were all dirty from unharnessing and cleaning the stable.

"Well, when he came in Mrs. Thompson was waiting, and Brown did up her tea and raisins without washing his hands, but actually used his dirty fingers to put in the last few ounces of the tea and raisins. It made even me sick. I don't know what the fellow was thinking about."

## Mind Already Made Up.

"Oh, you needn't worry," Mrs. Dobbin replied. "I'd about given up going there anyway. You know I've just got a new hat? I went to Brown's for it the other morning, and that milliner of his was supposed to wait on me. I was in a hurry, and I had not taken pains to look up the fashions. Anyway, I like to leave it to the milliner to fit me out. But do you know that Brown's milliner seemed not to care if she suited me or not. I told her about what I usually paid, but she did not try to fit her goods to my pocketbook or to my taste.

"After spending fifteen minutes with her and getting a little madder all the time, I went over to Wilson's. Say, the milliner there fitted me out in ten minutes. I don't care for feathers, but she took off the feathers and put on bows and the like till I had a hat that suited me. I was so pleased that I went two dollars higher than I intended, and bought the stuff for a new dress, to match the hat. Wilson's keep good goods. I have no fault with Brown's stuff, but now that you mention Brown's dirty hands, I'm done going there."

Yet Brown kicks because he is losing custom. He is honest and upright, but his lackadaisical clerk and his inattention to the neatness and cleanliness so dear to the heart of the rural and village housewife are serious handicaps. His opposition knows, and is providing against the fact, that Mrs. Dobbin and her neighbors have been in the habit of making frequent trips to the town and city, where a premium is set upon the grocers' clean hands and snowy coat and

apron, and upon the clerks' alertness to the customers' needs. Mrs. Dobbin was able and willing to pay for a better hat than she was ordering, and when her taste was roused and appealed to by the milliner who knew what suited her, she bought and paid for not only a hat, but for a dress to go with it. Brown was out two profits, while Wilson was in two good profits—and a satisfied new customer. Not a bad morning's work!

## The Aggressive Way.

There is something in it for country stores in the matter of keeping up appearances and in courtesy. Tom Dobbin and his wife the other morning were going for a drive, Mrs. Dobbin holding little Flossie on her knee. Flossie had been pleading for a little seat all her own, and Mr. Dobbin drove up to Wilson's general store to see what he had. Before he got out of the buggy, Wilson was out. "Anything you want? I thought I'd save your getting out of the rig!" The seat was asked for.

"Sure thing. I've a seat. I'll have it here in a jiffy.

Once Flossie tried it, even close-fisted Tom Dobbin hadn't the heart to chase away her delighted smile.

"That's great," remarked Mrs. Dobbin. "I should say so, and just as cheap as in the city and right at home. Suppose we try him for those new woollen horse blankets that we have thought of buying in London?"

There it is again in the same village. The alertness, the courtesy, the goods and the price and the country store had won.

## Never Lets a Chance Go By.

Another of Wilson's devices for holding trade is his way of taking orders. The other day a customer was looking over his stock of shoes. "Anything that you care for in this list?" enquired the salesman. "No," was the reply. "I wish something a little better than this."

"Can you wait till Friday?" queried the clerk. "We'll be in at the wholesale and I'll deliver for you on Saturday. In cases like this we make an advance of only twenty-five cents on the cost price—you see we're at no risk or delay in the matter and the customer gets a bargain." The result was a sale of three pairs of boots, a gross profit of seventy-five cents made in three minutes,



"Anything you want? I thought I'd save you getting out of the rig." This exemplifies the live dealer, the man who does most in keeping the mail order houses from a country community.



and the retention of the shoe trade of at least one family, to say nothing of the contagion of good business. This merchant has more than half his goods sold before they come to the store. He knows before he orders who wants a few quarts of cranberries or strawberries or a quantity of boiled ham or such other extras. His neatly printed card, "Let us bring your next Friday's strawberries, a fine haddie or a goose or a fine chicken," posted where it must be seen by all who come to his store, brings him in many a dollar that he would not otherwise secure. Of course he makes it a point to know that he can fill his orders satis-

factorily before he takes them by getting informed a week ahead, and by using the telephone.

Salesmanship like this makes it easy for the clerk to say, "Now we have a new meat sauce in or some fine extract of beef that makes a splendid drink when one comes in cold from driving," or, "There is a fine warm pair of mitts, and the price is right."

**A Creator of Trade.**

In this way Wilson is actually creating business. He claims that any clerk can sell a customer goods the want of which the customer is already aware of, and that the profits of business come

from creating wants in the people who have the money to buy.

Wilson is prepared to say that Homeville is one of the best stands within twenty miles of London. He glories in giving as good value as any store in the city. He studies goods, markets, and customers' needs and peculiarities. He uses the telephone to keep tab on the prices of what he has to sell and of what he takes orders for. He aims at and hits the bullseye of the principle "It's not the goods on the shelf but the frequent profits on the investment together with satisfied customers that make a thrifty bank account."

## Grocers Should Retain Right to Sell Tobacco

So Maintain Grocers of Quebec Province—Think Tobacconists Have No Good Reason for Requesting Exclusive Sale of Tobacco, Cigars, Cigarettes and Snuff—In Many Centres the Only Stores Now Handling These Lines Are the Country Merchants.

O. LACROIX, 19 Rue St. Joseph, Quebec, P.Q.—I know of no ground why grocers should not sell tobacco, because here in the Province of Quebec mostly all tobacco is sold by grocers, who deal direct with most all family needs.

Sure groceries can't hurt tobacco; then why should tobacco be afraid of sugar, etc., etc.?

In our province grocers—that is first-class grocers—are supposed to sell—that is our business—teas, coffees, butter, provisions, vegetables, cigars, tobacco, canned goods, wines and liquors, biscuits and confectionery, preserves, ripe and dried fruits, and all regular grocers' sundries, as well as cooked meats and fish.

• • •

N. LALONDE, 364 Charlevoix Street, Montreal.—I believe that it would be very unjust to prevent the grocers from selling tobacco when the candy stores and departmental stores are able to do so.

• • •

A. GRENIER, 94-96 Rue St. Jean, Quebec, P.Q.—I would say that such a monopoly should not be allowed, as it would hurt the trade in general, but more especially the small stores.

It would affect my sales, as doing a large trade in sportsmen's supplies, I have large demands for cigars, cigarettes and tobaccos during the fishing and hunting season.

The tobacconists have no reason for the demand, and the grocers should be allowed to sell tobaccos, as there are no tobacconists to be found in the working class quarters.

*Are the tobacconists justified in their request that tobacco be sold only through them? The grocery trade will generally say "No" to that question. In Montreal, as was recently announced in Canadian Grocer, there is a movement on foot to have the tobacconist become the exclusive medium of distribution from manufacturer and wholesaler to the consumer.*

*This paper has taken the question up with a number of Montreal, Quebec City and other Quebec province retail grocers and general merchants to secure their views. Some of these views are presented herewith. With one accord they are opposed to the proposal and rightly so. The retail grocer has just as much right to sell tobacco and more than the tobacconist has to sell stationery and confectionery. We predict that it will be a long time in the future before this request of the tobacconist is granted by the manufacturer.*

the retailer pay a license if the article demands it, but handle it just the same.

A man opens a meat shop and then starts to handle groceries. He has a perfect right to do so. Why not the grocer handle tobacco?

In our town there is no tobacconist, and tobacco is sold only by general stores.

• • •

ELZEAR TURCOTTE, Quebec, P.Q.—In reply to your question "Should the sale of tobacco by grocers be prohibited?" I should state that as long as wholesale grocers carry supplies they certainly will be opposed to the imposing of a license, a license which will prove detrimental to their business, lowering sales considerably.

Manufacturers who have the advantage of being able to reach the consumer easily through the medium of grocers doing business in all the small centres of the province owe it to the latter to also register a kick.

This license would hurt the consumer also in depriving him of a handy source of supply, which he has long since appreciated.

Again, if the tobacconists press the matter too far, it will be necessary to take steps to have them close their stores on Sundays and to prevent their selling, as they do in some cases grocery articles.

The license would also weigh heavily on several crippled individuals, army veterans or widows, who eke out an existence in selling tobaccos, papers, etc.

In the case of a man who is doing part wholesale and part retail business, like

(Continued on page 40.)

HADLOCK BROS., Barnston, Que.—In regard to the tobacconists controlling the tobacco business, I cannot conceive of any good argument on their part.

People in stores, whether in mail order houses or grocery establishments, should have the right to buy and sell any legitimate article that money can buy. Let



# Grocery Trade Veteran Watches Credits Keenly

J. S. Bond, a Toronto Grocer, Was Almost a Dry Goods Man — Has Been in Grocery Business About Twenty-five Years — Some of His Methods and Ideas.

The Toronto Retail Grocers' Association would have lost one of its most valued and energetic members if a quarter of a century ago the conditions for establishing a dry goods store in Toronto had appeared favorable to J. S. Bond, who had moved in from Bowmanville, Ont. Mr. Bond's chief business in that town had been in dry goods, but in looking for a location in Toronto he decided that nothing except an extensive stock of dry goods would pay. So he bought out a store at the corner of Gerrard and Ontario Streets, and sold out about three years later to take over the property at the corner of Gerrard and Seaton Streets, one block west, where he has carried on an extensive family trade for the past 22 years.

And still he is as hearty as ever, and none more ready to take his part in anything that will help the Association. And no one took keener pleasure out of the Grocers' picnic at the Falls last summer than Mr. Bond.

### Holding Down Bad Accounts.

Just a whisper here, and the story later: In a family business of over a score of years Mr. Bond's losses from book debts have been extremely light, and a few hundred would cover these same credit items at the present time, and a stray hundred all that give signs of being a "dead loss." A pretty fair tribute to a merchant's skill in solving one of the toughest problems that confront the grocer, more than the retailer in any other line.

### Profits Much Higher Years Ago.

"Changes in the trade in 25 years? Indeed, there have been, many of them," Mr. Bond told The Canadian Grocer in a reminiscent talk. "We don't make as much now as we did years ago. Why, take eggs. I used to buy them for 7 cents a dozen and sell them for 12½c—a profit of 5 cents a dozen. Now we pay over 30 cents and don't make the same profit on four or five times the outlay. Then there's butter. We used to get it at 12½ to 15 cents, and sell it for 18 or 20 cents. Now it costs us, say, 28 cents—over double the outlay, with less actual profit. So you see it takes over double the amount of money to stock up as it did years ago, and our profits in percentage are more than cut in two.

"Then there's help. A man at \$1 a

day and a woman at 50 cents was the regular price. Now it's \$1.25 for a woman and over \$2 for the man. And houses are more and everything else. Almost the only point where we gain now is that we can sell more package stuff in the same time than by the old bulk way."

### Three Classes of Customers.

Mr. Bond has reduced his credit business almost to a minimum. His customers may be divided into three parts:

- 1.—The older ones, running back as far as 25 years, who continue their old system of paying by the month.
- 2.—Cash customers, who never charge purchases.
- 3.—Customers with one week's credit.

The second or strictly cash customers exceed 80 per cent., while the weekly credit people are a very small number. Mr. Bond described them thus:

"They are those who have been dealing, say, a short time, and one day may ask us to 'trust' them until the end of the week. I tell them that that must be the limit. And if the bill is paid then well and good, but nothing can go out afterwards until that is paid. This is done in some cases with people who live in small apartments, and we run a certain risk of their moving away. In future I intend to insist on all 'apartment' customers paying cash. The rest are very few and occasionally we find them stop at the end of the week and leave us with the bill unpaid, but very seldom."

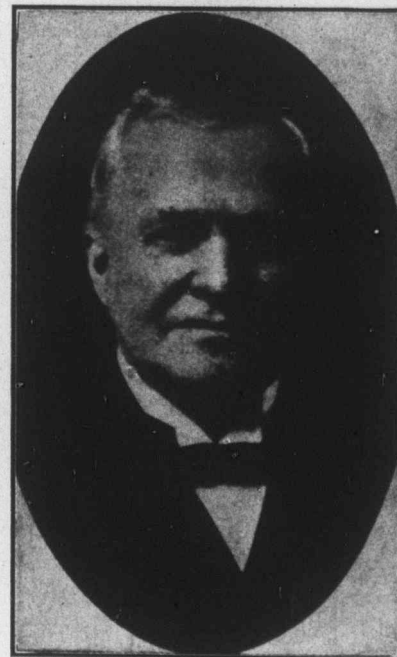
As for the credit customers who have grown up with the system, Mr. Bond continues it, for in these he feels confidence, and there might be objections raised to changing, particularly with telephone users. But all these do not aggregate \$500 at one time on the books, and the whole amount he considers as bad pay is but very small.

It is fully ten years now since Mr. Bond inaugurated his cash system (or one week's credit) and he has found only an occasional person who has ceased to deal with him on that account.

### Fair Profits on all Articles.

Mr. Bond is a thorough believer in "fair profits." He thinks a grocer should be repaid for his time and trouble even on sugar. Hence he sells at the present time, 18 pounds for one dollar. If a customer comes in and informs him

(Continued on page 40.)



J. S. BOND, Toronto,  
For a quarter of century in the retail grocery business.

### A LUCKY BID.

When Mr. Bond wants to see the time he pulls a gold watch out of his pocket. It is correct to the second. It has lived an exemplary life in Mr. Bond's pocket for over 25 years. There is a story connected with it.

A quarter of a century ago and more Mr. Bond used to "pick up" bankrupt stocks. One week a jeweler in Quebec province failed and the goods were shipped in a large case to Montreal. In those days bidding at an auction of bankrupt store goods was on the lines of the small boy's jack-knife "swap"—"sight unseen." The big Montreal and Toronto firms were afraid to bid. One dealer made it "five cents" on the dollar. Mr. Bond said "seven," and the auctioneer knocked it down to him.

It was a pretty good investment all through, but one article took Mr. Bond's fancy—a gold watch. He had taken the course adopted by so many—in and out of the grocery business—waited until his friends should take the notion to present him with one. But the temptation now was too strong. Here, in this lot, was a beauty, valued at \$110. Mr. Bond tried it in his pocket. It fitted, and he kept it. It is there still, and cost him—\$7.70!



## Many Answering the Early Shopping Call

Better service, better attention, greater selection, newer and better goods can be offered the housewife who buys her Christmas groceries now. The splendid assortment we have in raisins, currants, peels, figs, dates, nuts, etc., is appealing to a great many. It will appeal to you if you also do your shopping early. Come in and inspect our stock. Read carefully this partial list of goods and prices:—

### For the Cake

Freshest of all kinds of dried fruits for the Christmas cake ready for you—nice, plump Valencia raisins; fine patras currants; citron, lemon and orange candied peel; fresh Smyrna figs and meaty dates, all guaranteed good quality. Only pure Vanilla and other extracts, spices, etc., sold by us. You want the Xmas cake ingredients good. You can buy nothing else from us.

### The Dessert

If you have plum pudding for dessert you will be absolutely safe in getting it from us—done up in neat, attractive packages of one, two and three pounds at 30c per lb. If it is to be mince pie we recommend to you Blank's Mince put up in a factory as clean as your kitchen at 15c per lb.

### What Will Interest the Children

Christmas time is undoubtedly Children's time. We always make a feature of dainty Christmas novelties that the children will appreciate. Our specially selected assortment of "stockings" of all sizes at prices from 15 cents up should be seen. Christmas crackers, we have in plenty and many other exclusive Yuletide lines. Be sure to see them.

### Christmas Box Suggestions

There is no more appreciated gift to a smoker than a box of good cigars. If your husband smokes, get him a box. If he has a friend who smokes, suggest that a box be sent to him. Prices range from \$1.50 up.

A box of chocolate is an old-fashioned gift that will never grow older. When it is done up handsomely as those we have to offer it will be all the more appreciated. Boxes range from 50 cents to \$3.00.

### Your Xmas Turkey

Order it now so that we may save for you what you want. We will deliver it Christmas eve and relieve you of all the trouble connected with delay. You take no chances. We only select best available stock. Might as well make your cranberry jelly now. See our large juicy cranberries in the window.



### Fresh Fruits and Canned Goods

Our stock of snow apples, spies, greenings, etc., was selected with the utmost care. You are sure of good fruit in every case. Other fruit suggestions include malaga grapes, new navel oranges and bananas, all of good quality. With fresh vegetables over you will require canned vegetables for the festive season. Sweet corn, sweet wrinkle peas, and fine whole tomatoes make a good selection. Your choice of any three cans for 30c.

Please do not leave off purchasing until Christmas Eve when everybody is busy. You stand to gain a great deal by buying now.

## EARLY BROS.

16 John St.

"The House of Plenty"

Phone 751



# Ready-Made Suggestions for Moving Xmas Goods

Show Card and Newspaper Advertising Ideas for the Busy Merchant—Get the Christmas Shopper Shopping Early—Just a Little Over Two Weeks Left.

## MOVE OUT EXCLUSIVE LINES.

*The following and all other exclusive Christmas seasonable goods should be sold out completely before end of year:—*

*Stockings.*

*Christmas crackers.*

*Plum Puddings.*

*Christmas Candles.*

*Fancy Holiday Confectionery.*

*Biscuits in Special Christmas Boxes.*

*These goods deserve particular attention, as many of them are practically unsalable—except at greatly reduced prices—after the big festive season has gone by. A good method is to take an inventory every day or two to see that clerks are pushing these lines strongly. No fraction of them should go into dead stock.*

**I**N two and a half weeks' Christmas will actually be with us. The time is slipping rapidly by, and when the big festive day is over every dealer should be able to say to himself, "Well, I have surely secured all the business coming my way."

During the remaining time no stone should be left unturned in order to get what business there is procurable. One of the greatest helps in this work is the well written, convincing ad. in the daily or weekly newspaper. It is urged upon every dealer, who has not already been accustomed to doing so, to use the local newspaper wherever there is one. Ask any merchant who has attempted using newspaper space judiciously if it pays him. The answer in nine cases out of ten is that it does.

### Sample Ads. Shown.

Last week and the week previous samples of newspaper ads. were shown in Canadian Grocer. On the opposite page is another ready-made suggestion which conforms to the modern standards of good copy in many ways. Any grocer is at liberty to use these suggestions in whole or in part. Your local newspapers will not have the exact cuts shown, but they will likely have other appropriate Christmas designs which they will be glad to loan.

There are only a few points in newspaper copy which should be carefully considered. Here are some:

(1) Select only appropriate cuts if any cuts are used at all.

(2) Do not allow printers to use heavy 'extra fancy' borders. They detract from the effectiveness of the reading matter.

(3) Eliminate all rules possible.

(4) Make the heading brief, but appealing, and follow up with special reasons why the public should deal at your store.

(5) Give brief, crisp descriptions of each article named, so that a desire to purchase may be created on part of the reader.

### Some Effective Show Cards.

Every effort should be made to get the public to shop early. Store customers should at least be induced to make all early purchases possible. This gives more time to look after the transient, last-minute trade on Christmas Eve and a day or two previous. The ad. suggestion on the opposite page is designed for this purpose. Show cards are also always effective if properly worded. Some ready-made suggestions in cards are given on this page for the busy merchant. Have one of the clerks or someone else letter three or four such cards. They offer the customer a suggestion, and are bound to make some think, and, therefore, will relieve to a certain extent the last few days and hours of Christmas shopping.

### Push Semi-Luxuries.

It is always good policy on the dealer's part to put forward articles other than the ordinary staples. Around Christmas people are usually free with their money, and will always add a few extras to their necessary purchases. These include glace fruits, bright red cherries in glass, dainty confectionery in glass jars, wines, etc. A table or the corner of the counter set apart for such goods will be found a salesman in itself.

### Get Rid of Exclusive Xmas Lines.

All exclusive Christmas lines should be pushed strongly from now until Dec. 24. "I make it a point," remarked one dealer to the writer, "to have nothing left after Christmas which will be out of season. Those plum puddings, for instance, must all be sold at least before the New Year. All those special Christmas boxes of confectionery, the crackers,

## READ MADE CARD PHRASES.

*The store of Plenty—Shop Early.*

*Fine Assortment For the Early Shopper.*

*Order the Christmas Turkey Now.*

*Early Shoppers Have First Selections.*

*Don't Wait for the Christmas Rush—Order Your Dried Fruits To-day.*

*Delicious Plum Pudding from Finest Selected Flour, Fruits, Peels and Spices. Order Now.*

*The Sooner You Come the Better the Service.*

*Nothing Is To Be Gained By Delay—Order Your Christmas Dried Fruits To-day.*

*Bake the Christmas Cake Early—the Earlier the Better.*

*Don't Take the Christmas-Eve Chance. Delivery Is Surer To-day.*

*If You Want Dried Fruit Selection, Buy At Once.*

stockings and special fancy holiday biscuit boxes, will have been moved out before January 1. At the end of every second or third day I personally take an inventory of these goods to see how they are selling, and if they are going slowly I suggest to the clerks to push them more strongly.

This man offers a splendid suggestion to those who have not been doing similarly. There is no money in buying this exclusive Christmas stock if the quarter of it is to be held over. This means that the merchant practically has worked for nothing, and invested his money with no returns.

### Use the Window Continually.

Many grocers have been showing for the past two weeks or more attractive displays of dried fruits. People are purchasing them, too, which goes to prove that it is not absolutely necessary to wait until last week before Christmas to push these goods.

If the early shopper is to be brought forth from his lair, he must be shown some reason. The suggestion to buy early does not come from him; it must come from you.



## THE CANADIAN GROCER

# The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng

### OFFICES:

#### CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnson.  
Toronto—143-149 University Ave. Telephone Main 7324.  
Winnipeg—34 Royal Bank Building. Phone Garry 2313.  
Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

#### UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York. Telephone 8971 Rector.  
Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607. Phone Rand 2324.  
Boston—C. L. Morton, Room 643, Old South Bldg. Phone Main 1024.

#### GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12900. E. J. Dodd.  
Subscription: Canada, \$2.00; United States \$2.50;  
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 5, 1913

### PLACE TAX WHERE IT BELONGS.

AN EDITORIAL which appeared a few weeks ago in this paper on the relation that the circulation of large newspapers bears to mail order buying, has created a wide degree of interest and has stirred up considerable comment in the daily press. Newspaper publishers are beginning to realize that the circulation of metropolitan dailies at a low rate is not only inimical to their own interests, but also to the retail interests, inasmuch as a stimulus is given to mail order buying in this way.

The following from the Brantford Expositor is typical of the attitude taken by all newspapers, exclusive of the large city dailies:

Intimation has been given that the Canadian Government may increase the rate of postage on newspapers, and in consequence the majority of Canadian publications are seeking to have this additional taxation, if it comes, placed chiefly where it properly belongs. This is upon the publishers of certain daily newspapers who carry on what is practically a mail-order system, selling their publications outside at slaughter prices. In other words, they get \$3 to \$5 a year in Montreal, Toronto and Winnipeg, but sell in other cities at from 50 cents to \$1 a year. These newspapers are largely supported, if not owned, by the owners of the big department stores, and thereby conduct what is practically a mail-order business. The question of postal rates on this class of matter is consequently one which affects not only the publishers of all newspapers other than those above indicated, but also retail dealers generally throughout the country.

The last clause is one of deep significance. The retail merchant has a distinct interest in the proposed rearrangement of the postal rates on second-class matter. Anything that tends to increase the circulation of metropolitan newspapers outside of their natural territory will give the mail order houses increased opportunities of bidding for trade.

### BETTER HEALTH FROM CANNED FOODS.

The Bureau of Information of the United States Department of Agriculture advocates a more liberal use of canned fruits and vegetables in a circular just issued, which says:—

The balanced ration of many Americans to-day is made

up of something as follows: Bread, butter, eggs, meat, and fish, potatoes, patent medicine, laxatives.

Many Americans customarily suffer from one of the following complaints: Indigestion, constipation, rheumatism. A simple change of the daily menu might go a long way to remedy these ailments according to the Bureau of Plant Industry's specialist in charge of canning club work. This specialist recommends a change to a menu more in keeping with nature's plan something as follows: Bread, butter, fruit, vegetables, greens, meat, fish and eggs.

He recommends that every family provide a diet of fruit and vegetables for every day in the year. This would do much to eliminate the need for laxatives that figure so prominently in many Americans' bill of fare. If every home kept on hand enough canned products so that there might be a can of fruits, a can of greens and a can of vegetables for every day during the winter, there would be little need for the laxatives now so regularly purchased from the corner drugstore. There would also be great economy in the substitution of an inexpensive food for a more expensive one.

### A FAULT EVENLY DIVIDED.

One of the important points brought out at the annual banquet of the London, Ont. Retail Grocers' Association was the necessity for their own existence of retail dealers pushing goods which bear a fair margin of profit. It was rather the negative side of this problem that was so frequently touched upon. Different speakers told of goods being sold which no more than paid overhead expenses without any apparent attempt on the part of the dealer to discourage them. In fact in many cases the dealer himself cut the price.

Part of this fault lies with the manufacturer and part with the retailer. Some manufacturers in naming their prices to the retail trade, do so arbitrarily without any thought of what margin the retailer will get in performing the important work of distribution to the consumer. A certain demand is created for these goods and if the retailer stocks them and sells at a popular price he loses money or at the most makes none. In cases such as this, the manufacturer is at fault. If he expects the dealer to act as his agent, he should undoubtedly reimburse him fairly for his work, trouble and salesmanship. If he does not do this, who will blame the retailer for substituting other goods? By substitution is of course meant advising the customer to take another article, not saddling another article unknowingly upon him.

It often happens, however, that the dealer himself is the cause of the trouble. He pays for instance 95 cents for an article and in his eager endeavor to get a big turnover, he sells at "three for a quarter." Or if he receives a little demand for a certain line bearing a small or no profit, he passively stocks it, displays it in the window and advertises it in his newspaper space. Of what advantage is it to anyone, we ask, to help create a big demand for any line which bears no net profit to the dealer? The retailer has the power in his own hands to kill such a business method. Let him study his goods, his costs, selling prices and net profits and let him stiffen out his backbone and determine to handle only goods that allow fair margins.

### A BANKER'S VIEW OF CREDITS.

A writer, in Saturday Evening Post, on the Judging of Credits, says that statements of assets and liabilities ALONE are not of much value. A man's reputation for



promptness is considered above even a favorable balance in the asset column.

"Of all habits," he maintains, "probably the one that makes the best impression on bankers and business men is the habit of promptness—or being businesslike, to use a common expression. If you wish a cash discount do not wait until the tenth day to mail your cheque, but mail it on the ninth day of the month. If you buy goods at thirty days, send your cheque on the twenty-ninth day instead of the thirty-first or thirty-fifth. When you receive a statement from your bank that a note is due, call at once and make arrangements about partial or entire payment of the same; and early on the morning of the day when the note becomes due, call at the bank with the new note, properly made out, and a cheque for partial payment and discount."

The same advice is given in the matter of purchasing goods. A merchant should not wait until his entire stock is exhausted and then send in a rush order. This method of doing business is liable to lose custom and to ruffle one's temper unnecessarily if there is any delay. He should be a little ahead of time with his goods rather than a little late. This applies too in delivering goods. The lack of promptness in delivery has probably caused the loss of more custom than anything else.

There are many bankers who place a great deal more dependence on a man because of promptness than because of an apparently good business. One is known who divides all business men into three classes: (1) Those who attend to their business promptly; (2) Those who are lax in their business methods; (3) Those who are irregular. Men of the first type can always get loans; those of the second never, and those of the third only when money is plentiful.

The retail man could very well, to his own advantage, apply similar principles to his customers. When he sells goods on credit he is actually a banker lending money to his customers and he should use the same foresight in extending credit as the banker.

#### UNFAIR BLAME FOR PRICE OF EGGS.

Although organized movements directed against the soaring prices of eggs have not developed in Canada so far to the extent they have in the States, there is unquestionably a feeling of discontent and a tendency in some quarters to shoulder the blame upon the grocers. A little investigation will prove that this is quite unfair. The grocers are helpless. They would lower prices if they could. They are deploring the high rates as much as anyone. It is the abnormal demand that is setting the pace.

Let the conditions be summed up one by one. 1. The grocers are forced to pay far more for their eggs than one year ago. The files of Canadian Grocer of Dec. 6, 1912, Toronto market, show fresh laid eggs ranging from 35 to 40 cents; this year's market quotations on Dec. 5 are 50-55 cents, a straight advance of 15 cents per dozen in wholesale prices. Storage eggs one year ago were quoted at 29-30 cents; this year Canadian Grocer's market reports show 35-37 cents wholesale, an advance of 6 to 7 cents a dozen.

2. The profits of the grocers are no higher per dozen, and in most cases less than one year ago, while the percentage of profit, based on the selling price, works out at considerably less.

3. Stocks in storage occupy reverse positions comparing the two periods. In its market reports on Dec. 6, 1912, Canadian Grocer said: "Eggs, if you speak of the new laid article, are scarce, and as high as 45 cents per dozen is being asked. There are plenty of storage, and more across the line if they are needed."

Contrast the present situation. As high as 60 cents is being asked for fresh laid, and it is stated in the market review this week that in Montreal storage stocks are sufficient to last only to the end of the year, and in Toronto several wholesalers have been cleaned out already and the rest have only sufficient for the next three weeks. Furthermore, "across the line" storage stocks, especially in Chicago, which Canada depends on for a supply, are far below last year's, and there is little chance of supplementing the deficit from that source.

#### TWENTY-FIVE DOLLARS IN PRIZES.

As announced in our Fall Number of Oct. 10, and in several succeeding issues, Canadian Grocer's annual Christmas window trimming contest is on this year again. Twenty dollars in prizes are given in this contest to the six successful contestants.

When this competition was first established several years ago, we had the same object in view as now—that of creating a greater interest in the art of window trimming. Year after year we have secured some of the finest Christmas displays shown from coast to coast. This year from all accounts the entry list will be larger than ever. The increased number of competitors makes the honor of winning a prize all the greater, as the competition includes so many of the best Canadian displays that are produced.

We would again urge upon all to secure the best possible photograph. One that will not reproduce well in the paper is not of much use to the cause of window dressing among the grocery trade. A photograph should show the detail in the display in order to give an idea to another.

Full particulars of this contest have been given in this paper. Let every clerk and dealer look these over and plan now to enter the contest.

Canadian Grocer is also giving a prize of \$5 for what the judges consider the best Christmas advertisement sent in. Just clip out the ad. or send a proof to the Editor with your ideas on the value of newspaper advertising. Twenty-five dollars in prizes are given to the winners of both these contests.

#### EDITORIAL COMMENTS.

Christmas is drawing near. Only 16 shopping days left.

The business outlook is showing much more promising signs.

Remember The Canadian Grocer's Christmas window dressing competition.

The wide-a-wake country merchant does more to keep trade at home than any other medium.

Canned vegetables and fruit are healthy foods. This winter they are comparatively cheap so that every dealer should push them strongly.

The Saskatchewan Purchasing Co., a Western Canada co-operative concern, has failed. This country seems to be a dangerous rock for this sort of frail craft.

A fortune surely awaits the man who has hens that will lay, and plenty of them. Why not import a thousand or two good layers from Argentine now that Spring is coming on there?



# Proposed Increase in Postal Rates

## A Vital Matter to Retail Merchants

Relationship of Big Metropolitan Dailies With Mail Order Houses Something That Should be Considered by Every Retail Association — Parcel Post Problem a Factor That Comes Into Prominence — An Illuminating Discussion at Conference of Newspaper Men, as Reported in Printer and Publisher.

There is a movement on foot to increase the postal rates on second-class mail matter, which has a vital bearing upon the Canadian retail merchant. By "second-class mail matter" is meant all kinds of newspapers and periodicals which have secured from the postal authorities at Ottawa, privilege to be sent through the mails at the rate of one cent per four ounces, which rate has been enjoyed by all daily and weekly newspapers, trade newspapers, farm and other periodicals alike.

Now the postmaster-general has announced his determination to inaugurate a parcel post system in Canada early in the year and it is in this connection that every merchant is vitally affected by any change in the postal rates of the second-class newspaper and periodicals.

The department stores and mail order houses, with their agents the Metropolitan daily press, who have been pressing for this service for many years, are looking forward to a rich harvest which can only be secured at the expense of the provincial retailer. If to further facilitate their plans and to make up the resulting deficit in the postal department earnings, they succeed in having such alterations made in the second-class mailing rates as will throw the burden upon the trade and provincial press and leave the latter still more open to the unfair competition of the dollar daily organs of the departmental stores, the retailers of Canada will be the first to suffer.

That the retailers of Canada may have an opportunity of knowing what is going on, the Canadian Grocer reproduces below from Printer and Publisher a report of the recent meeting of the Canadian Press Association where the proposed changes in the postal rate were discussed in a thoroughly spirited manner.

The recommendations of the press association have been submitted to the postmaster-general who has promised a reply setting forth his attitude.

In the meantime the retail associations throughout Canada might find it very profitable to consider at their meetings the probable effect upon their interests of a parcel post system supplemented by an adjustment of newspaper rates in the interest of the departmental stores and mail order houses. Following is report from Printer and Publisher:—

The object of this meeting, as explained by the chairman, was to receive the report on the cost of carrying second-class matter, which it was decided to thoroughly investigate at the initial joint meeting a year before. At that meeting a motion was passed authorizing the president of Canadian Press Association (then John R. Bone, *Toronto Star*), and the president of Canadian Press, Limited (J. F. MacKay, *Toronto Globe*), to appoint an expert or experts to conduct a thorough investigation into the cost of carrying second-class matter. This committee appointed M. E. Nichols (then of *Winnipeg Telegram*, but now of *Montreal Mail*), to conduct the investigation.

### NICHOLS' REPORT PRESENTED.

It might be well to explain that printed copies of Mr. Nichols' report had been distributed at 1 o'clock, when the morning session closed, the members being asked to read the report during the hour and a half allowed for lunch. This was the first occasion the report had been seen by anyone except members of the Boards of Directors of the two organizations and it was stated that very few, if any of them, were aware of its contents until a few days before, while some members of the Boards saw it for the first time at a special joint meeting the previous evening.

It was found to be a somewhat lengthy document, the report proper covering over seven galleys 8 point solid, 25 ems measure. To this was appended two and a half galleys of recommendations and explanatory matter relating thereto, and five galleys of tabular and other matter which bore the headings Reference "A" and Reference "C," nearly fifteen galleys in all.

Owing to the length of the report and the fact that printed copies had already been distributed—though few had time to read it—Mr. Nichols did not consider it necessary to take up the time of the meeting in reading it throughout, and therefore referred only to the more important portions of it and suggested that questions be asked regarding anything that was not thoroughly understood.

Mr. Nichols then read his recommendations, which were ten in number, and which, the speaker declared, were based on his investigations and his own opinions as to the position the press of Canada as a whole should take in the matter.

Although no motion was passed by the meeting to that effect, it was clearly understood that the report itself should under no circumstances be published at the present time, nor should copies of it or any of the information it contained be given to anyone not a member of one or other of the two organizations, and it cannot, therefore, be quoted here.

The recommendations made by Mr. Nichols and appended to his report were, with one exception, later accepted by the meeting and a committee appointed to transmit them, as amended, to the Postmaster-General, after which they will virtually become public property. This will have been done before this issue of *Printer and Publisher* is off the press, so it is considered in order that they should be included in this report, for the information of the many hundreds of interested newspaper publishers who were unable to personally attend the meeting.

The recommendations as first presented by Mr. Nichols read as follows:

- (1) The free zone to apply only to publications published in places with a population not exceeding 10,000.
- (2) Graded rates as follows:—
  - (a) Within a radius of 350 miles from the place of publication,  $\frac{1}{4}$  c per pound.
  - (b) Within a radius of 600 miles,  $\frac{1}{2}$  c per pound.
  - (c) Beyond 600 miles, 1 c per pound.
- (3) Enforcement of the clause in the Postal Act denying the statutory rate to publications sold at a nominal publication rate, the minimum rate for daily newspapers to be fixed at \$2.00 per year, an exception being made in the case of Prince Edward Island newspapers, where exceptional conditions prevail. Minimum rate for publications other than daily to be referred to a committee.
- (4) Prohibition of the use of premiums, clubbing offers or other inducements, the effect of which is to reduce or appear to reduce the subscription rate to the subscriber.
- (5) Shipment of certain classes of periodicals by fast freight, between distributing centres, or delaying shipment of such periodicals for a period not exceeding 24 hours.
- (6) Special rates for trade publications. (Afterward struck out.) Mr. Nichols had recommended a final rate of 4c per lb. and it was stated that the Deputy Postmaster-General wanted 8c on trade newspapers.
- (7) The withdrawal of the postal privileges from fraternal publications.
- (8) Rates for sample copies to be increased from 1c to 4c per pound.
- (9) Refusal of mailing privileges for publications addressed to subscribers who are more than 12 months in arrears.
- (10) A rate providing for the delivery of newspapers or periodicals at the place of publication, where there is a letter carrier delivery.

### SHOULD RECOMMENDATIONS HAVE BEEN MADE?

The question was immediately raised by Colonel J. B. MacLean, MacLean Publishing Co., Toronto, as to whether Mr. Nichols had been given instructions or had authority to bring in any recommendations at this time, in view of the fact that the original motion passed at the meeting a year previous, called merely for an investigation into the cost of carrying second-class matter and the making of a report thereon. Colonel MacLean pointed out that no mention had been made of recommendations being appended to the report, and he believed the original intention of the resolution was that the report of the investigation should first be presented to a joint meeting of the two organizations and left for the meeting to determine what further action, if any, should be taken, in the light of the facts revealed by the investigation. He had opposed the appointment of an expert and



## THE CANADIAN GROCER

had argued that the common sense method of procedure was, if the Post Office Department thought the railways were entitled to more money for carrying the mails, and if, to give them more money they thought newspapers should pay higher rates, the Postmaster General should bring into Parliament a Bill advancing rates and giving reasons for doing so. The association should then appoint expert accountants to ascertain whether the arguments for the Department were sound, and if they were, then newspapers should at once cheerfully acquiesce in the proposals for higher rates. Colonel MacLean introduced a motion that the recommendations be not received and instead submitted the following resolution, which was seconded by C. J. Bowell, Belleville *Intelligencer*:

That the Canadian Press Association, having learned that the Post Office authorities desire to increase the postal revenue to permit the department to give greater subsidies to railways for carrying the mails, desires to express the willingness of the newspapers and periodicals of Canada to bear their fair share of the actual cost of transportation and handling in the mails of newspapers and periodicals.

Inasmuch as the investigation conducted so far shows that the present rates are not only reasonable but profitable to the Post Office Department, excepting in the case of the big dailies issued from Montreal, Toronto and Winnipeg, that the Government be requested by Canadian Press Association not to allow any general increase in postal rates on newspapers and periodicals—which would naturally have to be borne by the readers paying higher subscription rates—until a careful investigation has been conducted into the affairs of the Post Office Department by expert cost accountants.

That, as it is admitted, that the Post Office Department and railways lose money carrying the heavy daily and weekly editions of the big dailies issued in Montreal, Toronto and Winnipeg, owing to the low postage rates—circulations which they are able to secure by cutting prices in some cases below the actual cost of paper on which they are printed—therefore, this Association recommends that no publication which accepts subscriptions at less than the rates regularly charged in the city of publication shall be permitted to pass through the mails at newspaper rates.

That no publication, which, to obtain subscriptions, cuts its published rates by giving premiums to subscribers, by prize contests and other similar schemes, or in any other direct or indirect way, be allowed the privileges of newspaper rates.

### WESTERN PUBLISHERS WOULD PLACE FIRST ZONE AT 100 MILES.

The Secretary read a telegram from a number of publishers meeting in Regina, representing dailies in Regina, Moose Jaw, Saskatoon and Prince Albert, heartily endorsing the proposal to fix the minimum subscription price on dailies at \$2.00, and urging that the first zone be placed at 100 miles instead of 350.

Wm. Findlay, Ottawa *Free Press*, publisher of a medium city daily, submitted a resolution to accept the recommendations with the amendments that the first zone be fixed at 150 miles from place of publication, and that a clause be inserted in Recommendation No. 4, prohibiting prize contests. At the request of his seconder, W. R. Givens, Kingston *Standard*, who spoke as a publisher of a small city daily, Mr. Findlay consented to make it 100 miles instead of 150. Mr. Findlay also proposed a minimum zone for periodicals, other than trade papers, of 600 miles at ¼c per lb., and beyond that radius 1c per lb.

### PROTRACTED DISCUSSION.

A discussion then commenced on the recommendations, and as no definite conclusion had been reached by 6 o'clock it was voted to adjourn for dinner and convene again for a special evening session at 8.30. The meeting adjourned finally about 10 p.m.

It was found that there were certain of the recommendations which it seemed utterly impossible for the meeting to agree upon, and thus a long drawn out debate ensued between those who supported the recommendations and those who objected strenuously to certain parts of them.

### STRONG OPPOSITION TO METROPOLITAN DAILIES.

It was clear from the first that the metropolitan dailies in Montreal, Toronto and Winnipeg, whose case was very strongly championed by J. F. MacKay, Toronto *Globe*, and J. E. Atkinson, Toronto *Star*, were putting up a fight for certain recommendations which were vigorously opposed by the medium and small city dailies, as well as the weeklies and the trade and class papers. It was, therefore, a clear-cut fight between the metropolitan dailies on the one side and all other classes of newspapers and periodicals on the other side.

The principle involved in these recommendations was vigorously upheld by the publishers of dailies outside Toronto, Montreal and Winnipeg, and the weekly press, who saw in it a solution of the problem they have been trying to solve, viz.: how to overcome or successfully combat the encroachments of the so-called "dollar daily" in their respective fields.

The opposition to the dollar daily voiced by the weekly press was founded not so much on the ground of competition, as because of the unfair standard of values set up by the cut rate metropolitan publications. L. A. Eedy, the publisher of *St. Mary's Journal*, one of the best weeklies in Ontario, confessed that he didn't care if 10,000 Toronto dailies came into his field so long as they kept

the price up to the rates they charged in the city of publication. He couldn't get his paper out for less than a dollar and a half a year, but he couldn't get his subscribers to pay more than a dollar for his weekly when the big dailies were being offered at a dollar and a half or even a dollar, a rate made possible by the ¼c postal rate, and departmental store advertising.

Indeed, some were very strongly in favor of imposing still further restrictions, one suggestion being that the minimum be placed at \$3.00 instead of two, and another that the minimum be made the same as the price at which the paper was sold in the place of publication.

### WHERE DID RECOMMENDATIONS ORIGINATE?

The opinion was freely expressed by several speakers, and it was not denied, that the recommendations which the meeting were considering had really emanated from Dr. R. M. Coulter, Deputy Postmaster General, as they set forth so accurately the well-known attitude of that official toward the various classes of publications, particularly to trade and technical newspapers.

### SHOULD CONFINE DAILIES TO NATURAL TERRITORIES.

The recommendation to adopt the zone system to daily papers, fixing the rate at ¼ cent per lb. within a radius of 350 miles from place of publication, ½ cent per lb. within a radius of 600 miles, and one cent per lb. beyond 600 miles, met with considerable favor, as did also the proposal to fix the minimum subscription price on dailies at \$2.00 per year.

### MEETING REFUSED TO DISCRIMINATE AGAINST TRADE PRESS.

Judging from the opinions expressed, the resolution of Mr. Findlay would probably have carried were it not that he declined to include in it the leaving out of recommendation No. 6, which provided for "Special rates for trade publications," which the Metropolitan dailies wanted increased from ¼c per lb. to 4c per lb. Mr. Findlay said he knew this to be one of the revisions upon which Dr. Coulter, for some reason which Mr. Findlay did not give, had set his mind, and he thought it was useless to omit it. Mr. Findlay was the only man, excepting Messrs. MacKay and Atkinson, who supported the proposal to penalize the trade press.

The meeting particularly refused to discriminate against trade publications, the opinion being expressed by several weekly publishers that not only were they legitimate newspapers in themselves in the strict sense of the word, but they were accomplishing a much needed work in educating those engaged in the various businesses in whose interests they were published and making them much better business men, and better advertisers for their local weeklies and dailies than they would otherwise be. J. J. Hunter, Kincardine *Reporter*, was one of those who took this view, and he said a blow struck at the trade press would directly affect all daily and weekly newspapers except the metropolitan dailies. The latter were backed by the big department stores.

### BIG DAILY EDITIONS CLOGGING MAILS.

On the other hand, it was the consensus of opinion among the large majority of those who took part in the discussion that rather than penalize the trade press, the burden of increase should be placed upon the metropolitan dailies, which were clogging the mails with their bulky daily and weekly editions. Not only was this true, it was stated, but the majority of big dailies in Montreal, Toronto and Winnipeg were securing an unfair proportion of their prodigious circulations outside their natural fields, principally by means of ridiculously low prices which they were able to quote by reason of low postal rates and heavy subsidies from departmental stores. The representatives of the trade press, however, seemed to be agreed that the trade press was satisfied to pay its fair share of any necessary increase in postal rates, and took the view that all classes of publications should be put on the same basis. Mr. Nichols, in verbally supporting his recommendations, said that trade papers were not newspapers, as they did not deal with political questions, and they were becoming influential, and now was the time to suppress their development, and finally that they cost more to handle, as they were not delivered to the railway depots, as were the dailies. This last statement was instantly contradicted. As no good reason had been advanced by him or J. E. MacKay or J. E. Atkinson to show why the trade press should be penalized, the meeting was overwhelmingly opposed to any recommendation which proposed such an apparently unjust and uncalled for discrimination.

### SPECIAL RATE FOR TRADE PRESS STRUCK OUT.

After considerable discussion it was voted almost unanimously to strike out the offending clauses relating to trade publications, and present the recommendations to the Postmaster General exactly as printed, with that amendment.

It was at first proposed to send a committee to Ottawa representing all sections of the Association, but the motion which finally carried unanimously, was made by W. J. Taylor, Woodstock *Sentinel-Review*, and named J. F. MacKay, Toronto *Globe*, president Canadian Press, Limited, and Hal B. Donly, Simcoe *Reformer*, president of Canadian Press Association, as the committee to present the recommendations to the Postmaster General as early as possible.



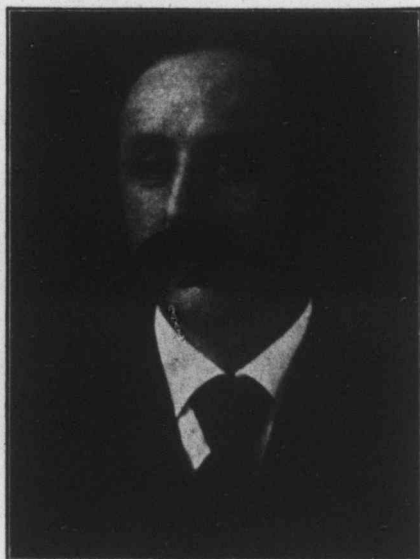
# London Grocers Discuss Live Current Problems

Annual Banquet Speeches Bring Out Views of Dealers in Various Ontario Cities—Early Closing in Forest City is Strongly Approved.

London, Ont., Dec. 4.—A rolling stone, they tell us, gathers no moss. Neither does the Retail Grocers' Association of the Forest City. Anyone who has ever had the pleasure of attending the annual banquet of this association and of mingling with "the men behind" soon realizes that he is among grocers who appreciate their life's work; who are enthusiastic over its future and who are aiming with their best endeavors to elevate it to a still higher plane.

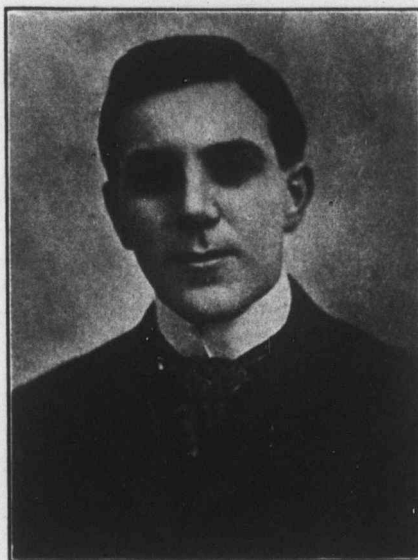
The London grocers banquet was an inter-city function, representatives of the retail trade being present from Hamilton, Paris, Brantford and Toronto. The wholesaler, manufacturer and travelling fraternity were also represented so that there was the entire chain of distribution gathered about the banquet board. This annual dinner, sixth in number, was held last Wednesday evening. Those who spoke touched on live problems. The one of local importance was early closing and from the remarks thrown out by various speakers it looks as if the majority were in favor.

The problem of getting a fair profit on all manufactured goods handled is apparently the most vital one from a provincial standpoint. Cases were cited of 50 cent articles being sold at 60 cents and \$1.00 a dozen articles at 10 cents. This variety of merchandising was strongly discouraged.



THOS. SHAW,  
Treasurer of the Association, and one of the speakers.

(Staff Correspondence.)



HARRY RANAHAN,  
President London R.G.A., who presided over the banquet.

The existing Garnishee Law and Dominion Scale Inspection Act were strongly condemned, and if the Ontario R.G.A. get what they are after as they hope to do early next year, these laws will be amended within the bounds of reason.

In London, the grocers know how to dine their friends and entertain them. What, with relishes, oysters, fish "pommes Parisienne," salad a la Ontario Association, turkey, cold meats, vegetables, desert in sections, etc., etc., and all the other attributes to a "bang-up dinner" one scarcely knew where to begin or where to leave off. Then there were music, song, speech and story until the night was almost gone. The banquet was considered eminently successful by everyone; and how could it be otherwise with a Ranahan, a Shaw, a Ryan, a Gordon Drake, a Fountaine et al in charge of the ceremonies?

## President Urges Early Closing.

When the sharp edges of the appetites of the gathering had been worn off, President Harry Ranahan opened the important proceedings by toasting His Majesty The King, whose health was heartily drunk.

In his opening remarks Mr. Ranahan recalled that six years ago when he was president of the London association he had proposed an Ontario R. G. A. That had since been realized. In its own quiet way it was doing a good work and more would soon be done. The Ontario Garnishee Law and Scale Inspection Act were to be amended if possible. A stronger organization was required to confer with the wholesaler and manufacturer. "Fairness should be shown to

Selling Goods on Small Margins Discouraged — Hope Expressed for Changes in Garnishee and Scale Inspection Regulations.

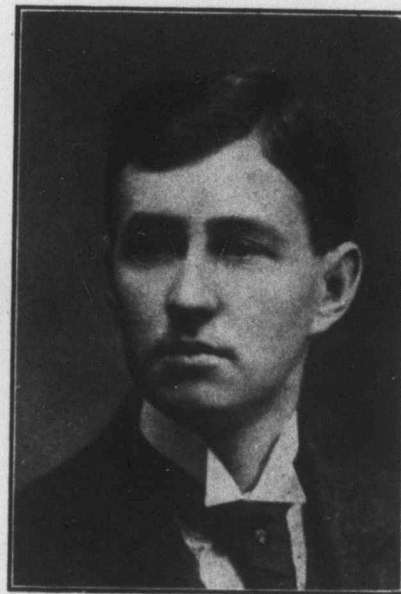
our wholesalers," he remarked "who many a time do us a good turn."

Early closing was touched upon. In London at present time a petition is in circulation to have stores closed every night of the week, Saturdays included, at 7 o'clock. President Ranahan favored this strongly maintaining that the public do not want to see stores kept open.

## Great Future For Canada.

In a patriotic address Lt.-Col. A. M. Smith, proposed the toast to "Canada" —the greatest country on earth. He was convinced that by this time at least every Canadian knows and realizes our wonderful resources and that every Canadian is indulging in fascinating visions of a wondrous future for Canada. It may be true, as is said, that some of our fellow countrymen of the North-West, through their boundless and magnificent optimism, have soared so high as to have struck the ceiling. Be that as it may, the greatness is still there, the possibilities still exist, and our North-West friends will recover their optimism and push boldly forward again. That wondrous future of their dreams is on the way.

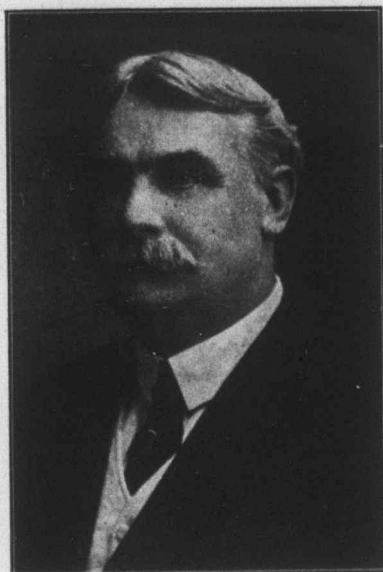
It was no great thing, maintained Col. Smith, for either Canadians or American to be able to boast that they are building up great nations, for how could they help it with such materials at their



GORDON B. DRAKE,  
A Committee member who is an active Association worker.



## THE CANADIAN GROCER



D. W. CLARK,  
Representative from Toronto who made an aggressive plea for a higher standard in retailing.

hands. The wonderful thing is, that the old Mother Country a mere speck on the map, compared with these countries, is able without the slightest effort to keep her position as the greatest nation in the Old World. She beats them all in trade and commerce, manufacturing, ship-building and general prosperity and her people are manifestly maintaining their superiority physically.

### Interests Which Are Mutual.

In the absence of Fred T. Smye, of Balfour, Smye & Co., Hamilton, who was detained at home on account of illness, Jno. M. Dillon, of London, President of the Ontario Wholesale Grocers' Guild, spoke for the wholesale trade.

"Mr. Smye," remarked Mr. Dillon, "feels as you feel,—that your interests are our interests. We couldn't get along without you and we do not think you could get along without us.

"When we are approached by a new manufacturer the first thing we consider is 'what profit will the retailer get.' This is a matter about which in recent years we have been extremely solicitous. You will not find nowadays as many 10 cent articles on the market costing \$1.00 a dozen as there were a few years ago.

"Nothing annoys me more than to see an order coming in to our house for a 50 cent article to sell at 5 cents. The manufacturer should put on a proper price and not have you pay his advertising expenses. Some retailers apparently do not study cost of doing business.

"What you require, as your president stated is organization. While the last meeting of the Ontario Wholesale Grocers' Guild was in progress a time was set apart to hear the retail trade only. There was a committee named to meet a committee of wholesalers but I have

never heard anything of your committee since."

### How to Increase Peanut Sales.

Mr. Dillon told of an instance he had had last week of a man coming to see him who wanted to go into the grocery business in a certain town where grocers were selling Valencia raisins three for a quarter.

The trouble apparently was that some wanted to work too cheaply. It reminded him of the story about the man who told the street peanut vendor that if he gave him \$5 he would show him how he could sell twice as many peanuts. The five was handed over and the advice given as follows: 'Sell twice as many for 10 cents.'

"Remember," said Mr. Dillon, "it costs you more to sell 3 lbs. of raisins than two and especially if you have to put them up."

The question of early closing was touched on and was considered to be one of the best moves the London grocers could make.

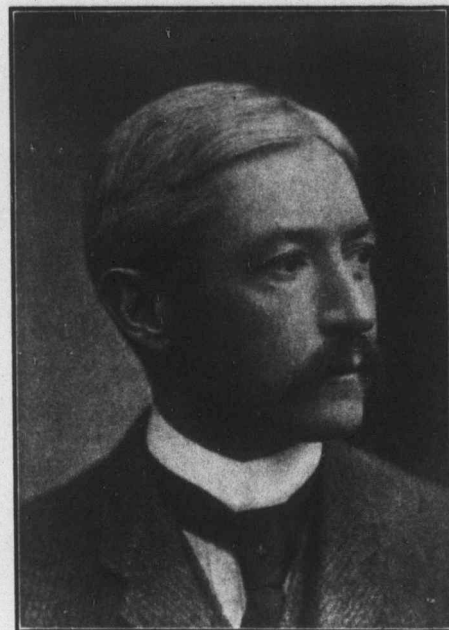
Coming again to the question of manufacturers' prices on goods which the retailer was obliged to sell at popular prices, Mr. Dillon maintained that if the trade stood pat and demanded that cost prices allow a fair profit on all proprietary articles, it would get what it wanted. Concluding Mr. Dillon asked Edward Masuret to read a piece of poetry entitled "If I knew you and you knew me," setting forth the advantages of co-operation between the wholesaler and retailer.

### The Fault Finder.

The necessity of attending association meetings was emphasized by D. W. Clark, president of the Toronto Retail



E. J. RYAN,  
Member of the Executive, and although now a traveller, is still strongly attached to the London R.G.A.



J. M. DILLON,  
A London wholesaler who discouraged the selling of unprofitable goods.

Grocer's Association and also of the Ontario. R. G. A.

"I congratulate you on the success of your banquet," said Mr. Clark. "You have certainly one of the best associations in Canada, including as it does so many live men.

"How many have been attending your meetings? How many have been finding fault with what you are doing? It is your duty and the duty of every association member to be present at the various meetings and take an active part in the work.

"We have now an Ontario organization," said the speaker. "We have secured many members but what we want is a bigger membership and to get this we must have an organizer. The membership fee will not deprive any man of one cigar a week. With one cent a day from each of you we could send out an organizer who would put this Ontario association on a basis where we could go to the wholesaler and manufacturer and get what we want. Why object to 1 cent a day? It will more than repay you if one of the amendments we are after goes through.

"We're in the grocery business and we ought to make it pay; we must be united. There is no use in a few of us going to Parliament. We will only be asked, 'where are the rest?' I think the grocery business is one of the best on earth if we can run it properly. But some of us give the goods away and that makes us one cent men. Let people understand we're strong men then they will appreciate any success we may attain.

### Others Favor Shorter Hours.

Chas. McCausland who represented the Paris, Ont. grocers expressed his pleasure



at being present at such a successful function. He was in favor of early closing and he hoped the London grocers would secure it.

The Brantford R. G. A. was represented by its president Jno. Kew, who also referred to the splendid banquet. He was sorry more could not have come with him. But they were attending a banquet over in Brantford, at which he was sure, they would not enjoy themselves more than he.

The association in Brantford was doing good work. It was one of the pioneers. He hoped that in future less trouble would be experienced in getting members out.

J. M. Semmens, of Hamilton, was called upon but he and President Hazel with the other Hamilton representatives had just left to catch a train for home, so that no message was delivered from the Ambitious City.

#### London Retailers Enthusiastic.

Thos. Shaw and Adam Palmer spoke for the home association. Mr. Shaw said that the London organization had the same old trouble of getting some of their members out to the meetings but was pleased to say that the majority were pretty punctual. The association always created a good feeling among dealers which tended to eliminate cutting, and he could not see how the London grocers could get along without it. He also was strong for early closing.

Adam Palmer thought that a greater interest could well be taken in the work. "The retail organization," he said "was the only salvation for making the business profitable. In London South East we have an association second to none. The members work harmoniously. If one is closed we all are closed and if one is open all are open. You can't find much price-cutting down there. All are a unit and it should be the same all over London and over Ontario. The retail dealer should get bigger ideas and get out of the rut. There is too much fear lest the other fellow get this and that.

"Let us stop price-cutting," appealed Mr. Palmer; "let us have regulation hours and above all let every one of us identify ourselves with association work. If we can get the amendments we are after from the provincial and federal governments they will be worth a hundred dollars to any one of us. Last spring when I visited Toronto to attend the Ontario Retail Grocers' Association Convention I received in useful knowledge five times over what the trip cost me."

#### Letters of Good-Will and Regret.

At this juncture Secretary Jas. Mackenzie read several letters and telegrams from various individuals and

firms wishing success to the banquet and regretting inability to be present. These communications were from St. Lawrence Sugar Refining Co., Toronto; Stanley Williams, Sarnia; Mayor W. R. Butcher, St. Mary's; I. X. L. Spice & Cereal Co., London; Hugh Blain, Eby-Blain, Limited, Toronto; Robt Wallace, Kellogg Toasted Corn Flake Co., London; H. P. Allen, D. S. Perrin & Co, London; and J. Hawkins, Arva, Ont.

#### A Merchant's Thoughts From The Mayor.

Besides replying appropriately to the toast to the "City of London," Mayor Graham, who is a retailer himself (men's furnishings) tendered some splendid suggestions and ideas from the standpoint of a retail merchant.

Let us look over a few excerpts from that address:

"If you organize for self aggrandizement no great success will attend your efforts. Study the other fellow as well as yourself and help him."

"Some of us have lived up to that old adage of David Harum fame: 'Do unto the other fellow as he does unto you and do it first. The old Biblical golden rule is the better motto.'"

"Study the advantages to yourself in giving the best possible service. You cannot do this and skimp your profits."

"The best trade is the one that appreciates good service. If good service is given customers will appreciate you."

"Let us do what we have to do, and do it well in as brief a time as possible—we shouldn't have to work 22 hours a day."

"Every man should make a living and give his family some enjoyment. Let us get down to the status of the union laborer who works 8 or 9 hours a day."

"A few years ago the average grocer kept open as long as there was a light in a neighbor's house. But things are gradually getting better."

"For the sake of yourselves and the dignity of your city have things so that you will not be jealous of one another."

"A merchant's nearest competitor should be his nearest friend."

"If we as merchants have done nothing to make our city better we have failed."

"Even though we live our three score years and ten, we live only a short time and we should not waste too much of that time."

"Don't knock your town by knocking your mayor and aldermen; you are only then knocking yourself."

"The only man who never makes a mistake is the one who never makes anything."

#### Knights of the Grip Toasted.

When Wm. Turnbull, of Edward Adams & Co., wholesale grocers, London,

Ont., joined the travelers' association of Western Ontario, he made the four hundred and forty-fourth. The other day he noticed there were 3233 members. In replying to the toast to the "Travelers," Mr. Turnbull reviewed the rapid increase in the number of traveling salesmen on the road. "There are over 25,000 now in Canada. Why this great change? Not so many years ago our grandfathers spent two, three and four weeks in bringing home from the nearest town their season's supply of flour, sugar, etc. Today you stay in your stores and the traveler calls. Why?—the enormous power of personal influence. The man who takes his grip out nowadays is the man who sells the goods.

"Not long ago we had occasion to increase the membership of our board of trade. We phoned 9 men and all refused. Then we called on them personally and secured 8. That shows the great power of personal contact.

"You complain of not being able to get out your members. Why not have some competent person read a paper each night on a business subject—Collecting Debts, How to Sell Certain Lines, etc.—and help to educate the various members to do business in better ways.

"The man who is a cutter is like the man who swears—he is weak in character and has to swear to make up the deficiency. By giving good service you get good business and do not have to cut prices."

#### From Manufacturer's Viewpoint.

On behalf of the manufacturers Jas. McDougall, representing the St. Lawrence Sugar Refining Co. in London, spoke.

"Practice makes perfect," said Mr. McDougall. "Each banquet of the London grocers is better than its predecessor and the present one is no exception."

He expressed his pleasure at the good will existing among the retailer, wholesaler, and manufacturer and claimed that nothing could be more conducive to good profitable business. Perfect harmony like this helps build up one's city.

"Many grocers," he concluded, "always want to buy direct imagining they will save a little profit. The wholesaler's profit, let me tell you, is not sufficient to remunerate him for the vast amount of protection given the retailer."

H. E. Fountaine, vice chairman called upon Cyril Hayes an ex-secretary of the Association to champion the cause of the "ladies" and it must be said that had the women folk been there they would have felt highly flattered. The "ladies" were handled by Mr. Hayes from every angle and great was the applause when he recalled that little poem ending "Second thoughts are best, Here's to the



Ladies," alleged to have been written by E. J. Ryan.

The last toast was that of "The Trade Press" which was responded to by representatives present.

**The Musical Entertainment.**

The musical part of the programme was one of the many bright features of the evening. The vocalists included Jno. Taylor, Aubrey Baker, E. J. Ryan and Arthur Penny all members of the association. London grocers do not have to go out of their association for any talent. "My Wild Irish Rose," by E. J. Ryan was one of the favorite songs, everybody going in on the refrain. Chances are it is still running through the heads of many of the banqueters. The arduous task of piano accompanist was performed splendidly by Thos. Ranahan.

**The Lucky Guests.**

The entire list of those fortunate ones who were present for the dinner is as follows:—

Harry Ranahan, Jas. McKenzie, Jas. McDougall, Lt.-Col. A. M. Smith, Wm. Turnbull, Mayor Graham, W. C. Smith, J. M. Dillon, Ed. Masuret; Ed. Hazell, Hamilton; Chas. McCausland, Paris; J. J. L. Ardiel, G. B. Drake, Jos. Vivian, F. G. Staples, G. Caranagh, P. A. Sands, Dan. Carter, Art. Penny, W. F. Hungerford, Fred Fitzgerald, Walter Lee, C. D. McRae, R. G. Collins, W. Kidner, William O'Loughlin, A. McCabe, J. E. Stevenson, L. Summers, Jas. McLeod, Walter Richards, A. McMillan, S. S. Edworthy, H. Sampson, H. Geach, H. Fountaine, E. M. Insley, C. H. O'Brien, H. English, John Fairbairn, R. A. Ross, J. M. Wilkey, C. G. McCormick, A. M. Hammond, Tom P. Allan, H. P. Rosser, J. M. Semmens, Hamilton; Wm. Smye, Hamilton; D. W. Clark, Toronto; John L. Broom, Hamilton; Wm. J. Bryans, Toronto; H. Lewis, G. H. Haskett, Thos. Shaw, Cyril Hayes, Edwin Smith, P. H. Wilson, W. J. Piercey, J. G. Pritchett, E. R. Neiny, W. J. Cooper, A. H. Taylor, J. Jupp, E. W. Moore, C. Sanborn, K. L. Elliott, Thos. Fitzgibbon, H. S. Millfield, Alex. Thompson, J. A. Beechie, A. J. McLuffin, F. E. Tobias, Brantford; J. Holdring, H. Lance, F. W. Paul, H. R. Hooper, L. W. Hambly, Harry T. Bell, J. T. Taylor, O. L. Faulkner, Ed. Richards, Fred. Jones, William H. Hart, Jos. Weller, T. J. Ranahan, F. E. Boles, E. J. Ryan, W. H. Kerr, A. W. Baker, C. B. Carrothers, R. W. Janes, J. J. McInnis, W. J. Seepie, N. M. Ripley, E. F. Clegg, Ken. McCormick, W. R. McKay, E. S. English, Alfred Cave, George Hexter, John A. Glen, John Kew, Brantford; W. V. Charlton, John Diprose, J. A. McFarlane, A. W. Palmer, G. G. Steele, N. McLeod, Hy. Harley, G. H. Ellis, G. Eccleston, J. W. Eedy, and B. T. Huston, Toronto.



ASSOCIATION NEWS

**BRANDON MERCHANTS ORGANIZE.**

The Brandon, Man., merchants have formed a Retail Merchants' Association, and adopted a constitution and by-laws with the purpose in view of regulating trade conditions and the collection and prevention of undesirable accounts. A secretary outside of the trade will be appointed, who will get a salary, and who will spend all his time at the work. He will issue a statement every month on the slow-pays and slow accounts. The officers elected were:—

- President—J. F. Price.
- Vice-President—G. A. Mathie.
- Secretary—J. B. Ober, pro tem.
- Executive—Messrs. W. A. Sutherland, A. Pye, J. Giddings, Millieu, Bolton, White, Wilson, and Highgasn.

**ORGANIZED IN FORT WILLIAM.**

At a recent meeting of the Fort William, Ont., merchants, a local branch of the Retail Merchants' Association was formed, with the following officers:—H. Piper, president; S. Barabe, first vice-president; M. B. Gerry, second vice-president; W. R. Brown, secretary, and W. J. Wood, treasurer. There was a large attendance of merchants, most of whom signed membership rolls and also petitions asking the Government to reduce business assessments and to leave retail merchants out of the Employers Compensation Act.

**STILL ORGANIZING OUT WEST.**

The Vegreville, Alta., merchants have formed a branch of the Retail Merchants' Association. The officers are: President, Chas. Gordon; 1st Vice-President, W. T. Clements; 2nd Vice-President, A. Svarich; Secretary, R. St. Germain; Treasurer, W. G. Ross.

The firms now allied with the branch are: Gurney & St. Germain, Clements, Ltd., Vegreville Furniture Co., National Co-operative Co., Ltd., W. G. Ross, J. J. Stanton, Chas. Gordon, Vegreville Farmers' Supply Co., V. & V. Drug and Book Co., New General Trading Co., Hayward Lumber Co.

**KEEPING DOWN LOSSES.**

It is mostly wholesalers who belong to the Vancouver branch of the Canadian Credit Men's Trust Association, still the points that come up are of importance to those in the retail trade. At the recent

banquet held by the credit men good suggestion was contained in the remark of Frank Parsons, the president, when he said: "What is the use of selling goods if you don't get the money for them? The good credit man who keeps down a firm's losses is of as much value as the crackerjack salesman who keeps up the business done."

**CASH REFUND NOT SUPPORTED.**

At the last meeting of the Merchants' Association in North Vancouver, B.C., the matter came up for discussion whether the merchants as a body should agree to a day's refund of all cash purchases to customers during December. The only firm that supported the proposition was Wood & Son, shoe dealers. The association appointed a committee, consisting of Wood & Son; J. H. English, grocer; and J. J. McAleeece, dry goods, to arrange for an advertising campaign for the purpose of inducing North Vancouver citizens to do their shopping in their own town.

With railway construction going on in the city and cheques to be cashed, the City Council will have the matter brought before them to have a clause in all city contracts providing for the cashing of wage cheques by local banks. This will give the money a chance to circulate amongst the merchants in North Vancouver.



A retailer calls attention to a leak frequently allowed to go unchecked. At present time large quantities of currants and raisins are being sold. Every dealer knows how these stick to the scoop on account of the moisture and how at the end of the day a more or less sized quantity is found on the floor.

The dealer in question overcomes the trouble by instructing the sales staff to hold the scoops under the hot water taps three or four times a day to prevent them from getting sticky. They then work better, and little, if any, fruit is lost. One may think the loss is too small to consider, but when it occurs day after day for months it will soon mount up.



# Current News of the Week

## Quebec and Maritime Provinces.

Froment & Freres, grocers, Montreal, have registered.

Jos. N. Hines, general merchant, Fort George, N.S., sustained fire loss recently.

Garnet Benson has joined the staff of Lamont & Steadman, Kentville, N.S.

Perreault & Jette, grocers, Joliette, Que., have dissolved, Wm. Perreault continuing.

J. Bevan Giles, who, for the past eighteen years has been manager of the Radnor Water Co., has been appointed sales manager of the J. M. Douglas Co., Montreal, who control the Canadian business of a number of British and continental firms. Mr. Giles is well known in Montreal business circles, and is a past president of the Dominion Commercial Travellers' Association, having won the presidency in 1911 after a spirited contest with Charles Gurd, of Chas. Gurd & Co., another man of water fame. Besides being an entertainer of mark, J. B. is recognized as, and is the appointed exponent of the late Dr. Drummond's famous "habitant" writings.

## Ontario.

C. A. Morrison has opened a grocery store in Dundas, Ont.

W. R. Field, grocer, Hamilton, Ont., has sold to Thos. Gretton.

James Rooney, grocer and fish dealer, Toronto, has sold to A. Vick.

W. C. Cork, grocer, Toronto, has sold his business to E. Narson Bros.

Kincardine, Ont., retail merchants have organized a branch of the R.M.A.

Scott & Leonard have bought the grocery business of J. C. Doyle, Toronto.

Jno. Clark, general merchant, Englehart, Ont., has sold to Grant & Hamm.

John Young, a Queen Street East, Toronto grocer, died suddenly last week.

A Newton, grocer and hardware, Aylmer, Ont., is succeeded by J. H. Lindsay.

W. J. Campbell, general merchant, Shelburne, Ont., has sold to Chas. O'Neill.

Mr. MacLaren Jr., of Laurentia Milk Co. has returned home to Toronto from Western Canada.

Thos. L. Lindop who spent 40 years in the grocery business of St. Thomas, Ont., died last week.

Thos. Kirkwood, of Kirkwood & Sons, Dupont St., Toronto, left last week for Winnipeg on a business trip.

Thos. McJannett, grocer, Milton, Ont.,

has enlarged his store and added a new silent salesman for confectionery.

Gregory & Hughes have purchased the grocery stock of G. S. Tradeau, Steelton, Ont., and will take possession soon.

L. W. Sovereign, Listowel, Ont., has taken over the grocery business of A. J. Vandrick. Fred Bender also of Listowel, has sold to W. H. Pepler.

Informations have been sworn out against two Western Ontario wholesale grocers who are charged with selling adulterated maple sugar as pure.

Lindner's, Limited, Toronto, have decided on a new departure in putting out jams. They are now packing in tumblers as well as in the glass jar and pail.

Mr. Laan, of Wessanen & Laan, Wormerveer, Holland, was in Toronto this week in the interests of the Royal Rice Mills, and calling upon Henry de Leeuw.

Two Toronto grocers were fined \$19 and costs on a charge of selling adulterated maple syrup as pure. The magistrate said that the real fault seemed to lie with the manufacturer.

Hood & Benallick, grocers, Guelph, Ont., will move about the first of the year from their present premises at corner of Macdonnell and Wyndham Sts. to the Grand Central Building.

The merchants of Midland, Ont., held a Dollar Day on Friday last. Windows were dressed with goods which sold at one dollar and lists of dollar goods were also given in the local newspapers.

O. S. Matchett, for many years connected with Chas. Rishor, wholesale grocer, Peterborough, Ont., has gone into partnership in the retail grocery business with Geo. A. Goheen, of Peterborough.

The Red Star Grocery, Aylmer, Ont., owned for a long time by J. G. Heiter, has changed hands, Arthur Gillett having purchased it. Mr. Heiter now holds the position of customs Collector at Aylmer having succeeded the late W. S. Caron.

Among those to lose by the recent storm on the great lakes are Watson & Lloyd, general merchants, Fort Frances, Ont., who had six hundred cases of goods on the ill-fated steamer Regina. Mr. Lloyd said that they had heard through Geo. Watts, crown timber agent, that his sister, who lives on the shore of Lake Huron, saw hundreds of cases of goods washed up on the shore at that place, nearly all the boxes being labelled Watson & Lloyd, Fort Frances.

## Western Canada.

J. LeRoy is opening a general store in Balmoral, Man.

Thos. Ross, grocer, Calgary, Alta., has sold his business.

T. H. Harris, grocer, Carlstadt, Alta., has sold to J. H. Delong.

D. D. Hay, grocer, Athabasca, Alta., has moved into a new store.

The death is announced of W. A. Hepburn, general merchant, Rosthern, Sask.

J. H. Ellis, general merchant, Ellisboro, Sask., is succeeded by J. J. Edwards.

H. J. Robinson, late of Saskatoon, Sask., has been appointed organizer for British Columbia by the B. C. Retail Merchants' Association.

At a recent meeting of the Executive of The Retail Merchants' Association of Kelowna, B.C., C. H. Jackson was appointed secretary in place of C. A. Washburn, who resigned.

C. A. Yeamans has succeeded Henry T. Kerley, grocer, Edmonton, Alta.

Nelles & Law, general merchants, Vermillion, Alta., have been succeeded by Seed & Youngblutt.

A despatch from Regina, Sask., says that the Saskatchewan Purchasing Company, Ltd., the only attempt ever made in that province to establish co-operative stores as known in Great Britain, has made an assignment to the Dominion Trust Company, and will be closed out. This company started at Broadview, and has been operating 14 stores at Moosejaw, Vibank, Qu'Appelle, Grenfell, Percival, Herbert, Red Jacket, Wapalla, Wawota, Welwyn, Kipling, Dubuc and Whitewood. The stockholders are largely railway men and farmers.

## N. Z. CHEESE SOLD AS CANADIAN.

A curious discovery, says the London, Eng., Grocer, was made a few days ago by a grocer at Southwick, Sunderland. When cutting through a cheese his wire encountered some hard substance, and he was obliged to finish the halving process with a knife. In the centre of the cheese he found a small tin box containing three pennies and a request that the finder would communicate with the New Zealand cheese manufacturer informing him as to whether the cheese was purchased as New Zealand or Canadian cheese. The tradesman has complied with the request, telling the New Zealand dairyman that the cheese was sold to him as Canadian produce.



# Advance in Shelled Almonds; Figs Improving

Walnuts Are Also Firmer — Package Dates 1/2 Cent Higher — California Prunes, 30-40's, on Market—Steady Christmas Trade in Dried Fruits—Getting Scarce in Montreal.

## QUEBEC MARKETS.

Montreal, Dec. 4.—Local orders for Christmas trade are not yet finished, as retailers are not ordering some lines until demand has begun for them. As stated last week, lines which might be termed "luxuries" are still in good demand, and some dealers report that they are unable to meet this, owing to their stocks having been reduced so rapidly and far in advance of their expectations.

SUGAR.—A general advance has taken place this week of 5 cents, which affects the Island of Montreal only. The dealers here state that this could not be avoided owing to the increased rates they were obliged to pay for cartage. More granulated is being sold, while fancy is in great demand at present. This, no doubt, is on account of Christmas. Large dealers have not made any enquiries this week, and it is not thought they will do for some time.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 45
20 lb. bags	4 65
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
25 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lump—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
5 lb. cartons	6 35
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 60
No. 2	4 60
No. 1	4 10
cwt. above bag prices.	

MOLASSES AND SYRUP.—Quite a demand is in evidence on local market, and it must be said that it is rather surprising to dealers for this season of the year.

Barbados Molasses—	Prices for Island of Montreal.			
	Extra	Fancy	Fancy	Choice
Punchons	.44	.41	.39	
Barrels	.47	.44	.42	
Half Barrels	.49	.46	.44	
For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.				
Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.				
Corn Syrups—				
Barrels, per lb., 3/4c; 1/2 bbls., 3/4c; 1/4 bbls.	0 04			
Pails, 35 1/2 lbs., \$1.25; 25 lbs.	1 35			
Cases, 2 lb. tins, 2 doz. in case	2 60			
Cases, 5 lb. tins, 1 doz. in case	2 80			
Cases, 10 lb. tins, 1/2 doz. in case	2 75			
Cases, 20 lb. tins, 1/4 doz. in case	2 70			
Maple Syrups—				
Pure, per 5 1/2 lb. tin	0 75			
Pure, in 15 gal. kegs, 8c. per lb., or per gal	1 00			
Maple Sugar, pure, per lb.	0 10	0 11		

DRIED FRUITS.—This market has been so busy during past few weeks and demands have been so great, far above expectations, that as result stocks in some lines are exceedingly low, and in various cases some houses are unable to make shipment of some orders owing to stocks having been completely exhausted.

High grade table raisins and Locoona

figs are reported by some to be out of stock. Prunes, 30-40's, are in the same fix, as are also Sultana raisins, high grade, one pound packages. It is also stated by one of the large wholesalers that their stock of silver plums has met with the same fate. The market is also short on small packages of cut peel, as the demand has been improving steadily, especially the half pound and pound packages.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	.....	0 09
Nectarines, choice	.....	0 11
Peaches, choice	.....	0 10 1/2
Pears, choice	.....	0 13
Apricots	.....	0 16
0 20		
DRIED FRUITS.		
Candied Peels—		
Citron	.....	0 16
Lemon	.....	0 10
Orange	.....	0 11
Currants—		
Amalias, loose	.....	0 07
Amalias, 1-lb. pkgs.	.....	0 07 1/2
Filiatras, fine, loose	.....	0 06 1/2
0 07		
Dates—		
Dromedary, package stock, per pkg.	.....	0 07 1/2
Fards, choicest	.....	0 11
Hallowee, loose	.....	0 06
Hallowee, 1-lb. pkgs.	.....	0 07 1/2
0 07 1/2		
Figs—		
Finest, 6 crown, about 12 pounds	.....	0 13 1/2
Same fruit, 5 and 4 crown, 1 and 2 cents less.	.....	
Prunes—		
40 to 50, in 25-lb. boxes, faced	.....	0 11 1/2
50 to 60, in 25-lb. boxes, faced	.....	0 10 1/2
60 to 70, in 25-lb. boxes, faced	.....	0 09
70 to 80, in 25-lb. boxes, faced	.....	0 09 1/2
80 to 90, in 25-lb. boxes, faced	.....	0 09
95 to 100, in 25-lb. boxes, faced	.....	0 08 1/2
Raisins—		
Malaga table, box of 22 lbs., accord- ing to quality	.....	2 75
Muscateles, loose, 3 crown, lb.	.....	0 08 1/2
Sultana, loose	.....	0 10
Lower grades Sultana, 1 lb. pkgs.	.....	0 11
Valencia, new	.....	0 06 1/2
Seeded, fancy	.....	0 07 1/2
Seeded, choice	.....	0 10
Prices quoted on all lines of fruits liable to be had for quantities, according to the state of the market.		

NUTS.—Owing to the recent advance in the primary market, coupled with a steady increasing demand, local prices have suffered and are again showing a slight increase over last week. Big stocks which local dealers held some few weeks ago have been rapidly reduced during past week, and it would appear that retailers are experiencing little difficulty in reducing their stocks, as some repeat orders have been received.

Shelled walnuts, per lb.	0 34
Shelled almonds, 28 lb. boxes, per lb.	0 40
Finest filberts	0 13
Brazils	0 22 1/2
Pecan	0 20
Almonds	0 18 1/2
Walnuts	0 17
Peanuts	0 13
Peanuts (G)	0 09

## ONTARIO MARKETS.

Toronto, Dec. 4.—Wholesalers seem pretty well satisfied with Christmas business so far. There was not the early rush of other years, for retailers were carrying out a cautious policy and making due allowance for this, has become a habit during past few months. Business in dried fruits and nuts has been very satisfactory, and supplies, apart from figs, have been in good shape right along to reach the public. Some cases are re-

ported where wholesalers have reduced orders sent in for safety, but, generally speaking, there is a feeling that retail grocers are in good shape, and spring business is awaited with confidence.

SUGAR.—There is no change to record this week, and the trade seems satisfied that prices will go on for a while as they are. Brokers report consumption as hand-to-mouth variety, especially as wholesalers are approaching stocktaking, and new crops are nearly ready. There is an easier tendency to raws, but no change in refined markets. At meeting of beet sugar manufacturers in Chicago it was stated that next year's crop would be last to be marketed, as domestic beet sugar would be unable to compete with imported after May 1, 1916, when the whole tariff goes off. One delegate said that all employees and \$100,000,000 invested would be forced to seek other fields of endeavor within one year.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
second grade granulated, in 100 lb. bags	4 35
Extra Ground Sugars—	
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lump—	
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—	
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 3	4 45
No. 2	4 35
No. 1	4 05
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

DRIED FRUITS.—With later shipments of figs in improved condition this week and with stocks of California prunes in large 30-40's size, wholesalers are in good shape for filling balance of Christmas orders. Some of California brands are bringing fancy prices, 16 cents and over, but with them on hand Oregons have dropped to normal, 12-12 1/2 cents. Quality of prunes offered varies very much, and some old stock is seen. In California larger sizes are somewhat easier in premiums quoted weeks ago, and with no large demand for small sizes for export, middle sizes are actually most firm, as indicated in despatch last week. Latest word on Muscateles confirms earlier report of heavy shortage. Valencias are a little scarce and quite firm.

Peels, especially lemon, are reported rather scarce, as demand has been heavy. Package dates have advanced this



THE CANADIAN GROCER

week 1/2 to 1 cent, and most are selling at 8c and 8 1/2c.

Apples, evaporated, new, per lb.	0 09	0 09 1/2
Apples, evaporated, old, per lb.	0 08	0 08
<b>Apricots—</b>		
Standard, 25 lb. boxes	0 15 1/2	0 16 1/2
Choice, 25-lb. boxes	0 18	0 18 1/2
Fancy	0 22	0 24
<b>Candied Peels—</b>		
Lemon	0 11	0 11
Orange	0 12	0 12
Citron	0 18	0 18
<b>Currants—</b>		
Filiatras, per lb.	0 06 1/2	0 06 1/2
Amalpas, choicest, per lb.	0 07	0 07
Patras, per lb.	0 07 1/2	0 07 1/2
Vostizas, choice	0 09	0 09
Vostizas, shade dried	0 10 1/2	0 11
Cleaned, 1/4 cent more.		
<b>Dates—</b>		
Fards, choicest, 12-lb. boxes	0 08 1/2	0 09 1/2
Fards, choicest, 60-lb. boxes	0 08	0 08 1/2
Package dates, per bag	0 07 1/2	0 08 1/2
Hallowees	0 07	0 06 1/2
<b>Figs—</b>		
3 crown layers	0 10	0 11
4 crown layers	0 10 1/2	0 11 1/2
5 crown layers	0 11 1/2	0 12 1/2
6 crown layers	0 12 1/2	0 13 1/2
7 crown layers	0 14	0 15
Fine pulled	0 14	0 14
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04	0 04 1/2
<b>Prunes—</b>		
30-40s, regons, new crop, 25 lb. boxes	0 12	0 12 1/2
30-40s, Californias, 25 lb. boxes	0 15	0 16
40-50s, 25 lb. boxes	0 08	0 12
50-60s, 25 lb. boxes	0 11	0 11
60-70s, 50 lb. boxes	0 10	0 10
70-80s, 50 lb. boxes	0 09 1/2	0 09 1/2
80-90s, 50 lb. boxes	0 09	0 09
90-100s, 50 lb. boxes	0 08 1/2	0 08 1/2
25 lb. boxes 1/4c more.		
<b>Peaches—</b>		
Standard, 50-lb. boxes	0 08 1/2	0 08 1/2
Choice, 50-lb. boxes	0 09	0 09
Choice, 50-lb. boxes	0 08 1/2	0 08 1/2
25 lb. boxes 1/4c more.		
<b>Raisins—</b>		
Sultana, choice, new	0 08	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06 1/2	0 08 1/2
Seeded, fancy, 1 lb. packets	0 10	0 10
Seeded, choice, 12 oz. packets	0 08	0 08
Seedless, 16 oz. packets	0 09 1/2	0 10
Seedless, 12 oz. packets	0 07 1/2	0 08

**NUTS.**—Tarragona almonds, in shell, and ready to eat, acted true to cable reports this week, and advanced from 1 to 3 or 4 cents, according to quality, and even higher prices are recorded. Shelled walnuts also went up 1 cent, and some lots of Grenobles in shell were advanced 1 cent. Filberts were slightly easier, as larger shipments arrived. Brazils are very firm, mainly at 22 cents. Cornes walnuts have come in, and sell at 14-15 cents. Pecans are firmer at 1/2 to 1 cent higher.

<b>In shell—</b>		
Almonds, Tarragona, new	0 15 1/2	0 18
Brazils	0 21	0 22
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, green, per lb.	0 08 1/2	0 10 1/2
Peanuts, roasted	0 10	0 13
Pecans	0 16	0 17
Walnuts, Bordeaux	0 13	0 13 1/2
Walnuts, Cornes, new	0 14	0 15
Walnuts, Grenoble, new	0 15	0 17
Walnuts, Marbots	0 14	0 15
<b>Shelled—</b>		
Almonds	0 40	0 45
Filberts	0 27	0 27
Peanuts	0 11	0 12
Pecans	0 50	0 50
Walnuts	0 33	0 35

**CANNED GOODS.**

Toronto, Dec. 4.—Expected advance in two or three lines of canned goods has not yet gone into effect. One broker said he thought it would certainly be before Christmas: another was sure now that this week had passed so far that nothing would be done until after New Year as effect would be very limited anyway.

**MANITOBA MARKETS.**

Prunes—Further advanced.  
Dates—3/4 to 1 cent up.  
Winnipeg, Dec. 4.—Prospects seem

good for the holiday trade, which many wholesalers think will be quite up to that of last year, and retailers are certainly making a strong bid for the business. Never were more attractive stocks on display. Continued mild weather is no doubt favorable to grocery trade, as it tends to keep down other expenses.

Industrially conditions are not as good as they have been; a large number of men have, as is usual, drifted into the city seeking winter employment, and number is on the increase, with demand for labor on decline.

**SUGAR.**—There is a good demand for sugar at steady prices, any changes in Eastern markets having been without effect locally.

<b>Sugar, Eastern—</b>		Per cwt.
Extra standard granulated	4 95	in bbls.
Extra ground or icing	5 55	
Powdered	5 35	
Lumps, hard	5 85	
Montreal yellow	4 55	
<b>Sugar, B.C.—</b>		
Extra standard granulated	4 95	
Yellow sugar, No. 1	4 55	
Yellow sugar, No. 2	4 40	
Yellow sugar, No. 3	4 30	
Bar sugar	5 10	
Icing sugar	5 30	
Powdered sugar	5 10	
H. P. lumps	5 80	
Sugar packed in 100 lb. sacks 5c per 100 lbs. less.		

**DRIED FRUITS.**—New Hallowe'en dates are now on the market, and are quoted at an advance of 3/4 to 1 cent per lb. Some sizes of prunes are also a little dearer. Holiday trade in both staples and fancy lines promises well.

<b>Apricots—</b>		Per lb.
Extra choice	0 18 1/2	
Choice	0 18	
Standard	0 17	
Slab	0 15	
<b>Currants—</b>		
Dry clean	0 07 1/2	
Washed	0 07 1/2	
1 lb. package	0 08 1/2	
2 lb. package	0 17 1/2	
<b>Figs, Cooking—</b>		
Choice, boxes	0 05 1/2	
Half boxes	0 05 1/2	
Half bags	0 05 1/2	
Nectarines	0 11	
<b>Prunes, in 25-lb. boxes—</b>		
80 to 100	0 08	
80 to 80	0 08 1/2	
70 to 80	0 09	
60 to 70	0 09 1/2	
50 to 60	0 10 1/2	
40 to 50	0 12	
<b>Raisins, Valencias—</b>		
Fancy, off stalk, 25s, per box	2 20	
4 crown layers, 25s, box	2 40	
4 crown layers, 14s, box	1 25	
4 crown layers, 7s, box	0 65	
<b>Raisins, Sultanas—</b>		
California	0 12	
Smyrnas	0 10	0 12
<b>Raisins, Muscatels—</b>		
3 crown, loose, 50s	0 07 1/2	
3 crown, loose, 25s	0 08 1/2	
Choice seeded, package	0 09	
Extra fancy seeded, package	0 10	

**BEANS.**—Beans are steady at advance quoted in last issue. Mild weather is delaying opening of winter camps, and for the time of year demand is not up to average.

<b>Beans—</b>		
Austrian, hand picked	2 55	
3 lb. picker	2 25	
<b>Peas—</b>		
Split peas, sack, 55 lbs.	3 85	
Whole peas, bushel	3 75	3 85
<b>Barley—</b>		
Pot. per sack 55 lbs.	3 45	
Pearl, per sack 55 lbs.	4 75	

**NUTS.**—Holiday demand for nuts is good. Prices are generally higher than year ago, but they are not affecting demand.

<b>In shell—</b>		Per lb.
Almonds, Tarragona	0 16 1/2	
Brazils	0 22	
Filberts, Sicily	0 12 1/2	
Peanuts, Jumbos, roasted	0 14	
Peanuts, choice, roasted	0 11	

Pecans	0 22
Walnuts, Grenoble	0 16
Walnuts, Marbot	0 13 1/2
<b>Shelled—</b>	
Almonds	0 41
Walnuts	0 33
Chestnuts, per lb.	0 20

**SASKATCHEWAN MARKETS.**

By Wire.

Regina, Dec. 4.—Poultry markets are easier. General markets are steady, with no important fluctuations in prices.

<b>Produce and Provisions—</b>		
Bacon, breakfast, per lb.	0 21	0 22
Butter, creamery, per lb.	0 30	0 33
Cheese, per lb.	0 18	0 18 1/2
Eggs, per doz.	0 34	0 34
Lard, 3's, per case	8 55	8 45
Lard, 5's, per case	8 45	8 35
Lard, 10's, per case	8 35	8 25
Lard, 20's, each	2 70	2 70
<b>Flour and Cereals—</b>		
Cornmeal, 25s, 67 1/2c; 25s, \$1.20-\$1.25;		
10-10s, \$2.55-\$2.75; 40s, \$1.35; 80s	2 44	
Flour, 24s, \$2.85-\$3; 40s, \$2.80-\$2.95; 80s	2 75	2 90
Roll'd oats, 10-5s, \$2.35-\$2.38; 20s,		
55-56c; 40s, 90c-\$1.00; 80s	2 05	2 10
<b>Dried Fruits—</b>		
Apricots, choice	0 19	0 19
Coffee, whole, roasted, Rio	0 13 1/2	0 13 1/2
Currants, gulf cleaned	0 08	0 08
Figs, natural 5's	0 08	0 08
Evaporated apples, per lb.	0 09 1/2	0 09 1/2
Dried peaches, 25s	0 09	0 09
Dried peaches, choice, 25s	0 09 1/2	0 09 1/2
Prunes, 70-80, 25s	0 09 1/2	0 09 1/2
Raisins, muscatels, 50s	0 08 1/2	0 08 1/2
Raisins, muscatels, 25s	0 08 1/2	0 08 1/2
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07 1/2	0 08 1/2
<b>Green Fruits and Vegetables—</b>		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 25	2 50
Cranberries, bbl.	11 00	11 00
Grape fruit, Florida	6 50	7 50
Lemons, Messina	9 00	9 00
Lemons, California	11 00	11 00
Oranges, navel	4 50	5 50
Onions, Val.	3 85	4 00
<b>Nuts—</b>		
Almonds, whole	0 17 1/2	0 18 1/2
Brazil	0 18	0 21
Filberts	0 14 1/2	0 14 1/2
Walnuts	0 18 1/2	0 18 1/2
<b>General—</b>		
Potatoes, per bushel	0 65	0 65
Beans, Ontario, per bushel	2 00	2 50
Beans, Hungarian, per bushel	2 45	2 45
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	8 27	8 27
Sugar, yellow, per cwt.	4 87	4 87
<b>Canned Goods—</b>		
Apples, gals., case, \$1.51-\$1.91, doz.	3 82	3 82
Corn, standard, per 2 dozen	2 21	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	2 21	2 21
Strawberries and raspberries	4 20	4 20
Tomatoes, standard, per dozen	2 65	2 65
Salmon, Sockeye, 4 doz. case, 1s.	7 35	7 60
Sockeye, 1/2s	9 80	9 80
Red springs, 1s	6 70	6 70
Cohoes, 1's, \$5.50; hump back 1's.	3 60	3 60

**NOVA SCOTIA MARKETS.**

By Wire.

Halifax, Dec. 4.—Continued mild weather has greatly benefited grocery business. All our ports are still open and vessel trading is active. Enormous quantities of produce have been landed here during past few days. Island potatoes are selling at 50 cents a bushel; New Brunswick and Nova Scotia 10 cents higher. Eggs are scarce and high. Some sales at retail made at 60 cents dozen for fresh laid. Butter is firm. Dried fruits are in excellent demand, and also fancy sugars. Orders from West for confectionery are showing a little falling off from same season last year.

<b>Apples—</b>		
Gravensteins, No. 1, bbl.	5 00	5 00
Gravensteins, No. 2, bbl.	3 00	3 00
Beans, h.p., per bush.	2 50	2 50
Beans, yelloweye, bush.	3 50	3 75
Eggs, new laid, per dozen	0 32	0 32
Molasses, fancy Barbadoes, gal.	0 35	0 35
Onions, Can., per bag	1 85	1 85
Potatoes, P.E.I., bush., 50c; N.B. & N.S.	0 60	0 60
Pork, American, clear, bbl.	27 00	27 00
Raisins, new Valencia, per lb.	9 07 1/2	9 07 1/2
<b>Sugar—</b>		
Standard gran., cwt.	4 80	4 80
Bright yellow, cwt.	4 40	4 40



# FLOUR and CEREALS

## Brisk Xmas Business in "Small" Flour Orders

Big Orders and Export Trade Very Dull—Supply of Ontario Flour Small and Prices Firmer—Buckwheat Flour and Split Peas Advance—Mill Feeds up 50 Cents in Toronto.

Movement of wheat from West continues in unprecedented volume. On Monday last every record in history was broken at Winnipeg when 1,873 cars of grain were inspected. Up to present farmers of Western Canada have marketed 143,600,000 bushels, for which they received in round numbers \$90,000,000. And there is no sign of abatement in movement of grain. Montreal reports show exports to close of navigation of 80,616,921 bushels, or 12,331,688 more than last year. Of this wheat amounted to 33,176,474 bushels. Argentine comes in periodically to bull the market, latest factor being reports of black rust, and India continues with unfavorable symptoms. Present estimate of wheat crop is 190,000,000 bushels. Wheat ranges about same as last week, 12 cents lower than year ago. Firm condition, however, keeps flour market strong, as substantial advance in wheat is considered certain.

### MONTREAL.

**FLOUR.**—Volume of "small" business passing at this time of year exceeds corresponding period of previous years by a great margin. Carload shipments, though, are conspicuous by their absence. Big milling companies claim that if it had not been for their export trade this year they would have had to close down their mills, as they depend on this business to take care of surplus after home consumption has been satisfied. Market is not at all dependable, as millers are working at present time on orders received from day to day, and it seems as if people are only ordering to fill actual wants, although the "small" business is quite heavy owing to approach of Christmas. It is claimed by some millers that buyers are still holding off expecting prices to drop off a little. Receipts for week were 48,795 sacks, as against 22,837 for same week last year. Exports for the week were 149,607, as against 75,295 one year ago.

Manitoba Wheat Flour—		Small lots, in bags, per bbl.	
First patents	.....	5 40	
Second patents	.....	4 90	
Strong bakers'	.....	4 70	
Flour in cotton sacks, 10 cents per barrel more.			
Winter Wheat Flour—		Car lots, Small lots.	
Fancy patents	.....	4 90	5 00
90 per cent.	.....	4 30	4 85
Straight roller	.....	4 10	4 30
Blended flour	.....	4 00	4 80

**CEREALS.**—Demand seems to be improving, although it has not affected

prices, they being same as last week. Package goods were very active on account of colder weather and increased consumption. Trade in bulk goods is not so good, and it is thought buyers are pretty well stocked up for present. Exports in rolled oats for week were 1,950 sacks and 1,235 cases, as against 7,100 sacks and 2,400 cases for same week one year ago.

Cornmeal—		Per 98-lb. sack	
Kiln dried	.....	2 40	
Softer grades	.....	2 05	
Rolled Oats—		90s, in jute.	
Small lots	.....	2 22½	
25 bags or more	.....	3 12½	
Rolled oats in cotton sacks, 5 cents more.			
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.			
Rolled wheat—		100-lb. bbls.	
Small lots	.....	2 85	
Hominy, per 98-lb. sack	.....	2 40	2 75

**MILL FEEDS.**—Although an increased demand noted in this market this week, due to colder weather, conditions are about same, with a little more active trade doing, and quotations unaltered. There still continues to be a fair demand from American buyers, but few sales were made, as prices failed to come up to mark set by local holders. This market needs some real cold weather.

Mill Feeds—		Car lots, per ton	
Bran	.....	21 00	
Shorts	.....	23 00	
Middlings	.....	26 00	
Wheat moulee	.....	27 00	
Feed flour	.....	34 00	

### TORONTO.

**FLOUR.**—Quotable prices remain without change, and conditions are repetition of several weeks past. Foreign trade is dull, European brokers not only offering below market, but being slow in answering queries at all. Christmas baking has created more active demand for pastry flour, and with farmers holding their fall wheat, millers' supplies are none too good. As result prices are firmer, and tendency to cut quotations is less marked.

Manitoba Wheat Flour—		Small lots, Car lots, per bbl. per bbl.	
First patent	.....	5 30	5 00
Second patent	.....	4 70	4 50
Strong bakers'	.....	4 50	4 30
Flour in cotton sacks, 10c per bbl. more.			
Winter Wheat Flour—		Small lots, Car lots, per bbl. per bbl.	
Fancy patents	.....	4 70-4 90	4 40
90 per cent.	.....	4 50	4 00
Straight roller	.....	4 40	3 90
Blended flour	.....	4 80	4 35

**CEREALS.**—An advance of 10 cents in yellow cornmeal has been announced in New York, which some brokers say

will cause similar advance in Canada. One firm raised prices in middle of week, but others did not follow suit. Buckwheat flour advanced 25 cents per bag as result of greater demand from United States. A broker states that "Americans came in and took all they could buy in 5 and 10 lb. lots for 'scratch' or chicken feed, as labels on feed stipulated buckwheat as ingredient, and pure food law would not allow for any shrinkage in quantity. This may seem an insignificant reason," he added, "but when you consider that the poultry business bulks larger in the States than their wheat crop, you can see that chicken feed cannot be despised."

Split peas also advanced on account of scarcity, it being practically impossible to get supplies from farmers. Graham flour also went up. Rolled oats are becoming duller now, and will ease off to end of year. Prices show no change.

Barley, pearl, 98 lbs.	.....	4 50
Barley, Dutch pearl, 98 lbs.	.....	4 50
Barley, pot, 98 lbs.	.....	3 00
Buckwheat flour, 98 lbs.	.....	4 25
Buckwheat grits, 98 lbs.	.....	4 50
Corn flour, 98 lbs.	.....	3 00
Cornmeal, yellow, 98 lbs.	.....	2 35
Graham flour, 98 lbs.	.....	2 60
Hominy, granulated, 98 lbs.	.....	2 90
Hominy, pearl, 98 lbs.	.....	2 90
Oatmeal, standard, 98 lbs.	.....	2 47
Oatmeal, granulated, 98 lbs.	.....	2 47
Peas, Canadian, boiling, bush.	.....	2 25
Peas, Chili, boiling, per lb.	.....	0 06
Peas, split, 98 lbs.	.....	3 65
Rolled oats, 90 lb. bags	.....	2 25
Rolled wheat, 100 lb. bags	.....	2 85
Rye flour, 98 lbs.	.....	3 00
Wheatlets, 98 lbs.	.....	2 95
Whole wheat flour, 98 lbs.	.....	2 55

**MILL FEEDS.**—Some millers have made advance of 50 cents per ton in bran and shorts owing to increased demand. When drop of one dollar two or three weeks ago was noted it was stated that this was not expected to last long.

Mill Feeds—		Car lots, per ton.	
Bran	.....	21 00	21 50
Shorts	.....	23 00	23 50
Middlings	.....	25 00	26 00
Wheat moulee	.....	27 00	
Feed flour, per bag	.....	1 60	

### BACK COPY WANTED.

A copy of Canadian Grocer, June 7, 1912, is desired by the Librarian of the United States Congress to complete his files. If some subscriber who has a copy of this issue will kindly forward the same to this office it will be greatly appreciated.—Editor, Canadian Grocer, 143 University Avenue, Toronto.



# FRUIT & VEGETABLES

## Drop in California Navels and in Lemons

Former with Better Supply Declined 25 Cents, and Messina Lemons 50 Cents—Florida Oranges Weaken with Navels Coming in—Almeria Grapes Down 50c to \$1.00—Sweet Potatoes Up 25 to 50 Cents Per Hamper.

### MONTREAL.

**GREEN FRUITS.**—Some new arrivals are shown on list this week. California grapes, in kegs, selling at \$4.25 per keg. Navel oranges have arrived and \$3.50 is being asked. New lemons are quoted a little lower than previous prices. Extra fancy (300 size) are sold at \$4.75, while fancy are bringing \$4.25. Cranberries have jumped back to \$9.00 per barrel. Quality of apples received this year has been disappointing and high prices still rule for choice stock.

Apples—	
Baldwins, Greenings and Russets, No. 1's	5 50
Baldwins, Greenings and Russets, No. 2's	4 25
Mackintosh Reds	7 00
In boxes	3 00
Mackintosh, No. 2	6 00
King	5 00
No. 2s, all grades, 75¢ less than No. 1s	8 00
Fameuse, bbl.	6 50
Spies, No. 1	4 50
Spies, No. 2	2 50
Bananas, crate	2 00
Cranberries, Cape Cod, bbl.	9 00
Almeria grapes—	
Extra fancy heavyweights	7 00
Fancy, heavyweights	6 00
Medium quality, for immediate use	5 50
Grapes, Emperor, 4 bkt. crate	3 00
Grapefruit, Jamaica, case	4 50
Lemons—	
Extra fancy, 300 size	4 75
Fancy, 300 size	4 25
Oranges—	
Floridas, 150-176-200	3 50
Mexicans, 126-150-176-200-216-250	2 50
California navels, 126-150-176-200-216-250	3 50

**VEGETABLES.**—It must be said that business passing here is very quiet but prices remain firm. Orders are being received to fill actual wants but that is all. Sweet potatoes are quoted this week at \$1.50 per basket. California celery has been received and is selling at \$6.50 for case of 5 to 7 dozen. Potatoes are firm at last week's figure.

Cabbage, per doz.	0 35	0 50
California celery, crate	6 50	
Cucumbers, Boston, doz.	2 00	
Egg plant, crate, 2 doz.	5 00	
Garlic, per lb.	0 10	
Onions—		
Spanish, per case	3 00	
Spanish, half case	1 75	
Red Danvers, 75-lb. bag	3 50	
Peppers, green, 11-qt. bkt.	1 00	
Peppers, red, 11-qt. bkt.	1 50	
Potatoes—		
Green Mountains and Quebecs, bag	1 00	
Potatoes, sweet, per bbl.	4 25	
Potatoes, sweet, Jersey, hpr.	1 25	
Turnips, Quebec, bag	1 25	
Tomatoes, hothouse, per lb.	0 25	0 30

### TORONTO.

**GREEN FRUITS.**—This week saw heavy shipments of California navels compared with last and most dealers prepared to accept them without hesitation, feeling that slight weakness in color of earlier ones would not long continue. Quality is excellent and large supply with lots of Florida's on hand made prices decline 25 to 50 cents compared

with last week. Chances are that prices will continue to Christmas quite as easy as at present. Some wholesalers declare quality and size were never better at this season. Jamaica and Mexicans are also easier, as navels are always hard competitors.

Messina lemons, with supply plentiful, dropped about 50 cents per case, and at \$4.00 are considered a fair price with chances of going a little lower. However, real hope in lemons this season is that they will not follow example of last January-March increase to nearly \$6.00.

Almeria grapes are down 50 cents to \$1, highest being \$7.00 instead of \$8.00. Emperor's continue at \$2.75. Long-keepers cranberries declined about 50 cents.

Apples may be a shade easier for No. 2's as market is very dull locally. Export demand continues good and at higher rates f.o.b. than local market. For ordinary fruit there is little sale, but for choice quality of spies a couple of barrels sold wholesale this week at \$7.00 each. Boxes are becoming more popular, ranging from \$2.00 to \$2.50 each.

Spies, hand picked, barrel	4 00	5 00
Other varieties, winter apples, No. 1s	3 00	4 00
Other varieties, winter apples, No. 2's	2 50	3 00
Citrons, each	0 08	0 10

### IMPORTED.

Apples, Jonathans, case, fancy, \$2.50; extra	2 75	
Bananas, per bunch	1 65	1 90
Cranberries, early blacks, box, \$3.25; bbl.	9 75	9 00
Cranberries, long keepers, box \$3.75; bbl.	9 75	10 50
Grapefruit, Jamaica, case	3 75	4 25
Grapefruit, Florida, case	4 50	5 25
Grapes, Almerias	6 00	7 00
Grapes, Emperors, choice, case	2 75	
Grapes, hot house, lb.	75	
Oranges—		
California navels, 126's-216's	3 75	4 00
California navels, 216's-250's	3 50	3 75
California navels, 250's	3 25	
Floridas, 126's-200's	3 50	
Floridas, 200's-216's-250's	3 00	3 25
Jamaicas, 200's-216's	2 75	
Limes, box of 100	0 75	1 00
Lemons, Messina, 300's, new	4 00	
Pineapples, Porto Ricos	5 00	5 50
Pomegranates, California, case	4 00	4 25
Pomegranates, Spanish, case	4 25	4 50

**VEGETABLES.**—New Brunswick potatoes are a little firmer this week, and by ear lots Delawares bring 95 cents readily or \$1.10 in small lots. A few days ago market weakened from presence of some frozen lots and dropped to 87½—90, but these are now out of the way. Sweet potatoes are up 25 cents to \$1.25. Drop last week was due chiefly to poor quality.

Beets, Canadian, per bag	0 45	
Cabbage, case	1 00	1 25
Carrots, Canadian, bag	0 75	0 85
Cauliflower, dozen, large	1 50	1 75
Squash, bbl.	1 00	1 00
Turnips	1 00	1 00
Potatoes, New Brunswick, bag	1 00	1 10

Sweet potatoes, hamper	1 25	
Mushrooms, per lb.	0 75	
Onions—		
Spanish, crate	3 00	3 25
Large cooking, bag	2 00	
Celery, domestic, doz.	0 30	0 50
Turnips, bag	0 50	0 60

### GROCERY TRADE VETERAN WATCHES CREDITS.

(Continued from page 25.)

positively where he can get 20 lbs. for \$1 he believes in giving it to that enterprising discoverer at the lower figure.

The only time when goods should be cut below cost price, or without fair profit, Mr. Bond believes, is when a grocer is overstocked and would lose even more heavily by holding over.

"My experience in over 25 years convinces me that the public is quite willing that a grocer should claim a decent profit, and this game of selling below cost to attract trade does one more harm than good in the estimation of the people themselves. For the same reason I am never attracted to a wholesaler simply by any price-cutting he may adopt; I am willing to pay him a fair price, and expect him to guarantee the quality of everything I buy."

### GROCERS SHOULD RETAIN RIGHT TO SELL TOBACCO.

(Continued from page 24.)

several large grocers, ought the license to be exacted or not?

As far as my business is concerned I am not opposed to a license, because I will pay it, and it will be largely counteracted by the increase in sales due to the dropping out of a number of retailers who cannot afford it; but it is all the same an obstacle which I cannot approve of, because it favors the few at the expense of the masses.

I congratulate you, added Mr. Turcotte, on the effectiveness of your paper. It is a valuable source of advice.

The action of the Peterborough Cold Storage Co. to recover \$1,979.77 and interest from John Hawley, commission merchant, Toronto, for refusing to accept 600 cases of eggs, the balance of a contract last spring was decided in favor of the plaintiff, Mr. Justice Middleton giving an award for \$1,000 without costs.



# PRODUCE & PROVISIONS

## Eggs Up; New Zealand's Coming; Poultry Down

Fresh Laid in Toronto 5 Cents More, and Storage Higher—Record Shipment of Butter and Eggs for Vancouver — Chickens and Turkeys Easier—Small Stocks of Cheese in Montreal.

### MONTREAL.

**PROVISIONS.**—There has been very little, if any, change on London market for Canadian smoked meats from one week ago, according to cable advice. Bacon is quoted at 67s. to 71s., while long cut hams are selling at 76s. to 82s. Locally, trade is considered fair but quiet, demands being only for actual wants. Quite a consistent demand has been in evidence for lard, particularly small packages. Prices remain same as last week with exception of hogs which are down about twenty-five cents for live, while dressed are quoted at \$14.00 per cwt.

	Per lb.		Per cwt.
<b>Hams—</b>			
Light, per lb.	0 19		8 90
Medium, per lb.	0 18½		9 20
Large, per lb.	0 18		14 00
<b>Backs—</b>			
Plain, bone in	0 23½		
Boneless	0 26		
Peameal	0 26		
<b>Bacon—</b>			
Breakfast	0 20	0 21	
Roll	0 17	0 18	
Shoulders, bone in	0 18	0 19	
Shoulders, boneless	0 18½	0 19	
<b>Cooked Meats—</b>			
Hams, boiled, per lb.	0 28	0 28½	
Hams, roast, per lb.	0 29	0 30	
Shoulders, boiled	0 26	0 27	
Shoulders, roasted	0 27	0 28	
<b>Dry Salt Meats—</b>			
Long clear bacon, 50-70 lbs.	0 15½	0 16	
Long clear bacon, 90-100 lbs.	0 14½	0 15	
Flanks, bone in, no. smoked	0 15½	0 16	
<b>Barrelled Pork—</b>			
Heavy short cut mess	30 00	30 00	
Heavy short cut clear	30 00	30 00	
Clear fat pork	28 00	28 00	
Clear pork	28 50	28 50	
<b>Lard, Pure—</b>			
Tierces, 375 lbs. net	0 14½	0 14½	
Tubs, 50 lbs. net	0 14½	0 14½	
Boxes, 50 lbs. net	0 14½	0 14½	
Pails, wood, 20 lbs. net	0 15	0 15	
Pails, tin, 20 lbs. gross	0 15	0 15	
Cases, 10-lb. tins, 60 in case	0 15½	0 15½	
Cases, 5 and 5-lb. tins, 60 in case	0 15½	0 15½	
Bricks, 1 lb. each	0 16	0 16	
<b>Lard, Compound—</b>			
Tierces, 375 lbs. net	0 10½	0 11	
Tubs, 50 lbs. net	0 11	0 11	
Boxes, 50 lbs. net	0 11	0 11	
Pails, wood, 20 lbs. net	0 11½	0 11½	
Pails, tin, 20 lbs. gross	0 11½	0 11½	
Cases, 10-lb. tins, 60 in case	0 12	0 12	
Cases, 5 and 5-lb. tins, 60 in case	0 12	0 12	
Bricks, 1 lb. each	0 12½	0 12½	
<b>Hogs—</b>			
Live, f.o.b.	8 90	9 20	14 00
Live, fed and watered	9 20	9 35	
Dressed			

**BUTTER.**—New York report states that values of butter are pulling wider and wider apart. Fancy high scoring stock has been in moderate supply and worked out at 34 to 35. Stock scoring 80 to 90 is abundant and sells at all kinds of prices from 28 up. Everything below this is almost unsalable and is urged at 25 to 27. These conditions seem to be result of increasing sale of oleo and increasing imports of foreign butter which shows good values at 23 to 28. There is no great volume of this imported butter but small imports are sufficient to unsettle situation. Butter in New York is cheaper at present than it was one year ago. Local conditions

have not shown much change since last week. It was reported that two cars of finest creamery were shipped to middle west. This is said to have been September goods. It is also rumored that a lot of June goods held for account of a firm in the North-West is offered for sale here. Prices are same as last week.

Butter—	Per lb.
Creamery prints, fresh	0 31½
Creamery solids	0 30
Dairy, prints or solids	0 25
Separator, prints or solids	0 24½ 0 26½

**EGGS.**—That stocks are low is a certainty. One New York firm have written to a produce concern of Montreal as follows: "Eggs persist in remaining firm in spite of boycotts, investigations, political clap-trap and newspaper 'mush'—the trouble is that the hens are lazy or sick and that consumers rather like a good fresh laid egg for breakfast. There can be no change until the new production starts in."

Locally, conditions are just the opposite from last year. When local women charged the dealers of Montreal with holding eggs in cold storage in order to boost prices, they were invited by dealers to look through storage warehouses and count the eggs. At present it is said number of cases in cold storage is about 32,000 and when it is taken into consideration that consumption is about 7,000 cases each week it can be readily seen that supplies cannot last much longer. In Ontario, from which this market is principally supplied, conditions are much the same and as they will need all their eggs for home consumption our present supply will not last much longer than a month. Prices are same as last week and although demand has fallen off to some extent owing to recent resolutions made by some of local women it is not hurting trade as stocks are very low.

Eggs, case lots—	Per dozen.
New lays	0 55 0 60
Selects	0 38
No. 1's	0 34
No. 2's	0 28
Splits	0 25

**CHEESE.**—This year, stocks held at close of navigation are smallest on record. Locally, there is only small volume of business passing and prices remain same as previous week. Total exports of cheese from this port during present season of navigation will reach about 132,825,000 pounds and represent value of about \$16,750,000. Sales have been

reported for week of 500 boxes late October, two-thirds colored and balance white. Reported sales of finest Western white and colored have also been received.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 15
Strong	0 16	0 17
Twins	0 16½	0 16
20 lb. new	0 15-0 15½	0 17
Stilton	0 17	0 17

**HONEY.**—Demand here is much the same as in previous weeks. Volume of business passing can only be termed of a hand-to-mouth nature with prices remaining unchanged.

Honey—	White Clover	Buckwheat
Barrels	per lb.	per lb.
Barrels	0 12	0 08
Tins, 50 lbs.	0 12½	0 09½
Tins, 30 lbs.	0 12½	0 09½
Comb, 13-14 oz. section	0 20	0 15-0 15
Tins, 5 and 10 lbs.	0 13	0 10

**POULTRY.**—This year's American Thanksgiving market was worst known for years from point of general quality and condition offering. Although receipts were fairly heavy there was hardly any choice stock to be obtained after Monday of last week. Nearly all dry packed turkeys, chicken and fowl were found to be sold for what they would bring. Health inspectors are reported to have seized tons of poultry and naturally turkeys in prime condition were extremely scarce and brought a premium over quotations. Reason for bad order of poultry when received is attributed to fact that shippers do not thoroughly cool out before shipping. Local conditions are same as last week with only a fair amount of business passing. Prices rule the same.

Fresh Stock—	Live.	Dressed.
Broilers, per lb.	0 22-0 24	1 25
Broilers, per pair		1 25
Ducks, milk fed	0 16-0 18	0 22-0 24
Ducks	0 13-0 15	0 14-0 17
Fowl	0 11-0 12	0 17-0 18
Geese	0 12-0 13	0 14-0 16
Turkeys, spring	0 18	0 20-0 24

### TORONTO.

**PROVISIONS.**—Hogs continue to fluctuate from day to day but market to Wednesday showed about same level as last week, still far above last year. Pure lard is firm at recent advances aggregating ½ cent. Ham and bacon continue unchanged with fair demand.

Hams—		
Light, per lb.	0 20	0 20
Medium, per lb.	0 19	0 19
Large, per lb.	0 18	0 18½
<b>Backs—</b>		
Plain, per lb.	0 23	0 23
Boneless, per lb.	0 25	0 25
Pea meal, per lb.	0 24	0 25
<b>Bacon—</b>		
Breakfast, per lb.	0 19½	0 20
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats— <i>ie less than smoked.</i>		
<b>Dry Salt Meats—</b>		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15½



THE CANADIAN GROCER

<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 28½	0 29
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled, per lb.	0 22	0 22
Shoulders, roast, per lb.	0 22	0 23
<b>Barrelled Pork—</b>		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	22 00	23 00
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb.	0 14½	0 14½
Tubs, 50 lbs., per lb.	0 14½	0 14½
Pails, 20 lbs., per lb.	0 14½	0 14½
Tins, 3 and 5 lbs., per lb.	0 15½	0 15½
Bricks, 1 lb., per lb.	0 15½	0 15½
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 50 lbs., per lb.	0 10½	0 10½
Pails, 20 lbs., per lb.	0 10½	0 11
<b>Hogs—</b>		
F.O.B., live, per cwt.	8 15	8 15
Live, fed and watered, per cwt.	8 50	8 50
Dressed, per cwt.	11 50	11 75

**BUTTER.**—Market has not even made it necessary to chronicle advance in fresh creamery this week. While supplies of fresh are falling away, stocks are still quite capable of meeting demands. Satisfactory news comes from Montreal that middle west is calling for Eastern shipments in addition to those required to fill orders made months ago.

<b>Butter—</b>		
Creamery prints, fresh made	0 30	0 32
Creamery prints, storage	0 28	0 29
Creamery solids, storage	0 26	0 27
Dairy prints, choice	0 23	0 25
Dairy solids	0 20	0 22
Separator prints	0 24	0 27

**EGGS.**—Some interest is being shown in wholesale circles over threats in various centres to boycott eggs in effort to pull prices down. Storage men, however, in vindication of their own position point to record of 75 cents per dozen paid farmers, the producers, on local market last Saturday, and ask, Who is to blame for high price of eggs? Situation grows more serious week by week. Canadian Grocer was informed this week that several storage men have exhausted stocks already and are turning to those who have barely enough for their own customers to end of year. One wholesaler declared he wished orders were cut in two to enable him to keep on longer. Hardly enough new eggs are coming in to look after the sick alone. Montreal reports are no more encouraging and less than four weeks from present writing will, it appears likely, see storage stocks exhausted. None of wholesalers feel agitation will bring down prices and are hoping for earlier supplies of new laids after New Year opens.

This week fresh laids advanced five cents, to 50—55, and storage selects and straights were raised one cent.

<b>Eggs, case lots—</b>		
Strictly new laid, in cartons	0 50	0 55
Storage, selects	0 36	0 38
Storage, No. 1 stock	0 33	0 35
No. 2's	0 28	0 28
Splits	0 27	0 28

**POULTRY.**—An "accident" threatened to change poultry situation somewhat this week and raise prices, but fortunately conditions favoring declines were such that reaction did not result. Event referred to was seizure of 30 to 40 cars of turkeys by New York health authorities on ground that they were in improper condition for sale. This at once created famine in metropolis and prices jumped from 18½ to 30 cents. Move-

ment skyward was not reflected in Ontario and both turkeys and chickens are one cent easier this week, turkeys running 20—21, and chickens, 14—17. Market is now pretty well down to condition where it will mean fair price to consumer.

Another "accident" locally caused some higher bidding at end of week, but did not affect market as a whole. Abattoir to fill western order bid up cent or two early last week, and took in large quantities. Another wholesaler at end of week, fearing he would come shy again, met prices and as other firm had filled order they kept out of contest. Estimate of week ago that not one-quarter of last year's shipments will be made to West holds up to present, and general feeling is that there will be lots of poultry on hand for Christmas trade with prices even easier than now.

<b>Fresh Stock—</b>		
	Live.	Dressed.
Broilers, spring	0 13	0 14—0 16
Ducks, spring	0 11—0 12	0 12—0 15
Fowl	0 10—0 11	0 12—0 13
Chickens, lb.	0 12—0 13	0 14—0 17
Geese	0 10—0 12	0 12—0 14
Turkeys, spring	0 17	0 20—0 21
Turkeys, old Tom	0 14	0 16—0 18

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Dec. 4.—Dealers are pleased with business. Orders have been large and collections good. Market is active in staples such as sugar and flour. Beans are firmer with yellows higher at \$3.50 to \$3.55. Cheese has slightly advanced to 15¼ to 15½. Cornmeal in bags deliveries are slow with hardly any on market. Potatoes are going firmer with close of navigation and will be probably higher soon. Poultry is in fair supply, but is being held back for Christmas when average quotations are expected. Eggs are scarce.

<b>Produce and Provisions—</b>		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 19
Beef, barrel lb.	23 75	25 00
Pork, American clear, per bbl.	26 50	27 50
Pork, American, mess, per bbl.	29 00	29 00
Butter, dairy, per lb.	0 28	0 28
Butter, creamery, per lb.	0 29	0 31
Cheese, new, per lb.	0 15¼	0 15½
Eggs, in case, 36c; henery.	0 45	0 55
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 15¼	0 16
<b>Flour and Cereals—</b>		
Buckwheat, W., grey, per bag	3 25	3 50
Cornmeal, gran.	1 75	1 75
Cornmeal, ordinary, bags	1 75	1 75
Flour, Manitoba, per bbl.	5 25	5 25
Flour, Ontario, per bbl.	5 25	5 25
Rollad oats, per bbl.	5 40	5 40
Oatmeal, standard, per bbl.	5 55	5 55
<b>Fresh Fruits and Vegetables—</b>		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	1 40	1 80
<b>Sugar—</b>		
Standard granulated	4 00	4 00
United Empire	4 00	4 00
Bright yellow	4 30	4 30
No. 1 yellow	4 10	4 10
Paris lumps	5 75	5 75
Molasses, Barbados, fancy	0 28	0 28
Currants, la, per lb.	0 08½	0 08½
Raisins, California, seeded	0 08½	0 10¼
Rice, per cwt.	3 00	3 75
<b>Beans—</b>		
Canadian white	2 35	2 40
Yellow eye	3 50	3 55
<b>Canned Salmon—</b>		
Pinks	4 00	4 25
Cohoos	6 00	6 25
Red spring	7 35	9 00

L. H. Cronk, Jones & Co., Edmonton, Alta., are adding groceries to their departments.



Following items are from Canadian Grocer of December 9, 1893:—

"Canned corn is not plentiful in first hands here at present, and is firmly held at 80c as the inside price."

Editor's Note.—Above is from the Montreal market on the date given. Those who have been in the business for 20 years will see a great change in quantity sold then as compared to the present.

"There was an enjoyable gathering of about a dozen and a half members of the Montreal Wholesale Grocers' Guild at the residence of William Lightbound, of Lightbound, Ralston & Co., in Sherbrooke Street, in that city, on Wednesday evening last. Mr. Lightbound was dining his confreres in the trade, and among those who were present were Messrs. Geo. Childs, of Geo. Childs & Co., president of the Guild; W. Kinloch, of Kinloch, Lindsay & Co., the oldest member of the trade in Canada; H. Laporte, of Laporte, Martin & Co.; G. St. Arnaud, of Chaput, Fils & Co.; D. Lockerby, of Lockerby Bros.; J. H. Semple, of J. H. Semple & Co.; D. Brosseau, of Brosseau & Co.; F. H. Villeneuve, of J. O. Villeneuve & Co.; F. Hughes, of Caverhill, Hughes & Co.; F. Morrow, of Morrow & Ewing; W. Galbraith, of Carter, Galbraith & Co., and Hy. Childs, of G. Childs & Co."

Editor's Note.—That was two decades ago. How many have we with us today?

CHEERS FOR THE PULLETS!

A shipment of eggs arrived in Toronto this week that looked a cross in size between bantams and plymouth rocks. They were the first output from the pullets of 1913. The wholesaler who received them, like an inmate of a famine-stricken city, spread the news joyfully,—and then shipped them on a 50 cents per dozen invoice.



# FISH AND OYSTERS

## Oysters Advance 10 Cents a Gallon on Coast

Local Prices Likely to go up About 5 Cents on Dec. 15—Increase in Consumption of Fish Due to Advent—Colder Weather Needed.

### MONTREAL.

**FISH.**—Unusual mild weather we are now experiencing is interfering in general with fish trade. At present time fully half million pounds of fish are held in cold storage in Montreal waiting proper weather for distribution. One firm alone are now holding 200,000 pounds, under order, waiting until cold weather has set in before they can make shipments. Advent, which began Sunday last, in this province particularly, more orders have been booked than ever before at this time of season. While weather is interfering with shipment of frozen fish all kinds of pickled, prepared, salted and canned are being distributed in round lots. Green cod fish is still scarce, though prospects are for good-sized arrivals shortly. Pickled Labrador salmon have been in better demand than usual, and already holiday inquiries have set in to fill supplies available, and as a consequence prices have a tendency to stiffen.

Fresh fish, such as haddock and halibut, are a little high, due to stormy weather on fishing grounds. Lobster fishing is now permitted in our waters, and in consequence they are easier.

In oyster lines demand for shell is gradually decreasing, but it has been better than expected all through season. Stocks held now are very high. Bulk oyster trade is about same as last season. With cooler weather and Christmas looming up a big turnover is looked for during next two or three weeks.

Fresh Fish—	
Bluefish, per lb.	0 18
Carp, 100 lb. boxes, per lb.	0 10
Cod, market, 25 lb. cases, per lb.	0 05
Dorse, 100 and 150 lb. cases, per lb.	0 11
Flounders, per lb.	0 06
Frogs legs, large, per lb.	0 25
Frogs legs, small, per lb.	0 25
Haddock, per lb.	0 05
Herring, per 100 fish, large.	3 00
Mackerel, lb.	0 15
Perch, dressed, per lb.	0 09
Pike, dressed, per lb.	0 07
Salmon, B.C., per lb.	0 15
Salmon, Gaspe, per lb.	0 18
Steak, cod, per lb.	0 12
Smelts, per lb.	0 07
Sword fish, per lb.	0 20
Turtles, small, per lb.	0 15
Whitefish, per lb.	0 12
Shell Fish, Fresh—	
Clams, per barrel	7 00
Lobsters, live, per lb.	0 30
Lobsters, boiled, per lb.	0 32
Oysters, bulk, standards, per gal. \$1.40.	
Selects	1 70
Oysters, solid meat, standards, per gal. \$1.70; selects	1 30
Oysters, Cape Cod, shell	9 00
Oysters, Malpeques, shell	9 00
Periwinkles, per bushel	2 50
Prawns, per gal.	2 00
Scallops, per gal.	3 00
Shrimps, per gal.	2 00
Frozen Fish—	
Haddock, per lb.	0 04½
Halibut, per lb.	0 09
Herring, per 100 fish	1 70
Pike, per lb.	0 07
Smelts, fancy, per lb.	0 12

Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 11	0 12
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 05	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	0 15	
Cod, boneless strip, 30 lb. box, lb.	0 10	
Cod, shredded, box of 2 doz.	1 80	
Cod, skinless, per 100 lb. box	6 50	7 00
Cod, dried, per 100 lb. bundle	7 00	
Pollock, dried, per 100 lb. bundle	6 50	
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	9 00	
Cod, green, white nap, per 200-lb. bbl.	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	8 50	
Herring, Gaspe, No. 1, ½ bbls., \$2.75; bbls.	5 00	
Herring, N. S., per ½ bbl.	3 00	
Herring, Holland, per keg, 75c; per ½ bbl., \$5.50 to \$6.50; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., \$3.25, bbl., \$1.25 to \$1.35; ¼ bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, \$1.75, ½ bbl., \$7.00; bbl.		12 00
Salmon, Labrador, ½ bbl., \$8.00 to \$9.00, bbl.	14 00	15 00
Trout, lake, kegs		7 00
Smoked Fish—		
Haddies	0 07½	0 08
Fillets of haddie	0 10	0 11

### TORONTO.

**OYSTERS.**—Dealers on Atlantic Coast raised prices this week 10 cents per gallon on bulk oysters, but local wholesalers have not brought advance into effect. This if decided on is likely to be done by December 15, and may be only 5 cents per gallon. Cause of advance is small crop of oysters, which has resulted in about 75 per cent. of "opening" houses closing for season, instead of about 1st of April. Some of smaller ones did not open at all. Trouble with oyster crop of late has been comparative failure of spawn to fertilize or "set." This has been very marked in 1911, 1912 and 1913. In 1910 there was more success, and it will be this four-year-old crop that will be available for next year. However, much of this must be held over to supplement supply in next two years.

At present, prices are same as they have been since opening of season. When no advance was made then jobbers thought none would be decided on. Supplies are becoming somewhat scarce, and one wholesaler informed Canadian Grocer that he had withdrawn all his solicitors.

**FISH.**—Coming of Advent increased local demand for fish this week by good percentage, and on Tuesday one wholesaler said he was as busy as on Thursdays. All dealers are complaining about mild weather, which makes handling of frozen fish in stores somewhat difficult. Prices show no change in any lines.

Frozen Fish—		
Red shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	0 12	
Sea herring, large, each	0 02½	
Halibut	0 09	0 10
Trout	0 11	0 12

Salmon, Qualla	0 09	0 10
Salmon, Cohoe	0 09	0 12
Fresh Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb.	0 05	
Haddock, per lb.	0 06	
Herring, per lb.	0 07	0 08
Lobster, live, lb.	0 45	
Lobster, boiled, lb.	0 45	
Mackerel, weighing 1½-3 lbs., each.	0 15	0 25
Perch, lb.	0 06	0 07
Pickeral, yellow, per lb.	0 12	
Pike, per lb.	0 05	
Salmon, B.C., per lb.	0 15	0 16
Smelts, per lb.	0 12	
Steak, cod, per lb.	0 09	
Flounders	0 08	0 08
Smoked—		
Ciscoes, basket	1 25	
Fillets of haddie	0 12	
Finnan haddie, per lb.	0 09	
Halibut, 25 lb. boxes, per lb.	0 20	
Kippers, new, box of 40 and 50.	1 25	
Bloaters, box of 60	1 25	
Digby herring, per bundle	0 75	
Digby fillets, 10 lb. boxes	1 35	
Prepared—		
Shrimps, 1 gal. cans	1 25	
Shrimps, 2 gal. cans	2 40	
Shrimps, 4 gal. cans	4 50	
Cod, quail on toast	0 07½	
Cod, steak	0 08½	
Cod, Imperial, 25 lb. pck.	0 07	
Salted and Pickled—		
Herring, Holland, new—		
Milkers, 85c; mixed	0 80	
Herring, Labrador, bbl.	6 50	
Herring, sea, pails	1 25	1 50
Mackerel, pail	2 25	
Oysters, bulk—		
New York counts, gal.	1 50	2 00
Extra selects, gal.	1 50	1 75
Straights, gal.	1 05	1 75
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

### HALIFAX, N.S.

**FISH.**—There was considerable improvement in receipts of fresh fish this past week, some fine lots of halibut being landed. Cod and haddock receipts are fully up to average for season of year. Smelts are now on market, and are selling quite freely. Smoked haddies are plentiful, also kippered herring, and in good demand. There are lots of smoked salmon on market, but owing to high price sales are not heavy. Outside of salt herring there is not much doing locally in salt fish trade. Several cargoes of dry codfish arrived this week from Newfoundland ports, and export trade is brightening up. Prices are unchanged.

Broker friends of W. H. Despard, manager of White & Co., Toronto, presented him on Tuesday with a box of 100 choice cigars to smoke on his trip to Scotland, England, Ireland, France and Italy. The presentation was made by J. C. Husband. Mr. Despard carried his golf sticks with him, and will take a two months' holiday.



# BANK OF MONTREAL

## Proceedings at the Ninety-sixth Annual Meeting of the Shareholders.

The 96th Annual General Meeting of the Shareholders of the Bank of Montreal was held at noon yesterday in the board room at the bank's headquarters.

Amongst those present were: Messrs. H. E. Rawlings, D. Morrice, J. McK. Rea, Wm. Hanson, G. L. Ogilvie, W. R. Miller, H. B. McDougall, Alfred Piddington, E. Fiske, J. B. Learmont, J. Patterson, W. B. Blackader, H. M. Stanway, Sir William Macdonald, Hon. Robert Mackay, Sir Thomas Shaughnessy, Messrs. D. Law, William McMaster, T. Durnford, Preble Macintosh, C. R. Black, W. H. Evans, Henry Joseph, George Caverhill, Dr. H. B. Yates, George G. Foster, J. Rodger, Hamilton Gault, C. B. Gordon, C. R. Hosmer, D. Forbes Angus, J. A. Hawthorne, H. R. Drummond, R. B. Angus, Dr. Shepherd, Charles Chaput, H. V. Meredith, F. F. Archibald, Campbell Nelles, E. B. Greenshields, A. Falconer, Guy Drummond, and J. J. Reid.

On motion of Mr. R. B. Angus, Mr. H. V. Meredith was requested to take the chair.

Mr. Hartland B. McDougall moved and Mr. A. Piddington seconded, that Messrs. W. R. Miller and David Law be appointed to act as scrutineers, and that Mr. James Aird be the Secretary of the meeting. This was carried unanimously.

The Chairman then, in the absence of the general manager, called upon Mr. A. D. Braithwaite, assistant general manager, to read the annual report of the directors to the shareholders at their 96th Annual General Meeting, held Monday, December 1st, 1913.

### THE PRESIDENT'S ADDRESS

Mr. Meredith, in moving that the report of the directors and the accounts, as read, be adopted and the same be printed for distribution among the shareholders, said:—

Gentlemen—In moving the adoption of the Directors' Report, I will refer to the changes which have taken place during the year in the Balance Sheet, a copy of which has been furnished you, before alluding to general and financial conditions. The Bank has experienced another good year and its business has been well maintained. The Authorized Capital remains at \$25,000,000; the Paid-up Capital at \$16,000,000, and the Rest at \$16,000,000. Out of net earnings, which, for the year, amounted to \$2,648,402.86, \$243,402.86 was transferred to Profit and Loss Account, bringing that balance up to \$1,046,217.80, and there has been set aside for Bank Premises Account during the year an amount of \$485,000. A Bonus of 1 per cent. was paid to shareholders on 1st June and 1st December over and above the quarterly dividend of 2½ per cent.

Deposits not bearing interest remain practically unchanged. Interest bearing deposits show an increase of \$2,500,000. A portion of these is always of a temporary nature, but I am pleased to say that, notwithstanding the fact that considerable sums have been withdrawn during the year for investment at the tempting rates prevailing, the aggregate of maintained.

Turning to our assets, the current loans and discounts in Canada and elsewhere and other assets, amounting to \$134,160,000, show an increase of \$15,000,000, caused by taking on new business and by the increased legitimate requirements of our customers. Investments in railway and other bonds are \$12,933,000. Bank premises, Montreal and branches, remain at \$4,000,000. Call and other loans in Great Britain and the United States are \$51,240,000, against \$55,150,000 a year ago, which deduction, with \$8,000,000 withdrawn from foreign correspondents and agencies of the Bank outside of Canada, has been used to provide for the increased demands of our Canadian customers, mentioned above. Our bills payable amount to \$919,308, as compared with \$1,717,000 as at the same date last year. At that time, however, the amount was shown as a contingent liability instead of being included in the General Statement as at present.

The delayed decennial revision of the Bank Act was finally completed at the last session of Parliament. On the whole, the new measure may be characterized not only as workable, but as preserving the fundamental principles of past laws, but as well designed to promote and safeguard the interests of the public, which I need scarcely add, are identical with the interests of the Bank.

As the measure was a non-contentious one, I think I am at liberty to add my tribute of praise to the Finance Minister, Hon. Mr. White, for the very capable manner in which he supervised the revision of the Act. Throughout the protracted discussion of the bill, he exhibited a thorough grasp of the subject and a keen desire to make the measure conform as fully as possible to the needs of the public, the safety and stability of the banks.

### THE GENERAL SITUATION.

In regard to the general situation, the year 1913 may be truly described as a memorable one. In Great Britain it has been disturbed and disappointing. The demands of borrowing countries, both old and new, have outrun capital supplies, and there has been an ever-increasing difficulty in obtaining loans, however sound the security might be, and, when obtainable, the rates and terms have been far more onerous than for many years past.

As is well known, there have been several factors combining to produce these stringent conditions: the Balkan war and record public flotations, which, in London alone, totalled not less than £200,000,000 to the end of October, exclusive of special borrowings and treasury bills, of which no less an amount than £54,000,000 were Canadian emissions. Then there has been world-wide trade activity, a rise in the price of commodities, coupled with serious political disturbances in France and Germany, and the continuous and heavy gold demands of such importing countries as Argentina, Brazil, Egypt and India, heavier requirements for home trade in Great Britain, and accumulations by joint stock banks in their private vaults. Added to all this, the position was

aggravated by the prolongation of the Balkan war, and social unrest in England.

In France, the economic position has been less favorable than usual. The severe political shocks I have mentioned occasioned a withdrawal of funds from Germany, and hoarding has been continuous and constant. A vast aggregation of loans to finance the Balkan states and for increased home armaments still await flotation. In Germany, the situation shows a marked betterment in the improved condition of the Reichsbank and a curtailment of that country's excessive trade activities.

In the United States, conditions throughout that country are thought to be fundamentally sound. Politics have affected business activities, and with the exception of wheat, there is a shortage of crops throughout the country. A disposition to go slow and not to make commitments beyond actual requirements is apparent, so that no undue strain is likely to take place, but, rather, an era of economy, which should have a beneficial effect on the situation generally. The money situation has proved to be of greater ease than was at one time expected, and the usual fall stridency has not so far materialized. The principal cause for the prolonged ease may, I think, be put down to the early preparations to meet the contingency of dear money, the slowing down in general business, and the depositing of Government funds in the banks of the West and South, thereby relieving the Eastern banks of a portion of the burden of financing the crops, for which they had been prepared.

The conditions in Great Britain and abroad which I have endeavored to outline will no doubt take time to ameliorate, and improvement will probably be brought about by reduced trade activity gradually releasing money for investment purposes and hoarded funds; but the process will of necessity be slow.

I have thought it well to make these somewhat extended remarks in regard to financial conditions in other and neighboring countries, as they have an important bearing upon existing conditions here.

### TRADE OF CANADA.

The returns of the foreign trade of Canada are not unsatisfactory. Imports are falling off, in consequence of the monetary situation and the curtailment of foreign loans. In October the value of imports of merchandise was \$8,664,000 less than in the corresponding month in 1912, while for the seven months ending October, the value of imports was only \$4,300,000 in excess of last year. On the other hand, the export trade is expanding, the value of domestic products exported in October having been \$23,360,000 in excess of the same month a year ago, and the exports for the seven months, \$49,330,000 greater than in 1912. The aggregate foreign trade of Canada for the seven months ending with October was \$636,094,000 as against \$582,444,000 a year ago, showing a gain of \$53,650,000, and in this period the excess of imports over domestic exports has been cut down from \$190,000,000 to \$145,000,000. This trend of foreign trade



# THE CANADIAN GROCER

is likely to continue for some time. The balance of foreign trade, as you are aware, has been heavily against Canada during the past decade. In the last six fiscal years, imports exceeded exports in value by \$850,000,000, and this considerable gap has been made, in certain quarters, the subject of adverse criticism of the country. It is to be borne in mind, however, that in this period, Canada has obtained immense sums of money from Great Britain for development purposes of various kinds, which money has been imported largely in the form of merchandise paid out of the proceeds of long-term loans. Now, while these loans must ultimately be liquidated from the earning power of this expenditure, I may point out that meanwhile, only the interest charge has to be met; in other words, the excess of imports representative of the proceeds of long-term borrowing has to be balanced only to the extent of the interest on the loans. This is not, indeed, the whole conclusion of the many-sided subject, into which a variety of considerations enter. We cannot, moreover, expect to go on widening the gap between imports and exports indefinitely. Our annual interest charge on British and foreign loans is already a formidable item, to be provided either by exports or new borrowings. While monetary conditions abroad remain as at present, the stream of fresh capital will run less freely towards Canada.

The recent reduction in the tariff of the United States can hardly fail to enlarge the markets of that country to Canadian products. Many agricultural items such as eggs, milk, live stock, are now on the American free list; so are lumber, timber, fish, meats, coal, and many manufactured articles made in Canada. Already the movement of these articles to our neighbor's markets in increased volume has begun, some advance in prices has resulted therefrom, and there appears no reason to doubt that our sales to the United States will augment in future.

Immigration returns have continued to be of a highly satisfactory character, both in regard to number and desirability. The figures for the year ending 30th September, 1913, reached a total of 436,050 souls, of whom 122,230 were from the United States and the remainder from European countries, principally Great Britain.

The value of the field crops in Canada this year at present prices is estimated at \$500,000,000, or approximately the value of the crop of the preceding year.

## LEGITIMATE TRADE GOOD.

In view of the foregoing, it is not surprising to find that legitimate business generally in Canada continues to be in a satisfactory condition. There are no signs of trade depression, though a slowing down in many branches of trade is in evidence, and there is a disposition to confine commitments to actual requirements. More economy is being exercised than has been the case for some time past. The flow of money which came in great volumes in the past few years from the British Islands and abroad, both for investment and for speculative purposes, and created a somewhat unhealthy expansion, has met with a check. It had much to do with the outbreak of land speculation in the West, which, owing in a measure to a wise precaution of the Bank Act, was limited to individuals and has not affected the country generally in an adverse manner to any appreciable extent. Advantage was unfortunately taken of the ease with which money could be obtained and of the popularity of Canadian securities in Great Britain by certain individuals on both sides of the Atlantic to exploit the London market with securities of a doubtful nature, to their own advantage, and some of these enterprises, owing to over-capitalization or incompetent management, or both, have met with disaster, causing suspicion to be cast on many undertakings of a

thoroughly sound character seeking capital. There has been a collapse of the land speculation in the West of which I have spoken. Municipal expenditure has been restricted to actual necessities and with due regard to the ability of the municipality to find a market for its securities. In this connection, it may be noted that the American market has relieved the situation in London and in Canada by purchasing, in the first ten months of the year, a sum of no less than \$29,000,000 of our municipal, industrial, corporation and public utility bonds, without taking into consideration an amount difficult to estimate sold through Canadian brokers.

## PROVINCE OF ONTARIO.

Viewing the country by sections, in the Province of Ontario the year, as a whole, may be said to have been satisfactory. Crops have been a full average and the farmers prosperous. Manufacturing industries in general have had a fair year and a considerable amount of American capital is coming into the province. The rural population, unfortunately, continues to slowly decrease, while among the cities, Toronto, with a present estimated population of 488,000, shows an estimated increase of 63,000 souls.

## THE ANNUAL REPORT.

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1913:

Balance of Profit and Loss Account, 31st October, 1912 .....	\$ 802,814.94
Profits for the year ended 31st October, 1913, after deducting charges of management, and making full provision for bad and doubtful debts.....	2,648,402.86
	<u>\$3,451,218.80</u>

Dividend, 2½%, paid 1st March, 1913 .....	\$ 400,000.00
Dividend, 2½%, paid 1st June, 1913 .....	400,000.00
Bonus, 1%, paid 1st June, 1913 .....	160,000.00
Dividend, 2½%, paid 1st September, 1913 .....	400,000.00
Dividend, 2½%, payable 1st December, 1913 .....	400,000.00
Bonus, 1%, payable 1st December, 1913 .....	160,000.00
	<u>\$1,920,000.00</u>

Provision for Bank Premises .....	485,000.00	\$2,405,000.00
Balance of Profit and Loss carried forward .....		<u>\$1,046,217.80</u>

Since the last Annual Meeting, Branches have been opened at points in the following provinces, viz.:-

In Quebec—Bleury Street (Montreal), Notre Dame de Grace (Montreal), Windsor Street (Montreal).

Ontario—Schreiber, St. Catharines, Queen Street East (Toronto), Welland. North-West—Dauphin, Man., Prince Albert, Sask.

British Columbia—Alberni, Lumby. London, England—Waterloo Place, Pall Mall.

The Branches at Suffield, Alta., and Sapperton, B.C., have been closed. The Branch at Gretna, Man., destroyed by fire, was not re-opened.

The Shareholders are aware that the Bank Act has been under revision for some time past, and a new Act, as revised, went into force on 1st July, 1913. The main changes are:-

In the published statements the condition of the Bank is shown in greater detail than formerly.

The establishment of "Central Gold Reserves" where the Bank can deposit gold or Dominion Notes and increase its circulation by a similar amount when necessary.

Under Section 56 of the new Act you are required at this meeting to appoint Auditors for the Bank and to vote the amount of their remuneration.

With deep regret the Directors have to record the death of Mr. James Ross, who had been a member of the Board for nearly fourteen years. The vacancy caused thereby was filled by the election of Mr. William McMaster.

The Directors have also to record with much regret the resignation of Mr. R. B. Angus as President of the Bank, owing to his advancing years. His association with the Bank will, however, be continued as a Director.

Mr. H. V. Meredith was elected to succeed him as President, remaining also Chief Executive Officer.

All the offices of the Bank, including the head office, have been inspected during the year. (Signed) H. V. MEREDITH, President.

Bank of Montreal, 1st December, 1913.

## THE GENERAL STATEMENT.

The general statement of the position of the Bank on October 31, 1913, was read as follows:

LIABILITIES.		
Capital Stock .....	\$ 16,000,000.00	\$ 16,000,000.00
Rest .....	16,000,000.00	
Balance of Profits carried forward .....	1,046,217.80	
	<u>\$ 17,046,217.80</u>	
Unclaimed Dividends .....	250.50	
Quarterly Dividends, payable 1st December, 1913.....	\$400,000.00	
Bonus of 1% payable 1st Dec., 1913.....	160,000.00	
	<u>560,000.00</u>	
		<u>17,606,468.30</u>
		<u>\$ 33,606,468.30</u>
Notes of the Bank in circulation .....	\$ 17,061,665.00	
Deposits not bearing interest .....	45,134,956.54	
Deposits bearing interest .....	144,437,882.33	
Balances due to other Banks in Canada .....	519,808.13	
Due to banks and banking Correspondents elsewhere than in Canada .....	583,130.65	
Bills Payable .....	919,308.65	
	<u>208,656,751.30</u>	
Acceptances under Letters of Credit .....	2,523,824.95	
	<u>\$244,787,044.55</u>	

ASSETS.		
Gold and Silver coin current .....	\$ 11,015,339.47	
Government demand notes .....	11,149,460.25	
Deposit in Central Gold Reserves .....	1,000,000.00	
Deposit with Dominion Government required by act of Parliament for security of general bank note circulation .....	790,000.00	
Due from banks and banking correspondents elsewhere than in Canada .....	\$ 6,126,729.75	
Call and Short Loans in Great Britain and United States .....	51,240,795.02	
	<u>57,367,524.77</u>	
Dominion and Provincial Government Securities .....	530,880.74	
Railway and other Bonds, Debentures and Stocks .....	12,403,169.79	
Notes and cheques of other banks .....	9,443,052.22	
	<u>\$103,699,427.24</u>	
Current Loans and Discounts in Canada and elsewhere (rebate interest reserved) and other assets .....	128,935,567.24	
Loans to Cities, Towns, Municipalities and School Districts....	5,227,905.74	
Debts secured by mortgage or otherwise .....	285,281.83	
Overdue debts not specially secured (loss provided for).....	115,037.55	
	<u>\$134,563,792.36</u>	
Bank Premises at Montreal and Branches .....	4,000,000.00	
Liabilities of Customers under Letters of Credit (as per Contra).....	2,523,824.95	
	<u>\$244,787,044.55</u>	

H. V. MEREDITH,  
General Manager.



# THE CANADIAN GROCER

## PROVINCE OF QUEBEC.

General conditions throughout the province have been good. Crops have been up to average. Hay, the chief crop, turned out better than at first anticipated, and other crops have been satisfactory, both as to quantity and price. Among manufacturing industries, the cotton industry has had a good year. Other manufacturers have hardly done so well. The year has been a good one for lumber, both as regards demand and price, and it is anticipated that the recent removal of the United States duty should further increase the profits of the business. It is thought not unlikely that one result of the removal of the duty will be to give a further impetus to the increasing proportion of lumber shipped to the United States instead of Great Britain and Europe. Pulpwood and paper shipments have been large, both from Canada and Newfoundland. With regard to this industry, it would be well that care be exercised in order that production may not exceed the demand.

## MARITIME PROVINCES.

General conditions throughout the Maritime Provinces for the past year have been uniformly satisfactory. The farmers have had a favorable year and all crops, apart from fruit, have been above the average. The fishing has been good, with higher prices, and the lumber cut was fair, and prices, on the whole, satisfactory. The output of the coal mines has exceeded all previous records; and the tonnage of pig iron produced was 25 per cent. greater than last year. Manufacturing industries generally have had an output up to the average. Railway building has not been extensive, but large sums are to be expended in providing terminals at St. John and Halifax for the Intercolonial Railway and in establishing a car ferry with Prince Edward Island.

In Newfoundland the high prices obtained for fish have induced a period of prosperity. The building of branch lines of railway, the development of the mining of iron ore at Belle Isle, and the growth of the pulp and paper industry have all improved conditions.

## NORTH-WEST PROVINCES.

Although business affairs are rapidly becoming more diversified, the production of wheat and other cereals is, of course, first in importance. The crop this year has been larger in quantity and better in quality than ever before, but the price at present is somewhat lower than at the corresponding date last year. The comparative crop figures are:—

	1912 Bushels.	1913. Bushels.
Wheat	183,000,000	190 to 195,000,000
Oats	221,000,000	240,000,000
Barley	26,000,000	28,000,000
Flax	21,000,000	15,000,000
and the estimated value of the 1913 crop is \$209,000,000, against \$192,000,000 in 1912.		

The immense additions to mileage made by the Railway Companies, especially the Canadian Pacific Railway, in double-tracking and terminals and rolling stock, have enabled this enormous crop to be delivered with unprecedented rapidity. The rapid growth of population and the springing up of new towns have continued. The population of the three North-West Provinces, according to the census of 1911, was about 1,300,000, and is now placed at 1,600,000, and the immigration generally is a high-class, a satisfactory feature being that two-thirds of the population are rural.

The method of harvesting the North-west crops will in time, no doubt, be reduced to a more systematic basis. In past seasons farmers have rushed their wheat to market in the short period intervening between harvest and the close of navigation on the Great Lakes, thereby producing more or less congestion of the markets, to their own loss. An amelioration of this condition has begun by the pro-

vision of greater storage accommodation, not only at the lake ports, but what is more to the purpose, at interior points, where the Government, as well as private corporation and individuals, are proceeding with the erection of elevators at the principal grain producing centres. In this way, local markets will be created for the farmers where their grain can be readily disposed of. Mixed farming continues to be an urgent need of the Northwest. I am pleased, however, to observe a betterment in this respect. From the figures which have been furnished me, there has been an increase in the past five years of 640,000 in the number of horses, cattle, sheep and swine. It is a matter of regret that the returns from the other provinces do not exhibit a similar satisfactory increase, but rather a diminution.

## BRITISH COLUMBIA.

The province generally has not been as prosperous as in 1912. The salmon fishing season has been a good average and the pack has been sold at remunerative prices. The same may be said of the halibut and herring fishing, and the free admission of British Columbia fish to the United States will be of advantage to the trade. Conditions in the lumber trade have been very unsatisfactory. The prairie demand has been poor and the prices so much lower than in 1912, that it is a question if many of the mills have made money. The foreign lumber trade has fallen off both in volume and in price, and the free admission of lumber to the United States is not likely to be a much benefit, as the lumbering states on the American side of the line can supply their own market. Mining has probably given the most satisfactory results of any industry in the province, the product of the mines increasing in value \$9,000,000 over the preceding year. The total mineral output was over \$32,000,000, of which coal and copper contributed respectively, say, \$9,000,000 and \$8,000,000. Crops have been good and prices satisfactory. The fruit industry in the Okanagan and other districts has realized higher prices and market arrangements have been improved. New Railway construction has only been undertaken to a moderate extent, and new power development has consisted chiefly of extensions, designed to supply the City of Vancouver. The stringent money conditions which have existed throughout the year have checked new enterprises of all kinds, especially municipal undertakings, and the probability is that there will be considerable unemployment during the coming winter.

## MEXICO.

In Mexico, general conditions continue to be disturbed, and the outcome is impossible to predict. We feel that our interests there are in safe and capable hands.

## WORDS OF CONFIDENCE.

My last words are of counsel and confidence. The finger of conservatism. While the financial sky remains clouded over in Europe, we shall do well to hasten slowly. It is not a time to attempt enterprises of a speculative nature, nor to undertake new commitments prior to the financing thereof, and an accumulation of stock by merchants and manufacturers should, as far as possible, be avoided. The excellent harvest, particularly in the Northwest, should do much towards liquidating debts and ameliorating the situation, but it seems probable we will be compelled to pause awhile in the wonderful progress of expansion of the last ten years. On the other hand, the commercial condition of Canada is fundamentally sound. Business as a whole, as I have said, continues good. Our vast natural resources have scarcely been scratched. Immigration is large, railway construction active, new territory and new resources of wealth are being steadily opened, the confidence of Brit-

ish and foreign capitalists in our country is unabated. A temporary halt can only refresh Canada for yet greater achievements.

Mr. R. B. Angus seconded the motion for adoption of the report, which was carried unanimously.

The Chairman stated that, under the provisions of the new Bank Act, it would be necessary for the meeting to appoint three auditors.

Mr. C. R. Hosmer thereupon moved, and Mr. Huntly Drummond seconded, that there be appointed three auditors of the Bank to hold office until the next annual general meeting, and that this meeting do now proceed to their nomination and appointment.

Mr. C. B. Gordon moved, and Mr. Wm. McMaster seconded, that the remuneration of the auditors to be appointed be not more than \$15,000, to be divided equally between them (or to be otherwise divided as may be thought best).

The following nominations were made: By Mr. J. B. Learmont, Mr. George Hyde, C.A., of Montreal; by Mr. G. L. Ogilvie (in the absence of Mr. Bartlett McLennan), Mr. J. Maxtone Graham, C.A., of Edinburgh; by Mr. W. B. Blackader (in the absence of Mr. W. Stanway), Mr. James Hutchison, C.A., of Montreal.

Mr. Meredith mentioned that he would deposit one ballot, representing the directors and other shareholders who had sent him their proxies, which was all that would be necessary, unless any shareholder wished to deposit a ballot himself. The ballot was unanimous.

It was moved by Mr. J. B. Learmont and seconded by Dr. H. B. Yates, that the thanks of this meeting be presented to the President and Directors for their attention to the interests of the bank.

Mr. R. B. Angus, in reply, on behalf of the President and Directors, expressed in a few well-chosen words their appreciation of the thanks tendered them.

Mr. David Morrice moved that the thanks of the meeting be given to the General Manager, Assistant General Manager, the Superintendents, the Managers and other Officers of the Bank for their services during past year. In speaking to the motion, Mr. Morrice expressed in the highest terms his appreciation of the Bank officials he had met in his long experience, covering a great part of the country, and said he had no hesitation whatever in presenting this motion rendering thanks to the Management and Staff of the Bank.

Mr. D. Forbes Angus seconded the motion, which was carried unanimously.

Mr. William H. Evans moved, and Mr. Charles Chaput seconded, "that the shareholders at this annual meeting of the Bank of Montreal learn, with deep regret of the resignation of Mr. R. B. Angus from the Presidency of the Bank, and desire to express their keen appreciation of his long and faithful services in the interests of the Bank. The Shareholders, however, sincerely hope that Mr. Angus will co-operate with his co-directors for many years to come."

Mr. Chaput, in seconding, said that the motion was a well-deserved compliment to Mr. Angus.

Returning thanks, Mr. Angus said: "I thank you for that expression of your goodwill."

Mr. Braithwaite said that he desired, on behalf of the Staff, to thank the shareholders for the very kind expression of appreciation of their services, and he thanked Mr. Morrice especially for the very kind words he had spoken. The prosperity of the Bank must always be to a large degree depending upon the outside managers and the rank and file officers of the Bank. "I can assure you," he added, "of my own knowledge of the absolute loyalty and devotion of the staff to the interests of the Bank and of the hard work done by them. I cordially thank you, and assure you that you have a staff second to none."

## ELECTION OF DIRECTORS.

The result of the ballot for the election of Directors was declared by the Chairman as follows: Messrs. R. B. Angus, D. Forbes Angus, A. Baumgarten, Huntly R. Drummond, C. B. Gordon, E. B. Greenshields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, Messrs. Wm. McMaster, H. V. Meredith, D. Morrice, Sir Thomas Shaughnessy, K.C.V.O.; Right Hon. Lord Strathcona and Mount Royal, G.C.M.G., G.C.V.O.

The meeting then terminated.

At a subsequent meeting of the Directors the following officers were elected: Hon. President, Lord Strathcona and Mount Royal; President, Mr. H. V. Meredith.



# You can sell pails of these candies around Christmas

**DIAMOND**

**Maple Cream Hearts**  
is a confection that is proving a fast seller—is a confection that is dainty and toothsome, having a delicate maple flavor. Price per eighteen pound pail, \$2.40.



**DIAMOND**

**Nutty Creams.**  
A rich, pure and delicious assortment of freshly made creams with various kinds of nuts. These creams cost you \$2.40 for seventeen pound pail, and sell at 25c a pound.



**"Mikado" Mixed Candies.**

An elegant assortment of jellies, creams, mints, fancy rocks, gum drops, etc., that may be sold at a reasonable price and yet leave a good margin of profit. Cost  $8\frac{1}{2}$ ¢ lb. for thirty-two lb. pail.

## They're low-priced, but they're good, and will net you 75% profit

### MINTO CREAMS AND JELLIES

This line at 8c. per pound is, without doubt, the best value offered by any manufacturer in Canada. You have only to see the goods to realise the remarkable value they represent at this price. Packed in 32-lb. pails, lace trimmed, which display the contents to best advantage. Customers will consider this big value at 15c. per pound.

### GROSS GOODS

We offer you here an assortment of eight lines, our most popular and fast selling penny goods. Cater to the children; they constitute the business builders. Here they are:—

Old Fashioned Chocolates  
Peppermint Rock  
Jewel Squares  
Latiere Sticks

Vanilla Moss  
Cocoa Balls  
A. B. Gum Sticks (2 for a cent)  
Boston Baked Beans

**Sugars & Cannery Limited**  
**MONTREAL**

TEAR OUT THIS PAGE. WRITE NAME AND ADDRESS. AND MAIL TO-DAY

**Sugars & Cannery, Limited, Montreal**  
Please Rush

1 pail (32 lbs.) Mikado Mix ..... \$ 2.50  
1 pail (17 lbs.) Nutty Creams ..... 2.40  
1 pail (18 lbs.) Maple Creams and Jellies ..... 2.40  
1 pail (32 lbs.) Minto Creams and Jellies ..... 4.00  
8 half gross boxes gross goods asstd. .... \$13.92

Date.....  
Name.....  
Address.....  
Freight prepaid.



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

**JOHN P. MOTT & CO.**

MANUFACTURERS

HALIFAX, NOVA SCOTIA



By Special Royal Permission

Ten reasons why "King Oscar" SARDINES should be put to the front

1. Attractively packed and labelled.
2. They sell readily.
3. Packed in Pure Olive Oil.
4. Are a health-giving food.
5. Tasty, Nutritious, Zesty.
6. Satisfaction to all.
7. Good profit.
8. Repeat sales sure.
9. Sell the year round.
10. Backed by extensive consumer advertising.

Canadian Agents  
**J. W. Bickle & Greening**  
(J. A. Henderson)  
Hamilton, Canada

**QUOTATIONS FOR PROPRIETARY ARTICLES**

SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

**BAKING POWDER.**

ROYAL BAKING POWDER.	
Sizes.	Per doz.
Royal—Dime .....	0 85
" ¼-lb. ....	1 40
" 6-oz. ....	1 85
" ½-lb. ....	2 55
" 12-oz. ....	3 85
" 1-lb. ....	4 90
" 3-lb. ....	13 60
" 5-lb. ....	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

**WHITE SWAN SPICES AND CEREALS, LTD.**

White Swan Baking Powder—5c tin, 40c per doz.; 4 oz. tin, 65c per doz.; 6 oz. tin, 90c per doz.; 8 oz. tin, \$1.20 per doz.; 12 oz. tin, \$1.60 per doz.; 16 oz. tin, \$2.25 per doz.; 3 lb. tin, \$5 per doz.; 5 lb. tin, \$9.50 per doz.

BORWICK'S BAKING POWDER	
Sizes.	Per doz. tins.
Borwick's ¼-lb. tins .....	1 35
Borwick's ½-lb. tins .....	2 35
Borwick's 1-lb. tins .....	4 65

**COOK'S FRIEND BAKING POWDER.**

Cartons—	
	Per doz.
No. 1, 1-lb., 4 dozen .....	2 40
No. 1, 1lb., 2 dozen .....	2 50
No. 2, 5-oz., 6 dozen .....	0 80
No. 2, 5-oz., 3 dozen .....	0 85
No. 3, 2½-oz., 4 dozen .....	0 45
No. 10, 12-oz., 4 dozen .....	2 10
No. 10, 12-oz., 2 dozen .....	2 20
No. 12, 4-oz., 6 dozen .....	0 70
No. 12, 4-oz., 3 dozen .....	0 75

**In Tin Boxes—**

No. 12, 1-lb., 2 dozen .....	3 00
No. 14, 8-oz., 3 dozen .....	1 75
No. 15, 4-oz., 4 dozen .....	1 10
No. 16, 2½-lbs. ....	7 25
No. 17, 5-lbs. ....	14 00

**FOREST CITY BAKING POWDER.**

6-oz. tins .....	0 75
12-oz. tins .....	1 25
16-oz. tins .....	1 75

**BLUE.**

Keen's Oxford, per lb. ....	0 17
In 10-lb. lots or case ....	0 16

**COUPON BOOKS—ALLISON'S.**

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Seauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15, and \$20. All same price, one size or assorted.

**UN-NUMBERED.**

Under 100 books ..each	0 04
100 books and over, each.	0 03¼
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ¼ cent.

**CEREALS.**

**WHITE SWAN SPICES AND CEREALS, LTD.**

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.

The King's Food, 2 doz. in case, per case, \$4.80.

White Swan Barley Crisps, per doz., \$1.

White Swan Self-rising Buckwheat Flour, per dozen, \$1.

White Swan Self-rising Pancake Flour per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.

White Swan Flaked Rice, \$1.

White Swan Flaked Peas, per doz., \$1.

**DOMINION CANNERS.**

Aylmer Jams. Per doz.	
Strawberry, 1912 pack ....	\$ 2 15
Raspberry, red, h'vy syrup	2 15
Black Currant .....	2 00
Red Currant .....	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

**Jellies.**

Red currant .....	2 00
Black Currant .....	2 20
Crabapple .....	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 00
Plum jam .....	1 55
Green Gage plum, stoneless	1 65
Gooseberry .....	1 85
Grape .....	1 55

**Marmalade.**

Orange jelly .....	1 55
Green fig .....	2 25
Lemon .....	1 60
Pineapple .....	2 00
Ginger .....	2 25

**Pure Preserves—Bulk.**

5 lbs. 7 lbs.	
Strawberry .....	0 00 0 95
Black currant .....	0 00 0 95
Raspberry .....	0 00 0 95

**14's and 30's per lb.**

Strawberry .....	0 12
Black currant .....	0 12
Raspberry .....	0 12

Freight allowed up to 25c per 100 lbs.



# Dried Fruits

All kinds are going out very freely and many are getting into very small compass. Prices in most lines are quite firm and advancing. You will make no mistake in anticipating your wants quite extensively, for the market looks good for some time to come. Our stocks are quite large, and we shall be pleased to have your inquiries either by mail, wire or through our representatives.

**SEND US AN ORDER.**

## **H. P. ECKARDT & CO.**

**WHOLESALE GROCERS**

**Church Street and Esplanade**

**T O R O N T O**

## Surely a recommendation of good quality



### Distil Coffee Essence

has been on the market of the discriminating Britishers for over quarter of a century, has won their favor and gained popularity and has been awarded 22 prize medals for quality.

Distil imparts a true Mocha and Java flavor and hits the popular taste wherever introduced.

It gives the highest degree of satisfaction and pays the dealer a good profit.

Price per case of 4 doz. 5 oz. bottles is \$5.80.

This is the Coffee Essence that will best fill the needs of your trade.

Send in your order now for a case or two

Order direct from

The Harry Horne Co., Toronto

or

Leadley Limited, Winnipeg

Agents wanted for Vancouver, Montreal and St. John. Correspond with The Harry Horne Co.

**The Distil Mfg. Co. Limited**  
London, Eng.



**For INFANTS, INVALIDS and the AGED.**

**GOLD MEDAL AWARDED**

Health Exhibition, London, Adelaide and Melbourne.

The "LANCET" describes it as: "Mr. Benger's admirable preparation."  
The "BRITISH MEDICAL JOURNAL" says: "Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations may be obtained through all Wholesale Jobbers in Canada.

**BENGER'S FOOD, LIMITED,**  
Otter Works, MANCHESTER, Eng.

### COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—  
Perfection, 1-lb. tins, doz.. 4 50  
Perfection, ½-lb. tins, doz. 2 40  
Perfection, ¼-lb. tins, doz. 1 25  
Perfection, 10c size, doz... 0 90  
Perfection, 5-lb. tins, per lb. 0 35  
Soluble, bulk, No. 1, lb. .. 0 20  
Soluble, bulk, No. 2, lb. .. 0 18  
London Pearl, per lb. .... 0 22

Special quotations for Cocoa in barrels, kegs, etc.

#### Unsweetened Chocolate—

Supreme chocolate, ½'s 12-lb. boxes, per lb. .... 0 35  
Perfection chocolate, 20c size, 2 doz. in box, doz... 1 80  
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz. .... 0 90  
Sweet Chocolate— Per lb.  
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes. .... 0 40  
Queen's Dessert, 6's, 12-lb. boxes .... 0 40  
Vanilla, ¼-lb., 6 and 12-lb. boxes .... 0 35  
Diamond, 8's 6 and 12-lb. boxes .... 0 29  
Diamond, 6's and 7's, 6 and 12-lb. boxes .... 0 25  
Diamond, ¼'s, 6 and 12-lb. boxes .... 0 26

#### Icings for Cake—

Chocolate, white, pink, lemon orange, maple, almond, coconut, cream, in ½-lb. packages. 2 doz. in box, per doz... 0 90

#### Chocolate Confections—per lb.

Maple buds, 5-lb. boxes .. 0 37  
Milk medallions, 5-lb. bxs. 0 37  
Chocolate wafers, No. 1, 5-lb. boxes .... 0 31  
Chocolate wafers, No. 2, 5-lb. boxes ..... 0 26  
Nonpareil wafers, No. 1, 5-lb. boxes .... 0 31  
Nonpareil Wafers, No. 2, 5-lb. boxes .... 0 26  
Chocolate ginger, 5-lb. bxs. 0 31  
Milk chocolate wafers, 5-lb. boxes .... 0 37  
Coffee drops, 5-lb. boxes .. 0 37  
Lunch bars, 5-lb. boxes .. 0 37  
Milk chocolate, 5c bundles, 3 doz. in box, per box. .. 1 35  
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box .... 0 85

Nut milk chocolate, ¼'s, 6-lb. boxes, lb. .... 0 37  
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. .... 0 37  
Nut milk chocolate, 5c bars, 24 bars, per box .... 0 88  
Almond nut bars, 4 bars, per box .... 0 85

#### EPFSA.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb. .... 0 35  
Smaller quantities .... 0 37

#### JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen .... 0 80  
Mott's breakfast cocoa, 2-doz. 10c size, per doz. .... 0 85  
Nut milk bars, 2 dozen in box .... 0 80  
" breakfast cocoa, ¼'s and ½'s .... 0 36  
" No. 1 chocolate ..... 0 30  
" Navy chocolate, ¼'s... 0 26  
" Vanilla sticks, per grs. 1 00  
" Diamond chocolate, ¼'s. 0 24  
" Plain choice chocolate liquors .... 20 30  
" Sweet chocolate coatings .... 0 20

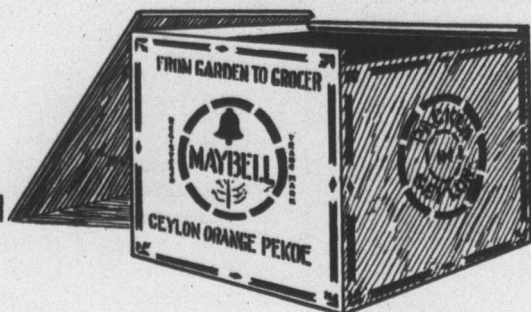
#### WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquisme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ¼-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

The above quotations are f.o.b. Montreal.

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## It heightens the pleasure of their afternoon teas

To serve delicious "Maybell" Orange Pekoe Ceylon Tea adds to the pleasure of the server and is a rare delight to the drinker. "Maybell" makes for a better afternoon tea and a better satisfied customer.

It is carefully blended and is good to the last drop.

The dealer who handles "Maybell" is pleased because of the good sales and the good profits he gets from this popular priced tea.

# "MAYBELL" Ceylon TEA

Is the tea with the higher quality

### Prices

5 -lb. Boxes (8 to a case) .....	24 c. lb.
10-lb. Boxes (4 to a case) .....	23½c. lb.
50-lb. half chests .....	21 c. lb.

Tea markets are advancing and you are advised to keep stock well ahead of immediate requirements. For immediate shipment we give you the benefit of a favorable purchase we have made.

We quote you these interesting prices on Japans **ON SPOT.**

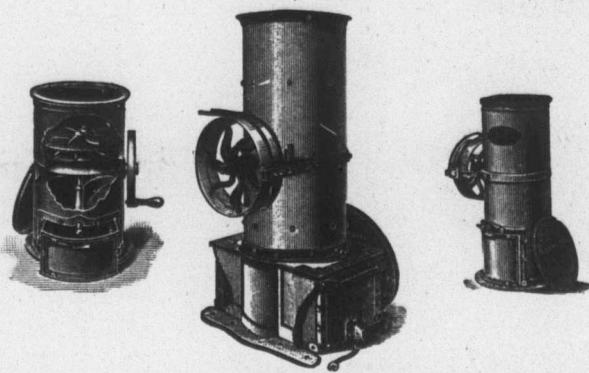
½ Chest, Y. M. P., each 80 lb. ....	18 c. per lb.
½ Chest Parrot Chop, each 80 lb. ....	18½c. per lb.
½ Chest Globe Chop, each 80 lb. ....	19 c. per lb.
½ Chest Iris Chop, each 80 lb. ....	19½c. per lb.
China Scented Orange Pekoe Caddies, each 20 lb. ....	28 c. per lb.
India and Ceylon, Pekoe, Souchongs in Chests .....	16 to 18 c. per lb.

Net 30 days, f.o.b. Toronto.

Send your orders in quickly as these offers may be terminated without notice.

*All in Sealed Lead Lined Packages.*

**Canada Brokerage Company**  
Toronto, Ont.



**Combined Sifter and Mixer**  
FOR ALL KINDS OF DRY POWDERS

- † Efficient and Rapid in Action.
  - † Breaks down all lumps.
  - † Self-cleaning and emptying.
  - † Sieves interchangeable.
  - † All lubrication effected from outside.
- Seven sizes for Hand or Power driving.

**Grocers' Engineering & Whitmee Ltd.**  
COLE STREET, LONDON, S.E. ENGLAND,

Specialists in Appliances for all Grocers  
Catalogue on Application

# Cleave's

## DEVONSHIRE CREAM

# Chocolate

Unrivalled!  
Quality=A. 1.

Turn-out—Attractive  
Profit—Good

ENTIRELY NEW 5 CENT LINES

JOHN CLEAVE & SON, LIMITED  
CREDITON, DEVON, ENGLAND

Write for Prices to Wholesale Agents  
FRANK DAVY & CO., 6 St. Sacrament St., Montreal

**CONDENSED AND EVAPORATED MILK.**

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 dos....	\$6 00
Reindeer Brand, ea. 4 dos.	6 00
Silver Cow Brand, ea. 4 dos.	5 40
Gold Seal Brand, ea. 4 dos.	5 25
Mayflower Brand, ea. 4 dos.	5 25
Purity Brand, ea. 4 dos...	5 25
Challenge Brand, ea. 4 dos.	4 75
Clover Brand, ea. 4 dos....	4 75

Evaporated (Unsweetened)—

St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 90

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BEOS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ¼	0 32	0 40
1 and ⅓	0 37	0 50

Packed in 30's and 50lb. case.  
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS. SHIRRIFFS

Quintessential.	
1 oz. (all flavors) doz....	1 05
2 oz. (all flavors) doz....	2 00
2½ oz. (all flavors) doz...	2 30
4 oz. (all flavors) doz....	3 50

5 oz. (all flavors) doz....	4 50
8 oz. (all flavors) doz....	6 50
16 oz. (all flavors) doz....	12 00
32 oz. (all flavors) doz....	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleline—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90)	6 90
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 30

CLARK'S PORK AND BEANS

IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 50
No. 12, ½ doz. in case	7 00

LAPORTE, MARTIN, LIMITEE.  
Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs.... 5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork 50 qts., cs.	3 00
50 pts., cs.	5 00
La Savoureuse "Claret Crown," 100 pts., cs.	9 00
St. Nicholas Champenoise Corks. 50 qts., cs.	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 11 lb. bars, lb....	0 08½
Cs. 200 3½ lb. pieces, cs..	4 25
Cs. 12 3 lb. bars, lb....	0 09½
Cs. 50 ¼ lb. pieces, cs...	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs	4 75
Cs. 200 200 grs. pieces, cs	7 75
Cs. 100 300 grs. pieces, cs	6 00
Cs. 200 300 grs. pieces, cs	12 00

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.	
Box, 25 lbs., 1 lb.....	0 08
Box, 25 lbs., loose .....	0 07.

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.....	3 75
Apple Juice, 24 pts. ....	4 50
Champagne de Pomme, 24 p	5 00

Motts Golden Russett—

Sparkling Cider, 12 qts....	4 50
Sparkling Cider, 24 pts....	4 75
Sparkling Cider, 36 sp.....	4 90
Extra Fins, 100½	15 00
Apple Vinegar, 12 qts.....	2 40



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# The West is full of Activity

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Everything is life in the Western country—the country of glimmering gold wheat, the granary of the world. Every day new blood is added, new demands show up for Eastern products, new channels for your goods. Are you going to take advantage of the growing West or allow others to step in ahead?

We offer our services in marketing your products—the service of a well trained and efficient staff, who call on the wholesalers throughout the entire Wst. We offer our warehouse facilities at the five main distributing points. Can you do better when we guarantee sales? Write to-day.

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**NICHOLSON & BAIN,** Wholesale Commission Merchants  
and Brokers

HEAD OFFICE:

WINNIPEG, MAN.

BRANCHES: REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

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## MINCE MEAT

---

**W**E are putting up a line of fine **OLD ENGLISH MINCE MEAT** in quart self-sealing glass jars that can be sold retail at 35c. each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs.  
40-lb. Kegs.  
20-lb. Kegs.  
5-lb. Tins.

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**F. W. FEARMAN CO., Limited**  
HAMILTON

## MINCE MEAT

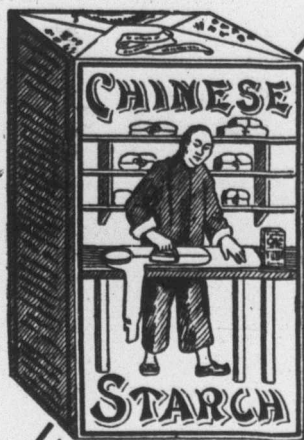
It is impossible to make anything better than

**Wethey's**  
**“Home-Made”**

It is positively the highest grade mince meat on the market and is sold at a most reasonable price.

We are pleased to quote.

**J. H. WETHEY, Limited**  
St. Catharines, Ont.



## A Bigger Package and a Better Value

16 ounces in each package—4 ounces more than most other brands, and Chinese Starch

gives the housewife the results she wants. That's why

### "Chinese Starch" sells quickly

and your profit is good. Chinese Starch is already well known throughout Canada, but we're going to increase the demand by advertising.

Are you handling it yet? If not, give it a try out. You will be pleased with the results. So will your customers. We pay freight on orders for 2 cases or more.

Sold by all wholesale grocers.

OCEAN MILLS - MONTREAL

# LITSTER'S



## PURE FOODS

We have established and maintain the highest standard of quality known in specialized food products. If you want positive assurance of the best, get Litster's. Dealers who stock up on the Litster line take no chances.

"Anything Litster's is good."

The LITSTER PURE FOOD CO., Ltd.  
TORONTO

These prices are F.O.B. Montreal. Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs. ....	\$10 00
Sur Extra Fins, 100 1/2 kilo, cs. ....	15 50
Extra Fins, 50 1 kilo, cs. ....	14 50
Extra Fins, 100 1/2 kilo, cs. ....	15 00
Tres Fins, 100 1/2 kilo, cs. ....	13 50
Fins, 100 1/2 kilo, cs. ....	11 50
M1 Fins, 100 1/2 kilo, cs. ....	11 00
Moyens No. 1, 100 1/2 kilo, cs. ....	10 00
Moyens No. 2, 100 1/2 kilo, cs. ....	9 50
Moyens No. 3, 100 1/2 kilo, cs. ....	9 00

### MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 1/2-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 65
1 gal. 10s	2 10
20s. 1/2 gal.	2 60

### CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.	
Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz each, ovals, per case	5 40

### INFANTS' FOOD.

Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

### BOAR'S HEAD LARD

#### COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10 1/2
Tubs, 60 lbs.	0 10 1/2
Pails, 20 lbs.	0 10 1/2
Tins, 20 lbs.	0 10 1/2
Cases, 3 lbs., 20 to case..	0 11 1/2
Cases, 5 lbs., 12 to case..	0 11 1/2
Cases, 10 lbs., 6 to case..	0 11

F.O.B. Montreal.

### MARMALADE.

### SHIRRIFF BRAND.

#### "SHREDDED."

1 lb. glass (2 ds case)	\$1.90 \$1.80
2 lb. glass (1 ds case)	3.20 3.00
4 lb. tin (1 ds case)	5.50 5.35
7 lb. tin (1/2 ds case)	8.60 8.25

#### "IMPERIAL SCOTCH."

1 lb. glass (2 ds case)	\$1.60 \$1.55
2 lb. glass (1 ds case)	2.80 2.70
4 lb. tin (1 ds case)	4.80 4.65
7 lb. tin (1/2 ds case)	7.75 7.50

### MUSTARD.

### COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., 1/4-lb.	1 40
D. S. F., 1/2-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., 1/4-lb.	0 75
F. D., 1/2-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI C. I. CATELLI CO., LIMITED.

	1 lb. pkgs. Loose
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases....	7 6 1/2
Egg noodles, case 10 lbs. loose; case 60 pkgs., 1/2 lb. each....	7 1/2 7
Marguerite Brand. Same assortment as above	6 1/2 6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., 1/2 lb. each....	7 6 1/2
Catelli Brand. Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)	5 1/2
30 lb. cases, 1 lb. packages	6
Terms, Net 30 days.	

### D. SPINELLI CO., Registered.

Globe Brand.	
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7 6 1/2
Spinelli Brand.	
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)	5 1/2
30 lb. cases, 1 lb. pkgs.	6
Terms—Net, 30 days.	

### JELLY POWDERS.

#### JELL-O.

Assorted case, contains 2 doz.	1 80
Straight.	

Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80
Weight 8 lbs. to case. Freight rate, 2nd class.	

### JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
Straight.	

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50
Weight 11 lbs. to case. Freight rate, 2nd class.	

### SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.	
3 dozen to box	3 00
6 dozen to box	7 20
30 days.	

### RICHARDS PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

### FELS NAPTHA.

Prices—Ontario and Quebec:	
Less than 5 cases	\$ 5.00
Five cases or more	4 95
SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.	
1-16 gall., doz.	\$ 2 00
1/2-gall., doz.	6 00
1/4-gall., doz.	10 00
1 gall., doz.	19 00
1-16 gall., gross lot	20 00



## California Navel Oranges

First car of season arrived last week. Another car due Monday. Remember, we are the leaders in high-class Navel Oranges.

For Xmas and present selling, quality and color perfect. Also Florida, Mexican and Jamaica Oranges.

Fresh car Coconuts.

California Emperor Grapes

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**White & Co., Limited**

TORONTO and HAMILTON

## CHRISTMAS FRUIT

California Navels, Florida Parson Browns, Sonoras, Florida Grape fruit, Jamaica Grape Fruit, Lemons, Bananas, Cranberries, Apples, Malaga Grapes, Emperor Grapes, Nuts, Figs, Dates, Tomatoes, Celery, Lettuce, Holly, Holly Circles, Evergreen Wreathing.

We expect to ship all our Xmas orders this week and first of next. If we have not received your order, let us have it by phone or first mail.

THE HOUSE OF QUALITY.

**HUGH WALKER & SON**

*Established 1861*

Guelph and North Bay



### German Eagle Brand Products

Now is the best time to start  
handling

### PURE COUNTRY PORK SAUSAGE

Contains nothing but Pork Meat

**J.M. Schneider & Sons  
Limited.**  
HIGH GRADE GERMAN SAUSAGE  
PORK PACKERS

## APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

---

**LEMON BROS.**

Owen Sound, Ontario

The  
general satisfaction  
given by

St. Nicholas  
Home Guard  
Queen City  
Puck  
Kicking

makes the Lemon Business  
the ideal feature of the Re-  
tailer's Fruit Department.

**J. J. McCABE**

Agent

Toronto, Ont.



**LOW** your horn for King George Navy Plug Chewing Tobacco, Rose Quesnel and Master Mason Smoking Tobaccos.

They are good sellers and pay a good profit.

**Rock City Tobacco Co., Limited**  
QUEBEC

**Good Soap Service**

Large sales are founded on good service. When you can make a cake of soap do its work thoroughly, economically, without hurt to delicate fabrics and colors, you are sure of buyers. Wonderful Soap does all of these.

It's a Business Maker.

Excellent for display.

Sells at a popular price.

**The Guelph Soap Co.**  
GUELPH, ONTARIO



**"SOCLEAN."**  
THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4 1/2 lbs.) enlarged size ..... \$4 50  
40c Pail, formerly 50c, 2 doz. in case (8 lbs.) ..... 7 20  
75c Pail, formerly \$1.00, 1 doz. in case (17 lbs.).... 6 75

**"ANTI-DUST" SWEEPING POWDER.**

2 lb. tins, 3 doz. crates, doz. 1 40  
5 lb. tins, 1 and 2 doz., crates, per doz. .... 3 00

**STARCH.**

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry....	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs.....	06 1/4
4 lb. cartons .....	.07
48 lbs., No. 1 white or blue, 3 lb. cartons .....	.07
100 lbs., kegs, No. 1 white.	.06 1/2
200 lbs., bbls., No. 1 white.	.06 1/2
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	.07 1/2
48 lbs., silver gloss, in 6-lb. tin canisters .....	.08
36 lbs., silver gloss 6-lb. draw lid boxes .....	.08
100 lbs., kegs, silver gloss, large crystals .....	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label ....	.07 1/2
40 lbs. Benson's Enamel (cold water), per case....	3 00
20 lbs. Benson's Enamel (cold water), per case....	1 50
Celluloid—boxes containing 45 cartons, per case.....	3 00
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn ....	.07 1/2
40 lbs. Canada pure corn starch .....	.06
(20-lb. boxes 1/4c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb. ....	.10

**BRANTFORD STARCH.**  
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs. ....	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. ....	06 1/2
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs. ....	.06 1/2
Kegs, 100 lbs. ....	.06 1/2
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs. ....	.07 1/2
6-lb. toy trunks, lock and key, 3 in case .....	.08
6-lb. toy drum, with drumsticks, 2 in case.....	.07 1/2
Kegs, extra large crystals, 100 lbs. ....	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case .....	3 00
Celluloid Starch—	

Boxes containing 45 cartons, per case ..... 3 00

**Culinary Starches—**

Challenge Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. .06  
Brantford Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. .07 1/2  
"Crystal Maize" Corn Starch—  
1-lb. pkts., boxes of 40 lbs. .07 1/2  
(20-lb. boxes 1/4c higher than (40's.)

**OCEAN MILLS, MONTREAL.**

Chinese starch, 48, 1 lb., per cs., \$4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 3-oz. tins, 5 doz., per case, \$6.50; 16-oz. tins, 3 doz. per case, \$8.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.00.

**SOUPS—CONCENTRATED.**

**CHATEAU BRAND.**

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 85c per dozen.  
Individuals, 45c per dozen.  
Packed 4 dozen in a case.

**SYMINGTON'S SOUPS.**

Quart packets, 9 varieties, doz. .... 6 00  
Clear soups, in stone jars, 5 varieties, doz. .... 1 40

**SODA—COW BRAND.**

Case of 1-lb., containing 60 packages, per box, \$3.00.  
Case of 1/2-lb., containing 120 packages, per box, \$3.00.  
Case of 1-lb. and 1/2-lb., containing 30 1-lb. and 60 1/2-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

**SYRUP.**

THE CANADA STARCH CO., LTD.

**CROWN BRAND CORN SYRUP.**

2-lb. tins, 2 doz. in case...	2 50
5-lb. tins, 1 doz. in case ...	2 88
10-lb. tins, 1/2 doz. in case.	2 75
20-lb. tins, 1/4 doz. in case.	2 70
Barrels, 700 lbs. ....	3 1/2
Half barrels, 350 .....	3 1/2
Quarter barrels, 175 .....	4
Pails, 38 1/2 .....	1 85
Pails, 25 lbs. each .....	1 35

**LILY WHITE CORN SYRUP.**

2-lb. tins, 2 doz. in case...	2 85
5-lb. tins, 1 doz. in case...	3 20
10-lb. tins, 1/2 doz. in case.	3 10
20-lb. tins, 1/4 doz. in case.	3 05
(5, 10 and 20-lb. tins have wire handles.)	

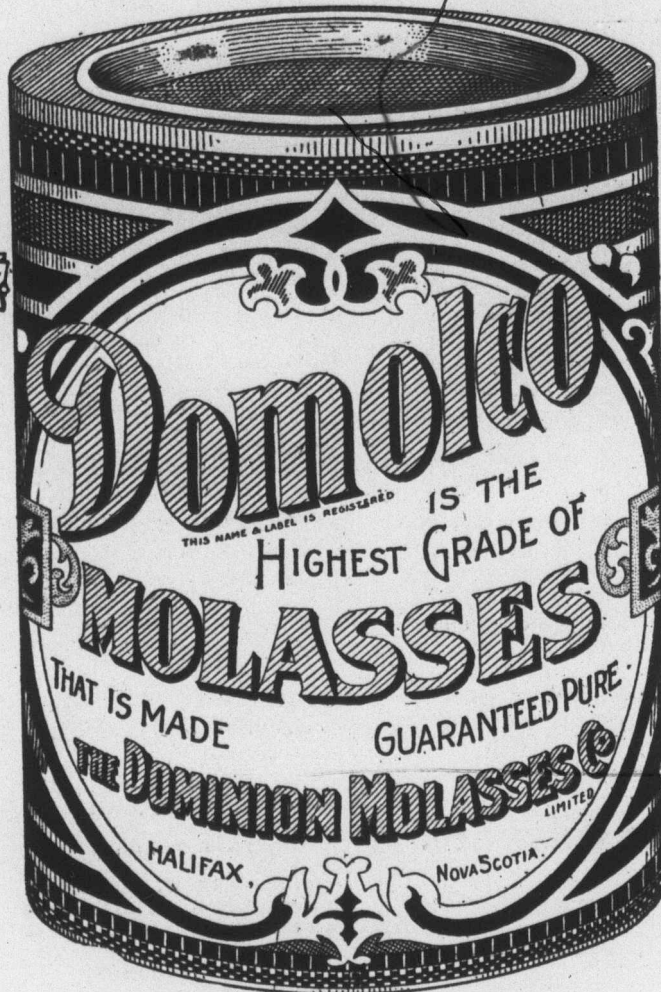
**BEAVER BRAND CORN AND MAPLE SYRUP.**

Quart tins (wine measure)  
2 doz. in case, per case.. 4 70



Delicious  
Pure and  
Wholesome

A High  
Grade  
Molasses




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Note the  
registered  
label

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The people  
will ask  
for it

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## THE TASTE THAT GROWS

Domolco is a high grade table molasses, especially delicious, pure and wholesome. It has a refined definite flavor all its own that grows on your trade and places it on the regular grocery list.

Domolco Molasses is especially healthful and has been proven to be a body builder.

We have spent and are spending a great deal of money in putting this molasses before the public — advertising it in various ways. Will you take advantage of this advertising and fill the people's requirements?

Write to-day for prices, etc.

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The Dominion Molasses Co., Limited

HALIFAX, N.S.





EVERY POUND OF  
**ANCHOR BRAND FLOUR**

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about Anchor Brand Flour, they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

**Leitch Brothers' Flour Mills, Ltd.**

Oak Lake,, Manitoba



**Superlative  
Quality  
Consistently  
Maintained**

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50¢ per 100 lbs.



St. George Evaporated Milk, 4 doz. in case ..... \$3.00  
Princess Condensed Milk, 4 doz. in case... 4.50  
Banner Condensed Milk, 4 doz. in case... 5.25

**J. Malcolm & Son, St. George, Ont.**

**MOLASSES.**

**THE DOMINION MOLASSES COMPANY, LTD.**

Gingerbread Brand.

2s., Tins, 2 doz. to case.

Quebec, per case .....	\$ 1 85
Ontario, per case .....	1 90
Manitoba, per case .....	2 30
Saskatchewan, per case....	2 60
Alberta, per case .....	2 70
British Columbia, per case 2 40	

**DOMOLCO BRAND.**

2s., Tins, 2 doz. to case.

Quebec & Ontario, per case	2 60
Manitoba, per case .....	3 00
Saskatchewan, per case ...	3 20
Alberta, per case .....	3 30
British Columbia, per case.	3 10

**SAUCES.**

**PATERSON'S WORCESTER SAUCE.**

½-pint bottles 3 and 6 doz.	
cases, doz. ....	\$ 0 90
Pint bottles, 3 doz., cases,	
doz. ....	1 75

**H. P.**

H. P. Sauce—	Per doz.
Cases of 3 dozen .....	\$ 1 90
H. P. Pickles—	
Cases of 2 doz. pints....	3 25
Cases of 3 doz. ½-pints..	2 25

**STOVE POLISH.**

**JAMES DOME BLACK LEAD.**

6a size, gross .....	\$ 2 40
2a size, gross .....	2 50

**NUGGET POLISHES. Doz.**

Polish, Black and Tan ....	0 85
Metal Outfits, Black and Tan .....	3 65
Card Outfits, Black and Tan .....	3 25
Crems and White Cleaner	1 10

**TOBACCO.**

**IMPERIAL TOBACCO COMPANY OF CANADA.**

Chewing—Black Watch, 6s...	45
Black Watch, 12s .....	45
Bobs, 5's and 10's .....	39
Bully, 6s .....	44
Currency, 6½s and 12s ....	39
Stag, 5 1-3 to lb.....	39
Old Fox, 6 lb. boxes .....	40
Pay Roll Bars, 7½s .....	50
Pay Roll, 7s .....	50
War Horse, 6s .....	42
Plug Smoking, Shamrock, 6s, plug or bar .....	45
Rosebud Plug, 7s .....	50
Empire, 6s and 12s.....	44
Ivy, 7s .....	50
Starlight, 7s .....	50
Cut Smoking — Great West	
Pouches, 8s .....	59
Regal Cube Cut, 9s .....	70

**TEAS.**

**THE "SALADA" TEA CO.**  
East of Winn'peg.

Wholesale R't'l

Brown Label, 1s and ½s	.25 .30
Green Label, 1s and ½s	.27 .35
Blue Label, 1s, ½s, ¼s,	
and ⅛s .....	.30 .40
Red Label, 1s and ½s ..	.36 .50
Gold Label, ¼s .....	.44 .60
Red-Gold Label, ¼s ....	.55 .80

**LUDELLA.**

In 30, 60 and 80 lb. cases.  
Black, Green or Mixed.

Blue Label 1s .....	0 20
Blue Label ½s .....	0 21
Orange Label 1s .....	0 23
Orange Label ½s .....	0 24
Brown Label 1s and ½s...	0 28
Brown Label ¼s .....	0 30
Green Label 1s and ½s...	0 35
Red Label ½s .....	0 40

**MELAGAMA TEA.**

**MINTO BROS.**

45 Front St. East.  
We pack in 60 and 100-lb. cases.  
All delivered prices.

Wholesale R't'l

Brown Label, 1-lb. or ½	.25 .30
Red Label, 1-lb. or ½...	.27 .35
Green Label, 1s, ½ or ¼	.30 .40
Blue Label, 1s, ½ or ¼.	.35 .50
Yellow Label, 1s, ½ or ¼	.40 .60
Purple Label, ¼ only...	.55 .80
Gold Label, ¼ only ....	.70 1.00

**JAMS AND JELLIES.**

**T. UPTON & CO.**

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case \$1.00 per doz.; No. 2 tins, 2 dozen in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, \$7 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c. per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.  
Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7½c per lb.  
Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 1 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

**JELLY POWDERS.**

**WHITE SWAN SPICE AND CEREALS, LTD.**

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen ..... \$0 90

List Price.

"Shirriff's" (all flavors), per doz. .... 0 90  
Discounts on application.

**YEAST.**

White Swan Yeast Cakes, per case, 3 doz. 5c packages ..... 1 25



# ROYAL BAKING POWDER



**Absolutely Pure**  
**The only baking powder**  
**made with Royal Grape**  
**Cream of Tartar**  
**No Alum, No Lime Phosphate**

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

**THERE IS NO SUBSTITUTE**



## EPPS COCOA

"THE BEST EVER SINCE 1839"

**EPPS COCOA** IS MADE FROM THE FINEST SELECTED COCOA BEANS AND BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS MADE SOLUBLE AND EASY FOR DIGESTION.

JAMES EPPS & CO., LTD. (LONDON, ENGLAND).  
 Canadian Address, 25 E. Front Street, Toronto.  
 Gentlemen:—Please send particulars of your SPECIAL OFFER and oblige.

Name .....

Address .....



## Elgin Cured Meats are cured right

In the first place we use only the finest meats and cure them in a way that gives them an enticingly delightful flavor.

We absolutely guarantee our products to be the finest made.

Our dairy and poultry products are the best grade you can buy. Have you tried our rich old Canadian Cheese?

Send for Post Card Order Book.

It is very convenient.

### The St. Thomas Packing Co. LIMITED

Pork Packers and Provision Merchants, Pork, Pork Products and Beef, Butter, Eggs and Cheese.

**ST. THOMAS, ONT.**

Wholesale Branches at Windsor and London, Ont.  
 Let us send you one of our post card order books.

THE CANADIAN GROCER

# TUCKETT'S ORINOCO

*--the tobacco that's just a little milder than "Tuckett's Myrtle Cut"*

Every tobacco user in your vicinity knows "Myrtle Cut T. & B." and appreciates its delightful flavor. It has the largest sale in Canada, but has a close second in Tuckett's "Orinoco" which is no better, but just a little milder.

Stock up to-day with the favorite smoking tobaccos. Put up in tins and packages. Recommend them to your best trade.



**TUCKETT LIMITED**  
Hamilton, Ontario

## Quality Counts

DO YOU KNOW THAT  
OUR

## BROOMS

ARE MADE TO BRING  
REPEAT ORDERS, AND  
THEY DO.

**TRY THEM!**

**Walter Woods & Co.**  
Hamilton and Winnipeg

## Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

**The Canadian Fishing  
Company, Limited**  
VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

**Quality and Service Unsurpassed**



A MERRY CHRISTMAS AND A  
HAPPY NEW YEAR TO ALL OUR  
FRIENDS IN THE GROCERY TRADE  
IS THE WISH OF



**NUGGET**

THE "NUGGET" POLISH COMPANY, LIMITED

9, 11 and 13 Davenport Road

TORONTO, ONT.

# "TARBOX BRAND" CHEMICALLY TREATED DRY DUSTING MOPS

Need no re-treating before or after washing—the treatment lasts as long as the Mop lasts. The coarse dirt and lint can be shaken out—every particle of dust sticks—until washed out with hot water and soap.

After washing the Chemical exudes just sufficient dampness for efficient dusting. No oil or oil polish to grease or smear floors or furnishings. May be used on walls and ceiling without the least danger of staining.

They leave painted and polished surfaces with the "sheen" so much appreciated by particular housekeepers on waxed floors.

**Round, Flat, Circular, Triangular and Brush-shapes**—In styles to please all.

"Tarbox Brand" may not be classed or compared with oil-soaked mops—(few women want their floors oiled every day, if ever). These goods are prepared for the daily dusting—**Dry Dusting** and leave the floor **dry, not mucked**. Our retail price list is base, from which jobbers can allow you 40%. Quick Western shipments may be obtained from



The illustrations show our new design of Circular and Triangular Mop construction. The neatest, strongest and most up-to-date Dusting Mop construction on the market. Practically indestructible.  
Circular shape, retail .....\$1.00  
Triangular (¼ larger than the Circular) ..... 1.25

**WALTER WOODS & CO., Winnipeg, Man.**

Manufactured by

**TARBOX BROS., Toronto**

AGENCIES: Vancouver      Edmonton      Montreal      Glasgow, Scotland      Leeds, England

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.



**OXO**  
Cubes

## "OXO WEATHER" is Here at Last

"OXO Weather" has been a long time coming—but it is here now. Snappy, biting cold, sends folks home with appetites longing for HOT OXO—Hot OXO SOUPS and BROTHS—hot OXO STEWS MEAT PIES and other nourishing, warming dishes.

## OXO CUBES

are in keen demand now, and will be until hot weather comes again. And the OXO advertisements are appearing in all the leading newspapers and magazines to keep people constantly reminded of these famous cubes of concentrated meat goodness.

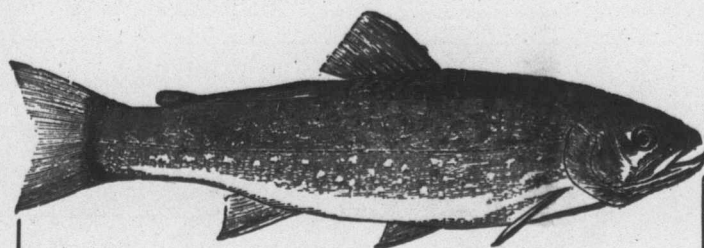
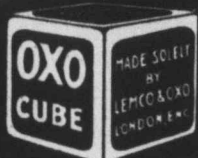
If you haven't handled Oxo Cubes before, stock them now and get the full benefit of the Oxo name—of the Oxo fame—the Oxo advertising—and the Oxo demand.

We'll ship your order by return if you wish. Write us for special terms to the trade.

**Corneille David & Co.**

Toronto Montreal  
Winnipeg  
St. John, N.B.

A  
Cube to  
a  
Cupful



## A Fish 5 Minutes From the Water

cannot have a more real sea flavor than do the **Brunswick Brand Sea Foods**. The flavor is retained by the employment of the latest and most modern methods of preparing and packing—immediately after the fish comes from the water.



Brunswick Brand Sardines in oil, one of our leaders, is holding the foremost place among Canadian packed sardines. They sell at a moderate price and pay a good profit.

Our years of experience and large modern factories enable us to turn out sea foods as nearly perfect as can be made.

Our supplies are the choice of fishermen's catches, caught in the neighborhood of our factories.

Known and appreciated all over Canada.

### OUR CHIEF SELLERS

1/4 Oil Sardines	Kippered Herring
3/8 Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(Oval and Round Tins) Scallops	

**CONNORS BROS., LIMITED**

**BLACK'S HARBOR, N.B.**

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Victoria, B.C.

# Get in Line With the Wise White Swan Dealers

The dealer who carries White Swan products does not carry them on his shelves for long. He finds a quick demand for them and has the satisfaction of serving the contented customers at a handsome profit to himself.


Women appreciate the  
**"Surety of Purity"**

of all White Swan products. We are not modest. We are telling the women of Canada just how good White Swan baking powder is. Get in line with this campaign.

**White Swan Spices and Cereals, Limited**  
 TORONTO



**WHITE SWAN BAKING POWDER**



**THE SECRET OF SUCCESSFUL BAKING!**

"It all depends, madam, on the kind of baking powder you use."  
 "White Swan Baking powder makes every baking an assured success, because it is chemically pure and its materials are accurately combined by experts to give proper strength."  
 "You can always rely on White Swan to produce light, sweet, digestible and wholesome biscuits, cakes and pastry."

**Scientific Reasons**

Baking Powder is primarily a preparer of food, when mixed under proper conditions a chemical reaction takes place, giving off a leavening gas. The residue left in the food you eat is not the original kind of powder, but an entirely new substance.  
 A cream of tartar baking powder, the residue in the food is 70% of its weight Rochelle Salts, which are medicinal and harmful to the system when taken this way.  
 White Swan Baking Powder is a phosphate, leaving only a 30% residue, which is a stress home building substance—recommended by authoritative physicians as the best baking powder for kitchen use. Order it from your grocer—in 10c or 25c tins.

White Swan Spices & Cereals Limited, Toronto

# COOK'S FRIEND BAKING POWDER

on the market for over 50 years.  
 Only best quality ingredients used—contains no alum.

If you want your customers to come back and send their friends, give Cook's Friend all the prominence you can.

Ask Your Wholesaler

**W. D. McLaren, Limited, Montreal**

# "ZIP"

—the hands are clean



It takes but a moment to clean the hands with ZIP. Thoroughly removes grease, ink, dirt, etc., without the slightest injury to the skin.

It will pay you to get "Zip" into your sales, for it's just "Zip" and your profits go up.

Ask us about our premium plan. It increases sales all along.

**The Zip Mfg. Company, - Sutton, P. Q.**  
 AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

**John Duncan & Co.**  
 Montreal

# TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.



# ZEBRA



## STOVE POLISH

They come  
more often for it

when they know its virtues. This is because Zebra Stove Polish is a paste, ready for use. No need to dissolve Black Lead in pots, no dirt, no mess. Just a touch on a cloth, a few rubs and it is done. Tell your customers this, its worth doing—for them and for you.

## HIRONDELLE

(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

**C. H. Catelli Company, Limited**  
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg  
Toronto, Can., Agent for Province of Ontario

## A SLIGHT DIFFERENCE

in price on a cheap article like

# SAL SODA

should not count when quality is considered

**BRUNNER, MOND & CO.'S**  
ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and  
therefore GOES FURTHEST of any  
Washing Soda Sold.

**WINN & HOLLAND, LIMITED**

SOLE AGENTS  
MONTREAL

# Buyers' Guide

## O. E. Robinson & Co.

Manufacturers and Buyers of Dried,  
Evaporated and Canned Apples.

Ingersoll, - - - - - Ontario.

Established 1886.

## FRUIT PULPS

of all kinds  
Bitter Oranges for Marmalade.  
Sole agents for the finest  
Sicilian peels in Brine.

**F. KESSELL & CO.**  
7-8 The Approach London Bridge  
London, England

## SUCHARD'S COCOA

The Highest Quality  
Most Reasonably Priced  
"Quality" Cocoa.  
On Sale Anywhere.

**FRANK L. BENEDICT & CO.**  
Agents Montreal

Write us for New Price List of

## WINDSOR SALT

**TORONTO SALT WORKS**  
TORONTO, ONT. GEO. J. CLIFF, Manager

### 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.

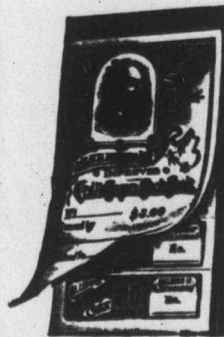
## EGG FILLERS

12-DOZ. EGG CASES

**The Trent Mfg. Co., Limited**  
Trenton, Ontario, Canada

## ALLISON COUPON BOOKS

cost so little that we can't send a salesman to see you about them. That means, however, that you have nothing to pay but the actual cost of the books, AND THEY PAY FOR THEMSELVES MANY TIMES OVER. So Allison Coupon Books are not an expense. Rather it costs you money if you DON'T have them.



### How They Work

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes, then, his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no errors, no disputes.

For Sale by the Jobbing Trade  
Everywhere.

Manufactured by  
**ALLISON COUPON CO.,**  
Indianapolis, Indiana U.S.A.

## COMTE'S

Satisfaction and profits with every sale.  
We want more agents. Write

**Augustin Comte & Co.,**  
Limited, P. O. Box 2963, MONTREAL  
**COFFEES**

## AGENTS

### COCO-BUTTER

Here's a line that will prove profitable. It is 100% pure vegetable fat; never goes rancid. More economical than butter and lard, and IT IS LIKED.

**COLONIAL COCO-BUTTER LIMITED**  
MONTREAL

The

**CONDENSED AD.**

PAGE

WILL INTEREST YOU

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

## HOLLAND RUSK

is not an article that will be tried and disused after one day. It has real merit and it will be well worth your while to push it.

**HOLLAND RUSK COMPANY**  
HOLLAND, MICH.



# TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.



**CLASSIFIED ADVERTISING**

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 acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

**WANTED**

**WANTED — RELIABLE REPRESENTATIVES** for different territories to handle Mackintosh's Famous Toffee. State experience and lines now handling. Apply Capitol Toffee Co., Ottawa, Ont.

**APPLES — WANTED, A GOOD APPLE** agency for Newfoundland. Quote prices f.o.b. Halifax or Montreal. Can satisfy you as to connection and references. Advertiser, Box 1131, St. John's, Newfoundland.

**WANTED—BY AN OLD ESTABLISHED** packing house, travellers on commission, on ground north of the old Grand Trunk, Toronto to Sarnia, to Owen Sound, and between Toronto and Lake Huron, and ground east of Belleville to Montreal and north of Pembroke with the exception of the city of Kingston. Apply Box 40, Canadian Grocer, 143 University Avenue, Toronto.

**FOR SALE**

**WELL ESTABLISHED GROCERY AND** meat business for sale—Owner retiring from business. Turning stock twice every month. Trade rapidly increasing. Catering to high-class residential trade. One of the best cities in Western Canada. Population over 60,000. This is golden opportunity. Address Box 38, Canadian Grocer, 143 University Ave., Toronto.

**FOR SALE—GENERAL STORE, ESTABLISHED** 52 years, new store, new barn, good house. Stock \$3,000, turnover \$12,000, post office over \$100. 4½ miles to M.C.R., 7 miles to Hagersville. Book accounts always under \$500. Possession given at once. R. J. Thomas, Hartford, Ont.

**SITUATIONS WANTED**

**TEA SALESMAN REQUIRES POSITION** IN brokers or wholesale firm; twenty years' experience; nine years with present employers. Box 37, Canadian Grocer.

**SPECIALTY SALESMAN WITH LARGE** connection in Maritime Provinces open for engagements. Apply Box 39, Canadian Grocer, 143 University Avenue, Toronto.

**AGENCIES WANTED**

**NEWFOUNDLAND — MANUFACTURERS'** agent with first-class connection and references requires agencies for groceries, food stuffs, jams, jellies, etc. Want particularly agency for canned blueberries. Can place your goods if prices are right. Address, in first instance, with full particulars, Advertiser, Box 1131, St. John's, Newfoundland.

**MISCELLANEOUS**

**BUCKWHEAT FLOUR GUARANTEED** pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

**COPELAND - CHATTERSON SYSTEMS —** Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

**ADDING TYPEWRITERS WRITE, ADD OR** subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

**GOOD STENOGRAPHERS ARE WHAT** every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

**FIRE INSURANCE. INSURE IN THE** HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

**BUSINESS-GETTING TYPEWRITTEN** Letters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

**ACCURATE COST KEEPING IS EASY** IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs 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 catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

**WAREHOUSE AND FACTORY HEATING** systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

**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

Your card in our **MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY** pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

**AS A STEALY SELLER MAPLEINE**



is classed with the staple flavors. It ranks high in popularity.

Order from your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.; Mason & Hickey, 287 Stanley St., Winnipeg, Man.

**The Crescent Mfg. Co.**  
SEATTLE - WASH.

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

**Don't be satisfied with selling ordinary Pot and Pearl Barley—**

Ordinary barley will not give that high degree of quality or satisfaction to the customer, or the good profit and good selling satisfaction to the dealer. Why then bother with the ordinary? Get a stock of the real John MacKay Medicated Pot and Pearl Barley, the Standard of the World.



Every bag bears the name John MacKay, with the Highlanders' Head. Accept no other. Order from your wholesaler or direct. Every bag guaranteed or your money back.

**John Mackay, Ltd.**  
Bowmanville, Ont.

# Shirriff's True Vanilla

## The Old Reliable Line

Grocers never have to offer an apology for Shirriff's True Vanilla. It is always right—always satisfies the customer. This old reliable extract stands to-day supreme in flavor, boquet and strength, the same as it has done for over thirty years. There is real satisfaction for the grocer in selling such an article—especially when there is a good profit on every sale, and the demand is greater than any other vanilla extract sold in Canada.

### Imperial Extract Co., Toronto

Don't Overlook a  
Good Quality Trade



People will deal at your store regularly, provided you can supply their wants. One of them surely is CARR'S BISCUITS, and no better or surer article could you find to cinch their business. It's the quality that is unequalled. Try a stock.

**CARR & CO. CARLISLE ENGLAND**

AGENTS—Wm. H. Dunn Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

### TO THE COFFEE & TEA TRADE

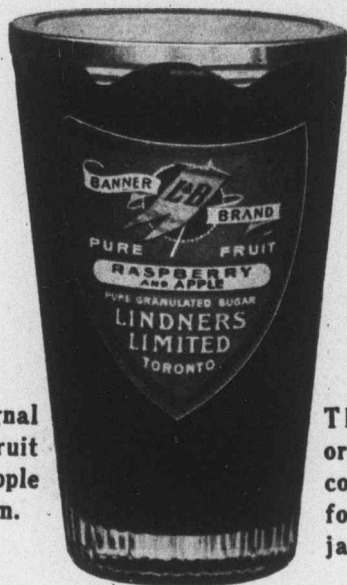


Use Fancy Paper Bags  
*Adolph Kraut Co.*  
57 Warren St. New York.



# We lead again!

Now watch the others copy our new container



The original pure fruit and apple jelly jam.

The new original container for L. & B. jams.



was the first Pure Fruit and Apple Jelly Jam on the market, and we are again leading with the new style of container for Jams. This container gives the consumer excellent value and leaves the grocer a handsome profit.

L. & B. Banner Brand Jams, Jellies and Marmalades are absolutely pure, and contain no glucose. They are made of fresh ripe fruit and best granulated sugar.

All lines of fruit will be put up in the new glass, including also Pure Orange Marmalade, and will be packed in cases of 2 doz. each.

**A mighty good Jam and a mighty good seller.**

Get your order in now for a supply of the new pack.

**LINDNERS LIMITED**

340 Dufferin St.,

TORONTO

Phone Parkdale 2985

**REPRESENTATIVES:**

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; C. A. Munroe, St. John, New Brunswick; W. H. Lyne Usher, Halifax, Nova Scotia and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary; Western office at Winnipeg.

## Imported Biscuits

There are THREE ESSENTIALS in purchasing imported biscuits;—

**Quality  
Freshness  
Service**

Our quality is the finest.

Our tins are hermetically sealed.

Our agents are progressive and obliging.

**McVitie & Price, Limited**  
Biscuit Manufacturers  
EDINBURGH (SCOTLAND)

**AGENTS:**

Manitoba and Saskatchewan.  
**RICHARDS & BROWN**, James Street, WINNIPEG

Alberta  
**CAMPBELL, WILSON & HORNE, Limited**, Calgary,  
Edmonton and Lethbridge.

British Columbia and Yukon  
**KELLY, DOUGLAS & CO., Ltd.**, Water St.,  
VANCOUVER.

BUY  
"Redona" and "Matador"  
SHELLED  
**ALMONDS**

The most popular amongst the Grocery and Confectionery Trades

**COSMELLI & COMPANY**

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.  
Monument Buildings, London, England



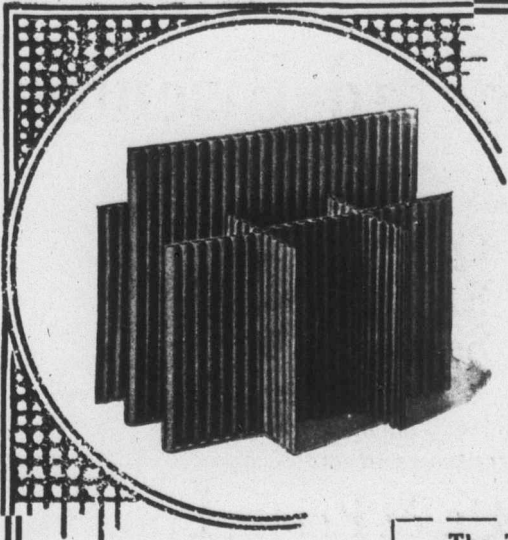
THE MCGREGOR PAPER BAG HOLDER.

**HOLDS EVERY SIZE BAG  
FROM 1/4 TO 10 LBS.**

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:  
**KILGOUR BROS.**  
21-3 Wellington St. W., Toronto

**O. P. MCGREGOR**  
Patentee and Manufacturer  
411 Spadina Ave., Toronto



## Corrugated Partition Packing

FOR THE SHIPMENT OF BOTTLES, ETC:

The old time saw-dust method of packing bottles, jars, etc., is fast becoming extinct in the best preserving and canning factories. The corrugated paper partition packing is the best insurance against breakage, allows of easier packing, saves labor and muss for both the shipper and the consignee.

T. & N. Corrugated Boxes are used for all kinds of shipping. Send a sample case at our expense and we will return it to you packed in our goods.

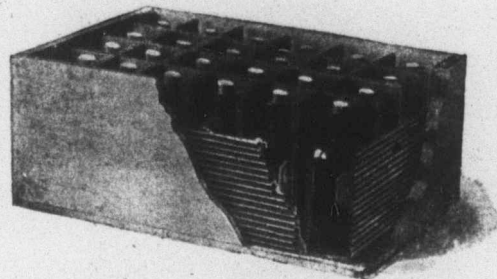


The Thompson & Norris Co.  
of Canada, Limited  
Niagara Falls, Ontario

Send further particulars:

Name .....

Address.....  
C.G.



## The Thompson & Norris Co. of Canada Limited

NIAGARA FALLS, ONTARIO

BROOKLYN, N.Y.

BOSTON, MASS.

BROOKVILL, IND.

LONDON, ENGLAND

JULICH, GERMANY

## German Mustard



"Duesseldorfer Senf"

Absolutely the best. Unrivalled by any French or English mustard. A fast seller. Put up in cases containing two dozen crock—ten cent size.

Ask your wholesale dealer or write to

**Canadian Product & Importing Co.**

Berlin

Ontario

D. & J. McCALLUM

## PERFECTION SCOTCH

Every dealer knows that these two words represent the finest grade Scotch Whisky made. They represent good round profits and perfect satisfaction to the consumer. McCallum's "Perfection Scotch" wins friends everywhere.

**Wm. E. McIntyre, Limited**

23 Water Street,

General Agent

St. John, N.B.

## The Money Market

GENERAL BUSINESS CONDITIONS.

REAL ESTATE, BOND AND STOCK

DEVELOPMENTS

are discussed every week in

## THE FINANCIAL POST OF CANADA

The service of The Post's Investor's Information Bureau is free to subscribers.

Write for Published \$3.00

Sample Copy Saturdays per annum

## THE FINANCIAL POST OF CANADA

"The Canadian Newspaper for Investors."

TORONTO

CANADA



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Only three weeks  
till Christmas

Look over the following list. Don't wait till the last minute. Get your supplies now. These are fresh goods and will sell.

Dried Fruits

Thousands of assorted packages as following:

Cleaned Currants

36 1-lb. packages to case. Loose 25 and 50-lb. boxes.

Valencia Raisins

4 crs: layers 28 lb. F.O.S. 28 lb. boxes.  
Finest selected 7, 14, 28-lb. boxes.

Cleaned Sultana Raisins

36 1-lb. packages to case. Loose 25 and 28-lb. boxes.

Malaga Table Raisins

EMPRESS, PRINCESS, DUCHESS, COUNTESS.  
In 1-lb. bundles. In 5½-lb. and 22-lb. boxes.

California Muscatel Raisins

2, 3, 4 crowns in 50-lb. boxes.

California and Oregon Prunes

From 30/40 to 90/100 in 25-lb. boxes.

Golden Halloween Dates

30 1-lb. packages to case. Loose 60-lb. boxes.

Figs "Camel" Brand

LAYER, 4, 6, 7 crowns, in 10-lb. boxes.  
UMBRELLA, 8 crowns, in 10-lb. boxes.  
GLOVE BOX in 16 oz.  
NATURAL in bags of 60 lbs.

Evaporated Fruits

Apples in 25 and 50-lb. boxes.  
Pears in 25-lb. boxes.  
Peaches and Apricots in 25-lb. boxes.

"Peels"

Lemon, Orange, Citron, in 7-lb. boxes.  
Cut 240 ½-lb. packages to case.

Shelled Nuts

Walnuts in 55-lb. boxes, Almonds in 28-lb. boxes.  
Nuts: Tarragona, Brazil, Filberts, Grenoble (Mayette), Marbot, Pecans, large.  
Peanuts: "Coon" "G" "Bon Ton" green and roasted.

Write, Telephone, Telegraph.

Laporte, Martin, Limited

568 St. Paul St., - Montreal

Telephone Main 3766

# A Leader For Xmas—

Just the thing to help your Tea Trade.

A fancy tin containing  
5 lbs. High Grade

# TEA

With a handsome 3 piece  
China Tea Set  
FREE.

Retails at 50c per lb.

This is a high-grade blend—full—50c value If sold without the premium, could not be sold at any less than what we are offering it. Packed complete.

**1 Tin Tea and China Tea Set, \$1.65 per tin**

Our Stock is Limited— ORDER AT ONCE

## We Offer 60 Only China Tea Sets

3 pieces—Tea Pot, Sugar Bowl and Cream Jug—filled with high-class chocolates at 90c set.

Both lines will sell like "hot cakes" for Christmas Trade.

# EBY-BLAIN, LIMITED

WHOLESALE IMPORTING & MANUFACTURING GROCERS

Coffee Roasters, Spice Millers and Tea Blenders to the trade

CORNER FRONT and SCOTT STS.

TORONTO, CANADA

# \$3.00

# Fish

## Ocean Brand

### HADDIES KIPPERS BLOATERS FILLETS

These are just a few of the good sellers at this time of the year. Ask your wholesaler or write us direct.

**NORTH ATLANTIC FISHERIES LIMITED**

**MONTREAL**

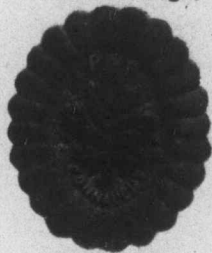
or a little more, invested to-day in a supply of fish will form the nucleus of one of the best paying departments in your store.

Our fish come out of the water like everybody else's, but the treatment they receive after reaching the plant makes them specially good stock for the retailer.

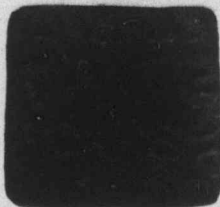
If you once handle our lines you can count on all your customers being satisfied. They will advertise your store strongly and help to build up your business.



The Connaught

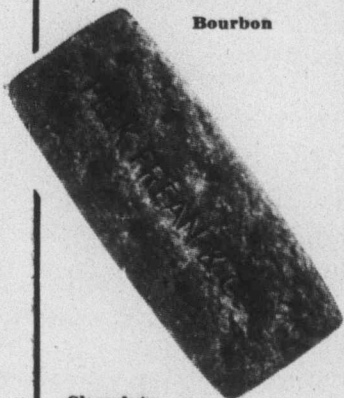


A Princely Biscuit



Pat-a-Cake

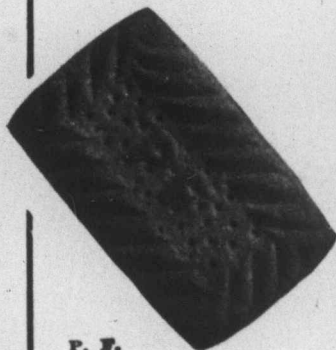
Bourbon



Chocolate Sandwich



Ye Billican



P. F. Short Cake

*biscuits from  
across the "brine"*

Peek,  
Frean **P.F.** London

Peek, Frean's Biscuits are the most toothsome of all. :: ::

*Have you tried the famous  
P.F. Short Cake?*

Proof of the popularity of this delicious biscuit is in the fact that about 325,000,000 were sold the year of its introduction. The delightful crispness, the genuine old time short cake flavor and the richness of quality not only sell the first order, but ensure continued demand.

### The Connaught

P. F.'s latest introduction—a delicious biscuit—good design, popular name, attractive flavor, striking label. About 48 to the lb. All P. F. Biscuits are shipped in hermetically sealed tin boxes, are always oven fresh. A postal to-day to any agent will bring samples of these lines.

**PEEK, FREAN & CO., Limited**

Biscuit Manufacturers

LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

# Five Roses Flour

It's Blended



It's Blended

## WE QUOTE:

Truro, N.S., Nov. 10, 1913.

"I have heard a great lot about your wonderful cook book from a friend and would be more than pleased to get one. I am keeping a boarding house and have thirty-two boarders. I have used your flour for TEN years and would not use any other."

Mrs. Leonard D. MacKenzie,  
Carvell Hall, Truro, N.S.

**T**HIRTY-TWO boarders in one house means thirty-two chronic kickers. When you have found a flour that satisfies the infinite demands made upon it by a hungry boarding-house which must keep pleasing its patronage to exist, and when this flour satisfies for years, what greater proof could YOU ask, Brother Grocer?

Unsolicited, mind you, besides enclosing actual money for the FIVE ROSES cook book, Mrs. Leonard D. MacKenzie, of Truro, says she for one will buy no other flour but FIVE ROSES.

There are in Canada thousands of women urging their friends to use FIVE ROSES for every imaginable purpose. Why not turn into actual dollars and cents this loyalty which FIVE ROSES inspires?

*Ask your jobber or write nearest office.*



**P**ACKED to suit all requirements in bags of 7, 14, 24, 49 and 98 pounds; also barrels of 98 and 196 pounds.

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Montreal Toronto [Ottawa] London St. John  
Keewatin Winnipeg Vancouver

"The House of Character"

Capacity 11,500 bbls.