

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision,
Canned Goods and Foodstuffs Trades of Canada.

Montreal: 781-782 Eastern Townships Bank Bldg.
London, Eng.: 88 Fleet St., E.C.

Toronto: 143-149 University Ave.
New York: 115 Broadway

Winnipeg: 34 Royal Bank Building

VOL. XXVI.

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No. 4



Toronto Office:
30 Church Street

For Years in the Lead

—Still Leading

is the unparalleled record of these two brands of staple condiment.



COLMAN'S MUSTARD KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

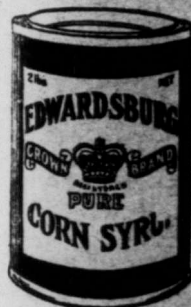
MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St.

::

MONTREAL



Mrs. Jones Would Be Glad To Know—

that the best cooks are using Crown Brand Corn Syrup in practically every dish where sweetening is needed. —Suggest to her that

CROWN BRAND CORN SYRUP

is not only for such obvious things as gingerbread, ginger cakes and ginger cookies but also that it is unexcelled in sauces, preserves, pastry, puddings and other desserts.

THE EDWARDSBURG STARCH CO.
LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

THE CANADIAN GROCER

MERCHANTS

Are Authorized to Refund Full Purchase
Money on Any of

MacLaren's Imperial Products

Should They Fail to Give Entire Satisfaction



MacLaren's Imperial Cheese
 MacLaren's Canada Cream Cheese
 MacLaren's Pimento Cheese
 MacLaren's Imperial Olives

MacLaren's Imperial Peanut Butter
 MacLaren's Imperial Prepared Mustard
 MacLaren's Imperial Gelatine
 Imperial Dessert Jelly Powder

Nothing Better

MANUFACTURED AND GUARANTEED PURE BY

MacLaren Imperial Cheese Co., Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

Offices:—NEW YORK CHICAGO DETROIT MONTREAL TORONTO
 Factories:—WOODSTOCK, ONT. WELLESLEY, ONT. BANCROFT, MICH.

Ask your wholesale grocer



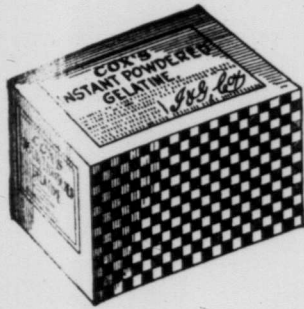
It is
Your

QUALITY
VA

J. &

THE CANADIAN GROCER

A Marvel In Quality



COX'S GELATINE

The secret of successful merchandising to-day is service, and a suggestion of what can be done with the goods you sell, their deliciousness and the ease with which they can be assimilated, will be appreciated by the young house-wife.

Cox's Gelatine is a standard product of absolute purity with universal fame. It has been the leader for over seventy years, having never been duplicated.

It is peer of all jelly powders, has never disappointed and never will. Your customers get what they expect and want, when you recommend

QUALITY NEVER
VARIES

*Cox's
Gelatine*

THE EVER READY
DESSERT

Made only by
J. & G. Cox, Limited
EDINBURGH

Arthur P. Tippet & Co.
AGENTS
Montreal, Toronto

What Progress Have YOU Made in 10 Years?



FIRST YEAR
Started in business with new store, new stock and bright prospects.



SECOND YEAR
Doing a fair business, but not quite as much as had been expected.



THIRD YEAR
Same store, good location, but business hasn't grown any. Many customers not regular buyers.



FIFTH YEAR
Still at the old stand. Profits really should net higher on amount of business done.



TENTH YEAR
Can't figure out why other merchants make more money, yet charge same or lower prices than he does.

Some merchants who started business same year as you, have seen their business and profits grow bigger and bigger month after month every year. Others have done "fairly well," making a bare living. Still others have "progressed backwards."

In Which Class Do You Belong?

Have you ever stopped to figure up—to see if you are getting ahead? Your yearly turn-over is how much? Say \$30,000. And you figure to net at least 10 per cent. profit. That's \$3,000 a year. In 10 years you have EARNED total NET PROFITS of \$30,000.

What have you got to show for it? You OUGHT to have a good part of that \$30,000. Have you? And you ought to be doing a bigger business with larger profits now than ever before. Do you?

Whether You Succeed or Fail Depends Entirely on Your Methods

If you are not following the right methods you'll make no better progress this year and NEXT year than you have in the past. And your profits will still be in the future. You can't "get ahead" by following the methods of unsuccessful merchants. No use trying. You MUST do as successful merchants do.

Successful Merchants Put a Receipt in Every Parcel

And because National Cash Registers provide the quickest and most accurate method of issuing receipts with every transaction, most successful merchants use the NATIONAL system. Why don't you? Don't say you "can't afford it." The reason you "can't afford" a National Cash Register is because you haven't got one.

Ask About the New "Get a Receipt Plan," and Write for Free Booklets

National Cash Register Co.

285 Yonge Street, - - Toronto

Canadian Factory at Toronto

F. E. MUTTON, Manager for Canada



FIRST YEAR
Started in business with new store, new stock and modern equipment.



SECOND YEAR
Prompt, careful service makes business grow—needs bigger store. Customers like his methods.



THIRD YEAR
New store—more customers than ever. Gives a receipt with every purchase. No losses.



FIFTH YEAR
Profits saved in five years enable purchase of better location and erection of own building.



TENTH YEAR
Business well established in new store. His methods attract crowds. Earnings very large. Success fairly won, through better service.

BO
EVA
PEERL

This d
all the re
have no
We wi
May---of
if you pla

MASON &
J.
J.
WM.
MONTREAL

**BORDEN'S
EVAPORATED
MILK
PEERLESS BRAND**



**Makes
Your
Customers
Satisfied**

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

**Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN
Montreal, Toronto and Vancouver**

Pyramid Fly Catcher

REGISTERED

Place your order now to insure early
delivery. Do not accept a substitute.

This device has taken so readily that we have been unable to fill all the repeat orders at the end of the season---consequently we have no old stock.

We will guarantee delivery in April or May---of stock manufactured this year---if you place your order NOW.

Selling Representatives

MASON & HICKEY, WINNIPEG and CALGARY

J. W. NUNN, VANCOUVER, B.C.

J. FRANCOIS TURCOTTE, QUEBEC

WM. H. DUNN, Sole Importer

MONTREAL, TORONTO AND VANCOUVER



The Reputation of Your Store

Depends on the accuracy, speed and carefulness of your delivery system.

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

This perfect egg delivery system stops all breakage and miscounts. Saves time and money.

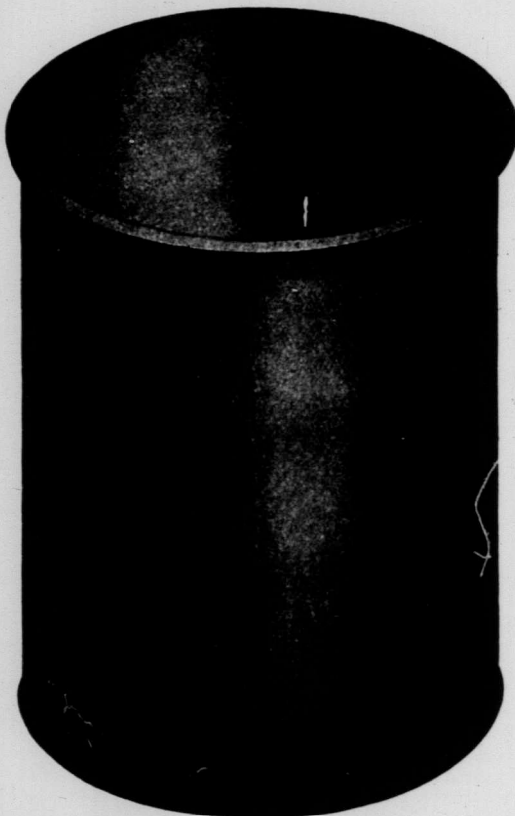
Ordinarily egg delivery is the cause of much delay and trouble. STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

Write for our two interesting books "Safe Egg Delivery" and "Advertising Suggestions." They show how to make a fine reputation better.



Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.



SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



1's



2's

DO
Ha

More Quality }
 More Quantity } For Less Money



1's



2's



3's Family



3's Tall

THESE are strong selling points for this brand of hand-picked, home-grown, scientifically processed baked beans--prepared either Plain or with Chili Sauce; thoroughly cooked without destroying the form, thereby keeping the flavor rich and even. The Sauces and Spices are chosen with exceeding care as to flavor and purity.

"Simcoe" Brand Baked Beans

sales continue to forge ahead, proving that consumers realize more and more that Baked Beans are not only cheaper than potatoes, but more valuable in food properties for keeping the body healthy the year round.

They are supplied in 1's, 2's, 3's Family and 3's Tall, a size for all requirements.

Supply this excellent line or your competitor will.

DOMINION CANNERS LIMITED
 Hamilton - - - Canada

Don't Depreciate Your Store

in the eyes of your customers, by selling an inferior grade of goods. No matter what your customer asks for, from clothes-pins to caviare, let it be a superior line.

You **must** realize what effect this policy will have in the long run. We are interested, among other things, in supplying you with the finest line of extracts.

More
Than
Ninety
Flavors



More
Than
Ninety
Flavors

Sell this line to your most discriminating customer and the result will be one of two things. Either she will know the goods and tell you she is "so glad you have them," or she will make their acquaintance and thank you afterwards.

Like to test that statement? We'll send you a sample of our

Shirriff's TRUE VANILLA

and you can test that and the statement at one and the same time.

It's made of real Mexican vanilla beans, not from any of the artificial bases which make most of the so-called "vanillas" offered you to-day. To most people it is a **new experience**—tasting genuine extract of vanilla.

WE GIVE YOU A GOOD PROFIT ON EACH SALE *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO



A MERCHANT ASKED HIS CUSTOMERS

whether they would rather have a monthly statement or a statement in full after each purchase as given by

With *The* **McCASKEY** *End*
Only *One* **SYSTEM** *of*
Writing *Drudgery*

More than 75 per cent. of his customers voted in favor of The McCaskey System. This merchant, Mr. O. Zimmerman, of Jamestown, North Dakota, writes:

"Desiring to learn the wishes of my customers in regard to a system to handle their credit accounts, I submitted to them a choice between a monthly itemized statement and a statement furnished with each purchase, the latter being the principle of The McCaskey System. At the close of the experiment, I am glad to say that a large majority of my five hundred customers expressed themselves in favor of The McCaskey System, which entirely eliminates disputes and improves our collections, enabling us to do a more careful credit business."

There are more than 70,000 McCaskey Systems in use in the United States alone. When will you join the army of McCaskey users?

MAY WE SEND YOU INFORMATION ABSOLUTELY FREE? A postal card will bring it.

Dominion Register Co.

LIMITED

90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.

Australia - New Zealand.

The McCaskey Register - Alliance, Ohio.

Branches:— Boston, New York City, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

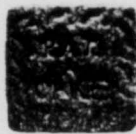
"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

21 Royal
Appointments



32 Prize
Medals

PEEK, FREAN'S BISCUITS



PAT-A-CAKE



BILLIKEN



GOLDEN PUFF



CREAM CRACKER



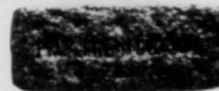
TEXAS CRACKER



MILK



DIGESTIVE



BOURBON

FULL LIST AND ILLUSTRATED ALBUM ON APPLICATION

AGENTS IN WESTERN CANADA :

The W. H. Malkin Co., Limited, Vancouver.

Ruttan & Chipman, Fort Garry Court, Winnipeg.

PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND

PINK'S RELISH

A carefully prepared sauce of pleasing flavor.

Only the finest ingredients are employed in making Pink's Relish, and in every stage of manufacture due care is taken to ensure its perfect purity.

You will find this a paying line to stock, for whenever it is once used, a steady demand is created.

Prices from our Sole Canadian Distributors.

The Manufacturers Agency Co.

Montreal, J. W. Windsor, 22 St. John Street.
St. John, N. B., S. Cecil Irvine, 48 Princess Street.

Halifax, N. S., C. E. Creighton, Bedford Chambers.
Boston, U. S. A., Gen. Sales Office, Board of Trade Bldg.

E. & T. PINK, London, Eng.



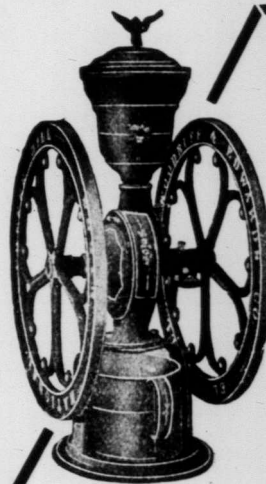
CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, ENGLAND



BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue :

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co. Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N. B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

I honestly believe
fixtures made ex



Patented 1911
This is just a sample
of the 125 in the set,
for other trims



Patented 1911
Another prize winner.
YOUNITS in the s
an



Patented 1911
Here is one that took
That leaves you 57
YOUNITS" for ot

wearing apparel, shoes,
\$28.00. A book of desig

Made of solid
oak, in weather
oak (waxed)
finish

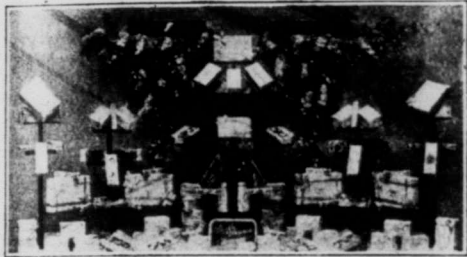
Send to-day for the
touch with you on th

THE OSC
788 Fourth Avenue

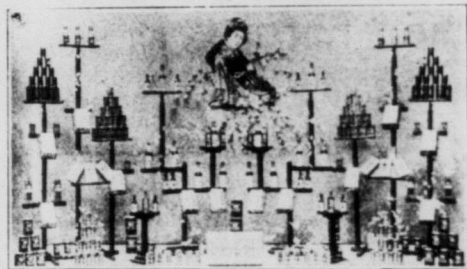
ONKEN INTERCHANGEABLE WOOD WINDOW FIXTURE YOUNITS TRADE MARK

The latest word
in fixtures for
the grocer's
windows

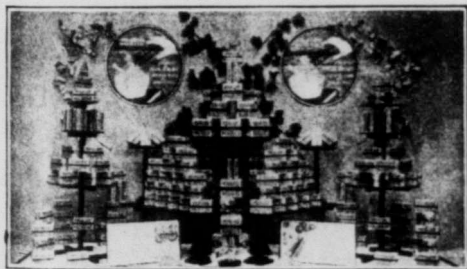
I honestly believe that my new patented set of interchangeable wood window fixtures made exclusively for the grocer's windows is without doubt the best thing that has ever been created.



Patented 1911 Copyright 1911
This is just a sample trim made with 68 YOUNITS of the 125 in the set, leaving 57 that can be used for other trims and individual fixtures.



Patented 1911 Copyright 1911
Another prize winner. This one took only 78 of the 125 YOUNITS in the set, leaving 47 for other uses around the store.



Patented 1911 Copyright 1911
Here is one that took only 68 of the 125 in the set. That leaves you 57 "ONKEN Interchangeable YOUNITS" for other trims and individual fixtures.

wearing apparel, shoes, drugs and any other kind of merchandise handled by the general store. This set No. 4, Price \$28.00. A book of designs showing 32 window-trims covering all lines goes free with this set.

I want every ambitious grocer who is keen after more business through his show windows to see how I made 25 beautiful window trims—trims that you can duplicate at as low a cost as 5 cents each by using my set of "ONKEN Interchangeable Wood Window Fixture YOUNITS."

SIMPLE—STRONG—EFFECTIVE

Your window trims may be good, but then, nothing is so good but that it can be improved. Window trimming becomes so simple a matter when a set of "ONKEN Interchangeable YOUNITS" is used that the weekly change of trims becomes a pleasure to be looked forward to, instead of a ceaseless drudge to be abhorred.

Let me send you free my booklet "A Message From Hell"

We have this booklet put aside for you. It will give you all the information you may want regarding these wonderful window fixtures. Also a beautiful book of designs showing 25 prize-winning window trims made with less than the total number of "ONKEN Interchangeable YOUNITS" in this set. This book is sent free with each set.

Price, Set No. 14 for the Grocer's Windows, \$36.00 Net Cash 30 days. Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the southern Canadian Border.

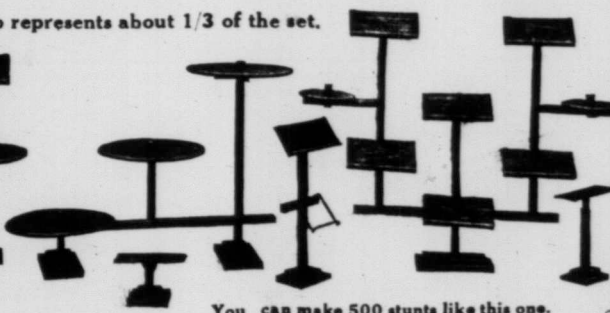
The price of this set is a great deal less than the amount you will lay out for a lot of fixtures with permanent forms which will not meet all your requirements.

NOTE.—Besides my Grocery set, I make another set for the General store dealer. With this set you can make any kind of window-trims such as grocery, hardware, furnishings, haberdashery, wearing apparel, shoes, drugs and any other kind of merchandise handled by the general store. This set No. 4, Price \$28.00. A book of designs showing 32 window-trims covering all lines goes free with this set.

Made of solid oak, in weathered oak (waxed) finish



This group represents about 1/3 of the set.



You can make 500 stunts like this one.

Patented 1911
in Canada,
England and US

Send to-day for the booklet, "A Message From Hell," and let us get in touch with you on the best business-bringing proposition that is out to-day.

THE OSCAR ONKEN COMPANY

788 Fourth Avenue

Established 31 Years

Cincinnati, Ohio, U.S.A.

Order through your JOBBER or DIRECT.

The OSCAR ONKEN CO
788 Fourth Ave, Cincinnati, O.

Send me FREE
"A Message From Hell"

“DOMOLCO”

The Housekeepers Prefer It

WHY?

Because it is put up in Cans, and thus does away with the old-fashioned method of sending the “Jug.”

The Children Cry for It

WHY?

Because they want it and must have it on their Porridge and Bread. Stock this popular Brand Molasses and

INCREASE YOUR TRADE

The Dominion Molasses Co.

LIMITED

Halifax, - - Nova Scotia

PA

PACKE

LAI

All the Packet etc., shown in t actually done

Send us Sampl

LOVELL'S B

59/60 Grace

EL

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PURE, RIC
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In key op

Single Cr

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In key op

No Preservative Warranted to co EAR OF PR Guaranteed to kee

Sole Age

Fairall Fish Alexander Mari Colway & Re Hamblin & Br MacLaren Impe B. Colwell,

PACKETING MACHINERY

Of Every Description

PACKETING
LABELLING
WRAPPING
BAG-MAKING
Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shown in this illustration are Specimens of work actually done on the LOVELL Machines.

Send us Samples and let us suggest what we can do for you.

LOVELL'S BAG & PACKET MACHINERY Ltd.
59/60 Gracechurch St., LONDON, ENG.



(M.E.)

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at
10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at
15 and 25 cents.

No Preservative or Colouring Matter of any kind is used.
Warranted to comply with the laws of this country. NO
FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

Sole Agents in Canada, from whom Samples
may be obtained:

- Fairall Fisher, 22 St. John Street, MONTREAL.
- Alexander Marshall, 144 Water Street, VANCOUVER.
- Holloway & Reid, 834 First Street, EDMONTON, Alta.
- Hamblin & Brereton, Ltd., Victoria Street, WINNIPEG.
- MacLaren Imperial Cheese Co., Ltd., TORONTO.
- B. Colwell, 265 Barrington Street, HALIFAX, N.S.

PURE

RELIABLE



Have no hesitation

In stocking and recommending

"COW BRAND" BAKING SODA

It is noted for its strength, purity and reliability, and
is a marked favorite with the cook.

See to your stocks.

Order from your jobber

CHURCH and DWIGHT
Manufacturers LIMITED
MONTREAL

Is Mrs. Smith baking cakes this week?

If so, she will want some candied peel, but not the sort that turns hard and dry when baked. She wants the kind that keeps its rich, juicy flavor after cooking—the kind made by

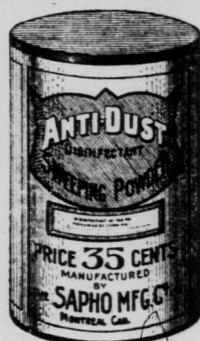
John Gray & Co., Ltd., of Glasgow, Scotland

John Gray's Candied and Drained Peels are cured thoroughly—our hundred years' experience has taught us how—and they retain their flavor when cooked.

Mrs. Smith will thank you for recommending this good peel, it will make her cakes taste twice as good.

Prices from

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.



ANTI-DUST DEODORIZES DISINFECTS

Introduce this to the housewife and she will always insist on having it. This is the most effective up-to-the-minute cleaner and disinfectant and not an imitation.

It eradicates germs and microbes, leaving a sweet fragrant smell. You should use it in your store, Mr. Grocer—you will be enthusiastic with the result.

Stock It. Sell It. Repeats Follow.

The Sapho Mfg. Co., LIMITED
MONTREAL

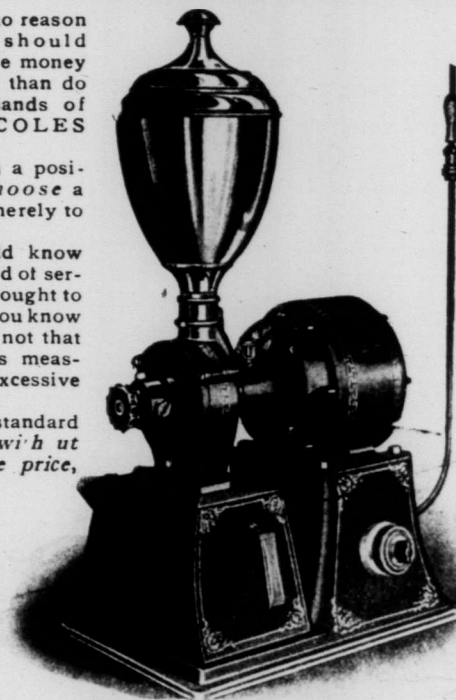
To the Intending Purchaser of a Coffee Mill

There is no reason why you should spend more money for a Mill than do the thousands of users of COLES mills.

You are in a position to *choose* a Mill, not merely to *buy* one.

You should know the standard of service a Mill ought to give, and you know whether or not that standard is measured by excessive price.

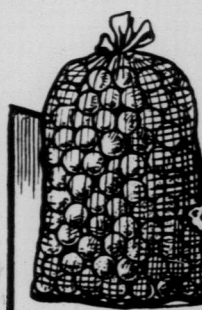
It is this standard of service *with* *ut* *excessive* price, which is to-day satisfying thousands of users of our Mills.



COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

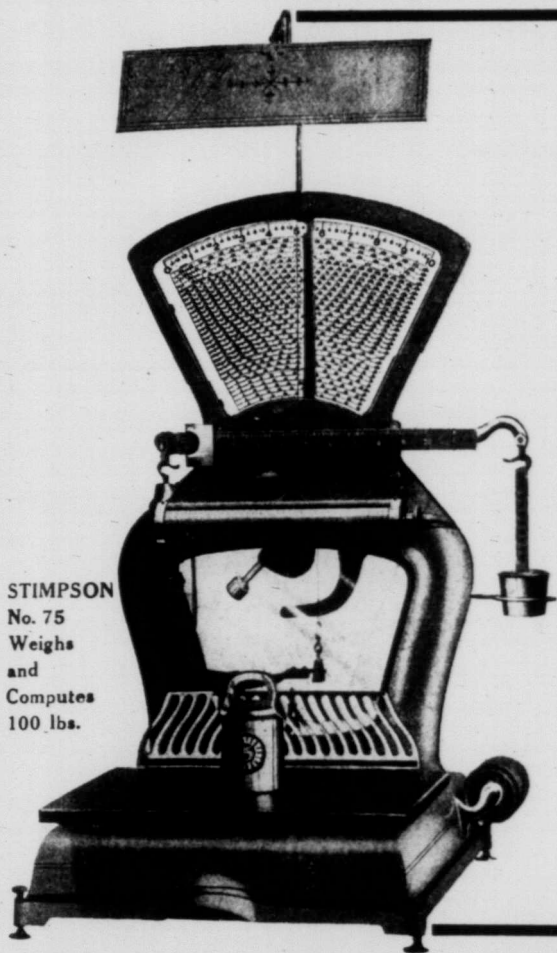
The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Man. St., Winnipeg.
Rose & Lafamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax.

STIMPSON
No. 75
Weights
and
Computes
100 lbs.

RICE
WHI
FIGS
CAN
SEED
DATA
MOL



STIMPSON
No. 75
Weighs
and
Computes
100 lbs.

DO YOU KNOW
**How Much of Your Profits
Your Weighing Costs ?**

Overweight cannot be given on a Stimpson
Automatic Computing Scale.

Prices \$25.00 Up.

Start the New Year Right!

BUY NOW!

SIXTEEN YEARS ON THE MARKET.
EVERY SCALE GUARANTEED.

Write for Information

STIMPSON COMPUTING SCALE COMPANY
DETROIT, MICHIGAN

LOCAL AGENCIES { MONTREAL VANCOUVER
WOODSTOCK ST. JOHN
TORONTO WINNIPEG

RICE. Choice quality, in 100 lb. bags and sacks, at 3¼c. per lb.

WHITE BEANS. Prime quality, in 2 bushel bags, at \$2.25 per bushel.

FIGS. Very choice quality, in Taps of about 33 lbs., 4 Taps to a ceron, at 4c. per lb.

CANNED PEAS. We have 500 C/s to offer at interesting prices.

SEEDED RAISINS. In ¾ and 1 lb. packages. Very best quality.
If interested, ask for our quotation.

DATES. Hallowee and Sairs, in half boxes and boxes. We are overstocked
and will sell at small margin above cost.

MOLASSES. In half bbls. and bbls.

GET OUR PRICES ON THE LINES MENTIONED

R. SIMPSON & COMPANY

WHOLESALE GROCERS

29-31 CHARLES STREET,

HAMILTON, ONTARIO

'CAMP'



Don't Disappoint Customers —

There is already far greater business than ever in 'Camp' Coffee, and our advertising will send still more enquiries to your shop. Let your supplies of 'Camp' Coffee be equal to the big demand

'CAMP' COFFEE

R. Paterson & Sons, Ltd., Glasgow.

WHY
are the best of grocers handling L'ETOILE MACARONI?

WHY
do grocers make big profits from L'ETOILE GOODS?

WHY
are grocers in general beginning to make displays of ALIMENTARY PRODUCTS?


BECAUSE
L'Etoile Macaroni is PERFECTION.

BECAUSE
L'Etoile is Canadian made, but just as good as the imported—and there is no CUSTOMS DUTY.

BECAUSE
The housewife appreciates good MACARONI, VERMICELLI and SPAGHETTI once she gets it, and always ORDERS MORE.

ARE YOU WELL STOCKED?

Cie Francaise des Pates Alimentaires
MONTREAL

By Royal  Letters Patent.

NELSON'S
Powdered
GELATINE

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

G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"EUREKA"



Canada's Scientific and Sanitary REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

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Distributing Agents, WALTER WOODS & CO., Winnipeg
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ROYAL DRESS

Our n made great is nov orders DRESS If yo carry The m demar

THE HORSE WIND

HORSE-RACE

Stirling

Here's a lin winter sea gives better an econom

Sterling B pounded w tains to a r flavor of th

Get our pr d being int

The

sterling R

ROYAL SALAD DRESSING

Our new Canadian factory, made necessary by our greatly increased business, is now in shape to handle orders of **ROYAL SALAD DRESSING** promptly.

If your jobber does not carry it write to us direct.

The most particular people demand "Royal."

MADE ONLY BY

THE HORTON - CATO MFG. CO.
WINDSOR, - CANADA

The Right Season

Shows a good profit



Take no substitute

Reliable Quality Packed in Finest French Olive Oil

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WHOLESALE OR WRITE TO

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QUEBEC—Albert Dunn
HALIFAX—A. B. Mitchell
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TORONTO—A. E. Richards & Co.
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Here's a line that has a large sale in the winter season. There is nothing that gives better flavor to meats etc., and it is an economical relish for the family table.

Sterling Brand Horse-radish is compounded with the utmost care and retains to a remarkable degree the natural flavor of the fresh root.

Get our prices—you will see the value of being interested.

The T. A. Lytle Co.
LIMITED

Sterling Road, Toronto, Canada

Condensed Milk Growing Popular



A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good:

St. George Evaporated Milk, 4 doz. in case,	- \$3.35
Princess Condensed Milk, 4 doz. in case,	- \$3.90
Banner Condensed Milk, 4 doz in case,	- \$4.40

Our lines will bring you new customers and quick returns.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East to Halifax.

J. Malcolm & Son, St. George, Ont.

**Every Live Grocer
SHOULD KNOW ABOUT
"Walker Bin" Fixtures**

They represent the maximum efficiency in grocery equipment---the most complete system for easy and economical handling of a grocery stock, either large or small.

They insure minimum of waste, shrinkage, labor and expense, which means larger profits.

The attractive display makes customers feel "more like buying and buying more."

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

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

REPRESENTATIVES:—

Montreal: Watson & Truesdale, Winnipeg, Man.
Toronto: W. S. Silcock, 33 St. Nicholas Street
Vancouver, B. C.: W. W. Burke & Co., 334 Cordova St. W. **Berlin, Ontario**

**A
Grocery
Clerk**



should know the quality of every article he sells; thus satisfying the buyer and increasing his own selling ability.

RIDEAU HALL COFFEE

has the distinction of being perfectly blended and roasted, which has given it an enviable reputation among coffee experts. It is a fast-selling stock, and each sale means a satisfied customer and a step forward for both clerk and employer.

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LONDON, Ont. WINNIPEG, Man.

QUALITY and Quality alone will hold business—

That's why we hold OUR business with OUR customers—we handle the quality goods that YOU need to hold YOUR customers. Everything you want we have and we are the direct representatives of a constantly increasing number of manufacturers of the high-class goods that go to build up a high-class trade—*Is any other trade worth while?* This is an age of progress and the people who cannot get quality from you in their purchases will go elsewhere for it. You CANNOT afford to lose their custom.

We have the connection and the facilities for supplying your every order, large or small. That NEXT order of yours is the FIRST one we want from you!

RICHARDS & BROWN, WINNIPEG
Wholesale Grocers and Commission Merchants.

SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



CLARK'S

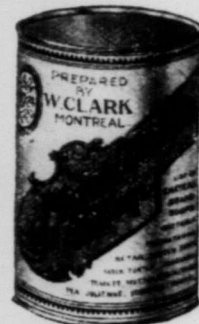
Pure Foods Sell

because of their—

Unequalled Purity



➔ All Meats, Beans, Fruits and Spices ➔
are bought in the open markets,
Enabling Us to Carefully Select



Clark's

- Boston Baked Pork and Beans
- Cooked Corned Beef
- Potted and Devilled Meats
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All universally in Demand.

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Manufacturer of the celebrated
MINCEMEAT in the NEW STYLE CAN.

THE CANADIAN GROCER

Japan Teas

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CENTURY SALT

EVERYTHING

about a successful grocery store points to reliability of goods handled. Reliability is a prominent quality of CENTURY SALT, giving a delightful savour to all foods and dairy products.

Is the purest and contains the least moisture.



THE DOMINION SALT CO LIMITED
SARNIA ONTARIO

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50%
and gives your customers
much more for their
money than other brands,

and is

GUARANTEED ABSOLUTELY PURE

Sold from Ocean to Ocean

ON MERIT

"KING OSCAR" SARDINES

THE QUALITY BRAND

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

Ask Your Wholesaler.

JOHN W. BICKLE & GREENING
(J. A. Henderson)

Hamilton, Ont.
Canadian Agents



By Special royal permission

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The St. I

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Quotations

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Dominion Agent:

Distributors:—BR
ver, B.C.; ALBER
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Winnipeg, Man.;
A. Francis Turcot
PROVINCFS, H. I

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BALI

ALWAYS the same High Standard of Purity combined with Quality you will find maintained in

St. Lawrence Sugar

The granulated produced only from British West India Raws. Manufactured in Fine, Medium or Coarse Grains.

The St. Lawrence Sugar Refining Co., Limited, Montreal, Quebec

5% Discount 5%

On all orders booked before March 15th, we will allow 5% DISCOUNT. Orders may be booked for delivery up to June 1st.

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for
Quotations



Write
for
Quotations

Now is the time to prepare for the campaign against the household pest—the fly—a menace to good health, and disease carrier. Help meet your customers' demands for a sure killer, by selling them

Wonder Fly Killer

which will last the entire season and do its work effectively; It spells death to the fly that sips of the deadly poison. Now is the time to prepare.

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**"PRIDE OF
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Lonely because it is in a class by itself. No matter what happens you must sell only the best goods if you are to meet with unqualified success.

**"PRIDE OF CANADA"
MAPLE SYRUP**

is certainly high class—has never been adulterated, never will. Don't you think that you would find it to your advantage to give it a trial?

**The Maple Tree Producers Assoc.
LIMITED
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THE SIGN OF PURITY

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . HAMILTON

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OUR ANNUAL TEA SALE

Special values and big bargains for our trade this year. Our Teas were bought before advance in price. Do not buy until you see our travellers' samples, or if they do not call upon you we would be glad to send you samples and quotations on application.

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

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W.H. ESCOTT CO.**

Wholesale
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COVERING

Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

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Wholesale Commission Brokers and
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WINNIPEG, MAN.

Domestic and Foreign Agencies Solicited.

WINNIPEG

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Canadian, British and Foreign Agencies Solicited.

29 Chambers of Commerce. P.O. Box 1812

**WINNIPEG
THE J. J. TOMLINSON CO.**
WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and
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and

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Wholesale Commission Merchants, Customs
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tributed, Warehoused and Forwarded. Warehouse
on Transfer Track. Business solicited. Our posi-
tion is your opportunity.

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Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

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P. O. Drawer 99

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Manufacturers' Agents, Commission Mer-
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Track connection with all Railroads.

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Wire us when

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Evaporated Apples.

W. H. Millman & Sons

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77 York Street, Toronto

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Grocery Brokers and Agents.

Established 1885

MacLaren Imperial Cheese Co.
Limited

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TORONTO, Ont. DETROIT, Mich.

On spot, all kinds nuts, in
shell and shelled, at right
prices.

LIND BROKERAGE CO.

73 Front St. East TORONTO

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**THE MARSHALL
BROKERAGE COMPANY**

67 Dundas St., LONDON, ONT.

Wholesale Grocery Brokers. Fully equip-
ped to act as agents for British, American
and Canadian grocery lines. WRITE US.

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

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TEL. MAIN 778 BOND 28

MARITIME PROVINCES

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HALIFAX NOVA SCOTIA
We are open for a few high class specialty
lines

H. R. SILVER, LTD.

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HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities.
Correspondence solicited on Domestic and
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J. A. TILTON

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Correspondence solicited with Houses
looking for first-class grocery connections.

W. S. CLAWSON & CO.

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Open for a few more first-class lines.

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ST. JOHN'S, NEWFOUNDLAND
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Importers and exporters. Prompt and careful at-
tention to all business. Highest Canadian and foreign
references. Cable address: "Macnab" St. John's.

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

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Manufacturers' Agents and Wholesale Commission
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852-6 CAMBIE ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Gro-
cery Agencies. Highest References.

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Manufacturers'
Specialty:—Fruit
Correspon
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Railway Approach, Lc

OT
L. H. M
J. SOUBLI
Wholesale
Manufactu
Canadian, British and
Sussex Street

THE PE
JAM

are now buyi
United States
to buy in Can
know what we
advertisemen

KING

"GLE.

might bring in
write for rates

I. C. STEW

SUCHARI

This is the season
COCOA. From now
demand daily. It pa
guarantee Suchard's
makes. Delicious in
FRANK L. BENEI
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O. E. Robi

Manufacturers ar
Evaporated
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Waggon, -
ESTABL

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**MANUFACTURERS' AGENTS AND
BROKERS' DIRECTORY**

(Continued.)

LONDON, ENG.

Ham Manufacturers and Confectioners' Sundriesmen.

Specialty:—Fruit Pulp of all Kinds.
Correspondence Invited.

F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.

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**L. H. MAJOR and
J. SOUBLIERE, Limited**

Wholesale Brokers and
Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

**THE PEOPLE OF
JAMAICA**

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

KINGSTON

"GLENER"

might bring inquiries. Better
write for rates to

I. C. STEWART, Halifax

SUCHARD'S COCOA

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

O. E. Robinson & Co.

Manufacturers and Buyers of Dried
Evaporated and Canned

Apples
Ingersoll, Ontario
ESTABLISHED 1886

"We will never be buried
with the unknown dead---
we ADVERTISE. There's
the whole thing in a nutshell
--- we ADVERTISE ; and
therefore, we CAN'T be
unknown."

**WHITE DOVE
Cocoanut**

The cocoanut which can be
depended on — fresh, pure
and wholesome, and a great
favorite with the first-class
cook. The grocery store to
carry the best grade must
stock this brand.

It's a sure winner and a good
profit bringer,



W. P. Downey
MONTREAL, QUE.



The **BROWN** is the
Perfect Bag Holder

Size required can be seen
at a glance.

Handy, saves time and
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For sale by jobbers every-
where. Ask your jobber
or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

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.

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW,
SCOTLAND

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments.
Write us for prices. Phone order at our
expense.

TORONTO SALT WORKS
TORONTO, ONT. G.F.O. J. CLIFF, Manager

**A FREE
Package of Cus-
tard Powder
WITH
CLUB JELLY**

The very high quali-
ty of this line and the
delicious custard pow-
der free, make it most
popular. You want the
popular line, eh? Then
write for prices. We
quote right and the
goods are right.

**CLUB JELLY IS
GOOD JELLY**

S. H. Ewing & Sons

Montreal - Toronto

Nature has solved the
problem of distribution.
It uses a multitude of
agents to effect the distri-
bution of its products.

Nature does not expect
every seed to fall upon fal-
low ground and to take
root. But, it achieves a
profitable percentage upon
its distribution. This is all
that an advertiser has to
do to reap a profitable
harvest on his outlay.

Mr. Grocer—

Do You Realize Just
What Heinz Advertising
Is Doing For You?

NEVER before did our
advertising plans mean
as much to the good grocers
of this country as they do
this year.

We are *educating* the gen-
eral public to a higher *apprecia-*
tion of the family grocer. We
are making it plain that when
you offer Heinz 57 Varieties
Pure Food Products and other
lines of similar high quality to
your customers, you do it to
give them more value for their
money.

We are bearing down upon
seasonable products, too—
actual selling talk that sends
buyers to your store convinced
and ready to purchase.

The way to take full advan-
tage of this effort, Mr. Grocer,
is to carry a good line of Heinz
goods and keep in touch with
the *real spirit* of the Heinz in-
stitution.

That's quality business; and
it pays in the long run.

H. J. HEINZ COMPANY—57 Varieties

Nowadays Home Man-
agement is a Science



No Dirt
Can Lodge
in the
"All-Metal"

MEAKINS' SANITARY WASHBOARDS

have no joints or wooden parts
to catch and hold the dirt or
germs, which means it is sanitary.

Meakins' Sanitary Washboards
are built upon scientific principles.
They are made in one piece, will
not rust or corrode, have no nails
to come loose or rough edges of
zinc to cut hands.

Meakins' Sanitary Washboards
command a steady sale, which
will pay you well to stock.

Ask us for Particulars
and Prices

Meakins & Sons
Hamilton, Ont.

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CHIVERS'

CANNED AND BOTTLED

English Fruits in Syrup

Specially selected Home Grown Fruit, canned under ideal conditions within a few hours of being gathered.



The STANDARD
(London) says :

"Thanks to Messrs. Chivers we may now look for summer fruits all the year round. Straight from the orchard, it would be difficult to tell the difference between these and freshly stewed fruits.



FRESHNESS
CLEANLINESS
: PURITY :

Highest Awards



GRAND PRIX

Brussels
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Exhibition, 1910

GRAND PRIX

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GRAND PRIX

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CHIVERS & SONS, LTD.

FRUIT GROWERS
HISTON, CAMBRIDGE, ENGLAND

For Samples and Quotations apply to the Agents :

THE W. H. MALKIN CO., LTD.
57 Water St., VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West, MONTREAL
(Canada and Newfoundland)

Cambridge Soups

Prepared from carefully picked vegetables, grown on Chivers & Sons' own farms. Each packet contains sufficient powder to make a quart of delicious and nourishing Soup.

TOMATO
HARICOT
ONION *



CARROT
LENTIL
PEA
&c., &c.

ONTARIO SALT

has made a permanent place for itself in every locality. The housewife wants this salt, no other is good enough. This is the salt you should sell.

For prices, etc., address

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

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

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

HOTEL DIRECTORY

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO.

James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and
Fire Insurance Agents, 154 Toronto St., Toronto,
52 Canada Life Building, Montreal.

"GOLDEN RAY"

CLEANER

A NEW DISCOVERY

of great value to the housewife. CLEANING is its function. Cleans all kinds of stains from the finest fabrics to carpets, clothes, felt goods, canvas shoes.

AN UNEQUALLED HAND CLEANER

Removes the most ingrained stain, leaving the hands soft and clean.

You Want This Wonderful Cleaner.
Try It Yourself At Our Expense.

- Mail This Coupon -

Send me sample tin of your Cleaner at your expense.

Name

Address

WAITE & FULLER, 143 McGill St., Montreal

WESTERN Incorporated
1851
ASSURANCE
COMPANY

**FIRE
AND
MARINE**

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - \$ 3,000,000.00

Losses Paid Since Organization
of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President

W. R. BROCK, Vice-President

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A.D. 1833

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CABINET

MAPLE SYRUP

YOU CAN HAVE IT FOR LESS

The large and frequent orders which reached us last season for CABINET proved beyond the shadow of a doubt that it had been a great "take" both with the retailer and consumer.

Reports from travellers and jobbers indicate that this syrupy syrup that IS Maple will be the big seller this year again. We have therefore decided that NOW is a favorable time to make a

BIG EXPERIMENT

We are reducing our prices and allowing you an even fairer profit as proof of the value we place on your co-operation and furthermore to meet competition. We are determined to place our goods with you at such a price that you can not only increase your trade, but also maintain your reputation.

CABINET
Maple Syrup
(Compound)

The Real Sap Flavor
Always

CABINET
Maple Syrup
(Compound)

When you sell CABINET you are selling something which is guaranteed to satisfy and you should not hesitate for one moment to either order from your jobber or write us direct for price list and further particulars.

RAMSAYS LIMITED

330 Nicolet St.

Montreal

Notwithstanding Reports to
the Contrary

Perrin's Biscuits
and
Candies

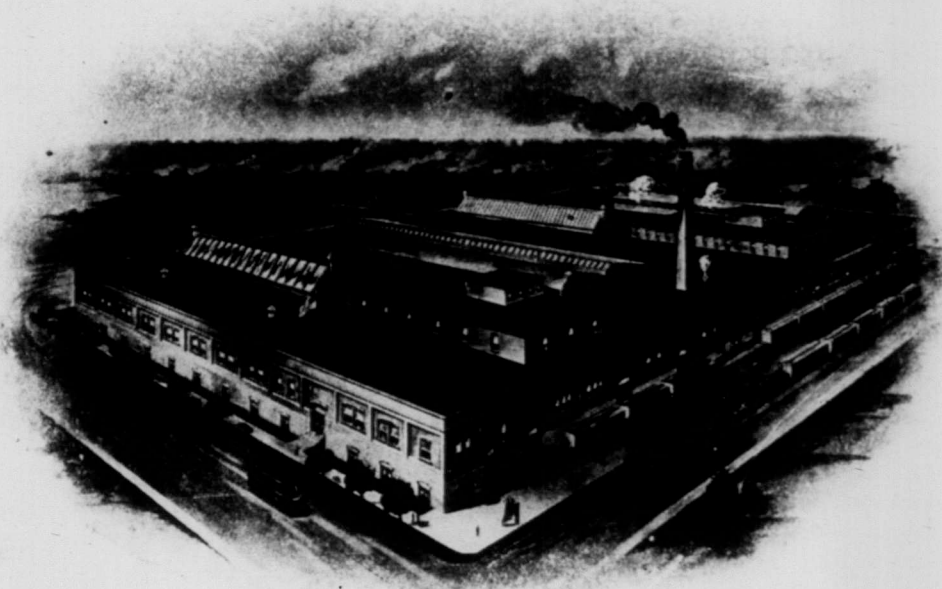
Are Still Being Supplied to
the Trade.

D. S. Perrin & Company, Ltd.
London, Canada

Wagstaffe's Fine Old English

Pure Seville Orange Marmalade, Jelly Shred Marmalade, Fig and Lemon Marmalade, Ginger Marmalade, Pineapple Marmalade — the best sellers—Now ready for delivery.

Our products of pure fruit are processed in the most modern and cleanly preserving plant in Canada. "Cleanliness" is our motto throughout the making.



Wagstaffe's Jams, Jellies, Marmalades, etc., are prepared in COPPER kettles, boiled in SILVER pans, and packed in GOLD lined pails. Are guaranteed absolutely free from preservatives, glucose or coloring matter. Display these reliable products, they sell with little effort. The public know the quality.

BOOK YOUR ORDERS QUICKLY

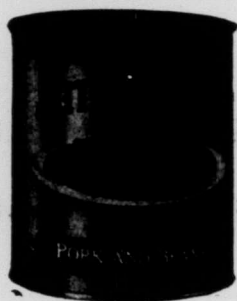
Wagstaffe Limited

PURE FRUIT PRESERVERS

Hamilton

Canada

Kitchener Brand



Pork and Beans

Everything that careful selection, sanitary handling and expert packing can do to make a canned article as perfect as possible has been embodied in the well-known

Kitchener Brand Pork and Beans

By our process of cooking, combined with just the right amount of flavoring ingredients, KITCHENER BRAND compares favorably with home baked.

5c. and 10c. sizes.

The delicious flavor and the convenience of size, 5c. and 10c., make it a line that can be handled profitably by the grocer who serves a family trade.

Ask for Quotations.

OSHAWA CANNING CO., LIMITED
OSHAWA - - - - - ONTARIO

CANNERS:

We invite you to witness the operation of a
MODEL F "PEERLESS" HUSKER
at Rochester Canners' Convention. Shown husk-
ing green corn. Get our 1912 booklet.

Yours respectfully,

PEERLESS HUSKER CO.

Buffalo, N.Y.

**EVA
MILK**



ST. CHARLES

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INGE

The Last Word

in coffees is—UNIFORMITY. The dealer does not hold his trade long who sells coffee that varies in quality from time to time.


Try Chase & Sanborn's High Grades for a few weeks and note how your customers stay by you.

Highest quality plus uniformity does it.

CHASE & SANBORN

MONTREAL

THE IMPORTERS

<p>EVAPO- MILK</p>	<p>RATED</p>
	
<p>ST. CHARLES MILK</p>	
<p>IT'S FAULTLESS</p>	

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

ST. CHARLES CONDENSING CO.
INGERSOLL, ONTARIO, CANADA



Stop and Consider

what it means to have lines which will make customers' Stock

ROWAT'S PICKLES

AND

PATERSON'S SAUCE

and you will materially strengthen your hold on your trade.

ROWAT & CO.

CANADIAN DISTRIBUTORS:

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

PUT YOUR HAND ON A PAYING PROPOSITION



as is offered in the quick selling L. & B. JAMS and JELLIES. They have won a name for themselves because these products contain only pure fruits, absolutely free from chemical preservatives.

They please the customer and leave a good margin of profit.

LINDNER & BENNER, Toronto

Western Agents---Lalng Bros., Wholesale Grocers, Winnipeg



== HOW IS YOUR STOCK OF ==
MAPLE SYRUP?

We have an especially attractive proposition on our

“ANCHOR” Brand

All sizes---Quart Bottles---Pint, Quart, Half Gallon and Five Gallon Tins.

Write us or see our travellers

EBY-BLAIN, LIMITED

Wholesale Grocers

Toronto



You Should Figure Out

the loss occasioned by allowing the sun to beat upon fruit or other perishables which you display, and the low cost of an awning protection. You will realize the necessity of this addition which will add to the appearance of your store and retain the freshness of your stock—making it always saleable.

Write us for quotations for next season.

Raymond Bros. - London, Ont.

McLEAN

is smiling

because everyone says

“White Moss” Cocoanut
is the best, and he knows they are right.

Do you smile contentedly? McLean will help you.
CANADIAN COCOANUT COMPANY, MONTREAL



For every
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TORONTO

Abbott, Grant & C
Adamson & Co., J.
Allison (Vapor) Co
Aylmer Condensed

Balfour-Smye & C
Benedict, F. L....
Bikle, J. W., & G
Borden Condensed
Bovril, Ltd.....
Bowser, S. F.....
British American J
Brown Mfg. Co...

Campbell Bros. &
Canada Maple Exc
Canadian (Vapor)
Canadian Produce
Carter Co. H. W..
Chase & Sanborn..
Chivers & Sons...
Church & Dwight..
Cie Francaise de P
Clark, W.....
Clawson & Co....
Clements Co., Ltd.
Coles Mfg. Co....
Condensed Canning C
Compton R...
Continental Bag &
Crossett Mfg. Co.

Dalley, F. F. Co...
Distributors, Ltd..
Dominion Canners,
Dominion Match C
Dominion Molasses
Dominion Register
Dominion Salt Co..
Downey, W. P.....
Dunn, W. H.....

Eby-Blain, Limited
Eckardt, H. P...
Edwardburg Staro
Epps, James & Co.
Escott, W. H. Co.,



MAKES IT POSSIBLE

For every grocer to build up and maintain a large and profitable tea trade.

To dispense with at once the necessity of carrying a large stock of tea, deteriorating in quality and eating its head off in interest.

To secure a speedy, actual and protected profit on all sales, and to put the tea pedlar out of business.

To serve your customers with the finest tea grown, fresh and fragrant from the tea-gardens of Ceylon.

THE "SALADA" TEA COMPANY

TORONTO

MONTREAL

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Bill to Levy Tax on Mail Order Houses

One in Course of Preparation to be Introduced into Ontario Legislature—
Goderich Board of Trade Behind the Measure—Some Merchants Opinions on
the Proposal—Tax Would be Based on Local Dealers' Taxes.

Merchants throughout Ontario are becoming much interested in the proposal to introduce a bill into the legislature re placing a local business tax on mail order houses doing business in any municipality in competition with retail merchants.

The principle of the bill is to give municipalities where business is being done by mail order houses in direct competition with local merchants the option of levying a local business tax on these houses based on the average tax paid by the local merchants.

Started in Goderich.

The seed was sown in Goderich, Huron County, and is being vigorously nursed by the Board of Trade, of Goderich, backed up by the retail merchants.

It is a well-known fact that the large catalogue houses have been for years and are still doing much business in many Ontario municipalities and at no cost while merchants of these localities are striving for the same business in the face of, in some cases at least, heavy taxation. While the spread of this mail order business is to a large extent due to the inadequate methods of store and business operation on the part of merchants, yet in the eyes of local dealers it seems unfair that outside houses can sell to their customers without paying any tax whatever.

This is the point the Goderich Board of Trade and Goderich merchants are studying carefully and they are now backed up by other Ontario Boards of Trade and most certainly have the sympathy of the majority of local merchants.

N. C. Cameron, a Goderich dealer, who is taking a deep interest in the proposed legislation has interviewed among others, President Somers of the Toronto Board of Trade.

Sympathises with Purpose of Bill.

Mr. Somers, while in sympathy with the movement, told The Grocer he was in doubt how the scope of such legislation could be limited. The question is, would it include ordinary general mail order houses only or would it take in all manufacturers selling their particular products in outside municipalities.

The Grocer got in touch with a num-

ber of general merchants in Ontario to secure their views on the question.

Tax Suggested too Low.

A Midland dealer does not believe a tax based on the average tax of local merchants is sufficient. It would amount to mere nothing, he says.

"I do not think that under the present system of taxation any merchant pays more than 1 per cent. at the very outside," he said. "In fact we are doing a business of over a quarter of a million, and our total taxes only amount to \$800. So you see it would only amount to $\frac{1}{4}$ of 1 per cent. in our business.

"We think that mail order houses should be charged a percentage on every dollar's worth of business they do outside their own city.

"It costs the average merchant 12 $\frac{1}{2}$ per cent. for wages alone to sell his goods. This does not take into account rent or money invested in building and plant, nor any of the other expenses incidental to carrying on business.

"The money we pay out in wages to salespeople is spent in our own town and the town receives its revenue in the way of taxes, whereas the mail order houses while they pay wages to employes on the particular goods sent to small towns, those wages go to pay taxes in the cities.

Five per cent. on the Dollar.

"So it seems to us there should be some other way of getting after the mail order concerns. We think that not

less than 5 per cent. would be a fair levy on every dollar's worth of merchandise entering a town from mail order houses."

A Napanee merchant does not favor the local business tax being made optional on the part of the municipality.

"The mail order houses," he affirms, "do their biggest business outside the towns, villages and cities," intimating that farming communities would not favor it.

Would Stop Auction Sales.

A Brantford dealer, approached on the matter, is in favor of some such legislation and promises to support the measure. He is in accord with the suggestion that the tax levied be based on the average tax of the merchants of a particular municipality.

At the same time this merchant brought up the question of passing a measure to deal with "the auctioneering off of all kinds of worthless stuff brought in from outside points."

This is something that might well be looked into by merchants. In some towns and cities there are these auction sales going on all the time. A quantity of goods is brought in—often of little use—and sold off to bargain hunters who have long grocery bills unpaid. Views on this subject from readers should prove interesting.

Now that the question of taxing mail order houses has been brought forward seriously every merchant should do his share to help it along if it is found feasible.

REVIEW OF THE TEA MARKET DURING 1911

Forces that United to Make It High One—Top Price Touched
in October and November.

London, E.C., Jan. 23.—A review of the tea market during 1911 shows the distinct rise in values made during the latter part of 1910 have been further improved on.

The average price for Indian teas during the year was 8.91d., an advance of .61d. over the previous year. While that of Ceylon was 8.88d. as against 8.19d. in 1910.

These figures had not been previously reached since 1897 and 1893, respectively, while as recently as 1905, the Indian

average was 7.30d. and the Ceylon 6.99d.

The shortage from Northern India in the early months of the year, the drought during the middle of the year in several districts of Ceylon and Southern India, the dockers' strike in Europe and well sustained competition were the factors contributing strength last year.

The highest point of the market was touched during October and November when the price of common leaf tea advanced to 8 $\frac{1}{4}$ d, a figure not previously recorded since 1891.

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of Agriculture.

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National Cannery Convention Programme

Important Bill of Fare on for Annual Meeting at Rochester Week of Feb. 5—Exhibit of Machinery and Cannery Supplies—Many Prominent Speakers Will Give Addresses.

Preparation for the annual meeting of the National Cannery Association, Machinery and Supplies Association and Dried Fruit and Canned Goods Brokers' Association to be held at Rochester, N.Y., from Feb. 5 to 9, have been completed. They include an elaborate array of addresses on canned goods and analogous subjects and an exhibit of canning machinery, canners' supplies, etc.

Judging from the applications for space and the interest the convention is creating throughout the United States and Canada it is expected to exceed all past annual meetings in point of attendance and importance. The Machinery and Supplies Association has already applications for more floor space than that of any preceding convention.

On Monday, Feb. 5, the formality of registration will be the only order of the day. The official badge must be secured from the secretary, J. A. Hanna.

On Tuesday, Feb. 6, at 10 a.m., there will be a joint meeting of all associations when addresses of welcome from Rochester civic officials will be heard as well as addresses from the presidents of the three sections of the association. Special committees and officers' reports will also be given.

The programme for the remaining days in detail is as follows:—

Tuesday Afternoon, 2 O'clock.

"Soils and Fertilizers," Henry G. Bell, National Fertilizer Association.

"Solid and Fluid Content of Canned Food," Dr. W. D. Bigelow, assistant chief, Bureau of Chemistry, Department of Agriculture.

Informal Discussion.

"Why We Need Business Men Today in Our Government," George B. Wason, president Wholesale Grocers' Association, Boston, Mass.

"Cannery Exchange," address.

4 o'clock annual meeting Machinery and Supplies Association, Auditorium hall.

8 O'clock p.m.—Special Session.

Badges will admit owners.

Address—Brigadier General Henry G. Sharpe, commissary general U.S. army.

Address—Marion Harland.

Address—Dr. Harvey W. Wiley.

Wednesday Morning, 10 O'clock.

Address—Dr. Samuel C. Prescott, Boston School of Technology, Boston, Mass.

Address—C. H. Bentley, California Fruit Cannery Association, San Francisco, Cal.

"Industrial Research and Its Relation to the Canning Industry," Dr. A. S. Cushman, Institute of Industrial Research, Washington, D.C.

"Some hints on Factory Sanitation," Dr. A. W. Bitting, Bureau of Chemistry, Department of Agriculture, Washington, D. C.

Wednesday Afternoon, 2 O'clock.

Publicity—Short addresses will be given by the following:

J. P. Olney, Fort Stanwix Canning Co., Rome, N.Y.

Wm. Judson, president, Wm. Judson Co., Grand Rapids, Mich.

H. W. Phelps, general sales manager American Can Co., New York City.

B. M. Fernald, Fernald, Keene & True Co. West Poland, Mo.

Richard Dallam, president Smith-Webster Co., Bel Air, Md.

George A. Cobb, assistant general sales manager American Can Co., New York City.

W. C. Leitch, Columbus Canning Co., Columbus, Wis.

L. A. Sears, Sears & Nicholls Co., Chillicothe, Ohio.

Frank L. Deming, Pacific American Fisheries, Chicago, Ill.

C. S. Jones, president National Canned Goods and Dried Fruit Brokers' Association, Peoria, Ill.

Thomas G. Cranwell, president Continental Can Co., Syracuse, N.Y.

C. H. Bentley, California Fruit Cannery Association, San Francisco, Cal.

Chas. E. Wilcox, Sprague, Warner & Co., Chicago, Ill.

J. W. McCall, Gibson Canning Co., Gibson City, Ill.

F. W. Douthitt, Big Stone Canning Co., Big Stone, S. Dak.

Walter B. Timms, Auston, Nichols & Co., New York City.

H. A. Dickie, general sales manager U. S. Printing Co., Cincinnati, Ohio.

Frank Van Camp, Van Camp Packing Co., Indianapolis, Ind.

Charles Corby, Corby Commission Co., New York City.

C. T. Lee, Libby, McNeill & Libby, Chicago, Ill.

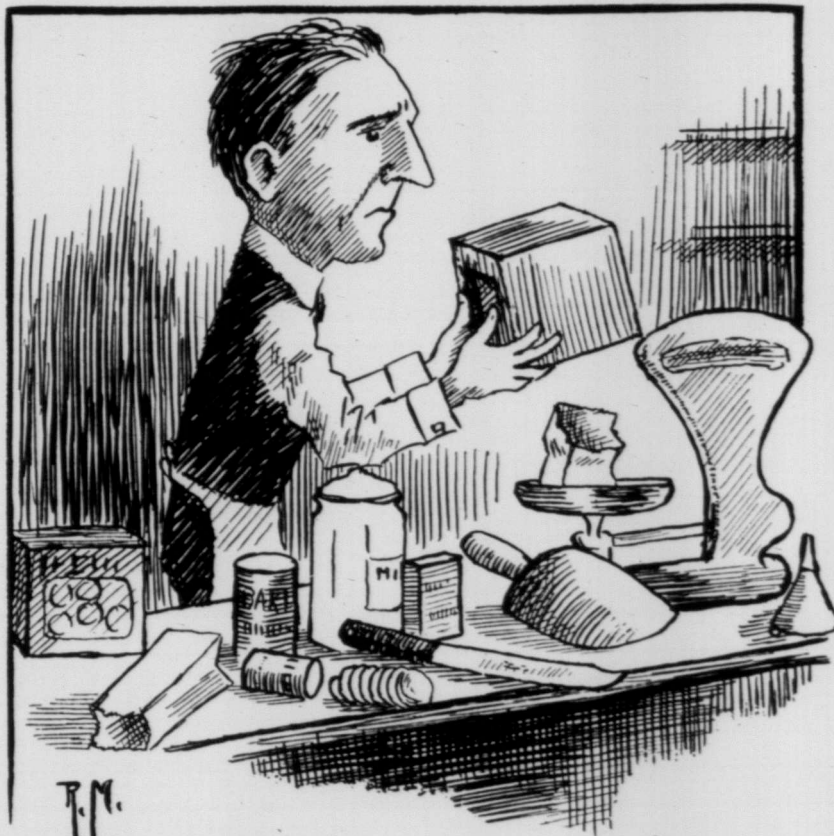
William Moore, president Illinois Canning Co., Hoopeston, Ill.

Impromptu addresses on this important work of the association are also invited.

Machinery Hall will be closed Wednesday afternoon during this session.

Thursday Morning, Feb. 8, 10 o'clock.

Address—Frank A. Aplin, J. K. Armsby Co., New York City.



Allowing Too Much Stuff to Collect on the Counters is Not Good Business. It Suggests Lack of System and Carelessness.

Address—George N. Numsen, Wm. Numsen & Sons, Baltimore, Md. "Patents," address by R. P. Scott, Chisholm-Scott Co., Cadiz, Ohio.

Thursday Afternoon, 2 o'clock.

Reports of all committees.
Election of officers

Thursday Evening.

Theatre party (Lyceum Theatre) tendered by the American Can Co. The play will be "Rebecca of Sunnybrook Farm."

The annual dues of the members of the National Canners' Association include the cost of the official badge (two dollars).

around 1884, the production went to 1,750 in 1890 and in 1909 amounted to 3,960 barrels.

The Vancouver Packing Company, of Vancouver, B.C., has been incorporated by E. J. Harwick, M. G. Peterson and several others with a capital of \$10,000.

The "Prince Rupert Fish and Cold Storage Company," has been incorporated with \$500,000 capital. The chief place of business is Prince Rupert, B.C. Among the incorporators are Frank Evans, Prince Rupert, and J. G. Beatty, broker, Toronto.

Forty-five tons of foodstuffs were condemned by Winnipeg inspectors in December, 1911. Six tons of nuts that came to this city for the Christmas trade were found to be nearly all bad and destroyed. Nearly 30 tons of vegetables went the same route while 1828 pounds of light weight bread were distributed to charity.

Calgary merchants, doctors, lawyers, etc., have formed a retail merchants' protective association for protection against bad debts. The annual fee is placed at \$15 per year. A permanent secretary will be employed.

FRUIT VERSUS GROCERIES.

TORONTO, Jan. 25.—The puck chasers of Davidson & Hay, wholesale grocers, went down to defeat at the hands of White & Co.'s aggregation by a 4-2 score on Saturday last. Excelsior rink was the battleground and the struggle was interesting from several angles. The opposing forces lined up like this:—

Davidson & Hay—Goal, E. New; point, G. S. Moffat; cover, H. C. Minett; rover, S. McIntosh; forwards, R. H. Davidson, Guthrie Bell and S. J. Wyllie.

White & Co.—Goal, Jordan; point, Surtiss; cover, Rilev; rover, Cuthbert; forwards, Hunter, Bent, Langskill.

A return game is booked for Jan. 27.

CANNING COMPANY BUILDING.

The Beaver Canning Co., Bloomfield, Ont., which was recently organized, will soon begin to erect their factory. They have the foundation already laid and when weather permits will go ahead with the work. They have 700 acres of land, owned by the directors, on which they will grow their own produce. The pack will consist chiefly of peas, corn, tomatoes, beans and pumpkins. Their goods will be known under the "Beaver Brand."

Canadian Grocery Items Done Up in Brief

New Companies Incorporated—B. C. Oyster Industry Increasing—Food Condemned by Winnipeg Authorities.

Quebec and Maritime Provinces.

The annual euchre and at home under the auspices of the Montreal grocers' branch of the Retail Merchants' Association will be held on Wednesday, January 31.

The grocers of Montreal will not actively interest themselves in the approaching municipal elections. At their regular meeting the question was introduced, but was finally laid on the table.

The G. E. Barbour Co., wholesale grocers, St. John, N.B., have extensive changes in view for this spring. They have secured lease of the Alexandra building at corner of Smyth Street and the wharf and this will be fitted up in modern fashion.

The L. Chaput, Fils & Cie., wholesale dealers and importers, Montreal, have been incorporated with a capital stock of one million dollars. Charles Chaput, Armand Chaput, Ferdinand Prud'homme and Emile Chaput, merchants and Bruno Trudel, are the incorporators.

Ontario.

The E. B. Eddy Co., Ottawa and Hull, are building a big new power house.

The London Co-operative Society will seek authorization to open a store.

Letters patent have been issued increasing the capital stock of "St. Lawrence Starch Company" from \$350,000 to \$800,000.

Rishors, Limited, Peterborough, Ont., wholesale grocers, have been incorpor-

Be sure you get your next week's copy of The Canadian Grocer. It will come dressed in a bright, new garb. There will be many improvements in it. It will be worth a careful study.

ated, the share capital of the company being placed at \$100,000. The incorporators are Charles Rishor, G. F. Schneider, E. V. Rishor, O. S. Matchett and Wm. Nofall.

In Lindsay, Ont., there is a movement on foot to hold a three-day clearing or after-stocktaking sale in which all merchants could join. It is proposed to hold this during the first week in February.

The Ontario Canning Co., Sarnia, Ont., are planning to enlarge and improve their plant this year. New machinery will be installed for the more rapid handling of goods. The company has rented 200 acres of land in the Sarnia Reserve which will likely all be planted in peas.

T. J. MacKey, Connecticut Oyster Co., Toronto, addressed the Toronto Stewards' Association on the cultivation, shipment and handling of oysters. He said that in 1911 there were 227,000 gallons of oysters imported into the Dominion. He claimed that the reason Canadian oyster beds were not prosperous was due to the conflict of jurisdiction over the waters between the Provincial and Dominion authorities.

Extensive alterations will be made to the grocery store of E. F. Mason, George St., Peterborough, Ont. The interior is being altogether changed. Modern fixtures for preventing dust and dirt gathering on goods will be installed as well as recent types of refrigerators for storing of cooked, smoked meats, etc. A new feature will be a gallery along two sides and rear of store enlarging the capacity and ensuring more and attractive display space.

Western Canada.

In a report on the oyster industry of Canada, it is stated that British Columbia is the only province in which the oyster industry is on the increase. From between two and three hundred barrels

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The Management of a Retail Business

No. 5—CASH DISCOUNTS

By H. C. Carson, F.S.S.

We will suppose that two men are about to start in business, as competitors, each with the same amount of capital, which we will fix at \$3,500, and equal in other respects, such as location of store, popularity, organization, and general knowledge of the goods handled.

As the purpose of the article is to show, in figures, the advantage of discounting bills, we will assume that both merchants start free of debt, and with a new stock worth \$2,500, of well selected goods, the remaining \$1,000 being invested in fixtures and equipment. Management and other expenses of operation will be assumed as being the same in both cases, with selling prices and volume of business averaging about the same say for the first three months. The only difference is that No. 1 has determined to sell for cash as far as may be possible, to insist on prompt collections each 30 days, where cash can not be secured, and to lose no opportunity to discount his bills of purchase, while No. 2 intends to take trade as it comes, without any preconceived ideas as to collections or discounts.

End of First Month.

No. 1 has found it difficult to sell for cash, while No. 2 sells at the same price on credit, so that the turnover has been about the same, say \$1,000, one third for cash, and the balance on credit. Purchases have been \$500, in each case, and No. 2 finds his position as follows:—

Cash in hand, after paying \$150 running expenses	\$183
Accounts Receivable	667
Owing to Creditors	500

No. 1, at the very start, foresaw that he would have to borrow, if bills were to be discounted; and had therefore laid the state of his affairs before his bank, and arranged a line of credit of \$1,000. On this he had borrowed \$125 each week, or \$500 in all, each note at 30 days costing him 73c at 7 per cent. per annum. With the proceeds of each note he had discounted bills at 2 per cent., making \$2.50 on each, or \$10 cash discounts taken at a cost of \$2.92, equivalent to \$7.08 net gain in discounts. His running expenses had been the same as No. 2, and the first note being due, it was paid, showing his position as follows:—

Cash in hand after paying \$150 running expenses, and \$125 note to bank	\$ 65.08
Accounts receivable	667.00
Bank indebtedness	375.00

Thus far No. 1 has beaten No. 2 by \$8 actual profit, and only owes the bank, while No. 2 has already begun to gain his credit in the jobbing market.

Second Month.

During the first week, No. 1, having sent out his accounts promptly, has collected say \$400 of his outstandings, while No. 2, less aggressive, has gathered in \$250. Business, in the meantime, is extending, and the sales, in each case, for the second month have reached \$1,500, No. 1, in pursuance of his cash policy, as far as possible taking in \$900, with \$600 in accounts, while No. 2 collects \$500 cash, with credits of \$1,000.

Purchases have also increased to say \$1,000 in each case, for the second month. No. 2 had cash in hand \$183 at the beginning of the month, he collected \$250 during the first week, and a further \$150 during the month, which, with \$500 cash sales, makes a total of \$1,083. He has paid his merchandise accounts of the first month \$500, as indeed he had to do, to insure his further orders being filled, but no discounts have been taken, and a further \$150 has been paid out in expenses, leaving his position as follows:—

Cash in hand	\$ 433
Accounts receivable	\$1,267
Owing to creditors	\$1,000

No. 1, on the other hand, has met his bank notes promptly at maturity, and discounted a further \$300 for 30 days, which amount, together with cash sales and a further \$150 collected from last month's accounts receivable, has been adequate to enable him to take his cash discounts of 2 per cent. on \$1,000 purchases. He, likewise, has paid expenses of \$150, and stands as follows, at the close of the second month.

Cash in hand	\$308.33
Accounts receivable	717.00
Owing to bank (not due)	300.00

No. 1 has made \$18.25 in discounts, after paying bank charges, which places him \$25.33 ahead of the other merchant, but his accounts are more satisfactory, for he owes no one outside of his bank. He finds, however, that his accounts receivable are larger than he had intended, and proceeds, even more energetically, to their collection. He explains to his customers that prompt payment is necessary, and asks their support in placing his business on a cash basis. Within the first 10 days of the third month he has reduced his accounts receivable to \$300, and collected a further \$200 during the month, leaving his outstandings at \$100, which he finds difficult to collect. No. 2 has likewise collected about half of his accounts receivable, and applied the funds to the reduction of his indebtedness. Business is going on however, and the third month's business shows \$2,000 each in sales, but while No. 1 has sold two-thirds of the amount for cash, his competitor has been content

with one third cash, his credits being increased by the balance. Purchases in the meantime have amounted to \$1,500 in each case, and No. 1 finds that although he has paid the bank, he must again borrow, this time \$150 to enable him to discount.

End of Third Month.

At the end of the first quarter's business, No. 2 finds that his accounts stand as follows:

Cash in hand	\$ 582.00
Accounts receivable	1,967.00
Owing to creditors	1,500.00

No. 1, however, has discounted every bill at 2 per cent., making \$29.12, after paying bank charges on his new loan of \$150, and exhibits the following statement:

Cash in hand	\$487.45
Accounts receivable	766.00
Owing to bank (not due)	150.00

Being the end of the first three months business, both merchants use their cash in hand so far as possible or necessary in paying off indebtedness, adjusting the accounts to the following basis:—No. 2 with no cash in hand, owes his creditors \$918, and has accounts receivable to collect \$1,967, while No. 1 owes nothing, has \$766 in accounts receivable, and \$337.45 in cash.

He has earned an excellent reputation in the wholesale trade, gained a good name at his bank, and made \$54.45 more than his competitor. No. 2 is, of course in good financial condition, but dependent upon his customers to make ends meet.

What Balance Sheet Shows.

Next week we will traverse the next three months of the business introducing special features. Thus far their balance sheets are as follows, the sales, amounting to \$1,500, at say 25 per cent. profit and the purchases amounting to \$3,000 in each case:

No. 1.

Assets.	
Cash	\$ 337.45
Stock	2,125.00
Account rec.	766.00
Fix., etc.	1,000.00
	<hr/>
	\$4,228.45

No Liabilities.

Gain	\$728.45
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No. 2.

Assets.	
Stock	\$2,125.00
Ac. rec.	1,967.00
Fix., etc.	1,000.00
	<hr/>
	5,092.00

Liabilities.

Account payable	918.00
	<hr/>
	\$4,174.00
Gain	\$674.00

THE CANADIAN GROCER

Established - - 1886

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STRICT PURE FOOD LEGISLATION

The Grocer understands that the pure food legislation to be introduced into the House of Commons by Claude Macdonnel, M.P. will be of a far reaching character.

While the details are not yet arranged in such a position as to be made public, it is learned that the government at Ottawa will enact legislation that will include all the best features of pure food acts in United States, Great Britain, Germany, etc.

It will be remembered that a couple of years ago food standards were prepared through the Inland Revenue Department and a number have become law. No changes to established standards are likely but those on other foods will be set with regard to highest efficiency in the manufacture of food stuffs.

With regard to the enforcement of food standards The Grocer learns this will be done under the most stringent regulations. Hitherto Canada has in many cases received foreign goods which have been turned away from United States ports by United States government authorities. The recent Chinese egg case in Montreal is one familiar example of this. That it will be a difficult matter for importers to bring goods into Canadian ports that are not exactly as represented is apparently one of the features in connection with the new legislation. The same applies to goods of home manufacture. The men behind the movement seem determined that misrepresentation of foods will be strictly eliminated.

The retail trade has a protection in this matter which they should not overlook. Any retail grocer purchasing goods from a wholesaler or manufacturer can demand a guarantee that the goods are pure. If he gets this guarantee he will be fully protected by law. If he doesn't ask for it and doesn't get it he will be held liable for any adulteration that government inspectors may discover in goods he handles.

From our information, which comes from an authoritative source, it certainly looks as if we are to have stringent food standards and what is of more importance we may look forward to seeing them firmly enforced.

KNOCKING HIS OWN STORE.

Sometimes grocers are not discriminating enough in remarks they make while customers are in the store. The merchant who said before a store full of customers that he didn't know how certain departmental stores could

sell so cheaply was thoughtlessly advertising those competitors. As a matter of fact they cannot sell many articles as cheaply as other merchants, but nevertheless the damage was done just the same.

Another actual case of careless speech came to notice the other day.

While two or three customers were in the store the dealer, on seeing another enter, remarked in a loud voice, "So, I hear you didn't like the butter we sent you last week."

It isn't likely those customers will feel safe in ordering butter from that store in future. While the dealer added he had some of better quality in now, yet this store was advertised by the dealer himself as one that couldn't always be depended upon, so far, at least, as butter was concerned.

DEALER'S POWER TO CREATE SALES.

That a dealer can sell goods in which he takes an interest is proven by a story of the manager of a corn-flake manufacturing company.

Not long ago he went into a retail store for a package of corn flakes and naturally asked for those of his firm's manufacture. The dealer had them, but they were stocked in his back shop, where, of course, no one could ever see them.

He was taken gently and reasonably to task for investing his money in goods then placing them out of sight of customers and not attempting to sell them.

The talk bore fruit. The grocer brought the goods out to the shelves and counter and in a short time had placed a repeat order with the corn flake firm.

This actual incident emphasises the power of the dealer and his store to create sales if he takes an interest in them. Had he left the goods in the unpacking room the probabilities are they would have been there yet. This story also illustrates the results that can be obtained through the co-operation of manufacturer and retailer.

WESTERN WHEAT SITUATION.

The situation is little changed from last week with the exception that the Interstate Railroad Commission has seen fit to grant the Canadian Roads Commission to quote lower rates for the cartage of Canadian grain to U. S. centres for storage in bond. This will mean a great boon to the western farmers as it will assure a place of storage for their many thousands of bushels which they are at present unable to market because there is no place to store it after it has been bought by the dealers.

So disgusted have many of the farmers in western Canada become over last year's conditions that reports are reaching the city daily of men who will not even attempt to thresh their grain in the spring but intend to burn the sheaves as they stand in stook early in the spring when preparing the grain for market. Such a condition is truly lamentable but as in some places the ground is needed for sowing again, they deem it most advisable system to follow. Others are advocating that the grain be left in stook till after the seeding season has passed and then it be threshed. There is no doubt that both systems will be followed next spring and the results will be watched with interest by many.

Shipments of grain over the various railroad lines continue to be received in large quantities at the inspection department, but there are yet many reports of ear shortages being received from western points. It is hoped that the proposed changes that the railroad com-

panies have agreed to effect will prevent anything of a like nature occurring next year.

Reports from Edmonton where a Farmers' Convention has been held for the last few days indicate that a deputation of western farmers from Alberta, Saskatchewan and Manitoba will visit Premier Roblin shortly at Ottawa to discuss with him points relating to the government ownership of interior elevators. It would appear as if the farmers wish the elevators to be controlled by an independent commission which will not be bound by any department. This will mean that no minister of a department will have the control of this commission.

KEEP CLOSE TAB ON BUSINESS.

The United Cigar Stores Company, who have retail stores all over the American continent, are noted for their systematic methods of conducting business.

In the first place the location of a new store is not made without knowledge that it will be a suitable and profitable one. Facts are first secured as to the number of possible customers passing prospective store sites. For instance, a corner in a city where many men congregate is a favorable location for a store.

Their operating system has eliminated all guesswork and drudgery. The president in New York knows at any given time just how many cigars of any brand are in stock in any store and the amount sold in any given time. This is made possible from reports from all stores which are daily placed on file. These reports show the weak and strong spots in all stores and one helps to check or advance those spots in others.

An inventory is taken every day. The United Cigar Stores carry more than a million dollars worth of stuff. The president has a book showing at any time just how the business stands. This book contains a list of heads such as "gross sales," "rent," "miscellaneous wages," "cost of lighting stores," "miscellaneous expenses," "general expense," "money spent in schemes over which the store has no control," such as special advertising, etc.

Formal inventories are taken by men sent out from the home office twelve times a year, arranged at irregular and unexpected times, and they have also daily reports of sales.

"Yearly inventories," says the president, "wouldn't be of any use to us—or half-yearly or quarterly. Too much can happen in three months. We want to know what is wrong before anybody else knows."

There are many points in the policy of this company in their system to know exactly where they stand, which would be well worth careful study on the part of retail grocers.

CANNERS SHOULD ATTEND CONVENTION.

The annual convention of the National Canners' Association and Allied Industries will be held in Rochester, N.Y., Feb. 5, 6, 7, 8 and 9. As will be seen from the program printed elsewhere in this issue, it will be an important gathering and is destined to eclipse in prominence its predecessors.

Addresses will be given by authorities on every important subject bearing on the canned goods industry. The machinery exhibit on the exposition grounds, where the sessions will also be held, will be a leading feature of the convention. All manner of canning machinery and canners' supplies will be on exhibition, including all latest machines and devices.

Every canned goods manufacturer in Canada who possibly can should be represented at this convention.

Rochester can be easily reached by the majority and the opportunity to attend should not be missed.

In referring to conventions a suggestion has been made that canners in Canada form an association in affiliation with the National Canners' organization. It is felt by some that the fish, fruit and vegetable canning industry has now grown to such an extent that an association in this country would be feasible. Opinions of canners on this suggestion would be interesting.

EDITORIAL NOTES

Have you tried paper bag cookery yet?

* * *

You create your own atmosphere. Don't cry hard times.

* * *

Salesmanship that is 90 per cent. talk is not the kind that will hold customers.

* * *

Part of salesmanship is being a good listener. Let the customer do some of the talking.

* * *

The grocer and general merchant who handles seeds should now be making preparations for his spring stock.

* * *

Automobile delivery is creating widespread interest among Canadian merchants. Ten years from now we may expect to see them in every Canadian town and city.

* * *

Another alleged canned goods ptomaine poisoning case has been disproved. Some newspapers are kept busy retracting these days items that were supposed to be news.

* * *

Every retail merchant interested in the proposed measure to place a local business tax on mail order houses, should interview his member in the legislature for his support.

* * *

A Nebraska canner, after four years of experiment, has succeeded in packing baked apples in tin. Thus, after the close of the tomato season, he will be able to proceed with canning baked apples.

* * *

Anybody can be a clerk and hand out goods the customer calls for, but it takes brains and experience to produce salesmanship. Salesmanship draws a salary while clerking brings only wages.

* * *

The United States Government has instituted an enquiry into that now ancient problem "The High Cost of Living." The manufacture of foods, growth of raw material, distribution, profits and co-operative movement will all be taken into consideration. In the meantime we may expect to hear of politicians and other irresponsible persons talking about the abolition of the middleman.

* * *

The Principles of the Bulk Sales Act now in operation in majority of Western Canadian provinces, and likely to become law in Ontario, are to be commended. Such act requires a buyer purchasing a business to inquire into accounts of the seller and also requires a certain number of the seller's creditors agreeing to the transfer and therefore of being informed that the sale is taking place. This prevents the seller from escaping his obligations as a debtor and insures his creditors of at least a portion of their just dues.

Some Association Efforts Going to Seed

"That Government is Best That Governs Least," Says the Old Proverb—Correspondent Places His Opinions and Experiences Before Store Management Editor—Will be Gone Into Fully Next Week.

*By Henry Johnson, Jr.

The matters treated in this article must be disguised more than usual as to locality; and it is better so since what we need is the lesson of the example, not any gossip of the specific instance. Moreover, I can give only the introduction this week, reserving comment for next issue.

The correspondence begins with this letter:

Dec. 28, 1911.

Henry Johnson, Jr., Canadian Grocer:

Dear Sir,—We are mailing the enclosed pamphlet to our competitors. We are not doing this not to advertise The Grocer, but to settle the questions on first page, particularly the first one. Some of our competitors whose percentage of expense is double ours, who excel in credit, time delivery and store service, think we should have the same prices. We believe our clear profits above expenses for the last twelve years have been larger than the average, if not larger than any other grocery store in town. Yet we are called price-cutters because we follow most all competitors' cut prices, and very often continue after they stop.

We make some prices which still leave us a good profit. The cost and below cost prices have been started by our competitors.

In July, 1911, Mr. Blank held two meetings here, also one or more meetings in Dash, to which we believe every grocer but ourselves was invited. We were not approached, consulted or invited. A retail grocers' association was organized here and in Dash, grocers paying \$5 per member to join.

While Mr. Blank was urged to consult us and invite us to the meeting, and the first meeting adjourned with the understanding that he was to see us the next morning and invite us to the meeting, his policy was force; he claimed the society could and would force all stores to sell at the highest regular prices, or stop them getting goods.

Since the organization here, prices have been worse than before, and the two promoters (or assistant promoters) have been the worst price-cutters; one

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

displaying in his window the leading 10c articles assorted 3 for 25c, and some 2 for 15c, and advertising 18 pounds standard granulated or yellow sugar for \$1; the other advertising 18 pounds best granulated and 19 pounds best yellow sugar for \$1.

Enclosed are the ads.; we have not followed those prices. The wholesale price of granulated sugar, bags, here was September 8 to December 6, C. L., \$5.98; L. C. L., \$6.03, but the retail price never went above \$5.85.

The president of the Dash R. G. A. got the consent of ourselves and all others, but these two for reasonable prices, but these two who joined the association in Dash, and assisted Mr. Blank in promoting it here, now pose as the open leading price-cutters. Both are high class credit stores, and such dissatisfaction prevails that the Dash R. G. A. has never had a meeting since organizing in July last.

We would be pleased to have any new, more pointed or complete answers to the questions in the enclosed pamphlet. We are sure any article in The Grocer on "Credit vs. Cash," and anything further on the questions on the first page of this pamphlet will be appreciated at least here and in Dash.

Yours truly,

W. A. G.

Here is the "pamphlet" to which reference is made:

CREDIT BUSINESS VS. CASH BUSINESS.

Should both stores have same prices?

What is average expense of crediting?

Has the country store the right to peddle?

Should the price for eggs and groceries be the same at farmers' houses as at a town store?

Has a man the right to run a cash grocery? If so, could he run it on credit stores' regular prices with no discounts?

If a cash store does not have to compete with a credit store's inducements, does a credit store have to compete with a cash store's discounts?

If credit stores meet a cash store's prices and discounts, also give credit, time, better delivery, etc., as extra inducements, would they not be underselling the cash store?

Is \$93 cash equal to \$100 grocery accounts, when we consider time charging,

time and expense collecting, use of money and losses by bad debts?

One grocer's total expenses may be much less than 10 per cent., another's expenses over 20 per cent. To draw trade from his competitor the latter has added 10 or 12 per cent. to his necessary expenses. If a grocer tries to excel the expenses of the latter and undersell the former, who is to blame for his failure?

The Canadian Grocer, in previous issues, has answered all these questions, also quoted instances showing successful and unsuccessful policies of The Retail Grocers' Association, as tried in other towns.

Canadian Grocer, Oct. 20th, 1911, page 30 and 31, "Advice on Changing to Cash Business." Part of third column reads:

"First, the credit losses will look very small compared with the losses resulting from a GENERAL REDUCTION OF PRICES SUFFICIENT TO LOOK LIKE 'INDUCEMENTS' to the usual buyer.

"The cash business is emphatically one wherein the merchant must enforce his own rules and ways of doing business."

Canadian Grocer, Nov. 24th, 1911, page 32 and 33, "A Cash Business as Opposed to Credit." The question is asked:

In a town of 4,000, where all other grocers give credit and time, ranging from a week to several months, can a man make a success of a strictly cash grocery business without cutting prices on some lines or giving a cash discount on some lines?

Answered by Henry Johnson, Jr.

"The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business, and is well equipped to answer questions and smooth out difficulties with which others may have met."—Canadian Grocer's foot note.

Part of the answer is (See third column):

"You will immediately think of the big cash dealer of whom you have more or less intimate knowledge and information and you will be apt to say that such a man shows that the cash business is the right business if you know how to run it. I answer that the same man you refer to, is successful because he is made that way and, had he done a credit instead of a cash business, he would have stood just as high above the rest of us as he now stands. IT IS THE MAN—NOT ANY MAGIC IN THE METHOD.

"Specifically to refer to the question of cut prices: YES, YOU WILL MAKE SOME SPECIAL PRICES IF YOU SELL FOR CASH, but actually you will not make more of them than you would as a live credit-giving man. When we sold "patents" we sold them on the

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average for 85c for the dollar preparation, 40c for the 50c preparation, etc. But this was actually about the range at which the druggist sold. The difference was that we displayed and advertised these things, while the druggist cloaked himself in more or less mystery and pretended to get regular prices.

"Suppose you do \$12,000 per annum, of which \$5,000 is presently credit. In the way of actual expenses, what can you save through changing from credit to cash? Counting all time taken on these accounts and all wasted time on these matters, can you actually figure THAT YOU WOULD SAVE \$30 A MONTH?"

If that is the extent of your saving you have 3 per cent. to use in the way of a general reduction in your prices. Where will you put that percentage to make it show up strikingly to your trade?"

Note the above figures \$5,000 credit sales equals a loss and expense of 3 per cent. on total sales, or equals 7.2 per cent. on the credit sales. So if a store sells 5-12 credit and 7-12 cash it takes about 3 per cent. on total sales to cover loss and expenses of credit sales.

Mr. Johnson in writing the above considers the saving of a cash business will be used in reducing prices, and put where it will show up most strikingly.

Canadian Grocer, Nov. 24th, 1911, Page 42, refers to Burr Bros., Rockford, Ill., as successful merchants in operating both credit and cash stores, in the same city, for many years.

We wrote Burr Bros. asking if from their experience a cash grocery could exist at credit prices; and if a credit store had to meet cash store prices. They wrote us the following:

Rockford, Ill., Dec. 1st, 1911.

Gentlemen:—Replying to your favor of the 25th. It is absurd for the Retail Grocers' Association of your city to ask you to sell goods at cash at the same prices they are charging for credit and delivery as no concern on earth could sell goods at cash without offering some inducement in the way of less prices.

We make a difference of about 10 per cent. between our credit and cash stores. On some things even 15 or 20 per cent., but we do not deliver anything out of the cash stores. For instance, we sell the 10c items at 9c; 15c items for 12c; 25c items at 21 or 22c. Our cash stores are no experiment but have been running for some time. We have three stores in this city, two cash and one credit, and understand we are the only concern in the city who don't belong to the Retail Grocers' Association.

No store doing a cash business has any

business to belong to a Retail Grocers' Association where they fix prices, but should run their own business and not be dictated to by others.

We have belonged to the association here but not for ten years.

Yours very truly,
(Signed) BURR BROS.
Per C. D. Burr, Pres.

To Our Competitors.

Out of 100 grocers starting a cash business about 99 quickly slide to more or less credit, because it is the easiest and most pleasant way to increase trade.

For twelve years we have run a cash grocery, and studied everything published in The Canadian Grocer on cash business. We note every writer considers it a hard, most difficult business, demanding a lot of special prices or cash discounts.

We have given some discounts as we think a cash grocer should. We have met cut prices, cost prices, and below cost prices started by some of our competitors with various excuses and selfish reasons, but we have not made prices or given discounts that did not give us a fair profit as a cash business.

The promoters of the Retail Grocers' Association in Blank and Blank planned a contemptible game which they should have known would be detrimental to the trade. We were not consulted or invited but were to be forced to higher prices.

See Canadian Grocer, April, 1911, Page 45: A full page referring to Grocers' Association experience in an attempt to force prices up and deny supplies, also on meeting or ignoring competitors' prices.

One clause reads: "Any plan which savors of coercion will get nowhere no

matter how great may be its apparent strength."

We wish to be friendly and fair with our competitors, and do business on fair, honorable business principles, believing there is lots of room for one cash store and several credit stores in each town.

Manufacturers, Wholesalers, Bankers and Brokers all agree that an account which may be paid at par at some future date is subject to a discount for spot cash. Thus if a bill of groceries can be purchased at a certain price, payable in three months, with no guarantee of payment then or ever, should not a cash store allow some discount?

We presume that Burr Bros., running both kinds of stores in opposition to themselves, may be considered the best authority in America.

We respectfully ask our competitors to read the recent full page article in Canadian Grocer on Cash versus Credit Business and compare actual experiences with the policy, statements and promises of Mr. — while in — and vicinity last July.

There is something decidedly wrong with any man or policy that seeks to stab a person in the back, but dare not face him in the open.

T.

• • • • •

There is a lot to be discouraged in the foregoing. It seems odd that grown men should enter into such time-consuming bickerings. But the facts are there and it is just possible that they may be led to listen to reason. Then, too, there are a few bits of debatable ground, worthy of serious consideration. I shall try to work some order out of the chaos next week.

VANCOUVER RETAILERS WANT PROTECTION

Going on with Work of Forming Buying Association if Wholesale Dealers Continue to Sell to Hotels and Restaurants —Success of Collection Department.

Vancouver, B. C., Jan. 25.—(Special)—Further discussion took place at last meeting of the Vancouver Retail Grocers' Association last night in regard to the establishment of a distributing produce house, with grocers as stockholders, in opposition to those wholesalers who are going over the heads of the retailers after the hotel and restaurant business.

Several of the leading wholesale dealers in produce state they do not want the hotel and restaurant business and are not after it. The fact remains nevertheless that some of the trade has gone that way, and the retailers are perfecting steps for their own protection. They

are going steadily ahead with the preliminaries of formation of the co-operative company, so that they will be all ready to start up if offences are again reported. There has been some talk along wholesale row in respect to this move, and the story was current that the wholesale produce dealers had forfeited their individual deposits of \$50, given as a bond to bind their understanding with the retailers. This, of course, did not take place, for no such bond is asked for or could be asked for, nor was one ever suggested. While there may be an understanding in regard to trade matters, it is only to facilitate harmon-

(Continued on page 43.)

THE CANADIAN GROCER

Standard apples in 3s are regarded as being worth \$1.20 per dozen. Blueberries are pretty well sold up and as high as \$6 is being asked for gallons. The short pack in raspberries and strawberries is well known and with supplies being gradually reduced, a strengthening in price of these lines is not a surprise. For 2s. in heavy syrup \$2.35 to \$2.40 is being asked. Raspberries appear to be shortest line.

On the whole, jobbers are not finding brisk trade in canned goods, but there is a big period of demand still ahead and holders are certainly doing no worrying over the disposal of stocks.

ONTARIO MARKETS.

POINTERS.

Currants.—Firm.
Standard Apples, 3's.—Higher.
Gallon Blueberries.—Now \$6.00.
Strawberries and Raspberries.—Higher.

Toronto, Jan. 25.—Fair volume of business for month is generally reported by local jobbers. More favorable weather and passing of stock-taking is helping some. Collections are described as fair.

Steadiness is evident in all lines of canned goods. In case of some lines which showed short pack last season this steadiness has developed into marked strength. In this respect might be mentioned strawberries, raspberries and blueberries.

The sugar situation hinges to large extent on whether Russia will be allowed to export her surplus sugar. The Brussels convention convenes on Jan. 29. "The situation is a perplexing one," said one sugar man. "I would advise operating conservatively but to keep in close touch with the market, and be ready to buy on the first definite sign of strength."

Some little time ago some firms reduced prices on cocoa and chocolate 2 cents per pound. Some other firms have followed this week. One firm notes a decline of 2 cents per pound on chocolate and bulk cocoa and 5c a dozen on 1/4's and 1/2's tins of cocoa and 10c on 1 lb. tins.

SUGAR.—The Brussels convention which has to deal with export of Russia's surplus sugar which is to convene again on Jan. 29 holds to a large extent key to sugar situation. For this reason it is by no means an easy matter to size up present situation. England is short of sugar and in the absence of ample supplies from European beet countries, has been looking towards Cuba and West Indies for supplies. This, of course, firms market on this side

of the water, for these are the sources of our supplies. If Russia is allowed to export her surplus, England will not find it necessary to draw supplies from this side, accordingly putting an easier tone into the market. However, this not being allowed, the opposite feeling will follow.

New York is regarded as being pretty close to bottom if not already there. Stocks of sugar held are generally low and will soon have to be replenished. Unless Cuban crop turns out better than anticipated and there is pressure to sell it looks as if Cuban prices might be at low point. Sugar is regarded as being at critical point and needs close watching.

Extra granulated, bags.....	5 55
" " 20 lb. bags.....	5 65
Imperial granulated.....	5 35
Beaver granulated.....	5 35
Yellow bags.....	5 15
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.....	5 95
" " 50-lb. boxes.....	6 15
" " 25-lb. boxes.....	6 25
Powdered, bris.....	5 75
" " 50-lb. boxes.....	6 15
" " 25-lb. boxes.....	6 15
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 50
Paris lumps, in 100-lb. boxes.....	6 45
" " in 50-lb. ".....	6 55
" " in 25-lb. ".....	6 75

SYRUP AND MOLASSES. — A good seasonable trade, making splendid comparison with other years, is in evidence in both syrup and molasses. There are no special features, other than that new crop molasses will be coming forward in short time.

Syrups—	Per case	1/2 gals. 24 to case	5 40
2-lb. tins, 2 doz. in case.....	2 40	Pints, 24 to case.....	3 00
5-lb. tins, 1 doz. in case.....	2 75	Maple Syrup—pure	
10-lb. tins, 1/2 doz. in case.....	2 65	Galons, 6 to case.....	6 60
20-lb. tins, 1/4 doz. in case.....	2 60	1/2 gallons, 12 to case.....	7 25
Barrels, per lb.....	0 05	Quarts, 24 in case.....	7 25
Half barrels, lb.....	0 03	Pints, 24 to case.....	4 00
Qtr. barrels, lb.....	0 03	Qt. bottles, 12 to case.....	3 50
Pails, 3 1/2 lbs ea.....	1 75	Molasses, per gal—	
Pails, 25 lbs ea.....	1 25	New Orleans, medium.....	0 30 0 35
Maple syrup—Compound		New Orleans, barrels.....	0 28 0 32
Galons, 6 to case.....	4 80	Barbados, extra.....	0 45
1/2 gals., 12 to case.....	5 40	Porto Rico.....	0 45 0 52
		Muscovado.....	0 30

DRIED FRUITS.—There are no quotable changes in dried fruits this week. Currants is a line that is pointed out as possessing noted features of strength. The small stocks left in Greece are regarded as ample reason for firmness and ideas of holders in the primary have been increasing. Those who put in sufficient stocks early in the season were fortunate. One dealer shows the advance by stating that he can sell his best goods which were bought early as cheaply as the lower grades would sell if bought now.

Stocks of dates locally are said to be rather light. One jobber states that quality of late arrivals of Hallowees on the English markets has been quite poor and dealers there have first been getting confirmation from buyers here before sending shipments forward.

Evaporated apples maintain the strength both here and on other markets that has been pointed out before.

Prunes—		
30 to 40, in 25-lb. boxes.....	0 15	0 16
40 to 50, " ".....	0 14	0 15
70 to 80, in 25-lb. boxes.....	0 10	0 10
80 to 90, in 25-lb. boxes.....	0 09	0 09
90 to 100, in 25-lb. boxes.....	0 08	0 08
Same fruit in 50-lb. boxes 1/2 case, same.		
Bosnia prunes.....	0 08	0 08
Apricots—		
Choice, 25 lb boxes.....	0 21	0 23
Fancy, " ".....	0 21	0 25
Candied Peels—		
Lemon.....	0 10	0 11
Orange.....	0 10	0 13
0 10	0 11	0 17
Figs, 2 to 2 1/2 inches, per lb.....	0 09	0 13
Tagueta.....	0 04	0 04
Bag figs.....	0 04	0 07
Dried peaches.....	0 17	0 18
Dried apples.....	0 13	0 09
Evaporated apples.....	0 09	0 10
Currants—		
Fine Pillar.....	0 07	0 08
Patras.....	0 08	0 08
Unbleached 1/2 case		
Vostizna.....	0 14	0 18
Raisins—		
Sultana.....	0 11	0 13
" fancy.....	0 14	0 14
" extra fancy.....	0 16	0 17
Valencia selected.....	0 08	0 08
Seeded, 1 lb packets, fancy.....	0 09	0 09
" 16 oz packets, choice.....	0 08	0 08
New Dates—		
Hallowes—		
Full boxes.....	0 06	0 07
Half boxes.....	0 07	0 07
Package dates, per 1 lb.....	0 07	0 07
Pards choice.....	0 09	0 10

TEA.—At the opening January auctions in London, values on both Indian and Ceylon tea ruled steady and unchanged from the closing sale of 1911. Quality of Ceylon in many instances showed further falling off.

Revolution in China, it is believed, will have considerable tendency in firming prices of tea from that country, particularly if the feud continues for any length of time.

COFFEE.—General coffee market has lost none of its strength and there appears to be nothing at hand to shape it otherwise. There have been some slight waverings in some of the lower grades of goods but better lines hold up well. As pointed out by one dealer, the big interests have coffee well under their control and are not likely to allow prices to sag off. They do, it is true, allow market to ease off at times, probably to get dealers thinking about buying, but this is most likely to be followed by a firmer tendency.

Rio, roasted.....	0 23	0 24	Mocha, roasted.....	0 30	0 32
Green Rio.....	0 19	0 20	Java, roasted.....	0 32	0 35
Santos, roasted.....	0 24	0 25	Mexican.....	0 27	0 28
Maracaibo, ".....	0 24	0 25	Guatemala.....	0 25	0 26
Bogotae.....	0 26	0 27	Jamaica.....	0 25	0 26
			Chicoory.....	0 12	0 13

SPICES.—The year has opened up quite well, some dealers reporting it in advance of last year. This is encouraging to all engaged in the trade. It is pointed out that the revolution in China may exert a strengthening tendency on Cassia which we import from that country, although no change has taken place as yet.

	Tins	1/2 lb. pgs. 1	1/2 lb. tins doz
Allspice.....	15-18	60-70	70-80
Cassia.....	2-3	85-115	95-125
Cayenne pepper.....	23-28	80-105	90-115
Cloves.....	23-28	75-95	85-110
Cream tartar.....	27-30	90-100	
Curry powder.....	25-30		
Ginger.....	22-27	85-85	75-95
Mace.....	50-55		0-2 75
Nutmegs.....	30-45	90-100	1 80-2 50
Peppers, black.....	19-22	87-75	80-91
Peppers white.....	28-30	90-100	1 05-1 15
Pasty spice.....	20-27	85-95	75-110
Pickling spice.....	16-20	75-90	75-90
Turmeric.....	16-20		

THE CANADIAN GROCER

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

MUSTARD SEED, per lb. in bulk..... 0 12
Celery seed, per lb. in bulk..... 0 20
Shredded cocoanut, in pails..... 0 16½ 0 17½

NUTS.—The general market in nuts is steady to firm. We referred last week to the higher values in almonds. Walnut prices are also well maintained. Supplies of Brazils here are completely cleaned up and enquiries by local dealers in New York shows similar conditions to exist there. New crop do not come forward till March.

Almonds, Formigetta.....	0 16	0 16½
" Tarragona.....	0 17	0 17½
" shelled.....	0 34	0 38
Walnuts, Grenoble.....	0 15	0 16
" Bordeaux.....	0 12	0 13
" Marbots.....	0 13	0 14
" shelled, new.....	0 35	0 38
Filberts.....	0 11	0 12
Pecans.....	0 17	0 18
Peanuts, roasted.....	10	0 13

RICE AND TAPIOCA.—Trade is normal in both lines. Rice has lost none of its strength. In the producing sections of the United States, the highest prices of the season have been paid for rough. The primary markets in the East, from which Canada receives her largest supply are firm.

Standard B, from mills, 500 lbs. or over, f.o.b.	
Montreal.....	3 65
Rice, standard B.....	3 75
	Per lb.
Rangoon.....	0 03½ 0 04
Fancy rangoon.....	0 05
Patna.....	0 05½ 0 06
Japan.....	0 05 0 07
Java.....	0 06 0 07
Carolina.....	0 08 0 10
Sago, medimm brown.....	0 05½ 0 06
Tapioca—	
Bullet, double goat.....	0 08
Medium pearl.....	0 06½ 0 07
Flake.....	0 08
Seed.....	0 06½ 0 07

BEANS.—The market holds steady at quoted figures, with nothing apparent to shape conditions otherwise. This is especially true in best quality stock.

Lima beans as reported last week are firmer. The amount now available for shipment from California is set at 250,000 bags. This amount, says one report, will be scarcely sufficient to supply the demand from markets west of the Mississippi valley.

Prime beans, per bushel.....	2 40
Hand picked beans, per bushel.....	2 50
California lime beans, lb.....	0 18

MANITOBA MARKETS.

POINTERS.—

Syrup.—Demand strong.

Dried Fruits.—Steady.

Beans.—Stronger.

WINNIPEG, Jan. 19.—In spite of extremely cold weather, which was only broken a few days ago, trade during January has been satisfactory and is far ahead of last year. Owing to prevailing conditions, however, the movement of freight has been bad and business has been hung up during the last month considerably by congestion of freight in yards. With extreme cold and blockage of cars it has been practically impossible to move the cars in the yards and numerous cases have again been brought to light where farmers have had cars in the yards anywhere from 10 to 18 days and have been unable to get them shunted to their warehouse.

The new programme, however, which is laid out by the C.P.R. for improvement of the terminals is viewed by all as being satisfactory and will fill a long felt want. It was expressed by one wholesaler to-day that so far this winter railroad companies have had their hands full moving passenger trains instead of bothering about freight.

As stated above, the severe cold weather has been broken to some extent but only to be followed with January storms. Reports from the country show that travelers are having extreme difficulty in covering their territory. Owing to the unsatisfactory condition of the roads it was pointed out that it was almost impossible to tell where one traveler is from day to day as conditions are so unsettled. It is expected that the majority will be many weeks over their allowance in completing their routes for spring orders.

Of the different lines sales have been fairly steady and show that market is holding steady. New prices will be noticed in beans which show an advance over last week, but other lines remain firm.

SUGAR.—The demand for this line remains fairly good but market is still weak. Much speculation is indulged in as to the probable action of market but it was firmly stated by one large house this morning they anticipated cheaper sugar. Prices will be noticed to be unchanged from last week.

Montreal and B.C. granulated, in bbls.....	6 25
" " in sacks.....	6 05
" yellow, in bbls.....	5 70
" " in sacks.....	5 65
Loaf sugar, in bbls.....	6 45
" " in boxes (25 lbs.).....	6 70
Powdered sugar, in bbls.....	6 25
" " in boxes.....	6 25
" " in small quantities.....	6 00
Lump, hard, in bbls.....	6 95
" " in ½-bbls.....	7 05
" " in 100-lb. cases.....	6 95

SYRUP.—The demand for syrup is good and usual heavy winter trade is now on. Wholesalers are quite satisfied with the movement so far this month and are looking for good returns.

Syrups—	
24 2-lb. tins, per case.....	2 28
12 5-lb. tins, per case.....	2 68
6 10-lb. tins, per case.....	2 56
3 20-lb. tins, per case.....	2 57
Half barrels per cwt.....	3 85
Barbadoes molasses, in half barrels, per gallon.....	0 45
New Orleans molasses, half barrels, per gallon.....	0 30 0 31

CANNED GOODS.—Demand for all kinds of canned goods continues to be exceptionally good. Interest at present time is centered in tomatoes, stocks in this line being low. The price of \$3.60 a crate has been high water market as yet and there have been sales made at these prices without any trouble. It is freely predicted by all that there will not be a case in jobbers' hands when new crop comes on the market. Other lines are also creating considerable interest but stocks in them are considerably heavier than tomatoes.

DRIED FRUITS.—Demand is fairly good for dried fruits and prices show no change from last week. The figures

quoted here are on the basis of last fall's prices owing to fact that fairly heavy stocks in all lines have been carried here. As soon, however, as stocks begin to grow smaller and as wholesalers start to replenish their supplies these low prices will advance. The California market price at present time is way out of proportion of prices asked in Winnipeg and as a result higher prices can be looked for within few months.

New prunes, Per lb.	70-80s, 25s, s.p.	0 09½	
90-10 s, 25, s.p.	0 38½	70-80s, 10s, s.p.	0 10
90-10s, 10s, s.p.	0 09½	60-70s, 25s, s.p.	0 09
80-90s, 25s, s.p.	0 08	50-60s, 25s, s.p.	0 10
80-90s, 10s, s.p.	0 09½	40-50s, 25s, s.p.	0 11
New Figs—			
Camel 3-crown table figs.....		0 10	
" 4-crown table figs.....		0 11	
" 5-crown table figs.....		0 11½	
" 6-crown table figs, about 10 lbs.....		0 12	
" 6-crown table figs, about 50 lbs.....		0 12½	
" 7-crown table figs, about 1 0 lbs.....		0 14	
" 9-crown table figs, about 1 lb.....		0 16	
Emmanuel 3-crown.....		0 08½	
" 4-crown.....		0 08	
" 5-crown.....		0 09	
" 6-crown.....		0 10	
" 7-crown.....		0 11	
Club box figs.....		0 06	
Cooking Figs			
Choice boxes.....		0 06½	
Half boxes.....		0 05	
Half bags.....		0 04	
Valencia raisins—			
Fine, f.o.s., 28s, s.p., per box.....		2 20	
Fine, selected, 28s, s.p., per box.....		2 25	
4-crown layers, 28s, s.p., per box.....		2 35	
4-crown layers, 14s, s.p., per box.....		1 2	
4-crown layers, 7s, s.p., per box.....		0 60	
Ne plus ultra, 28s, s.p., per box.....		2 3	
Curries—			
Dry clean, per lb.....		0 07½	
Washes, per lb.....		0 13	
1-lb. package.....		0 08	
2-lb. package.....		0 17½	

EVAPORATED APPLES—This line has taken a flurry this week due to export demand and fact that available stock supply is getting into hands of fewer holders. It is felt strongly here that this line is pretty good property and those who have large stocks on hand will undoubtedly turn over neat penny before spring.

COFFEE.—Coffee market is still steady but demand is not heavy. One wholesaler pointed out he had anticipated a sharper advance after last week's weakness. He pointed out that in his opinion the trusts had secured the monopoly and that it was just question of time before they started to force prices up and keep them at high levels. The outcome of this is being watched with interest.

Roasted Rio, lb.....	0 22	Green Rio, 5s, lb.....	0 17
		Green Rio, 7s, lb.....	0 16½

BEANS.—Beans show decided strengthening this week due in many respects to bad weather in the east and failure of the farmers to get their stocks into hands of wholesalers and jobbers. It is not felt, however, that the situation is going to be serious and higher prices are not looked for.

Beans, 3-lb. picker, per bushel.....	2 65
Hand picked, per bushel.....	2 75
Peas, split, 100 lbs.....	4 00

Notices are being sent out by all wholesale fish firms drawing the attention of the retailer to the approaching of the lenten season and that it is expedient for retailers to lay in supplies fairly early. It is confidently expected that this season will be far ahead of last

year which fish was cheaper and is increasing are as follows

Whitefish, Lak
Halibut, per lb.
Salmon, per lb.
Smelts, per lb.
Trout, per lb.
Goldeyes, per lb.
Lake herring, per lb.
Pulbees, per lb.
Pickeral, per lb.
Flounders, per lb.
Jackfish, round
Jackfish, dressed
Tommy Cods,
Steak codfish,
Haddock, per lb.
Mackerel, per lb.
Perch, per lb.
Bels, per lb.
Ocean herring,

Pinned haddie,
Smoked fillets,
Block codfish,
Strip codfish, 30
Salt herring, in
Salt mackerel,
Digby chix (fre

NEW B
 St. John week has seen in several cases interesting developments in near future and may be receiving some of the here as being in all four li

Advices to effect that immediate Ontario patenting wheat to warrant local market has about expression which has not been. Because of the last year, it is probable that the

Bacon.....
Beans, hand picked, bus.....
Beans, yellow eye, bus.....
Butter, dairy, per lb.....
Butter, creamery, per lb.....
Buck wheat, W. grey tag.....
Cheese, new, lb.....
Currants, 1s, lb.....
Canned goods—
Beans, baked.....
Beans, string.....
Corn, doz.....
Peas, No. 4.....
Peas, No. 3.....
Peas, No. 2.....
Peas, No. 1.....
Peaches, 2s, dz.....
Peaches, 3s, dz.....
Raspberries, dz.....
Strawberries.....
Tomatoes.....
Clams.....
Cornmeal, gran.....
Cornmeal, bags.....
Cornmeal, bbls.....

year which was unsatisfactory as far as fish was concerned. This year fish are cheaper and the demand for all varieties is increasing each month. New prices are as follows:—

Whitefish, Lake Winnipeg, per lb.	8½c
Halibut, per lb.	8c
Salmon, per lb.	10c
Smelts, per lb.	10c
Trout, per lb.	12c
Goldeyes, per lb.	3½c
Lake herring, per lb.	3½c
Pullbees, per lb.	3c
Pickrel, per lb.	7½c
Flounders, per lb.	7c
Jackfish, round, per lb.	3½c
Jackfish, dressed, per lb.	4½c
Tommy Cod, per lb.	4½c
Steak codfish, per lb.	7½c
Hadlock, per lb.	6c
Mackerel, per lb.	10c
Perch, per lb.	6c
Eels, per lb.	10c
Ocean herring, per lb.	6c

SMOKED FISH.

Finnan haddie, 15 and 30 to box, per lb.	\$ 0 08
Smoked fillets, 15 to box, per lb.	0 12½
Bloaters, per box	1 50
Kippers, per box	2 00

SALT FISH.

Block codfish, per lb.	\$ 0 10
Strip codfish, 30 to box, per lb.	0 12½
Salt herring, in half bbls., each	4 50
Salt mackerel, in kits, each	2 75
Digby chix (fresh stock) per bundle	1 00

NEW BRUNSWICK MARKETS.

St. John, Jan. 23.—Market during week has seen a tendency to firmness in several commodities and some interesting developments are looked forward to in near future. Business is on the mend and more encouraging reports are being received of trade during past week. Flour, sugar, lard and beans are some of the articles listed with grocers here as being much firmer, and sales in all four lines is brisk.

Advices to local wholesalers are to effect that there will be no change in immediate future in either Manitoba or Ontario patents, but with price of coming wheat quite strong, there is nothing to warrant decline.

Local merchants also say that sugar has about reached bottom and that depression which has marked it of late has not been warranted by statistics. Because of the shortage in the crop of last year, it is regarded as quite possible that higher prices may soon prevail. The market is reported unsteady.

Bacon.....	0 15	Eggs, henney.....	0 35
Beans, hand picked, bus.	2 50 2 55	Eggs, case.....	0 25 0 35
Beans, yellow eye, bus	2 60 2 65	Fin. haddies..	4 40 4 50
Butter, dairy, per lb.	0 21 0 26	Fish, cod, dry..	6 25 6 50
Butter, creamery, per lb.	0 27 0 35	Flour, Man.....	6 45 6 50
Buckwheat, W. grey tag.	2 00 3 10	Flour, Ontario.	5 45 5 50
Cheese, new, lb	0 15½ 0 16	Ham.....	0 15
Currants, 1½, lb	0 68 0 08½	Lard, compound, lb	0 10½ 0 11
Canned goods—		Lard, pure, lb.	0 12½ 0 13
Beans, baked..	1 15 1 25	Leamon, Messins, per box..	3 50
Beans, string..	1 02½ 1 05	Molasses, Barbad.s, fancy.	0 36 0 37
Corn, doz	1 0½ 1 5	Oatmeal, rolled	5 35
Peas, No 4	1 21	Oatmeal, s.d.	5 90
Peas, No 3	1 25	Pork, domestic m ss	21 00 22 00
Peas, No 2	1 30	Pork, American clear	21 00 23 00
Peas, No 1	1 80	Potatoes, bbl	1 75 2 00
Peaches, ¾, dz	1 95 2 00	Raisins, Cal. f rnia, seeded	0 1½ 0 11
Peaches, ¾, dz	3 00 3 05	Rice, per lb.	0 03½ 0 04
Raspberries, dz	2 05 2 1	Salmon, case—	
Strawberries..	1 85 1 97	Red Spring	7 75 8 00
Tomatoes.....	1 7. 1 80	Coh es.....	7 25 7 60
Clams.....	4 00 4 25	Sugar—	
Cornmeal, gran	5 00	Standard gran.	5 60 5 70
Cornmeal, bags	1 60	Austrian gran.	5 40 5 50
Cornmeal, bbls.	3 35	Bright yellow.	5 40 5 5½
		No 1 yellow....	5 10 5 2½
		Paris lumps....	6 50 6 75

NOVA SCOTIA MARKETS.

HALIFAX, Jan. 24.—Wholesale grocery dealers report business continues good in most lines. Since drop in price of sugar there has been considerable increase in sales. Extra standard granulated is quoted at \$5.60 and United Empire at \$5.40.

There is better demand for canned goods and price is firmer for most lines. There is a considerable scarcity of tomatoes in local market. Sales of peas are reported to be quite heavy.

Local dealers are now importing large quantities of poultry from upper Canadian points. Dealers report sales good, despite the high prices.

Eggs are now coming on the market in better supply and the price is a little easier. Choice new laid eggs are selling at 31 cents, but dealers report sales light. Butter continues firm. Only small quantities are arriving, and there is sale for all stock offering. Creamery prints are selling at 31 cents, and dairy in tubs at 27 cents. Sales of cheese are heavy at 16 for large and 16½ cents for twins.

BRITISH COLUMBIA SITUATION.

Vancouver, B.C., Jan. 26.—Heavy snowstorms in the Rockies interfered much with delivery of supplies to wholesalers on the coast last week. Snow started in just after Christmas and continued falling off and on until few days ago. Then a Chinook swept through the mountains and several slides came down. Track was blocked for such a time that over dozen trains were held up in the hills, including three or four passenger trains. No accidents of any account took place. Wholesalers were quite out in several lines, and there was no way of replenishing except by rush order from San Francisco. There was no relief even in that, for by the time goods could have come north, the trains would have got through and into Vancouver. Consequently the merchants waited.

Potatoes are still reasonable in price. For two or three years past price toward spring has gone up, and last fall several dealers put in supplies in anticipation of similar soaring this year. It is known that these supplies are on hand, and so far the price, while fairly stiff, has not started to ascend rapidly.

NEW COVER NEXT WEEK.

The Grocer's new cover will appear for the first time next week. Watch for your copy. In addition to this change there will be other new features which will make this issue one worth a careful study. The old green cover which has been used for the past quarter of a century is no more. Something better and more attractive succeeds it. See that you get your next week's copy.

VANCOUVER RETAILERS WANT PROTECTION.

(Continued from page 39.)

ious co-operation, and works out not only for the good of the dealer but also for the patron.

Appreciate Collection Department.

Several letters were received by the secretary commending the work of the recently-established collection department. This is not yet on a paying basis, but what has been done so far is highly satisfactory, and beyond the expectations of the association. A feature that tends to its ultimate success is the forwarding each morning of the amounts collected the day previous. With many collection agencies, payment is made once a month. In this instance, the grocer gets his money once it is received and can at once have the use of it.

POISON NOT IN CANNED GOODS.

Case Published in Newspaper Investigated—Family Had Eaten No Canned Goods Whatever.

Toronto, Jan. 25.—On Jan. 15 there appeared an item in a local morning paper to the effect that a family were made ill through eating canned goods containing poisonous substance. The heading of the item ran "Ate Canned Goods, Family Stricken," and further on the article read:—"Before retiring Saturday night, they had consumed a small amount of canned goods, which had evidently become poisonous."

As with many of these alleged sicknesses caused from ptomaine poisoning, in eating canned goods there has been found to be no truth in above. The matter has been investigated and the cause of illness discovered to be contaminated flour and not canned goods at all. Dr. Geo. W. Graham, who was the doctor consulted, states that so far as he knew the family had eaten no canned goods whatever and he was at a loss to explain how the paper in question secured its information.

Facts of this nature can be used by grocers to dissipate the prejudice existing in minds of some against this staple article of diet. The National Canners' Association have investigated 150 alleged cases of ptomaine poisoning and did not find a single one where so-called poisoning could be traced to canned goods.

A. P. Tippet, of A. P. Tippet & Co., Montreal, has left for the Old Country on a business and pleasure trip.

Mr. A. H. MacLean, has left for the Canadian West where he will represent Holbrooks, Limited, in Saskatchewan.

Quarter Century Greeting

To The Grocery Trade

It is twenty-five years ago this month since our business was started, and while in many ways it does not seem a long time to look back over, yet many, many changes have taken place during that period, although a number of merchants who commenced with us at that time we are still proud to have with us as customers, and hope to have them for many years to come.

When beginning we adopted certain rules of procedure and principles which have been maintained ever since. Sometimes these have had to be upheld at a heavy cost, but we have come through with them, and if on occasions there has not been much money in it, there has at least been a heap of satisfaction. We should like to feel that we have been of some use to the Trade in general and that it has been the better of our having had an existence, and this shall continue to be our main aim. We thank you for your very generous patronage in the past and hope for a continuance in the future.

H. P. ECKARDT & CO.

WHOLESALE DISTRIBUTORS

Cor. Front and Scott Sts. = TORONTO

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Use of Wood Fixtures in Show Window

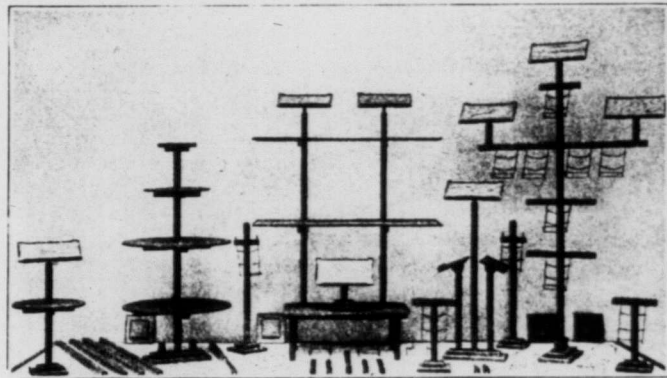
**Value of Dressing the Window Regularly and Attractively—
One Article at a Time or Associated Articles Should be Dis-
played—A Sure Business Getter.**

Whether you want it or not, your windows will either attract or repel every one who passes them. A person is attracted by a clean, well-kept window, just as he is by a well dressed man or woman, and one will hesitate to enter a store with a dirty window, just as he will hesitate to shake hands with a dirty tramp—probably he will avoid it altogether.

The very best advertising space you can buy is being paid for, every time you pay rent. It can be made to earn more than any other space in the store. You are wasteful and extravagant, if you do not make it earn all it can.

Getting New Customers.

The patronage of a grocery store is necessarily largely in its immediate neighborhood, hence most of the people



Wood Fixtures that can be Used for Window Displays.

who are passing your store are possible customers, and many who may not be regular customers, will become casual customers, by the attraction of some article in the window which catches their fancy.

Every grocer knows that if he could take time to mention a few seasonable articles to each customer as he waits on her, it would effect a marked increase in his sales.

Why not use your windows to offer these suggestions? They will catch the eye of the customer the clerk is waiting on, as well as the favored customers to whom you are giving your personal attention. It will also reach the passing customer of your competitor to whom you do not often get a chance to speak at all.

One Thing to a Window.

To make the most of show windows, care must be used in selecting the goods to be displayed in them. It would take more genius than most of us possess to

make a miscellaneous jumble of everything in the store to attract anybody. Either a single article should be displayed, or only articles which are related to each other. Marshall Field & Co. have probably the finest show windows in the world and thousands of dollars are spent to provide attractive backgrounds and settings.

They follow the principle of one thing to a window closely. If the most expensive show windows in the country can be used to the best advantage in this way, it is a pretty good lead for others to follow.

Nearly every possible customer will have passed a grocer's windows in the course of a week. Therefore a window display may be said to be worked out at the end of a week. Another reason for changing window displays frequent-

ly, is that the goods become soiled and faded and when put back on the shelves their freshness is likely to be questioned. It should be the practice to change window displays every week on whatever day and whatever hour is the most idle help.

Use of Wood Fixtures.

The accompanying illustration shows how a window display can be made of groceries, with the aid of wood window fixtures. Anyone can put up such a display as this in a short time. If the grocer will spend five minutes in placing the fixtures he can safely leave the arrangement of the packages to the clerk.

An attractive modification of this display would be some of the things with which macaroni and spaghetti are prepared, such as cheese, tomatoes, either fresh or canned, etc.

One advantage of these fixtures is that each week a display can be ar-

arranged entirely different from the one before, the whole appearance of the window can be changed by changing the arrangement of the fixtures.

RAISINS AND GELATINE.

**Prince Edward Island Dealer Inquires
Re Their Manufacture.**

Editor, Canadian Grocer:—Will you explain in *The Grocer*, the process of making raisins. Would also like to know what composes gelatine.

ENQUIRER.

Summerside, P.E.I.

Editorial Note.—Raisins are simply dried grapes. Only those grapes of a fleshy variety which develop abundant saccharine matter are suitable.

The California process of making raisins is simple. The grapes as picked are placed on trays which when filled are conveyed to the drying ground, consisting merely of a large vacant track, no appliances being necessary to the curing process, sunshine being the only agency employed. Since there are no dews there, the raisin trays are left out day and night until curing is completed. They are then removed to the sweat-room which is built as air tight as possible, where they become equalized in the degree of dryness and are ready for packing, some as they are, others being seeded.

While in most producing countries, the raisins are dried in the sun, around Denia, Spain, a big producing section, this cannot be done on account of climatic changes. The grapes there are dipped into lye, made by dissolving the alkali out of wood ashes and quicklime with water and then adding a pint of olive oil and a handful of salt to each four gallons.

Making of Gelatine.

Gelatines are made by various processes from gelatinous animal substances, such as the cartilages, tendons, membranes, clippings off skins, bones and horns of animals, fish scales, etc., in much the same way as glue is made. The material is usually boiled and treated with acetic and sulphuric acids, skimmed, strained, refined and purified.

Under the Adulteration Act of Canada, gelatine is the purified, dried, in-odorous product of the hydrolysis, by treatment with boiling water of certain tissues, as skins, ligaments and bones from sound animals and contains not more than 2 per cent. of ash and not less than 15 per cent. of nitrogen.

Lesson 10--Complete Course in Cardwriting

The Last Lesson on Brush Stroke Numerals — Speedy Price Ticket Styles
Taught in the Edwards Short Cut System—Important Points to Observe.

(By J. C. Edwards.—Copyright, Canada, 1911.)

The call for the speedily-made price ticket to-day, is an urgent one, and must be heeded. Hundreds of stores all over the country use price tickets when they feel that show cards are too expensive a luxury.

The price ticket is a silent salesman and one needs only to parade to the city stores, the town stores and even the rural merchandising centres to find out to what extent this is true.

The department card is most valuable and varies in size from 1-8 which is

card is used to the best advantage in departments where large articles are displayed, such as piles of underwear, dress goods, in fact, almost any kind of goods except small articles where a great number of cards are needed, and would hide the display.

The inscription must always be written in the centre of the card with the price the most prominent, where the price is the main feature, but, where the price is only secondary, the name of the goods or whatever other phrasing

the first place, that in the straight style, the spurs are pronounced, whereas in the slant style the absence of spurs is very noticeable. Spurs take time and when they are omitted greater speed is acquired.

The figure one in either case is only different as far as the angle of the stroke is concerned: "2" in the slant Roman has only three strokes while, in the straight, it practically represents four. Two strokes are saved in the "3," three strokes are saved in the "4," there are three strokes less in "5" in the slant Roman than in the straight. This is quite a saving and enables one to gather more speed, for "5" is a very common figure in every day price tickets.

The "6," as in the "9," means a slight saving in the slant as compared with the straight style of lettering, but the eight, in both cases, is practically the same. The "0," too, has only two strokes in both styles. However, it can readily be seen that the latter style of numeral is planned with the idea of attaining greater speed. The slanting tendency of this lettering, as has been spoken of previously, tends to create speed owing to the natural instinct of the writer to follow the earlier teaching in handwriting.

A very important point to be observed in writing cards with a price is this. Never write a card with a slanting price when the lettering above slants; always use the straight price and for any card with lettering at all we advise the use of the straight price only. The slanting style of numeral is adapted more for use on price tickets. This is not a hard and fast rule in cardwriting, but the outcome of years of experience in actual card-writing and one that the author adhered to rigidly in later years. There is strength in contrast, as you will find by experimenting.

The accompanying show card, though rather exaggerated in its statement, shows the use of the capitals and lower case letters of the Roman and the speedy slant lower case letters along with the straight and slant figures.

The form of decoration is simple and easily executed; crude in fact, but effective. This is made more pronounced in the accompanying card than it would be in an actual card. For the purpose of illustrating, some delicate tint, such as grey, mauve or blue should be used.

Take a small quantity of white paint, mix in a slight quantity of blue (dry, or

This Course
Gives 1975
Percent On
Your Invest
ment

but you must
spend 25% of
your spare
time studying.

Show-card, Showing Application of Brush Stroke Roman.

7 inches by 11 inches to the $\frac{1}{4}$ size (11 x 14 inches). The favorite way of writing the department card, whether it is used with lettering or just a price, is the "landscape" or in other words having the inscription running the long way of the card. This is the reverse to the card illustrated here, which is written in panel style, and will be referred to in the future in this course as such.

Price Tickets and How to Write Them.

We will deal exclusively in this lesson with department price tickets and will go into individual ticketing in lessons on pen lettering. The quarter size

be used, should be the most pronounced.

The cent mark should follow the price when the price is in cents only and the dollar sign should always precede the price when it represents dollars only. But where the price is in both dollars and cents neither mark is absolutely necessary; though it is advisable to use the dollar mark. Never use a decimal in front of a price such as .35—write it "35c."

In referring to the plate showing the two styles of prices, the straight Roman and the speedy slant Roman, we might draw attention to the slight difference in make-up of the two. You will notice, in



Plate No. 10 - Straight & Slant Brush Stroke Roman Numerals



Brush Stroke Roman

1 1, 2 2, 2.

3 3, 4 4, 4

5 5, 6 6, 7 7

8 8, 9 9, 0 0

Speedy Slant Roman

1 1, 2 2, 3 3

4 4, 5 5, 6 6

7 7, 8 8, 9 9

0 0, \$ \$, % %

\$ \$, % %, \$ \$, % %

1915

J.C. Edwards

1915

Numbers of the speedy slant Roman type, valuable in making price tickets.

wet with mucilage), add a touch of red and work up thoroughly. Blue should predominate if purple is desired, but if a pale mauve shade is required, soften with more white. Don't forget that practice and experiment are the great teachers in card writing as in every other line.

Don't be afraid to waste paint; it is cheap. Try to improve on every letter, speed will come later.

For particulars regarding outfits; brushes, etc., write the editor of this paper, 143 University Avenue, Toronto.

Grocers Should Sell Bags for Cooking

System of Paper Bag Cookery Creating Widespread Interest—Dealers Who Handle These Bags Will Have Splendid Advertisement Working for Them—All Natural Food Flavors Retained.

Montreal, Jan. 25.—(Special.)—The new method of cooking food in paper bags, referred to in last week's issue, is an idea that should not be overlooked by Canadian dealers. The bag itself is exactly of the same shape as that in which your hatter delivers a new derby. It is made in larger and smaller sizes for use according to the quantity of the food to be prepared. The material from which it is made is purely vegetable, a fact that assures no foreign taste being added to the food. The points in favor of paper bag cookery are numerous and are worthy of the grocer's consideration.

It is a money saver. The paper bag saves money in the household because it prevents a loss in the weight of the article cooked. This pertains particularly to roasts, for it is a well known fact that in the present way of cooking there is a loss in the actual weight of the meat as the result of its stay in the oven. The paper bag is not affected by water, and grease does not damage it in the oven. Any grocer can satisfy himself on this score by a test; he knows there is a loss of substance and weight by the odor that finds its way from the kitchen during the process of cooking. The housewife will be grateful for the reason that the oven is not spattered with grease, and there is not the usual pans, etc., to clean.

Natural Essences Retained.

But the main advantage is in the taste of the food. It has been thoroughly cooked and has retained its natural essences and flavor. Some of the best restaurants have regular paper bag cookery dishes, and the success of the new idea in cuisine is evidenced by the demand for these specially prepared foods. It must be remembered that the bag is sealed after the food has been put in it. Thus, as the air in the bag becomes heated in the oven the food is cooked in the odor it gives off. There is no loss, and there is no foreign taste added. It is a splendid system of cooking food when one really appreciates what is accomplished.

A few weeks ago a number of business men in Montreal enjoyed a meal the principal articles of which had been prepared by the paper bag method. First there was soup, following which came lamb chop, peas, potatoes and gravy. The various courses were served to the individuals in the bags in which the food had been cooked. It was a fine example of what can be accomplished by this new idea.

The system is simple, it is a money saver, it lessens labor in the household, and especially does it give food a splendid taste unknown to those who have not tried it.

Grocery Trade Should Handle It.

The retail grocer is undoubtedly the best medium by which the public can be reached. Women are going in and out of the grocery stores of the country day after day, and any idea new to the household is bound to receive their attention. The paper bag for cooking purposes will attract them, for it is directly connected with the goods they are buying, and for the special reason that it is cheap and within the means of all.

Newspapers throughout this and other countries have adopted paper bags as an advertising medium. They have doubtless realized that women will surely adopt this system where possible, and for this same reason the paper bags should appeal to grocers as a new medium either for advertising or for regular retailing. It must be remembered that the new idea is still in its infancy. It made its appearance in England—the home of good cooks—where it was received unanimously. It has come to Canada and is beginning to make itself known.

A number of wholesale fruit houses in Calgary, Alta., have formed an association and appointed a buyer to purchase in bulk the requirements of the several firms belonging to it.

ADVERTISEMENTS FOR RETAILERS.

The Edward C. Plume Co., Chicago, Ill., have issued a "1912 Grocery Service" book. This book contains 70 illustrated advertisements for the retail grocer, each with blanks allowing for lists of goods and prices of individual dealers, and their names and addresses.

KEEPING FROST FROM WINDOWS.

Two More Dealers Give Their Methods—What Wire Screen Will Do.

Frosted windows have been the subject of many a discussion during the past couple of weeks on account of the bitter cold weather all over Canada.

Some weeks ago The Grocer published methods for preventing frosted windows and following are two more methods, one of which is similar in principle to that of Wm. Hyndman, of Smith's Falls, Ont., and the other something original.

One comes from Meaford, Ont., and is explained in this letter:—

Editor Canadian Grocer.—Kindly convey following to writer of article in Dec. 8 issue re keeping frost from store windows.

I have experimented along that line with a little improvement I think. I had a double window made about the same with two light pieces of glass with felt around three ends. These were screwed to the window frame outside. I had also an extra piece about 4 inches wide with a strip of rubber on the inside next the plate glass. This was screwed on original frame above the storm window which I drew out so as to cause a pressure on the rubber and plate glass. This improves the putty plan.

The window was frozen over when the storm window was put on but at once began to clear away. It did clear and has remained clear since, while my other window is frozen completely over.

I shall have another made next week.

Thanking the writer of the former article and your kindness,

R. S. GODFREY.

Meaford, Ont., Jan. 12.

Effect of Wire Screen.

A Renfrew reader submits something new as a prevention for frosted windows. Here is his letter which explains itself:

Editor Canadian Grocer.—A short time ago in the Canadian Grocer you gave a description of a double window to keep frost off store windows. Here is another way which is simple and inexpensive and much better than a frozen up window.

Make a light frame full width of window and three feet high or more. Cover this with wire same as used on screen doors; fasten this to outside of window

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Speed, advertis ness are conside tures which the opinion of the Si

1½ inches from glass and fasten so that it may be removed in mild weather. This will not remove frost from window but if put on before frost forms it will

stay off. It is 27 degrees below to-day and no frost on my window.
Renfrew, Ont., Jan. 11, 1912.

FROSTY.

Experiences in Automobile Delivery

As an Advertisement to Demonstrate Quick Delivery it is Considered Good Asset—Cleanliness is Another Feature in its Favor—Comparison of Cost of Maintenance with that of Horse and Waggon.

The automobile as a means of delivery for the grocer and general merchant is no longer an experiment. It has gone through the test and has proven its worth.

The change to the horseless method of delivery in Canada has been gradual but that it is steadily gaining ground is readily noted. Not alone in recent years have city merchants been installing this method, but country dealers in considerable numbers have also come to recognize its merits.

Once Used Always Liked.

A prominent feature is the fact that merchants who have once used the automobile in delivery are strong in their praise of it and declare they would not want to go back to the old method again. Another feature is that numerous large firms could be enumerated who have started conservatively by the purchase of one car only and have been so well pleased with results that they have steadily increased the number and discarded the horses and wagons altogether.

To the dealer uncertain as to the outcome, the first cost presents an item about which he is a little timid. Then again he is not as well acquainted with the cost of maintenance of a car as with horse delivery.

Wouldn't Change to Former Method.

F. Simpson and Sons, grocers, 736 Yonge street, Toronto, is one firm thoroughly convinced that automobile delivery is the "only" method. In their opinion the horse and wagon is antiquated. The statement of this firm that even if the cost of automobile delivery were more than that of horse delivery they would still stick to it and believe they would make money by so doing is worth noting. When a man puts in a silent salesman in place of an old counter, he does not save anything in expenditure, but he makes a great deal by it. Spending money to make money is not a new thing with progressive merchants.

Speed, advertising value and cleanliness are considered the three big features which the automobile has, in the opinion of the Simpson management.

Operating Three Machines.

They believe the automobile can perform twice the work that can be done

by a horse and wagon and consider the three automobiles which they now have do as much delivering as six horses and they do it more quickly. The rapidity with which deliveries may be made is one of the strong points in its favor.

The automobile also possesses considerable advertising power. Anything that improves the service given by a store is an advertisement. Such is the automobile. The Simpson store emphasize the motor delivery feature by a cut of

STORAGE.

STORAGE. VANCOUVER, B. C.—STORAGE or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. Martin & Robertson, Ltd., 329 Railway Street, Vancouver.



"See This, Aunt Em'ly."

"Don't that look good? Jell-O for you. Made it all by myself."

The main reason why Jell-O moves from the store shelves so smoothly and briskly is the housewife's appreciation of the easy Jell-O way of making desserts.

A child can make up

JELL-O

desserts, and one can be made in a minute.

"Nothing like Jell-O for dessert" is the dinner watchword in several million American homes.

There are seven Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name Jell-O is on every package in big red letters. If it isn't there, it isn't Jell-O.

three automobiles placed in their advertising space.

Cleanliness counts also. The Simpson cars have closed-in bodies keeping the goods while in transit free from dust and dirt. They say: "The man working around a horse is hardly in a position to handle food products. The auto removes this."

Comparison of Costs.

Here is how the automobile delivery of J. Ingham, Jr., St. Lawrence market, Toronto, compares with horse delivery. He considers that his one automobile does the work of two horses. He has had his car over a year. It is of the hard tire type and cost him \$1,000:—
Maintenance, wagons, per week—

Two delivery men at \$10	\$20.00
Two horses' keep at \$3.50	7.00
	<hr/>
	\$27.00
Maintenance, auto, per week—	
One delivery man	\$13.50
Repairs, gasoline, etc.	7.50
	<hr/>
	\$21.00

Thus the automobile, according to his own figures, saves him \$312 per year in delivery expense. Besides this there are the benefits of quicker delivery, allowing a larger district to be taken in, advertising value, etc., which cannot be reduced to a matter of dollars and cents, but which are nevertheless considerable.

The maintenance of the machine includes repairs, gasoline, oil as well as rent at a garage. The amount varies a great deal each month, but an average taken on a year's total shows it to be about \$1.25 per day.

HINTS FOR GROCERS.

White felt is a good article with which to wash windows.

In dusting, use something that takes up the dust, not merely disperses it.

Paper is an excellent glass polisher.

The first matches used in the United States in 1831, sold for one cent each.

If Mince Meat ever sold at any time
then it should now.

Pies made from

Wethey's Mince Meat

are particularly appetizing—the Mince Meat has just that happy blend that makes the pie so palatable.

Try our 'Extra Standard' Brand
28 lb. pails - - 7c. per lb.
50 and 65 lb. tubs - 6¾c. per lb.

WRITE US

J. H. WETHEY, Ltd., St. Catharines

"THE MINCE MEAT PEOPLE"

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO. Halifax, N.S. C. A. MUNRO, St. John, N.B.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

Family of

an old wholesale buyer had never used Fels-Naptha. But they saw the newspaper Anty-Drudge-story of "the Fels-Naptha way." Now they're all ardent users.

More of your customers would also be profitable patrons of Fels-Naptha, if you said "try a bar" — "according to directions."



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BROCK

YOUR PROFIT

Mr. Manufacturer, depends considerably on the extent of your sales, and to increase these you must necessarily have ample representation over the large field at your disposal. The Hustling Canadian West offers a splendid market for the manufacturers and shippers of Eastern Canada, Europe and United States, and our intimate knowledge of the commercial conditions, combined with conscientious and adequate service, gives you unequalled facilities to enter this field of opportunity.

WRITE US RE YOUR ACCOUNT FOR THE GREAT WEST.

NICHOLSON & BAIN,

Wholesale Commission Merchants
and Brokers

HEAD OFFICE, - WINNIPEG, MAN.

WINNIPEG

REGINA

SASKATOON

EDMONTON

CALGARY



**High
Grade
Biscuits**

These lines have gained highest favor wherever introduced.

Abbott, Grant products have held pride of place for years and are unequalled in all grades for quality and flavor.

The family grocery trade will surely be influenced to the store which handles these splendid lines.

ABBOTT, GRANT & CO.

LIMITED

BROCKVILLE

..

..

ONTARIO

IS SHE A CUSTOMER OF YOURS ?

No. 2



Mrs. B. Ginner—"I'm so glad you recommended SYMINGTON'S SOUP. Jack said—"they are just like mother used to make."

Mr. Businessgetter—"Yes, SYMINGTON'S SOUPS have all the home-made flavor but none of the work and worry, and they are more economical—they always give satisfaction."

She will be back for more and send her friends for

SYMINGTON'S SOUPS

Samples free from—

OPPENHEIMER BROS., 25 Pender Street, Vancouver.
H. ENIDA OLIVE CO., LTD., 320 8th Ave., Calgary.
SCOTT, BATHGATE & CO., Notre Dame Street, Winnipeg.
R. J. DONAGHY, Masonic Building, London, Ontario.
FREDERICK F. ROBSON & CO., 25 Front St. E., Toronto

One of the many



**MAPLE LEAF BRAND
BREAKFAST BACON**

CURED FOR EPICURES

GUNNS LIMITED

Pork and Beef Packers, Cotton Oil Refiners.
WEST TORONTO

Now is a Good Time

to tempt your customers with

Fresh Pork Sausage

They will appreciate them after the poultry. We make these out of good Canadian grain fed pigs. They are made under the inspection of the Dominion Government, and you can guarantee them fresh, wholesome and tasty. Let us book your order for daily or weekly shipments by express.

F. W. FEARMAN CO., Limited
HAMILTON



MILK

is the very nearest thing to Mother's Milk, so, of course, it is the best milk for babies. Compared with ordinary milk it corresponds very closely to Mother's Milk in butter fat and other solids, especially in the form in which the fat occurs. Easy to digest, yet most nourishing. Free from all germs.

Your customers will get REINDEER MILK elsewhere if you cannot supply it. Keep REINDEER BRAND in sight. It's the standard for quality everywhere.

REINDEER LIMITED

Truro, N. S. and Huntingdon, P. Q.

Bovril and Your Bank Account

You increased your Bank Account by so much last season. You want to go one better this season. Take our advice and push

BOVRIL

as much as possible. There are one hundred and one good business reasons why you should do so:—

BOVRIL is 100% pure. Cannot be made purer.
BOVRIL is needed by your customers. Remind them.
BOVRIL is a health and trade stimulant.
BOVRIL is profitable and a reputation builder.
BOVRIL never causes complaints.
BOVRIL is QUALITY.

Ask for Showcards, and feature
BOVRIL in your displays.

BOVRIL LIMITED

MONTREAL :: QUE.

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Butter and Cheese Continue Firm

Strength in Butter Market Under Light Stocks Well Maintained—Small Stocks of Cheese Generally Held—Storage Eggs Firm With Demand Good—New Laid Showing Slight Increase in Production—Outlook of Hog Industry in Canada as Viewed by Live Stock Commissioner.

Butter possesses all strong features as outlined last week and prices have moved upward in sympathy at many centres. Stocks as well as deliveries are light, accounting for present tendency. In the United States, values are on high level and buyers from across the line have been foraging in Canadian territory for supplies.

Cheese has certainly lost none of its steadiness which can be expected to continue under general light stocks held.

Storage eggs continue to firm in price and several points report advances. The conservative stocks put away last summer have been frequently mentioned and the fact pointed out that with ascending prices across the line that nothing but a firming tendency could be expected. Such has been the case and values have been increasing. Same is true in United States markets and some Canadian interests who bought eggs in the United States market last fall have resold them to United States buyers at good profit without taking them out of storage. New laid are showing slight increase in production and values for this variety are in some instances little above the figures asked for storage. The better demand which would consequently be expected in new laid is lacking.

Dr. J. G. Rutherford, live stock commissioner at Ottawa, declares there is a marked decrease in production of live stock as compared with greatly increased consumption. He views outlook with some degree of alarm. In reference to hogs he says:—

"Although the Canadian swine industry is recently showing some signs of recovery in Ontario from the serious depression which, as a result of low prices, overtook it several years ago, it is capable of an infinitely larger development than it has ever seen, he opined. In Quebec and the Maritime Provinces the pig industry has never received the attention which it merits, the production being far short of the actual requirements, whereas under proper conditions, he believed there could be a large surplus for export."

But in the western Provinces, especially the hog-raising branch of the live-stock industry has never been taken up with anything like the degree of interest or enthusiasm it warrants, in spite of the fact that, as Dr. Rutherford believes, with favorable marketing facili-

ties, it is undoubtedly one of the best paying adjuncts of the grain farm.

MONTREAL.

PROVISIONS—This market shows some improvement lately and while no changes in prices are noted, the demand is good. Lard seems to be in unusually good demand, while there is a steady call for barrelled pork.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11½
Cases, tins, each 12 lbs., per lb.	0 12½
" " " 5 " "	0 12
" " " 3 " "	0 12
Pails wood, 20 lbs. net, per lb.	0 12½
Pails, tin, 20 lbs. gross, per lb.	0 11½
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 3/5 lbs., per lb.	0 11½
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08½
Cases, 12-lb. tins, 50 lbs. to case, per lb.	0 08½
" " " 5 " "	0 08½
" " " 3 " "	0 09
Pails, wood, 20 lbs. net, per lb.	0 08½
Pails, tin, 20 lbs. gross, per lb.	0 08½
Tubs, 50 lbs. net, per lb.	0 08½
Tierces, 275 lbs., per lb.	0 08½
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat back	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbls.	7 50
" " 300 "	14 50
" " 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½
Hams	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
" " " small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 74
Hogs, live, per cwt.	7 10
dressed, per cwt.	9 75

BUTTER—In spite of higher prices prevailing, demand is good, but stocks are low, being about half as much as amount carried last year at same time. Prices will undoubtedly go higher and dealers would make no mistake in giving this market particular attention.

Creamery	0 35 0 35½
Dairy, tubs, lb.	0 25 0 25
Fresh dairy rolls	0 29 0 30

EGGS—The storage houses report supplies of eggs practically exhausted and that two weeks will see none on hand. No one can just say what the supplies of new laid will amount to, and it is quite evident that there will have to be a considerable amount of overtime done by the hen if prices are to be kept within the reach of everyone.

New laid	0 45
Selects	0 35
No. 1	0 30

CHEESE—It is quite probable that a slight increase in prices all round will take place owing to shortage of stocks. England has been calling for supplies

quite recently and as the demand at home is large enough for the supply, it looks as if the amount for export will be insufficient to satisfy the Mother Country. Dealers may, therefore, expect a rise at any time.

Quebec, large	0 17 0 17½
Western, large	0 17 0 17½
" " twine	0 17 0 17½
" " small, 20 lbs	0 17 0 17½
Old cheese, large	0 18 0 18½

POULTRY—Stocks at present here are about one-third less than they were this time last year and the demand is much heavier. The prices in U. S. A. are very high and dealers in Quebec Province are expecting calls from the west for supplies. Will they be able to procure satisfactory amounts? Prices have increased somewhat and are likely to go higher.

Fowl	0 13 0 14	Turkeys	0 21 0 22
Chickens	0 10 0 15	Ducks	0 18 0 20
Geese	0 14 0 15		

HONEY—Butter prices are somewhat high just now and the rural, as well as city people are beginning to use more honey and syrups. Supplies are, fortunately, good, and there is no likelihood of scarcity. Indications are the prices will remain pretty steady.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 08½
Buckwheat, in comb	0 12

TORONTO.

PROVISIONS—There is somewhat brisker tone to market for provisions, and return to normal is shortly anticipated. Hams and bacon are moving fairly well, while stocks of lard are being kept quite well cleaned up. Hogs this week are less valuable by 10c, although the general trend of cattle has been in opposite direction.

Smoked meats—	
Light hams, per lb.	0 14½ 0 15
Medium hams, per lb.	0 14 0 14½
Large hams, per lb.	0 13½ 0 14
Backs, plain, per lb.	0 17 0 18
" " pes meal	0 18½ 0 19
Breakfast bacon, per lb.	0 15 0 17
Roll bacon, per lb.	0 10½ 0 11½
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb.	0 11½ 0 12
Heavy mess pork, per bbl.	19 00 20 00
Short cut, per bbl.	21 00 22 00
Cooked hams	0 21 0 23
Lard, tierces, per lb.	0 11½ 0 11½
" tubs "	0 12 0 12½
" pails "	0 06 0 06½
" compounds, per lb.	0 06 0 06½
Live hogs, at country points	6 15
Live hogs, at city points	6 45
Dressed hogs	9 00 5 75

WE WANT

Poultry

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

BUTTER—There is no quotable change in butter, but the strong position already outlined is well maintained. The general situation, both in Canada and the U.S., is one of strength. Stocks held are comparatively light, with deliveries still on a small scale.

	Per lb.
Fresh creamery print	0 33 0 35
Creamery solids	0 30 0 31
Farmers separator butter	0 30 0 32
Dairy prints, choice	0 27 0 28
No. 1 tube or boxes	0 25 0 27
No. 2 tube or boxes	0 21 0 23

EGGS—Prices of new laid and storage eggs are slowly coming together. This week both kinds have moved so as to make the range between them smaller. Storage are quoted at 32c to 34c. This will by no means be a surprise to those who have been following our market comments. New laids range from 35c to 40c, slightly increased production being apparent. Demand for new laids is slack considering the comparatively low figure. Dealers are wondering why, with the small difference between storage and new laids, the latter are not moving more freely.

New laid eggs	0 35 0 40
Storage eggs	0 32 0 34

CHEESE—The higher prices which we noted last week are still in order, with steadiness ruling for same reasons as already set down. Trade is of a routine character.

Cheese—	Twin	0 16 1/2 0 17
Large	Stiltons	0 18 0 18 1/2

POULTRY—The higher prices of last week in poultry have brought forward quite free deliveries. Arrivals are of assorted variety, with fowl and chickens in largest proportions. A large share of receipts are alive. Dressed rules 2c per pound higher.

Poultry—alive—	Ducks	0 14 0 15
Fowl	Geese	0 10 0 11
Chicken	Turkeys	0 12 0 14

HONEY—There are no special features. The movement is fair.

Honey—strained—	
White clover, 60-lb. tins, per lb.	0 12
" " " 10-lb. tins, per lb.	0 12 1/2
" " " 5-lb. pails, per lb.	0 13
Dark clover, 5-lb. pails, per lb.	0 12
Amber honey, 60-lb. tins, per lb.	0 08
Buckwheat, 6-lb. tins, per lb.	0 07
Comb white clover, per doz.	2 25 3 00

TO PREVENT MIXING MOLASSES.

A bill is before the legislature of Barbados which aims at prohibiting the blending of molasses in that country. It has been charged that molasses of a low grade was being mixed with choice and fancy and the resulting compound sold as Barbados molasses. The effect of this mixing was to cheapen the price of the article and render it less pure.

This is what the bill, which will most likely be passed, aims to prevent and enacts heavy penalties for exporting molasses into which vacuum pan molasses has entered.

Of the 154,000 puncheons of molasses exported from Barbados in the past two years, Canada received 105,000.

TANGLEFOOT



THE ORIGINAL FLY PAPER
FOR MORE THAN 25 YEARS THE
STANDARD IN QUALITY.
ALL OTHERS ARE IMITATIONS.

BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED
ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

THERE IS A RAPIDLY INCREASING
DEMAND FOR THESE
TASTY FISH IN THE WHOLE
OF CANADA.

WRITE US TO-DAY
IT WILL PAY YOU

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

Cables—"Mullet" Liverpool
Codes—A.B.C. 5th Ed., Western Union

Do You Sell on Credit?
If So, You Need

ALLISON COUPON BOOKS

because there's no other way of handling credit business so profitably, and SAFELY. And ALLISON COUPON BOOKS eliminate a vast amount of work, simplify bookkeeping, prevent disputes, errors, misunderstandings—and afford a sure check on the customer who is inclined to let his account run too long for YOUR benefit.

If you sell on credit, and are not doing it "for fun," investigate the benefits of ALLISON COUPON BOOKS.

HERE'S 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 time wasted, no errors, no disputes.

For sale by jobbers everywhere.

Manufactured by

Allison Coupon Company
INDIANAPOLIS, IND., U.S.A.

Hold fast to Quality—John Wanamaker

Estab.
1880



Regist'd
1891

MAPLE

RETAILERS

Quality of SMALL'S Maple Leaf has been maintained for the past 32 years "It's Standard." This claim is established by expert judges and awards given from every important country, also decision handed down by Judge Trenholme in High Courts of Appeal, Montreal, Nov. 4th, 1908. Also by consumers of undisputed tastes. Following are a few examples:—

"Your firm has been recommended to us by Lord Strathcona."—H. P. Okies & Co., Glasgow, Scotland.

"We thought it was fine."—Wm. Ranch, M. D., Secy. Board Medical Examiners, Johnstown, Pa., U.S.A.

"Failed to detect any adulteration."—Milton L. Hersey, City and Prov. Analyst, Montreal.

"I did not think the Maple you were preparing so delicious."—Eug. Tarte, "La Patrie," Montreal.

"Your Syrup is superior to anything I have ever seen."—H. Mockford, Charlmont Rd., London, Eng.

"SMALL'S Maple Syrup is commended throughout the Dominion."—Ottawa Free Press, Ottawa.

And remember, SMALL'S Maple Leaf Brand costs but little, if any, more than the imitations. Prices at present for SMALL'S Standard Mixture and Pure in 5-case lots, put down at all R.R. points in Canada east of Sault Ste. Marie, are:—

	Mixture	Pure
Quart bottles	12 to case \$2.40	\$3.40
Pint tins	Wine 24 "	2.60 - 3.90
Quarter gallon	" 24 "	4.70 7.20
Half gallon	" 12 "	4.70 6.95
1 gallon	" 6 "	4.60 6.55
2-2 1/2 gallon	Imperial 2 "	4.10 6.45

"HABITANT" Brand

High grade maple flavor. Tastily designed labels. Guaranteed in every respect. Delivered

Pints	\$2.20	1 Gallons	\$4.40
Quarts	4.40	1 Gallons	4.20

JOBBERS

Syrup accounts have steadily grown with all houses that have STAYED with Maple Leaf Brand. It has the QUALITY, APPEARANCE and PRICE. Therefore, eventually must be universally adopted. Already enjoys larger sales than hundreds of other Brands combined.

"You certainly have a first-class line."—Wood & Stevens, (jobbers), New York, N.Y.

"Goods from you last year proved VERY SATISFACTORY."—Plunkett & Savage, (Jobbers), Calgary, Alta.

We do not sell to PEDDLERS, CONVENTS, FACTORIES or DEPARTMENTAL STORES, but to JOBBERS ONLY, from Stock carried Cheese Co., Ltd., Toronto; Nicholson & Bain, at Montreal, or Brokers; MacLaren Imperial Winnipeg, Regina, Calgary, Edmonton and Saskatoon; Standard Brokerage Co., Vancouver; T. M. Duche & Sons, Manchester, Eng., and New York, N.Y.

Prices fluctuate in sympathy with raw materials, in which case WE PROTECT ALL STOCK IN JOBBER'S HANDS. Private brands packed only when labels are furnished.

CANADA MAPLE EXCHANGE LIMITED

614-620 Beaudry St., MONTREAL

Capacity, three cars daily.





THE systematic provider for the home makes it a point to learn the different brands of goods that can be relied upon as to their purity and quality; and others depend upon their commendation of their dealers. There is perhaps no line of goods so frequently adulterated as Cream Tartar. Every dealer should study the Government reports on Cream Tartar and for the benefit of his customers compare analysis of Gillett's Cream Tartar with the other brands on the market.

GILLETT'S CREAM TARTAR

Guaranteed to be absolutely pure

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg

Montreal



Its Flavor Leads to Sales

"ROYAL SHIELD" COFFEE

By sheer force of merit, through perfect blending, giving it an exquisite flavor, Royal Shield Coffee has achieved a remarkable success in the Canadian market, and merchants all over the West, who introduce Royal Shield Coffee to their customers, are laying the foundation of satisfactory repeat business, at the same time making a large financial gain.

Our stocks are now replete with Dried and Evaporated Fruits, Table Raisins, Figs, Nuts and Peels for the Christmas trade. Orders to any of the following addresses shall receive prompt and careful attention.

Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
 Campbell, Wilson & Smith, Limited, Regina
 Campbell, Wilson & Adams, Limited, Saskatoon
 Campbell, Wilson & Horne, Limited, Lethbridge



CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber. ✦

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co.	R. S. McIndoe	
Montreal	Toronto	
Jos. E. Huxley	Tees & Pesse	Johnston & Yockney
Winnipeg	Calgary	Edmonton
	Frank M. Hannum, Ottawa	



JUDGMENT

has long been pronounced in favor of DOMINION SILENT matches.

You be the judge, Mr. Grocerman, and we know that after a fair trial you will inevitably pronounce the verdict in their favor.

A PROFITABLE AND CERTAIN SELLING LINE.



MADE IN CANADA

DOMINION MATCH CO. LIMITED, DESERONTO, ONT.

The Dominion Match Co., Limited
DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.

HAVE YOU DONE IT?

We have pointed out clearly and concisely what the consumer thinks of

"Regal," "National,"
"Laurentia," "Daily Bread"

Brands of Flour. Yet we have not heard from some dealers. Are you one of the few who have overlooked the goods?

These are four brands of established purity, and bound to give complete satisfaction. Make sure that you sell goods of the highest quality only, and you can count on the better class of customers.

The St. Lawrence Milling Co., Limited

MONTREAL

HERE IT IS

A first-class Jam at a moderate price, something which will make your customers regard you as the "good jam" man. We can supply many varieties, all guaranteed of a high standard and packed to suit your trade.

"King" Brand Jam

has stood severe tests and has been pronounced by those who know to be thoroughly wholesome.

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THEY'LL INTEREST YOU

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Competition Among Millers is Keen

Some Price Cutting in Flour by Mills Last Week—Underselling Also Prevalent in Rolled Oats—Due Perhaps to Large Milling Capacity in Canada—Much Larger Than Needed, Many Believe—Rolled Oats Firm—Retail Sales Are Brisk—Moderate Domestic Trade in Flour.

Competition for business both in flour and cereals is apparently keen. This was made evident in price cutting war which caused rolled oats prices to sag in the face of fairly steady market. Now it is flour. Reports came forward last week from Montreal that mills were underselling one another in this commodity. This latter condition seems to have been overcome for present and all mills are apparently quoting present prices. Still, the strong competition is made evident.

"Why these attempts to secure business in this manner?" one miller was asked. In reply he pointed to the large milling capacity in Canada, considerably larger than warranted, in his opinion. "The milling business in Canada was a good proposition a few years ago but there has certainly been no dearth of new entrants into the business in late years, and the milling capacity has been greatly increased, too much indeed, in my opinion."

Domestic trade in flour shows a fair average for the month. Foreign demand is good and bad in spots, sometimes not coming high enough to meet views of exporters. There are no special features to the market. The raw material holds steady. Considerable Manitoba wheat is being worked off for export.

In reference to flour, one miller states that owing to excessive moisture in the wheat on this crop, it requires a quarter of a bushel more of the high-grade wheat to make a barrel of flour as compared with last season.

MONTREAL.

FLOUR.—"Moving steadily," sums up the situation in the flour market. The conditions are quite satisfactory. No change in prices.

Winter wheat patents, in bags.....	4 80
Straight rollers, in bags.....	4 30
Manitoba 1st-Spring wheat patents, in bags.....	5 60
" straight patents, in bags.....	5 10
" strong bakers, in bags.....	4 90
" second, in bags.....	4 40

CEREALS.—There is nothing particularly striking in this market just now but a good seasonable trade is passing. Competition remains close and there are some cases of price cutting coming to attention now and then.

Fine oatmeal, bags.....	2 52
Standard oatmeal, bags.....	2 72
Granulated oatmeal, bags.....	2 2
Bolted cornmeal, 100 bags.....	1 80
Rolled oats, jute bags, 90 lb.....	2 31
Rolled oats, cotton bags, 90 lb.....	2 35
Rolled oats, barrels.....	4 85

TORONTO.

FLOUR.—Dealers note a moderate domestic trade which appears to be fully as large in volume as during last January. There are no special market features but market for raw material denotes steadiness.

Manitoba Wheat	
1st patent, in car lots.....	5 50
2nd patents, in car lots.....	5 10
Strong bakers, in car lots.....	4 90
Feed flour, in car lots.....	3 00 3 20

Winter Wheat.	
Straight roller.....	4 20
Blended.....	4 50 5 00

CEREALS.—Cornmeal under stronger tone in raw material is firmer. Already one firm announces advance of 15 cents per cwt. on this line.

Rolled oats are firm under strong tendency in raw oats. Price cutting appears to be disappearing. Demand from retailers has been good and the tone of market is healthier and firmer.

Cereals in general are moving well.

Rolled oats, small lots, 90-lb. sacks.....	2 30
Rolled oats, 45 barrels to car lots.....	2 20
Standard and granulated oatmeal, 95-lb. sacks.....	2 55
Rolled wheat, small lots, 160-lb. barrels.....	2 90
Rolled wheat, 5 barrels to car lots.....	2 80
Cornmeal, 100-lb. bags.....	2 00 2 15
Rolled oats in cotton sacks, 5 cents more	

WINNIPEG.

FLOUR.—Flour market continues to be active and good export as well as local demand is in existence. An interesting report was received from Minneapolis showing that a battle of wits between business men of the United States and Canada which had been going on in secrecy for the last four months had come to light by the announcement of W. P. Trickett, executive manager of the Minneapolis Traffic Association that Minneapolis was practically assured of shipping her flour to New York for 12c per 100 lbs. instead of 23c. The situation it is stated grew out of the announcement by the Canadian Government that it would build a railroad from the Hudson Bay to Winnipeg. This according to advices from New York would place the Canadian city 318 miles nearer Liverpool than New York. He also claimed that the new Trent Valley Canal now being built from Lake Ontario by the Canadians was indicated as another weapon by which Canada might deprive the States of her export flour trade. Local millers when asked about this report stated that they had heard nothing new regarding the same and that they did not consider it was worth while worrying themselves over until something definite was announced.

1st Patents, per sack, delivered Winnipeg.....	2 90
2nd Patents, per sack, delivered Winnipeg.....	2 75
1st Clear, per sack, delivered Winnipeg.....	2 25
Rolled Oats, per sack, delivered Winnipeg.....	2 15



Once Again

let us draw your attention to the fact that Mooney's Perfection Cream Sodas are distinguished by a superior degree of lightness and crispness, and are delightfully palatable.

Have proven phenomenal sellers.

The Mooney Biscuit and Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.
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SYDNEY, C.B. HALIFAX, N.S.
FORT WILLIAM CALGARY
VANCOUVER, B.C. ST. JOHN'S, N.F.L.D.

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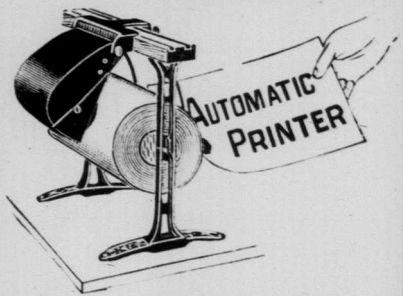
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IT'S POPULAR
IT SELLS

The demand is growing and you can procure a stock from your jobber, or

Frederick E. Robson Co.,
26 Front St. E., Toronto.

The Crescent Mfg. Co.
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Just the Thing

for advertising special sales, introducing new brand of goods, as they can be attached to any paper cutter and will print on any kind of paper in two or more colors.

Just pull the paper. The machine will do the rest. This is our Ad. What is yours?

Agents Wanted in all un-represented districts.

UTILITIES LIMITED

73 Bank of Ottawa Bldg.
MONTREAL

Nation's Custard Powder & EGG POWDER

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

AGENTS:

C. Gyde, St. Xaviour St., Montreal

F. Coward, Toronto
(For Ontario)

The W. H. Escott Co.,
Winnipeg, Man.

McKelvie, Cardell, Ltd.,
Calgary, Alta.

Distributors, Ltd.
Edmonton, Alta.

W. H. Malkin, Ltd.,
Vancouver, B.C.

Ayre & Sons, Ltd.,

St. John's Newfoundland

J. M. Crosswell & Co.

Kingston, Jamaica

Samples free by post.

COMPLAINTS OF A HOUSEWIFE

"Oh! those greasy odors in the kitchen!"

"My! that gas bill is high!"

"What a number of dirty dishes to wash!"

"Everything is going wrong in the oven!"

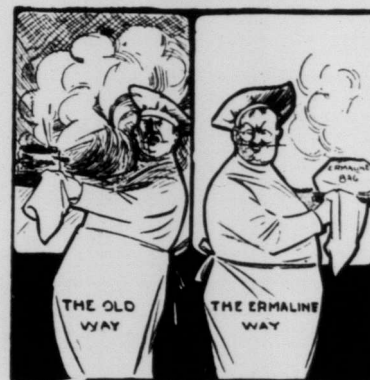
"Heavens! that roast won't be nice!"

"The dinner is not just as it should be!"

Now, She's Happy

The grocer introduced a device which proved a real antidote for all kitchen grievances and which has just set everything right. It was the

ERMALINE COOKING BAG



Appeals to you, eh?

ASK YOUR WHOLESALE OR WRITE
DIRECT

Edward Lloyd, Limited
MONTREAL

Order Now

Italian Peeled Tomatoes

Something rich; will be appreciated; the flavor is there.

Spanish Peppers

1-lb. tins, 50 to a case

Pickled Peppers

Nothing half as good ever brought into Canada. A regular treat. Your better class customers will purchase readily. They are a small green pepper, pickled by experts—each a mouthful of deliciousness.

N.B.--We are headquarters for Gorgonzola, Roman and Parmesan Cheese, also Tomato Extract and Olive Oils.

H. E. VIPOND

197 St. Paul St., - MONTREAL

Butter, Eggs

AND

Dried Apples

We invite
enquiry

Prompt attention and first-class
service.

We have also

1000 BARRELS No. 1 HARD

Georgian Bay District

WINTER APPLES

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario



The de
money

ST.



DEALERS everywhere are receiving many calls for E. D. S. Brand preserved fruits. We are continuing our campaign of advertising and an increased demand is sure. Quality is of the best. Flavors that charm the palate are found perfectly united in these Government inspected Jams, Jellies and Preserves.

Well packed, makes attractive displays and you will reap good profits, Mr. Dealer.

Made only by
E. D. SMITH
WINONA, ONT.

Agents—Newton A. Hill, Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.



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**HEALTHFUL
NUTRITIOUS
DELIGHTFUL**

**THE IDEAL
DIET FOR
CHILDREN
AND
ADULTS**

**A DAINY
DESSERT**

**A NICE
BREAKFAST**



ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N
KINGSTOWN, ST. VINCENT, B.W.I.

Marmalade Oranges

First arrivals are fine, fully matured and high color.

CALIFORNIA NAVELS are now arriving in better shape.

VOLUNTEER BRAND LEMONS are reasonable.

CRANBERRIES—Late Howes are extra fancy.

GRAPE FRUIT—Florida and Jamaica.

Sweet Potatoes, Fresh Tomatoes, California Cauliflower, Head Lettuce, Endive Hot House Grapes.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

"Finest Quality"

"St. Nicholas"
"Home Guard"
"Puck"
"Kicking"
"Leaf"

"HONESTLY PACKED"

The Lemons you should handle.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Strong Potato Situation in Canada

Firmer and Higher at Many Centres—General Stocks Being Rapidly Reduced—N. B. Dealer's Ideas Firmer—Imports of English and Irish Stocks—High in U. S. Also—Marmalade Oranges Arrive—Show Good Quality—Oranges Have Been Dull—A Suggested Reason.

With passing of the extremely cold weather which hampered fruit and vegetable business throughout Canada for a time and the arrival of more moderate temperature during the week, trade has again reverted to normal. The milder weather which set in during past week afforded wholesalers an opportunity of clearing the decks of held up orders. Trade is now expected to settle down to good steady movement.

Marmalade or bitter oranges have made their appearance on Canadian markets. The quality is quite satisfactory and a good trade should follow. The crop is reported about similar to last year in volume and prices are ranging at about same level. Trade in navel oranges is inclined to dullness although the fruit is showing up well in quality now. Some dealers are of opinion that rush of somewhat immature green fruit to market for the Christmas trade has turned the consuming public against this line. The market is slightly easier.

The strong potato situation as pointed out last week continues and higher values in this commodity rule at many centres. General stocks are apparently being rapidly reduced to low point. Supplies throughout Ontario are small. In New Brunswick, stocks are pretty well out of farmers' hands and holders' ideas are firm. Imports are being made of English and Irish potatoes which will rule at about the same price as New Brunswick. Some shipments of Irish potatoes to Canadian markets were diverted to U.S. markets at higher prices. The situation is strong across the line and such large imports have been made necessary that a bill has been introduced at Washington to temporarily lift the duty of 25c per bushel. If this bill passes, U.S. dealers will without doubt come into Canada to make purchases, thus lending even greater strength to the market.

Celery continues high. Canadian onions are scarce. Cabbage displays firmness. Imported strawberries hold high.

TORONTO.

GREEN FRUITS.—Bitter or marmalade oranges have arrived and appear to be making satisfactory start. The qual-

ity of the first arrivals is good, which should encourage merchants to get behind this line. They come in 176's and 200's and are quoted at \$2.50 to \$2.75 per case.

Table oranges are not moving briskly, having been inclined to quietness since the passing of the big holiday demand. Lemons are meeting with a moderate demand while Almeria grapes, of which there is no overplus of supplies, are moving quite well.

Situation in apples is quite different from year ago when supplies were scant and prices sky high. At present time, offerings are quite plentiful while trade could not be described as brisk.

Further shipments of strawberries are coming from Florida at fancy prices. Some rhubarb is also offering this week.

Bananas.....	1 25 1 75	Jamaica, case..	3 25 3 50
Lemons—		Grapes, Almeria	per keg.....
Messina, new crop	2 50 3 00	English h'thouse	grapes, lb.....
Oranges—		Cranberries,	Cape Cod, brl. 14 00 15 00
Marmalade....	2 50 2 75	Nova Scotia....	8 00
Florida.....	3 00	Jersey long	keepers.....
California navel's	2 75 3 00	Jersey long	keepers.....
Mexicans.....	2 00 2 25	Apples, brl....	2 25 4 00
Valencias, 7 1/2	5 50	Pineapples, case	4 00
Valencias, 4 1/2	4 75	Florida straw	berries, box..
Tangerines, strap	6 00		0 70 0 75
Grapefruit—			
Florida, case..	4 50 6 00		

VEGETABLES.—Tendency in potatoes was quite clearly defined last week. This week dealers are quoting advance of 10 to 15 cents per bag. New Brunswick stock ruling at \$1.75 and Ontario at \$1.60. The conservative amount held locally and the smallness of offerings is reason assigned for the advance. As mentioned last week holders' ideas in New Brunswick are firmer. There are those who predict still higher values for this commodity and dealers who look for the \$2 mark to be reached before many weeks are not wanting.

California celery is on the market and as pointed out would be the case is high being quoted at \$7 per case of 6 1/2 to 8 dozen. New lettuce, radish and green onions are also adorning the local market and with mushrooms, hot house tomatoes and sweet potatoes makes a nice line of specialties to handle.

Root products hold their strong position while cabbage is firm.

Boston cucum-	bers, doz.....	2 25	Potatoes, Onta-	rio, bag.....	
Boston head let-	tuce doz.....	1 50	Onions		
Canadian beet,	per bag.....	0 80 0 90	Spanish, case	3 50 2 00	
Cabbage, Cana-	dian, dozen... 0 50 0 65		Spanish, 1/2 cases,	1 85	
barrel.....	1 75		Canadian, 75-lb.	bags.....	2 25
Carr-ts, bag....	0 80 0 90		Sweet potatoes,	hamper.....	1 65 1 75
Turnips, bag....	0 50		Mushrooms, 1-lb.	boxes.....	0 50 0 60
Celery per doz.	0 50		Can. hot house	tomatoes, lb..	6 00
Celery, Cal., per	case 6 1/2 to 8 dz	7 00	New lettuce, dz	0 30 0 35	
Parsnips, bag..	0 90		Green onions...	0 25	
Potatoes, N. B.	1 75		New radish, doz	0 30	

With a capi
incorporated
Columbian Fi
at the Queen
and elsewhere
canning, curing

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W. B

With a capital of \$1,125,000 has been incorporated in England the British Columbian Fisheries, Ltd., to carry on at the Queen Charlotte Islands, B.C., and elsewhere the business of fishing, canning, curing, packing, etc.

FRESH TOMATOES

OUTDOOR GROWN

SHIPMENTS GUARANTEED
EVERY WEEK

6 BASKETS TO CRATE

PRICE IS RIGHT

WEST INDIES FRUIT CO.

30 William Street, Montreal

**Elephant Brand
California Navels**

EVERY ORANGE TAGGED. EVERY ORANGE A PERFECT JUICY SWEET ORANGE, AS THEY SHOULD BE.

This Brand will revolutionize your orange business, that is if you want the best. The first car arrives to us next Tuesday.

Buy Elephants and wear the Elephant Smile.

WHITE & COMPANY, LIMITED

Wholesale Fish, Fruit and Produce

HAMILTON

TORONTO

FOR—

"Green Mountains,"

"Delawares"

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,

LIMITED

ST. JOHN, - - N.B.

Marmalade Oranges

Fresh shipment unloaded this week

SIZES:—160s, 200s, 240s. Extra Fancy.

NOW IS THE TIME

Grape Fruit Lemons Bananas

Smoked Fish and Oysters

Hothouse Greens fresh every day.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH, ONT.

Evaporated

**Makepeace
CRANBERRIES**

Evaporated

NO WASTE

You should order Makepeace Evaporated Cranberries now, they are more economical and possess better eating quality. Cheaper, because on the basis of the present market you cannot sell fresh cranberries less than 20 cents per quart: one package Evaporated equals nearly one quart Fresh and sells 15 cents each or 2 for 25 cents. Better eating, because only vine-ripened and only perfect berries are evaporated. Start right now to handle them. Order from your wholesaler; Ask me for samples.

NO DECAY

W. B. Stringer

Ontario Sales Agent

Toronto



Fish - Oysters



Looks Like Firmer Tendency in Fish

Storms on Eastern Coast Seriously Interfered With Fishing—Opinion Expressed That This Will Work for Lighter Supplies and Consequently Firmer Prices—Weather Favorable For Trade.

Storms of past few weeks on eastern coast have interfered seriously with shore fisheries. That this may work for firmer tendency in price in period ahead is the opinion of more than one dealer. The catch of fish during January has been particularly small. Fresh supplies have been so small that even at eastern points storage stocks have had to be resorted to. Already on the eastern markets there has been some slight firming and with period of heavy demand, including the Lenten season ahead, it is probable that higher prices on frozen fish and possibly on some smoked lines may result. Lobster fishermen lost much gear in the storms and both live lobster shippers and canners have as a consequence been unable to get supplies.

Weather has been favorable for trade and a good volume of business is reported throughout the Dominion. Oysters are moving fairly well.

QUEBEC.

MONTREAL.—Dealers are beginning to pay more attention to fish owing to the approach of Lent and wholesalers find the demand a little heavier. Prices remain steady, only a few changes having taken place during the week.

FRESH AND FROZEN	
Market cod, cases 250 lbs., per lb.	0 11
Less than case	0 04
Smelts, fancy, per lb.	0 10
Haddock, per lb.	0 04 1/2
Herring, frozen, per 10 fish	1 65
Mullets, per lb.	0 04 1/2
Pike, round lb.	0 05 1/2
Pike, dressed & headless, lb.	0 06 1/2
Steak cod, per lb.	0 05 1/2
Mackerel, per lb.	0 11
Dressed perch, per lb.	0 10
Dore or Pickerel, per lb.	0 07 1/2
B.C. red salmon, per lb.	0 08 1/2
Gaspesalmon, per lb.	0 18
Quail salmon, per lb.	0 07 1/2
No. 1 smelts, lb.	0 10
Extra smelts, lb.	0 14
Lake trout, lb.	0 09 1/2
Tomocods, ori., lb.	2 25
Whitefish, large, lb.	0 08 1/2
Whitefish, small, lb.	0 05 1/2
PREPARED FISH	
Boneless cod, in blocks or packages, per lb.	7, 8, 10, 11 12
Dry pollock, 10 lb. bundles, per bundle	6 00
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case, per case	7 00
Dry cod, 10 lb. bundles, per bundle	7 00
Boneless strip cod, 3 lb. box, per box	0 12
SALTED AND PICKLED	
New green cod, per bbl 200 lbs.	10 00
No. 1 bbl 200 lbs.	9 00
New green cod, per lb.	0 04 1/2
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 10
Labrador sea trout, bbls.	12 00
Labrador sea trout, half bbls.	6 50
No. 1 mackerel, pail, per pail.	2 00
No. 1 mackerel, 4 bbls.	8 00
Scotia herring, No. 2, bbl.	6 50
Lake trout, kegs, per keg.	6 50
Choice mackerel pail, per pail.	2 00
No. 1 green haddock, per 20 lbs.	7 50
No. 1 green pollock, per 20 lbs.	7 50
Salmon, B.C., red, bbl.	14 50
Salmon, B.C., half bbl.	8 00
Salmon, Labrador, bbl.	15 00
Salmon, Labrador, half bbl.	8 00
Salmon, Labrador, tins, 300 lbs.	21 00
Salt eels, per lb.	0 06 1/2
Salt sardines, bbls.	5 50
Salt sardines, 4 bbls.	3 00
Sea trout, 4 bbls.	6 50
Sea trout, bbls.	12 00
Scotch herring, per keg.	6 50
Scotch herring, per keg.	1 00
Holland herring, 4 bl.	5 50
Holland herring, keg.	0 75

SMOKED	
Bloaters, large, per box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new smoked, per box	1 18
Kippers (small), per box of 50 fish.	1 10
SHELL FISH	
Oysters, choice, bulk, Imp. gallon.	1 40
Oysters, bulk, selecta, per gal.	1 60
Oysters, fancy cape, large bbls.	9 00
Malpeque Oysters, per bbl.	8 00
Solid meats—Standards, gal., \$1.75; selecta, gal., \$2.00.	

ONTARIO.

TORONTO.—An important feature to the market is the severe storms that have been prevailing on the eastern Canadian coast, interfering seriously with the catch of fish. It has been hinted by several dealers that this will work for higher prices on frozen lines during the period ahead. So short has been the supply of fresh fish that eastern markets themselves have had to resort to frozen stock, while it is quite evident that stocks of frozen will be smaller than if fish were now being caught for their marketing.

Extra smelts locally are quoted at 17 cents and No. 1 at 10 cents per pound. Fillets are very scarce and firmer in price. Trout, however, is fairly plentiful and there are said to be good stocks of dry cod lines held. Stocks of halibut are quite conservative, with the outlook by no means rosy.

Weather has been favorable and trade has been generally brisk.

FROZEN FISH	
Gold eyes, per lb.	0 05
Pike, per lb.	0 05
New Pink sea salmon, per lb.	0 09
Whitefish, per lb.	0 11
Red salmon, headless and dressed, per lb.	0 11
Halibut, per lb.	0 09
Smelts, extra, lb.	0 17
Smelts, No. 1, lb.	0 10
Red salmon, round, per lb.	0 10
Sea herring, 100, per lb.	2 00
Mackerel, lb.	0 12
Mullets, per lb.	0 04
Bluefish, per lb.	0 12
Lake herring, per lb.	0 03
FRESH CAUGHT FISH	
Steak cod, per lb.	0 08
Haddock, per lb.	0 05
Trout, per lb.	0 08 1/2
SMOKED	
Kippers, per box 1 25	1 35
Bloaters, per box 1 25	1 25
Finnan Haddie, lb 08	0 09
Digby herring, bundle, 0 90	1 00
Cod, Imperial, per lb.	0 06 1/2
Quail-on-toast, per lb.	0 07
Fillets of haddie, per lb.	0 11
Ciscoes, basket, 0 90	1 00
Ciscoes, per lb.	0 10
PICKLED	
Lake herring, per keg 4 00	4 00
Oysters, selecta, gal.	1 70
Oysters, standards, gal 1 55	1 75
Labrador herring, bbls.	8 00
Labrador herring, ring, half bbls. 3 00	3 25

NOVA SCOTIA.

HALIFAX.—Storms have played havoc with fisheries on Nova Scotia coast during past week. Receipts have been unusually small. None of the in-

shore bank fleet that make the market each week, landed any fish, and in consequence storage stocks had to be brought out.

The lobster fishery has been temporarily paralyzed. Only a few dozen lobsters have been marketed. The fishermen have sustained heavy losses to their gear, and it will be some time before they can get traps in shape again. Shipments from coastal points to United States market have been practically nil. There is also marked scarcity of lobsters at Portland, Gloucester and Boston. Fish is in good demand and some dealers say that this is due to the continued advance in price of beef. Cod, haddock and smelts are about the only fresh fish offering.

NEW BRUNSWICK.

ST. JOHN.—Stocks of fish in St. John markets are just sufficient to cope with local consumption. Sever cold and the blowy, stormy weather of past week have had their effect in preventing many fishermen from going about their favorite grounds, and hence the market has not been plentifully supplied. Their nets and traps have also been damaged in some places along the coast of Bay of Fundy by heavy winds and storms and in some instances the loss in this way has been considerable.

Smelt fishing in the Kennebecasis, which is one of main sources of local supply about this time of year, has not been so good as in former years, there having been quite a falling off lately. But it is in fresh fish that the dealers feel the effects of the bad weather most forcibly. Haddock are scarce, and lobsters have not been known to be so scanty for many months. In fact, so much is this the case that from many bay townships reports are to the effect that the men have abandoned the work of fishing through discouragement for a time.

CANADIAN TEA CONSUMPTION.

The consumption of tea in Canada in 1910 was 34,259,000 lbs. While this showed an increase, it fell behind that of 1909 in point of consumption per capita. A feature is that the amount consumed per capita in Canada measures well up with the other countries, being next to the United Kingdom. The consumption per head in the United States is only .89 lbs. as compared with 4.34 in Canada.

The Dominion Molasses Co., Halifax, N.S., have installed one of the latest can filling machines. It has a capacity for 1,000 cans of molasses an hour.

James Methven Son & Co., St. Georges House, Eastcheap, London, Eng., has removed to 2 Talbot Court, Eastcheap.



You can class,

Have

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47 Will

KEEP

GOLD
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Kangaroo
Wine
MA
Syrup
GOD
Registered
and O
J. L.
Pharmaceutical
Manufacturers
Baltimore



REMEMBER

that every time a customer asks you for Fish and you say "I don't keep any," you are giving him or her reason to say, "Well, you should," and good sound reason, too. Fish, Mr. Grocer, should be given a fair place in your displays, especially now that Lenten times are beginning to show up in the distance.

SALT HERRING

You can easily handle this line and make substantial profits. The stock is First-class, Choice, Plump, Wholesome.

Haddies,

Kippers,

Bloaters

THE OCEAN BRAND, the brand which HAS satisfied and WILL satisfy.

Have you ever tried to sell FILLETS?

BOUTILIER'S sell themselves.

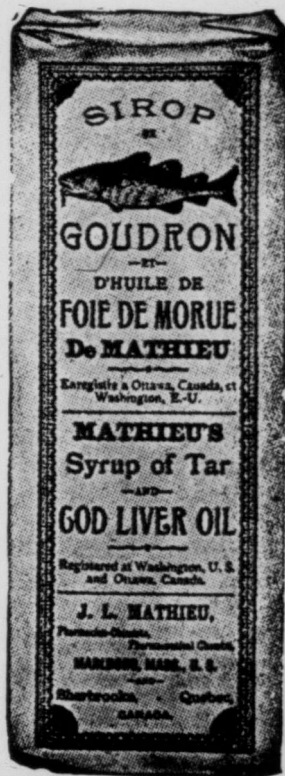
The Halifax Cold Storage Co., Limited

47 William St.

Selling Branch

MONTREAL

KEEP OFF THE SICK LIST



by taking a dose or two of

**MATHIEU'S
SYRUP
OF TAR AND
COD LIVER OIL**

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

J. L. MATHIEU CO., PROPS.

SHERBROOKE, P.Q.

Mathieu's Nerve Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

QUAKER BRAND

Baking Powder

Contains

No Alum

If you want an absolutely pure, genuine, and "result getting" Baking Powder, then it's

QUAKER BRAND

MATHEWSON'S SONS

WHOLESALE GROCERS

MONTREAL

Beacon Brand Ciscoes

We have persistently held to the axiom in our business that
"Quality is remembered long after price is forgotten."

This idea holds good throughout the fish business in a special manner. It was the original cause of our bringing to the public

BEACON BRAND CISCOES

We have gone to great lengths to make this fish **REAL FANCY**—and we have succeeded. They can be eaten and enjoyed by the most delicate as well as the most healthy person, with equally good results and appreciation.

The fish are among the choicest products of fresh water, large, plump, juicy ciscoes, the most beautiful ciscoe produced in our chain of Great Lakes.

Cured in our own warehouse, with every conceivable caution as to cleanliness and selection, *is it any wonder that they have taken hold so rapidly on the public.* Every fish has our complete guarantee.

DON'T NEGLECT YOUR OPPORTUNITY—MR. GROCER. You can make money on this line of fish. As safe to handle as sugar.

REMEMBER—they sell themselves on sight *and bring your customer back for more.*

You buy and sell a standard weight of fifteen pounds to the box.
YOUR PROFIT IS ASSURED. Ask for our price list.

THE F. T. JAMES CO., LIMITED

Sole Proprietors

BEACON BRANDS

CISCOES

FINNAN HADDIE

BR



Norw

will bring
handling
goods,
each tin.

On
and the
fish being
they are

The



R. S. McIndoe,
A. H. Brittain &
Radi

BRUNSWICK BRAND SEA FOODS

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

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

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

THE "QUALITY" BRAND

CONNORS BROS., Limited
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, 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. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



CONCORD Norwegian Sardines

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.



Are you handling CONCORD? Order from your wholesaler TO-DAY.

LIST OF AGENTS

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



You cannot make a
Clean Sweep
with a poor broom.

Every woman desires her house to be swept clean and it is therefore important that every dealer should supply his customers with the best Broom to be had.

There is no surer way than by handling only the

Keystone Brand

Manufactured by

Stevens-Hepner Co., Limited
PORT ELGIN ONTARIO

Delivery System Works Like Clockwork

Method Used by Jno. Carpenter, Hamilton, Ont., to Deliver With Least Time and Trouble—Has Been in Business in One District for 33 Years—Big Sale for Baskets—How He Advertises.

Hamilton, Jan. 25.—(Special.)—It was in 1878 that Jno. O. Carpenter opened a grocery store on Market Square. That was before the city had grown to the size where its competitors designated it the "Ambitious-City." Since then it has steadily been on the increase, and the business which Mr. Carpenter started a third of a century ago has indeed kept pace with the advancement of the city. While he has found it necessary at times with the increase in business to change his location and enlarge his store, he still remains within the boundaries of the place where the citizens gather to barter with the farmers who come from miles around with their supplies of butter, eggs, vegetables and other farm commodities. Indeed, Hamilton has a market which other centres well might envy. During the summer months, it was a scene of activity both night and day.

Location Serves Double Purpose.

Thus has location shaped the trade of the Carpenter store, which is endowed with a goodly portion of both farm and city customers. He secures the trade of the farmers who come there to sell produce, and also of the city people who come there to purchase what the farmers have to offer.

Mr. Carpenter takes advantage of opportunities that present themselves. The farmer's wife is frequently in need of a basket in which to bring her produce to market, and will generally go to the nearest store to purchase them when in town. The city wife comes to the market to purchase, and perhaps also finds the need of a basket. Thus, did Mr. Carpenter find an opportunity for a side line that gave a good profit, and also attracted people to the store. He carries a big assortment of baskets of all kinds. He is perhaps the only grocer here who sells the German basket, and he finds large sale for them.

Studied Delivery Problem.

He has not been in business for 33 years without fully recognizing the value of delivery—a big link in the chain of service. Not alone does he give his customer a good delivery service, but he aims to do it by the best system possible.

In the first place, he has a folding delivery box, which saves a good deal of space when not in use. While on the delivery route, when the parcels have

been delivered to a customer, the box is folded up and placed out of the way. It folds by the bottom swinging up, the four corners being on pivots.

The box is also equipped with handles cut into the ends, and bears the name and address. When one of these boxes is placed on top of another they lock together in a simple manner. This allows many more to be placed in the delivery wagon, and being held tightly together, there is not the same shaking or rocking as if they were separate.

There is another advantage. While the writer was in the store, the driver locked four of these boxes together, and was able to carry the four out to the wagon, thus saving time. If they had been separate, four trips would have been necessary.

Boxes All Numbered.

But this is not all the system. Each box bears a number, being marked consecutively from 1 to 50. The driver takes the bill of the first customer on the route. She is No. 1. That is the number on her bill, and her goods are put in box No. 1. Then he goes on to No. 2, whose goods are placed in box No. 2. When he stops at house of customer No. 1, all he has to do is to take the box bearing that number. He delivers the goods, folds the box up, puts it out of the way and goes on to No. 2. He does not have to examine all the boxes in order to find the right one, but merely refers to the number. Thus is the delivery carried on like clockwork.

Goods Checked Off.

The goods of one customer only are placed in each box. In placing them in the box, they are checked off with the bill, preventing the possibility of starting out without all a customer's purchase.

Has Two Refrigerators.

Mr. Carpenter believes in fixtures to facilitate work of the store or which help selling goods. In the centre of the store is a display refrigerator showing meats, cheese, peanut butter, etc. At the rear he has another refrigerator for butter.

Drawer spice receptacles maintain the strength of his spices and also keep them free from dust. Below these are swinging bins in which sugar, cereals and kindred bulk lines are kept. Nearer to the front below the ledge are tea

canisters, which keep the air and dust from this beverage.

Among other fixtures may be seen a bag holder, electric fan, cash register, computing scales, electric coffee mill, cheese cutter and meat slicer, all of which he claims have their place in the grocery store, and are articles which eventually pay for themselves in allowing work to be done more quickly, better, and with more satisfaction to the customer.

Uses the Newspapers.

In a city it is a somewhat difficult problem to decide what is the best method of advertising. For the reason that newspaper space is held at high rates, some dealers believe that this method is not profitable. Mr. Carpenter is, however, a steady user of the daily paper. The space he uses is not large, but he keeps consistently at it, which he believes is better than a splurge once in a while and no advertising between.

For space about an inch in depth, single column, he pays \$150 per year, but he says it is a profitable investment. He does not put in a mere "card" and allow it to continue without change, but each day presents something new to readers.

SOLD CANDLES IN COLD WEATHER

Toronto, Jan. 25.—(Special.)—It's an ill wind that does not blow some one some good. Such is the belief of at least one grocer, who took full advantage of the recent cold snap to help along sales. Anticipating that the cold weather would freeze up the gas pipes of many householders, as has been known on past cold occasions, he prepared for a big demand for candles, which he believed would naturally follow. While he generally carries only one box at a time, he stocked up with ten boxes. The sales developed, and he cleaned them all up with a considerable added profit.

This same grocer, whenever there is a snow storm, places a bundle of brooms at the front door. They are in big demand for sweeping following a storm, and he tries to attract the trade for them to his store.

All grocers may not be in a position to profit by such opportunities, but the point which is wished to be impressed on the dealer is that he should always be on the lookout for opportunities and take full advantage of them to swell sales and profits.

Carl Webb, Oxford, N.S., had opened a grocery and dry goods store in the Wood-Patton block. On the right side of the entrance the groceries and canned goods are neatly arranged, and on the opposite side is the dry goods.

TOBACCO DONT'S

Don't say "I haven't it" when a customer asks for tobacco, say "I'll get it."

Don't think you can't sell tobacco, because you can. You have the best of chances.

Don't wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.

Don't make any mistake about the names of the leaders. They are

Master Mason - - Smoking
King George's Navy - Chewing
Maple Sugar - - Chewing

The Rock City Tobacco Co.
 Quebec Winnipeg

1912
 and
 7-20-4

Start Off Well

by getting that tobacco department you have promised yourself so often into good shape. You cannot put a better cigar into it than the

7-20-4

the cigar of 1912, so get in touch with us right away. Will appeal to those who know the best leaf, and will make others to whom you introduce it feel like princes, because they have never been previously, and will never be, able to secure such a good smoke at the price.

The Sherbrooke Cigar Co.
 SHERBROOKE, P.Q.

Tuckett's Orinoco Tobacco

NO BETTER
 JUST
 A LITTLE MILDER
 THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.



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 postages, etc.

BUSINESS CHANCES

FOR SALE—GOOD GROCERY, MUSKOKA district; stock and fixtures about \$3,000; turnover \$18,000; safe trade. Box 408 Canadian Grocer, Toronto.

SALESMAN WANTED

ATTENTION! SALESMEN CALLING ON retail and wholesale grocers are invited to carry, as a side line, the most complete line of Quality Chewing Gums in Canada. Our gums are of the highest standard in quality and appearance. Splendid opportunity. Dominion Chiclé Co., Limited, London, Canada.

FACTORY FOREMAN WANTED

WANTED—FOR A WESTERN FRUIT CANNERY, a factory foreman with experience covering mechanical operations, preparation of products, processing, etc. Able to take charge of a running concern. Apply stating age, experience, salary, with references, to C. C. P., care Canadian Grocer, Toronto.

SITUATIONS VACANT

EXPERIENCED SPECIALTY SALESMAN wanted—advertising experience desirable. This is good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. MacLean Publishing Co., Ltd., 143 University Avenue, Toronto.

SITUATION WANTED

WANTED—BY A PERSON WITH TWENTY years' experience in the general merchandise business, a position as traveler for Maritime Provinces; dry goods, hats and caps, gents' furnishings or boots and shoes preferred, but would be open to accept any line; can furnish best of references. Address Box 409 Canadian Grocer, Toronto.

MISCELLANEOUS

ADDING TYPEWRITERS WRITE. ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of 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.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay Street, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS ARE DEvised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE year we offer unusually good bargains in second-hand typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. The Monarch Typewriter Co., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price \$2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL IS THE HANDIEST FOR the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—THE VERY BEST PENS MADE ARE these manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU DON'T BUY A NATIONAL CASH register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

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

Merchants and Salesmen!

Would you be willing to pay \$2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In BRAIN-POWER BUSINESS MANUAL

- 125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—
- The Selling Profession.
- Education and Training.
- Before the Interview.
- Getting Interviews.
- The Approach.
- Selling Talk.
- Answering Objections.
- Selling Tactics.
- Closing Sales.
- Cash with Order.
- Samples.
- Getting the Price.
- Credits and Terms.
- Cancelled Orders.
- Territory.
- Long vs. Short Trips.
- Finding New Customers.
- Salesmen's Relation to House.
- Salesmen and Advertising.
- Expense Accounts.
- Promotions.
- Bribes.
- Conduct Toward Customer.
- Special Tactics.
- Character and Conduct.

PRICE \$2.00

TECHNICAL BOOKS.
143-149 University Ave.
TORONTO

Baking
Diamond W. H. G.
1-lb. tins, 2 doz. in ca
1-lb. tins, 3
1-lb. tins 4



or more of "Magic B"



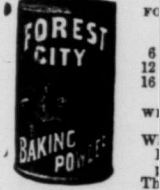
WHITE SWAN SPICE
White Swan Baki
\$3.25; 1-lb. tins, \$2;
tins, \$1.25; 6-oz. tin
5c. tins, 40c.



Sizes—
Borwick 1-lb. tins...
" 1-lb. tins...
" 1-lb. tins...



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



DOMINION CAN.
Aylmer Jams
Per doz
Strawberry..... 1 95
Raspberry..... 1 95
Black currant... 1 95
Red currant.... 1 75

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR.

Baking Powder
Diamond W. H. GILLARD & CO.
1-lb. tins, 2 doz. in case..... \$3 00
1-lb. tins, 3 " " " " " " " " 1 25
1-lb. tins, 4 " " " " " " " " 0 75

IMPERIAL BAKING POWDER
Cases..... Sizes..... Per doz.
6-dozen..... 10c..... \$0 85
12-dozen..... 12-oz..... 1 75
12-dozen..... 12-oz..... 3 50
12-dozen..... 2 1/2-lb..... 3 40
12-dozen..... 5-lb..... 10 50
12-dozen..... 5-lb..... 19 80

MAGIC BAKING POWDER
Ontario and Quebec Prices
Cases..... Sizes..... Per doz.
6 dozen..... 5c..... \$0 50
4 " " " " " " " " 4-oz..... 0 75
4 " " " " " " " " 4 " " " " " " " " 1 00
4 " " " " " " " " 4 " " " " " " " " 1 30
4 " " " " " " " " 4 " " " " " " " " 1 80
4 " " " " " " " " 4 " " " " " " " " 1 85
4 " " " " " " " " 4 " " " " " " " " 2 35
4 " " " " " " " " 4 " " " " " " " " 2 30
4 " " " " " " " " 4 " " " " " " " " 5 00
4 " " " " " " " " 4 " " " " " " " " 9 80

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER
Cases..... Sizes..... Per doz.
Royal-Dime..... \$0 95
" " " " " " " " 1-lb..... 1 40
" " " " " " " " 6-oz..... 1 95
" " " " " " " " 12-oz..... 3 55
" " " " " " " " 1-lb..... 4 90
" " " " " " " " 3-lb..... 13 60
" " " " " " " " 5-lb..... 22 35

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

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Baking Powder—5-lb. size, \$3.25; 1-lb. tins, \$2; 12-oz. tins \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.

Borwick's Baking Powder
Cases..... Sizes..... Per doz. tins
Borwick's 1-lb. tins..... \$1 35
" " " " " " " " 1-lb. tins..... 2 35
" " " " " " " " 1-lb. tins..... 4 65

COOK'S FRIEND BAKING POWDER
Cartons— Per doz. No. 12, 4-oz., 0 doz 0 70
No. 1, 1-lb., 4 doz 2 40 No. 12, 4-oz., 3 doz 0 75
No. 1, 1-lb., 2 doz 2 50 In Tin Boxes—
No. 2, 5-oz., 6 doz 0 80 No. 13, 1-lb., 2 doz 3 00
No. 2, 5-oz., 3 doz 0 85 No. 14, 8-oz., 3 doz 1 75
No. 3, 3-oz., 4 doz 0 45 No. 15, 4-oz., 4 doz 1 10
No. 10, 12-oz., 4 doz 1 20 No. 16, 2 1/2-lb., 7 doz 7 25
No. 10, 12-oz., 2 doz 2 20 No. 17, 5-lb., 14 doz 14 00

FOREST CITY BAKING POWDER
Dozen
6 oz. tins..... 0 75
12 oz. tins..... 1 25
16 oz. tins..... 1 75

Cereals
WHITE SWAN SPICES & CEREALS, LTD.
White Swan Breakfast Food, 2 doz. in case, per case \$3.00.
The King's Food, 2 dz. 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 dozen \$1.
White Swan Wheat Kernels, per doz. \$1.50.
White Swan Flaked Rice, per dozen \$1.
White Swan Flaked Peas, per dozen \$1.

DOMINION CANNERS, LIMITED
Alymer Jams Peach..... 1 80
Per doz Peach..... 1 70
Raspberry..... 1 95
Black currant..... 1 95
Black currant..... 1 15
Black currant..... 1 75

Raspberry & red currant..... 1 95
Raspberry and gooseberry..... 1 80
Plum jam..... 1 55
Green plum, stoneless..... 1 75
Gooseberry..... 1 75
Plum..... 1 70
Grape..... 1 85
Marmalade..... 1 55
Orange Jelly..... 1 55
Green Fig..... 1 60
Pineapple..... 1 95
Ginger..... 2 25

Cocoa and Chocolate
THE COWAN CO., LIMITED
Cocoa—
Perfection, 1-lb. tins, per doz..... \$4 40
Perfection, 1-lb. tins, per doz..... 2 35
Perfection, 1-lb. tins, per doz..... 1 25
Perfection, 10c size, per doz..... 0 90
Perfection, 5-lb. tins, per lb..... 0 35
Soluble, bulk, No. 1, per lb..... 0 20
Soluble, bulk, No. 2, per lb..... 0 22

COWAN
London Pearl, per lb..... 0 18
Special quotations for Cocoa in barrels, kegs, etc.
Unsweetened Chocolate—
Supreme chocolate, 1/2's, 12-lb. boxes, per lb..... 0 33
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
Queen's Dessert, 1/2's and 1/4's, 12-lb. boxes..... 0 40
Queen's Dessert, 5/8's, 12-lb. boxes..... 0 40
Vanilla, 1-lb., 6 and 12-lb. boxes..... 0 35
Parisian, 8's, 6 and 12-lb. boxes..... 0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes..... 0 24
Diamond, 1/2's, 6 and 12-lb. boxes..... 0 25

Chocolate Confections
Per lb.
Maple nuts, 5-lb. boxes..... 0 36
Milk medallions, 5-lb. boxes..... 0 36
Chocolate wafers, No. 1, 5-lb. boxes..... 0 30
Chocolate wafers, No. 2, 5-lb. boxes..... 0 25
Nonpareil wafers, No. 1, 5-lb. boxes..... 0 30
Nonpareil wafers, No. 2, 5-lb. boxes..... 0 25
Chocolate ginger, 5-lb. boxes..... 0 30
Milk chocolate wafers, 5-lb. boxes..... 0 36
Coffee drops, 5-lb. boxes..... 0 36
Lunch bars, 5-lb. boxes..... 0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box..... 1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box..... 1 35
Nut milk chocolate, 1/2's, 6-lb. boxes, lb. 0 36
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. 0 36
Nut milk chocolate, 5c bars, 24 bars, per box..... 0 90

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

JOHN P. MOTT & CO.'S
G. J. Estabrook St. John, N.B.; J. M. Douglas & Co. Montreal; R. S. McIndoe, Toronto; Jos. E. Hutley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.
Elite, 10c. size (for cooking) doz..... 0 90

Mott's breakfast cocoa, 10c size 90 per doz
" breakfast cocoa, 1/2's..... 0 38
" No. 1 chocolate, 1/2's..... 0 32
" Navy " " " " " " " " 0 26
" Vanilla sticks, per gross..... 1 00
" Diamond Chocolate, 1/2's..... 0 24
" Plain choice chocolate, liquors, 0 32
" Sweet Chocolate Coatings..... 0 20
WALTER BAKER & CO., LIMITED.
Premium No. 1 chocolate, 1/2 and 1 lb. cakes, 35c. lb.; Breakfast cocoa, 1-1/2, 1 and 5 lb. tins, 4lb. lb.; German's sweet chocolate, 1 and 1/2 lb. cakes, 6-lb. boxes, 35c. lb.;

Auto sweet chocolate, 1/2 lb. cakes, 3 and 5 lb. boxes, 35c. lb.; Vanilla sweet chocolate, 1/2 lb. cakes, 6 lb. tins, 44c. lb.; Falcou cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1 lb. pkgs., 5 lb. bags, 35c. lb.; Caracas tablets, 100 pkts., tied 5c, per box \$5.00. The above quotations are f.o.b. Montreal.

COCONUT
CANADIAN COCONUT CO., MONTREAL.
Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.
1-lb. packages, White Moss..... 0 26
1-lb. packages, White Moss..... 0 27
1-lb. packages, White Moss..... 0 28
1 and 1/2-lb. packages, assorted..... 0 26
1 and 1/2-lb. packages, assorted..... 0 27
1-lb. packages, assorted, in 5-lb. boxes..... 0 28
1-lb. packages, assorted, in 5-lb. boxes..... 0 29
1-lb. packages, assorted, 5, 10, 15 lb. cases..... 0 30

Condensed Milk
BORDEN'S CONDENSED MILK CO.
Wm. H. Dunn, Agent, Montreal & Toronto.
Cases..... Dos.
Eagle Brand Condensed Milk..... \$5 75 1 45
Gold Seal Condensed Milk..... 4 75 1 20
Challenge Condensed Milk..... 4 00 1 00
Peerless Brand Evaporated Milk (5c cent size (4 dozen))..... 2 00 0 50
Peerless Brand Evaporated Milk (family size)..... 3 50 0 90
Peerless Brand Evaporated Milk (pint size (4 dozen))..... 4 40 1 10
Peerless Brand Evaporated Milk (hotel size)..... 3 70 1 85

REINDER, LIMITED
"Jersey" brand evaporated cream per case (4 dozen)..... \$3 50
"Reinder" brand, per case (4 dozen)..... 5 51
"Reinder" Condensed Coffee, case..... 5 00
"Reinder" Condensed Cocoa, case..... 4 80

CONDENSED MILK
ST. CHARLES CONDENSING COMPANY.
Prices:
St. Charles Milk, family size, per case..... \$3 65
Baby size, per case..... 2 00
Ditto, hotel..... 3 90
Silver Cow Milk..... 5 05
Purity Milk..... 4 90
Good Luck..... 4 15

Coffees
EBY-BLAIN, LIMITED.
Standard Coffees
Roasted whole or ground. Packed in damp-proof bags and tins.
Club House..... \$0 32
Ambrosia..... 0 26
Nectar..... 0 30
Plantation..... 0 23
Empress..... 0 28
Fancy Bourbon..... 0 22
Duchess..... 0 27
Bourbon..... 0 20
Crushed Java and Mocha..... 0 18
" " " " ground..... 0 18 1/2

Package Coffees
Gold Medal, 2 lb. tins, whole or ground 0 30
" " " " " " " " 1 lb. tins, " " " " 0 31
" " " " " " " " 1 lb. tins, " " " " 0 32
Anchor Brand, 2 lb. tins " " " " 0 31
" " " " " " " " 1 lb. tins " " " " 0 32
German Dandelion, 1 lb. tins, ground 0 26
" " " " " " " " 1 lb. tins, " " " " 0 28
English breakfast, 1 lb. tins, " " " " 0 18
Grand Prix, 1 and 2 lb. tins, " " " " 0 30
Demi-Tasse, 1 and 2 lb. tins, " " " " 0 30
Flower Pot, 1 lb. pots, " " " " 0 22

Confections
PEANUT BUTTER
MacLaren's Imperial—
Small, 2 doz..... 6 95
Medium, 3 doz..... 1 80
Large, 1 doz..... 2 75
Tumblers, 2 doz..... 1 35
Pails, 24 lb., per lb..... 0 15

WHITE SWAN SPICES AND CEREALS LTD. White Swan Blend.



1-lb. decorated tins, 30c. lb.
Mo-Ja, 1-lb. tins, 30c. lb.
Mo-Ja, 1-lb. tins, 25c. lb.
Mo-Ja, 2-lb. tins, 25c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., \$3.60
Cafe l'Aromatic—1-lb. amber glass jars, per doz., \$4
Presentation (with tumblers) \$3 per doz.



Ground or bean—
W.S.P. R.P.
1 and 1/2 0 25 0 30
1 and 1/2 0 32 0 40
1 and 1/2 0 37 0 50
Packed in 30's and 50-lb. cases. Terms—Net 30 days prepaid.

Cheese
MACLAREN'S IMPERIAL

Ontario Prices
Per doz.
Individual (each 2 doz)..... \$1 00
Small (ea. 2 doz.)..... 2 40
Medium (ea. 1 dz)..... 4 50
Large (ea. 1/2 dz)..... 8 25
MacLaren's Roquefort Small (ea. 2 dz.)..... 1 40
Large (ea. 1 dz.)..... 2 40
MacLaren's Canada Cream—
Small (ea. 1 dz.)..... 0 90
Medium (ea. 2 dz.)..... 1 30
Large (ea. 1 dz.)..... 2 30

FUSSELL & CO., LTD
London, Eng.
"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases \$7.80
"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases \$11.80

Coupon Books—Allison's
For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchamps & Fils. Montreal.
\$2, \$3, \$5, \$10, \$15 and \$30.
All same price one size or assorted.

UN-NUMBERED
Under 100 books..... each 04
100 books and over..... each 03 1/2
500 books to 1000 books..... 03
For numbering cover and each coupon, extra per book 1/4 cent.

Infants' Food
Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.

Flavoring Extracts
SHIRRIFF'S
1 oz. (all flavors) doz. 1 00
2 " " " " " " " " 1 75
2 1/2 " " " " " " " " 2 00
4 " " " " " " " " 3 00
5 " " " " " " " " 3 75
8 " " " " " " " " 5 50
16 " " " " " " " " 10 00
32 " " " " " " " " 18 00
Discount on application.

CRESCENT MFG. CO.
Mapleine.
Per doz.
2 oz. bottles (retail at 50c.)..... 4 50
4 oz. bottles (retail at 90c.)..... 6 80
8 oz. bottles (retail at \$1.50)..... 12 80
16 oz. bottles (retail at \$3)..... 24 80
Gal. bottles (retail at \$30)..... 15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

A TIP FOR 1912

Buy the Queen Square Fruit Jar

The biggest selling Lightning Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.



Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by
SMALLEY, KIVLAN & ONTHANK
BOSTON, U.S.A.

For sale by all first-class dealers in Canada and United States.

TO THE WHOLESALE TRADE

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

SUGARS MOLASSES

and all West Indian Produce

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

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

West India Co., Limited



The Bulk of Your Trade

Is done with women. They are directly responsible for the appearance of the home.

BLACK KNIGHT STOVE POLISH

is the household favorite for polishing the stove. It gives a brilliant, lasting shine with little exertion and does not stain the hands.

Your profit is assured if you stock this popular household requisite.

F. F. Dalley Co., Limited, HAMILTON, Canada
BUFFALO, N.Y.

Broo

W

HAMILT

TWO

You can talk



LAPORTE, MARTIN & CO
AGENCIES, THESE F
F.O.B. MONTR
IMPORTED PEAS

Sur Extra Fins.....	flacor
Extra Fins.....	tins kilo
Tres Fins.....	" "
Fins.....	" "
Mi-Fins.....	" "
Moyens No. 1.....	" "
Moyens No. 2.....	" "
Moyens No. 3.....	" "
Asparagus, Hario	

MINERVA PURE OI

Case—	Case
12 litres.....	6 50 24 p
12 quarts.....	5 75 24 p
Tins—	Tins
5 gals., 2s.....	23 00 1/2 ga
2 gals., 6s.....	29 00 1/2 ga
1 gal., 10s.....	25 00 1/2 ga
1/2 gal., 20s.....	26 00 1/2 ga

BASSIN DE VICHY W

La Capitale, 70 qts.....	
La Neptune, 70 qts.....	
St. Nicolas, 50 qts.....	
La Sarras Sparkling, 50 qts.....	100 stli
" " " " 100 stli	
Lemonade Savoureuse, 50's.....	

CASTILE SOAP

Le Soleil, 72 per cent. Oli	
Case 25 lbs., 11 lb. bars.....	
" 12 lbs., 1 lb. bars.....	
" 50 lbs., 1 lb. bars.....	
" 200 lbs., 34 oz. bars.....	
La Lun, 65 per cent. Oliv	
Case 25 lbs., 11 lb. bars.....	
" 12 lbs., 2 1/2 lb. bars.....	
" 50 lbs., 1 lb. bars.....	
" 100 lbs., 34 oz. bars.....	
" 200 lbs., 34 oz. bars.....	

Alimentary Pastes, Blanc & Vermicelli, Animals, sma

Box 25 lbs., 1 lb.	
" 25 lbs., loose.....	

DUFFY & CO. BR

Grape Juice, 12 qts.....	
" 24 pts.....	
" 36 arlits.....	
Apple Juice, 12 qts.....	
" 24 pts.....	
Champagne de Pomme, 12 qts.....	
" 24 pts.....	

Brooms

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

TWO CENTS PER WORD

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



CLARK'S PORK AND BEANS in Tomato Sauce
Per doz. in case ... 0 50
No. 2, 2 doz. in case ... 0 90
No. 3, flats, 2 doz in case 1 0
No. 3, talls, 2 doz in case 1 25
No. 6, 1 doz. in case ... 4 00
No. 12, 1/2 doz. in case ... 6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES: THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"
Sur Extra Fins... 11 00
Extra Fins... 15 50
Tres Fins... 14 00
Fins... 12 50
Mi-Fins... 11 00
Moysens No. 1... 10 00
Moysens No. 2... 9 50
Moysens No. 3... 8 75
Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL
Case—12 litres... 6 50
24 pints... 6 25
12 quarts... 5 75
24 1/2 pints... 4 25
Tins—5 gals., 2s... 23 00
2 gals., 6s... 29 00
1 gal., 10s... 25 00
1/2 gal., 20s... 26 00

BASSIN DE VICHY WATERS.
La Capitale, 10 qts... 5 00
La Neptune, 10 qts... 6 00
St. Nicolas, 50 qts... 7 00
La Sante Sparkling 50 qts... 8 00
" " 100 qts... 9 00
" " 200 qts... 4 00
Lemonade Savoureuse, 50s... 7 50

CANTILE SOAP
Le Soleil, 72 per cent. Olive Oil
Case 25 lbs., 11 lb. bars... 0 07 1/2 lb.
" " 12 lbs., 1 1/4 lb. bars... 0 08 1/2 lb.
" " 50 lbs., 1 lb. bars... 3 50 case
" " 200 lbs., 3/4 oz. bars... 3 75 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box 25 lbs., 1 lb. ... 0 07 1/2
" 25 lbs., loose... 0 07

DUFFY & CO. BRAND.
Grape Juice, 12 qts... 4 75
" 24 pts... 5 15
" 36 oz... 4 75
Apple Juice, 12 qts... 4 50
" 24 pts... 4 75
Champagne de Pomme, 12 qts... 5 00
" 24 pts... 5 50

Matts Golden Russett—
Sparkling Cider, 12 qts... 5 00
" " 24 pts... 5 50
Apple Vinegar, 12 qts... 2 50

Pastes.
THE C. H. CAPELLI CO., LIMITED,
MONTREAL, CANADA
Alimentary Pastes.
"Swallow Brand" (Hirondelle).
Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.
Cases of 25 packages, 1 lb. ... 0 06
Cases of 25 lbs., loose... 0 0 1/2
Egg noodles, cases of 50 pkges., 1/4 lb. (006)
Egg noodles, cases of 10 lbs., loose... 0 06
Lasagna, cases of 10 lbs., loose... 0 06
Marguerite, all varieties, pkgs. only 0 05

Cereals.
Post Toasties
Grape Nuts



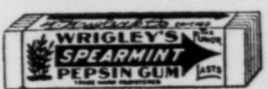
Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.55.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.



Mustard
COLMAN'S OR KEEN'S
Per doz.
D.S.F., 1/2 lb. tins 1 40 F.D., 1/2 lb. tins... 1 45
" 1/2 lb. tins 2 50 per doz... 6 90
" 1/2 lb. tins 5 00 Durham, 4-lb. jar 0 75
F.D., 1/2 lb. tins... 0 85 " 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD
Ontario Prices.
Small, case 4 dozen, per doz. ... 6 45
Medium, cases 2 dozen, per doz. ... 6 90
Large, cases 1 dozen, per dozen ... 1 35

Cleaned Baddies, "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



100 Boxes... \$44 00
24 No. 3 Jars... 33 00
12 No. 5 Jars... 27 60

Lard
N. K. FAIRBANK CO. BOAR'S HEAD
LARD COMPOUND

F.O.B. Montreal
Tierces, lb 0 10
20-lb. pails \$2 10
20-lb. tins \$2 00
60-lb. tubs per lb. ... 10 1/2
3-lb. tins, 20 to case per lb. ... 0 11
5-lb. tins, 12 to case, per lb. ... 0 10 1/2
10-lb. tins 6 to the case, per lb. ... 0 10 1/2



Eye (Concentrated).



Marmalade.
SHIRRIFF BRAND
"Imperial Scotch"—
1-lb. glass, doz... 1 55
2-lb. glass, doz... 2 80
4-lb. tins, doz... 4 65
7-lb. tins, doz... 7 35
"Shredded"—
1-lb. glass, doz... 1 90
2-lb. glass, doz... 3 10
7-lb. tins, doz... 8 25

Vermicelli and Macaroni.

D. SPINELLI CO., MONTREAL.
Fine.
4 lb. box "Special" per box 0 22
8 lb. " " " " " 0 44
5 lb. " " "Standard" " " 0 27 1/2
10 lb. " " " " " " 0 55
6 lb. cases or 75 lb. bbis. per lb. 0 05
25 lb. cases 1 lb. pkgs (Vermicelli) " 0 06
" " " " " " Globe Brand.
5 lb. box "Standard" per box 0 30
10 lb. " " " " " " 0 60
25 lb. cases (loose) per lb. 0 08
25 lb. cases, 1 lb. packages... 0 06 1/2

Jelly Powders



JELLO
The Dainty Dessert
Assorted Case, Contains 2 doz. \$1.80
Lemon (Straight) Contains 2 doz. \$1.80
Orange (Straight) Contains 2 doz. \$1.80
Raspberry (Straight) Contains 2 doz. \$1.80
Strawberry (Straight) Contains 2 doz. \$1.80
Chocolate (Straight) Contains 2 doz. \$1.80
Cherry (Straight) Contains 2 doz. \$1.80
Peach (Straight) Contains 2 doz. \$1.80
Weight 8 lbs. to case. Freight rate, 2d class.

JELL-O ICE CREAM POWDER



Assorted Case, Contains 2 doz. \$2.50
Chocolate (Straight) Contains 2 doz. 2 50
Vanilla (Straight) Contains 2 doz. 2 50
Strawberry (Straight) Contains 2 doz. 2 50
Lemon (Straight) Contains 2 doz. 2 50
Unflavored (Straight) Contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2d class.

IMPERIAL DESSERT JELLY.



PURE AND DELICIOUS
TRUE FRUIT FLAVORS
CARTONS EACH 1 DOZ.
Ontario Prices.
Assorted flavors, \$1.75 per gross.
IMPERIAL STERILIZED GELATINE.
Ontario Prices.
Cartons 1 doz. 29 cents per dozen.



The Dealer

who wishes to use the Best Paper Bags Manufactured should order CONTINENTAL GERM-PROOF BAGS, guaranteed to be without Equal. Greatest Flexibility and Strength.

Most Perfect Bottoms.

What else can be desired? Send trial order to your Wholesaler, or to the Distributors:

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; Davidson & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, Branch, 427 St. James St., Montreal.

The Continental Bag & Paper Co.
OTTAWA LIMITED

SOLE MANUFACTURERS.

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"PURITY"
SALT

Advertise The Fact

that you sell "PURITY" SALT. It is a sure sign that you are pleasing your customers. Your customers can buy staples in any store, but they will go a long way to get a high-grade table salt. The people will have "Purity" Salt, therefore we say, stock this quality article and make known the fact you have it for sale and watch how rapidly it sells.

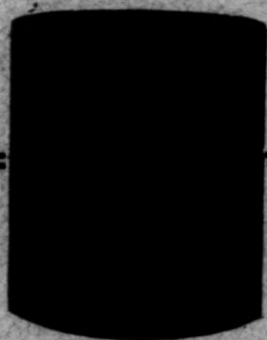
THE
WESTERN SALT CO., Limited

Mooretown, - Ontario

Canada First

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely



Evaporated Milk

and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black-steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

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PICKFORD & BLACK, Ltd.
Agents

HALIFAX, N.S.



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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

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of "Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

Teas

THE "SALADA" TEA CO.

Wholesale Retail only.

0 25 0 30
0 27 0 35
0 30 0 40
0 36 0 50
0 44 0 60
0 55 0 80



0 21 0 26
0 20 0 25
0 23 0 30
0 28 0 40
0 30 0 45
0 35 0 50
0 40 0 60

ELAGAMA TEA

INTO BROS., Front St. East

10 pack n60 and 10 lb. cases. All lowered prices.

Wholesale Retail
0 25 0 30
0 27 0 35
0 30 0 40
0 35 0 50
0 40 0 60
0 55 0 80
0 70 1 00

Ceylon Tea, in 1/2 and 1-lb. lead packages - black mixed.

0 20 0 25
0 21 0 26
0 24 0 30
0 30 0 35
0 35 0 42
0 42 0 55

les

raspberry, strawberry, black currant, black currant, apricot, 2 doz. in case, case, \$1.50 per crate, 37 1/2c. per crate, 52 1/2c. per in. 52c. per lb. Pack of desired. Raspberry, strawberry, apple. 12-oz. per doz.; No. 2 oz.; No. 5 tin per pair; No. 7 52c. per pair; No. 10 52c. per pair; No. 12 52c. per pair; No. 15 52c. per pair; No. 20 52c. per pair; No. 30 52c. per pair; No. 40 52c. per pair; No. 50 52c. per pair; No. 60 52c. per pair; No. 70 52c. per pair; No. 80 52c. per pair; No. 90 52c. per pair; No. 100 52c. per pair.

B.

SWAN SPICE

CREAMS, LTD.

Swan, 15

1 doz. in

recommen-

per doz., 90c.



Prices.

packages. \$1 15

in box. 1 15

BEST BRANDS

—SALT—

For prices or information write

Verret, Stewart & Co., Limited
The Salt Sellers **MONTREAL**

**Your Effort
Plus Our Goods**

You can be sure of the flavor, goodness, quality and wholesomeness of every packet of OATMEAL CRACKERS— if they come from Telfer Bros. Let your selling ability cooperate with the high standing of these healthful and nutritious biscuits and strengthen your hold on the trade. They have established confidence among your customers and will add prestige to your powers of selling.

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