

**PAGES
MISSING**

CANADIAN GROCER

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

Montreal: 28-301 Eastern Townships Bank Bldg.
London, Eng.: 8 Fleet St., E.C.

Toronto: 145-147 University Ave.

Winnipeg: 511 Union Bank Building
New York: 115 Broadway.

VOL. XXV.

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NO. 49.



There's a Constant Demand for

ROBINSON'S PATENT BARLEY

And being a food it is a line you should most certainly handle. There's no more healthy and nourishing food than this, and the profit is a good one. Why not have this profit for yourself?

Write for sample and particulars, or ask your jobber for it.

FRANK MAGOR & CO., 403 ST. PAUL STREET, MONTREAL
Agents for the Dominion of Canada

The Syrup Season is with us.

Are you taking full advantage of this? You will be doing a large and profitable trade if you are handling

"Crown Brand" Table Syrup

Feature "Crown" Syrup and you will be amazed at the results. It's all anyone could wish for in point of flavor and quality.

EDWARDSBURG STARCH CO., Limited

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

The Best Proposition!



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

UPTON'S Jams, Jellies and Marmalade

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

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

ORDER TO-DAY THROUGH YOUR JOBBER

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

THE CANADIAN GROCER

No Spoiled Pastry



COCO FRUITINE

A pure tasteless extract of Cocoanut Oil in solidified form--without moisture or admixture of any kind whatever, most nourishing and wholesome. Superior to animal fats and admixtures.

PURE
PROFITABLE **PALATABLE**

First---It is superior to Butter, Oil or Lard, owing to its extremely delicate taste and flavor.

Second---It is peculiarly nourishing, being superior to any other similar product.

Third---It is extremely easily digested and assimilated by the most sensitive stomachs.

Will send sample free on application.

ARTHUR P. TIPPET & CO., Sole Agents

MONTREAL

TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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.

R. B. Colwell
BROKER HALIFAX, N.S.
REPRESENTING LEADING
MANUFACTURERS, SUCH AS
E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery
Brokers
WAREHOUSEMEN
can give close attention to few more first-class
agencies. Highest references.

FOR SALE

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

J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Green Cod, Skinless Cod, Herrings, Seal
and Cod Oils, White Beans, Peas, etc.

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

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried
Fruit and Nuts, Grains, Mill Feed,
Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

M. Allan Deans
GROCERY BROKER AND
MANUFACTURERS' AGENT
Bank of Hamilton Chambers, 24 Yonge St., Toronto
Domestic and Foreign Agencies Solicit

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery
Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

Recognized headquarters
for Evaporated Apples,
White and Lima Beans.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful at-
tention to all business. Highest Canadian and foreign
references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

G. G. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

If you are looking for trade with Irish merchants
there is one paper that can put you in touch with
buyers, and that is
**The Irish Grocer, Drug, Provi-
sion and General Trades'
Journal.**
10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale
Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

ON SPOT. Finest 4 and 5 Crown Table
Figs, 10 lb. boxes.
New Selected 3 Crown Shelled Almonds
Prices Right.
Lind Brokerage Company
73 Front St. E., Toronto

WANTED

A live firm in each of the Provinces
of Canada to take the selling con-
trol of Invalid Fluid Beef. Address
replies to (Invalid Oxvil)

309-311 King Street West, Toronto

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and
Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
234 Chambers of Commerce. P.O. Box 181

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Mer-
chants, Warehousemen.
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16 Morin Block
Quebec City, - Canada
Open for one or two more agencies.
Black Tea Agency Wanted.
Good Openings here for
Lard, Oats, Boiling Peas.
HAVE YOU ANY TO OFFER?

Different to all other Washing
Compounds

"Naphtha Borax"
Washing Compound

is guaranteed to "make good"
in every way it can be used.

It Cleans Everything

Can be used in cold, warm or
boiling water.

An unequalled dirt solvent.

SOLD IN 5 and 10c. PACKAGES.

The Western Milling Co.,
Toronto

Christmas
Confectionery

You should see our lines of

PACKER'S—*Cream
Chocolates*

PASCALL'S—*Barley
Sugar,*
and Other Lines of Boiled Goods

Lines that will sell "AT SIGHT" and
show you a nice profit.

EBY - BLAIN, LIMITED
Wholesale Grocers
TORONTO

The Best Value in Canada

Blue Ribbon Tea

stands alone as the friend of the retailer and
the favorite of the consumer. If you have not
stocked it before, a trial will convince you.

QUALITY ALWAYS TELLS

THE BLUE RIBBON TEA CO., Limited
266 St. Paul St., MONTREAL, P.Q.

Purity Flour will win trade for you

In selling goods there are other things to consider than margin of profit. For instance, there is the satisfaction the customer will derive from the article you sell her.

Of all the lines you have in your store do you know of one that will give the housewife more satisfaction than PURITY Flour?

PURITY FLOUR

When you sell a woman PURITY flour you sell her flour of the highest quality—flour that is of uniform quality—that goes farther in the baking—that makes

**“More bread and
better bread”**

and delicious pies and cakes. There is nothing more certain than that the woman will be thoroughly satisfied with the PURITY flour you sell her. That she will come back for more is a foregone conclusion. Every barrel or sack of PURITY flour you sell to a woman increases your chances that much more of making her a permanent customer.

If you will do some serious thinking

about PURITY flour you will find other reasons why it will pay you to push PURITY. There's a good margin of profit for you. PURITY flour is heavily advertised and is known by name throughout the Dominion. It is an easy line to push.

Send us an order for PURITY flour and keep a good stock on hand always. You can order it in 7, 14, 24, 49, and 98 pound sacks. Also in barrels and half-barrels.

Western Canada Flour Mills Co.

Limited

Toronto Montreal Winnipeg Goderich
St. John Brandon Ottawa

FREE SOAP DEALS

THERE'S a lot of talk about Free Soap Deals, but we have a proposition that for real, genuine, profitable interest appeals to the grocer more than any.

We are trying to help him. We don't want to over-stock the retailer and then forget him.

Three Special incentives we put before all grocers selling "Canada's Best" Soap, and they are winners. They are:

REBATES—By which the grocer secures, without cost, only by selling our Soap, Cash, or useful articles, like harness, scales, etc.

PREMIUMS—We refer to our "C. B." Premium System, "C. B." Certificate System, and our "C. B." Card System. These are remarkably complete and attractive plans, and different from the usual idea.

PRICE—Our quotations on Soap will interest—surprise you. Just get them and see for yourself.

You don't have to buy to hear all about our unique proposition. Write in, do, and learn all about our plan. Then, let your own good judgment direct you.

When you write ask us for FREE
1911 Calendar. It's a beauty.

The United Soap Company of Canada

Montreal



Canada

WI
P

What Will Your Profit Be Selling COMFORT SOAP at 5 cents straight?

SALES VALUE

25 boxes Comfort Soap at 5c. a cake - - -	\$125.00
60 packets Handy Ammonia at 10c. - - -	6.00
	<hr/>
	\$131.00

COST TO RETAILER

25 boxes Comfort Soap at \$4.05 - - - -	\$101.25
60 packets Handy Ammonia (Premium) -	No charge
	<hr/>
Profit - - -	\$29.75

OR
MORE THAN **29⁰/₀** ON YOUR
INVESTMENT
IN

COMFORT SOAP

WHY NOT PUSH THE SOAP THAT YIELDS THE MOST PROFIT?

Send for our Illustrated Price List.

Pugsley, Dingman & Co., Limited
TORONTO

The Goods With the High Reputation

Every pot a jar of delight for your customers, and a source of profit for you.

CAIRNS

Alexander Cairns & Sons, Paisley, Scotland

New Season's Pack

MARMALADES

1-lb. Patent Glass Jars.

Cases, 2 dozen.

Scotch Orange	\$1.50
Home Made Orange	2.00
Tangerine Orange	2.00
Apricot	2.00
Peach	2.10
Fig and Lemon	2.25
Ginger	2.25
Ginger and Pineapple	2.25
Green Fig	2.25
Green Fig and Ginger	2.25
Pineapple	2.25

Scotch Orange, in 7-lb. tins, 12 tins in case . . \$7.50

Net within 30 days.

No discount.

Agents for Canada.

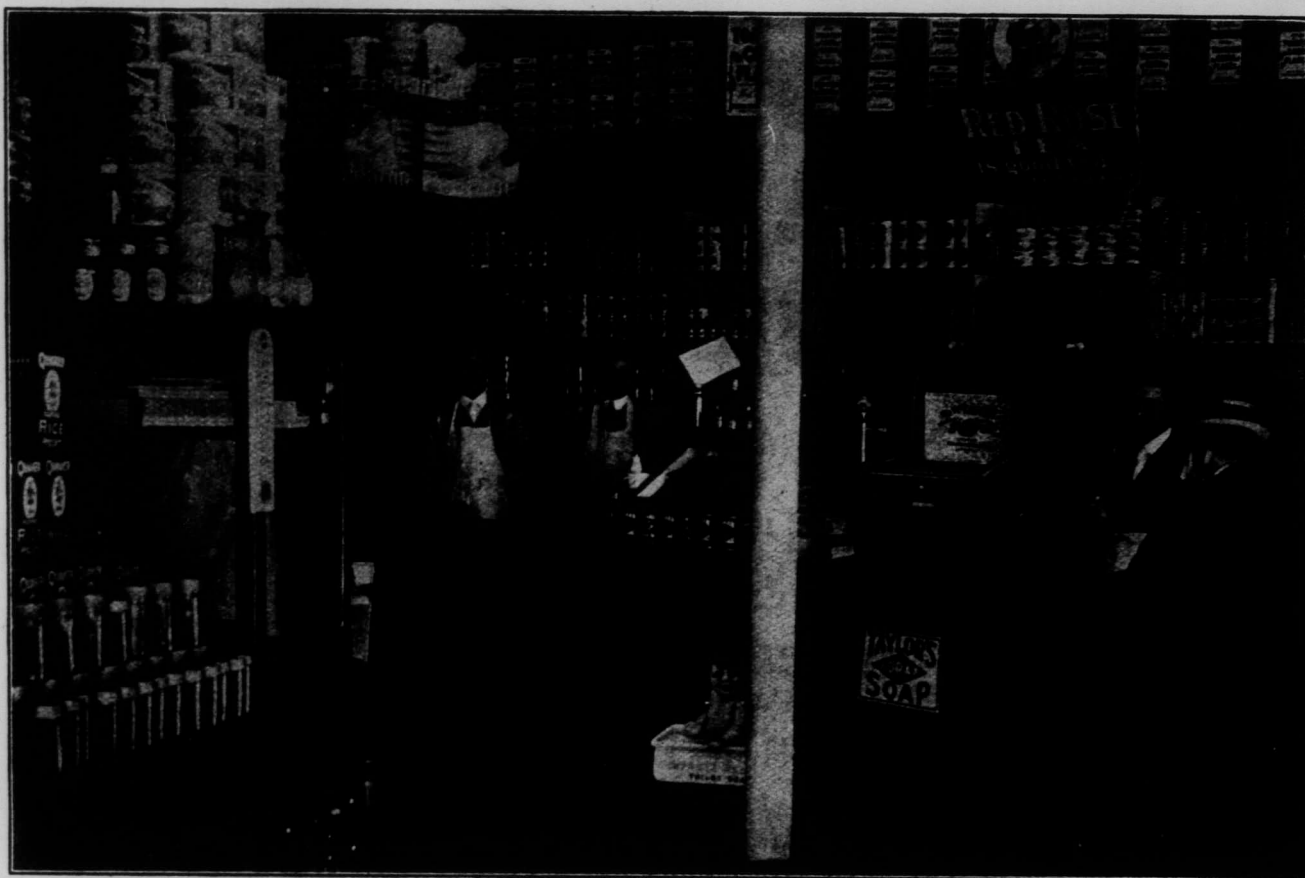
Hudon, Hebert & Co., Limited

Montreal

The Most Liberally Managed Firm in Canada.

ESTABLISHED A.D. 1839





INTERIOR view of store of James Burns, Brantford' Ont., and what Mr. Burns says about the two McCaskey Registers that he purchased, after having considerable experience with other systems.

Write us for details of how the McCaskey System will save you money.

DOMINION REGISTER COMPANY

New location, 90-98 Ontario Street, Toronto

Agencies in all Principal Cities

Manufacturers of the famous Surety Non-Smut Duplicating and Triplicating Sales Books, and Single Carbon Pads in all varieties

1910
Brantford Nov 3
Dominion Register Co
Dear Sir

The two registers I purchased from you are giving good satisfaction we find them all you claim for them the system is quick and accurate and we find our customers are satisfied with system I would recommend it to any body in the Retail business as it saves us the price of a Bookkeeper
Yours

James Burns
Grocer & Butcher
Brantford Ont

Gossages' Magical Soap

The Best, The Sweetest
and The Cheapest
Free Lathering Soap
in the Market.

GUARANTEED GENUINE

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

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



It isn't a question of any kind of Condensed Milk!

It is for you to supply your customers with the **best** and **most perfect**. To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

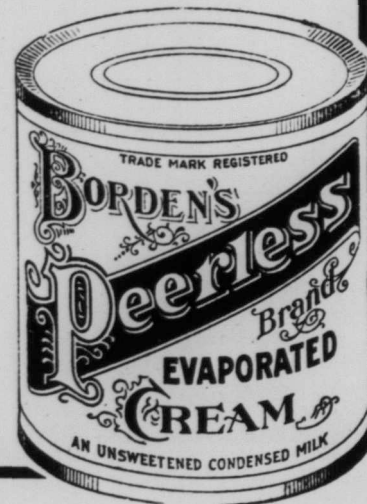
*"Eagle Brand" Condensed Milk
and "Peerless Brand" Evaporated Cream.*

Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co.,
Vancouver, Victoria, Nelson and Calgary.



THE BRANDS OF BRAND'S!

For your particular customer, no two lines will give the same satisfaction as



BRAND'S "A1" and "Worcestershire" Sauces

They give a piquancy and zest to the plainest fare, being equally tasty with fish, flesh or fowl. Every article from the BRAND factory is guaranteed prepared from the purest ingredients only. See to your stocks.

Ox Tongues in Glass We have a large consignment just arrived of Brand's famous Tongues. The very line for your Xmas trade. *Prices Right.*

Brand & Co., Ltd., Mayfair, London, Eng. T. O. BAXTER, 25 Front St. E., TORONTO
H. HUBBARD, 27 Common St., MONTREAL

An Extra Profit on Eggs

That is what you can make by using

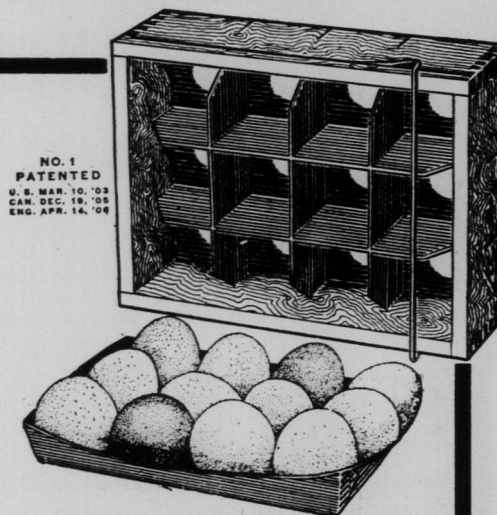
Star Egg Carriers and Trays For Safe Egg Delivery

They stop all breakage and miscounts and in this way make an extra profit of 1c on every dozen eggs delivered—Cheaper to use than paper bags or boxes. Our book "NO BROKEN EGGS" proves this by figures. Write for it

They also save clerks' time and satisfy your customers.

Your ad. on every STAR EGG TRAY brings business.

Shepard & Co., Providence, R.I., write---
STAR EGG CARRIERS and TRAYS are the only thing for delivering eggs. Send us four more dozen of the No. 1 size carriers.



NO. 1
PATENTED
U.S. MAR. 10, '03
CAN. DEC. 19, '05
ENG. APR. 14, '06

MADE IN ONE AND TWO DOZ. SIZES

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

THE CANADIAN GROCER

Northern Saskatchewan Grocers!



You save Freight when
buying from
our Prince Albert
Warehouse.

And you get full advantage of the carload rate on all your orders, small and large.

Figure out how much your freight adds to your cost in one year's business.

Then communicate with us at Prince Albert Warehouse, and see what a big saving you can make buying from us at this point.

Your enquiry will receive immediate attention. Write us to-day.

Cameron & Heap, Limited, Wholesale Grocers,
REGINA FORT WILLIAM KENORA PRINCE ALBERT



BALAKLAVA BRAND BAKED BEANS

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

WRITE FOR PRICES AND INFORMATION.

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

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

THE CANADIAN GROCER

"You Can't Do Better Than Recommend"

The Old
Reliable



No Alum in it,
Never Was

W. D. McLaren, Ltd.

BAKING POWDER SPECIALISTS

Montreal

NO TRANSACTION is regarded as complete until our customer is fully satisfied.

Chase & Sanborn's High Grade Coffees are guaranteed to satisfy.

CHASE & SANBORN
MONTREAL

The "IDEAL" Saves Costly Space

Makes any untidy, congested fruit and vegetable department orderly, attractive and space economizing.

The "IDEAL" Fruit and Vegetable Rack

not only saves space but helps greatly to increase sales by making fruit and vegetable stock look doubly attractive and by giving these lines increased prominence.

It is attached to original boxes by ordinary tacks and will last for a business lifetime.

PRICE 50c. EACH.

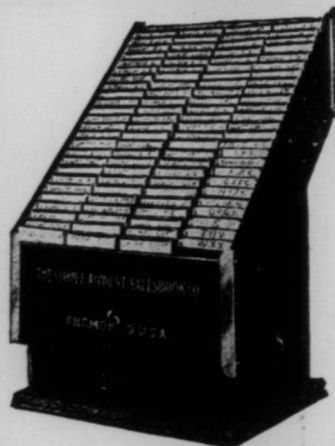
Cash with order. F.O.B. Toronto

Order a half-dozen to-day.

EUREKA NOVELTY COMPANY

88 COLBORNE STREET,

TORONTO



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books.

"BETTER CALL THE DOCTOR"

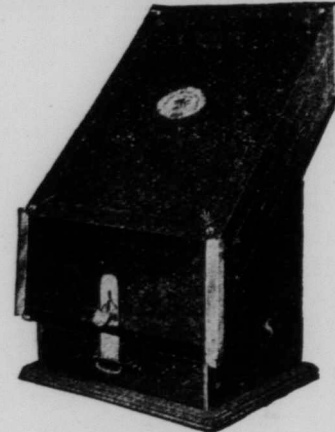
When you're sick you call the doctor. Why?

BECAUSE

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

NOW, THEN

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



Cut of 100 Book Size, when not in use, showing hood locked to cabinet.

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

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

The Simple Account Salesbook Company

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

1926 Depot Street FREMONT, OHIO
and Hartford, Conn., U.S.A.



VALENCIA RAISINS

You will find the raisins packed by Mahiques, Domenech & Co., Denia, Spain, to be of a consistently reliable quality. There well-known brands are:

Beaver Brand—Special Fancy Quality
W. Abel Brand—Of Standard Quality

SPECIFY "**BEAVER**" FOR FANCY QUALITY
"**W. ABEL**" FOR STANDARD QUALITY

JOSE SEGALERVA
MALAGA, SPAIN

TABLE RAISINS

This packer's name on any style package of Malaga Table Raisins (or Blue Fruit) is a guarantee that the contents are fully equal in every respect to the grade and quality specified on the outside of the box. You cannot go wrong in ordering and featuring Segalerva's Malaga Table Raisins.

**PRICES MAY BE OBTAINED FROM
YOUR WHOLESALER.**



Rose & Laflamme
Limited
Montreal - Toronto





Fairbank's Famous Five

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

- Fairbank's Gold Dust Washing Powder
- " Fairy Soap (for Toilet and Bath)
- " Glycerine Tar Soap
- " Sunny Monday Laundry Soap (contains no rosin)
- " Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

THE N. K. FAIRBANK COMPANY
MONTREAL, CANADA



SANITARY CANS

FOR

WINTER PACK

OF

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

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

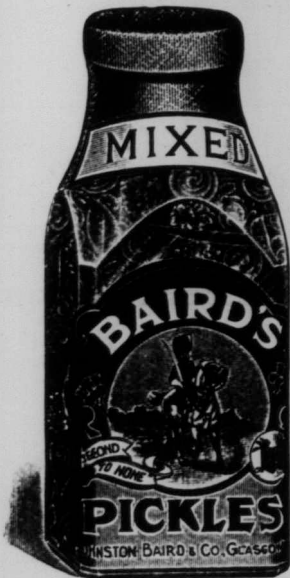


OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKERT & CO.,

Ltd., London, Winnipeg

BAIRD'S
"Second-to-None"
Pickles



So called because they are second to none for value.

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

**GOOD, SOUND
 VEGETABLES
 and
 PURE VINEGAR**

**Low Price
 High Quality**

JOHNSTON, BAIRD & CO.
 GLASGOW, SCOTLAND

Agents:—Maclure & Langley, Ltd., 12 Front E., Toronto. 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

The Experienced Housewife

appreciates what a wonderful saving of time and labor is effected by the use of

ASEPTO

Soap Powder

"The Enemy of Dirt"

For use with either hot or cold water, it is unsurpassed in getting the dirt out of clothes with the least amount of 'elbow grease.' ASEPTO is the housewife's friend, and she will be your good friend and patron if you sell her ASEPTO.

The Asepto Mfg. Co.

ST. JOHN, N.B.



SUCCESS

awaits the Grocer who features

Smoked Herrings in Bouillon

These delicious summer-caught small herrings, packed sardine style in spiced bouillon, have leapt into popularity wherever introduced. They are packed in patent cans with key opening, and retail at 10 cents, leaving the retailer an excellent profit margin. Canned in the pink of condition a few hours after being caught. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON
 Canadian Agents



"ENTERPRISE"

"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch—they **grind** to any desired-size fineness.

All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.

We manufacture mills to meet every possible requirement—hand, steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

Complete catalog mailed on request.

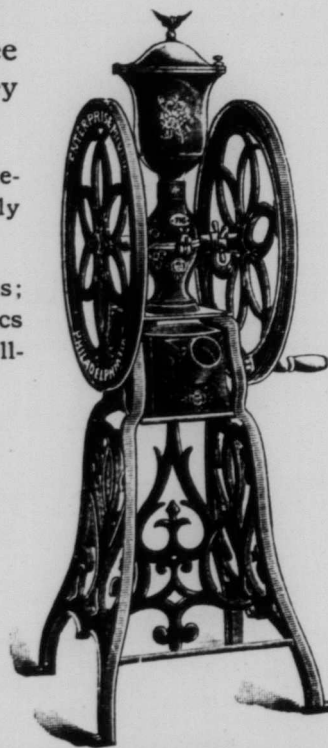
The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray St., New York.

544 Van Ness Avenue, San Francisco.



Get Ready for your Xmas Rush

Delays are dangerous and you do not want to be without your Xmas goods, unless you are willing to sacrifice your profits. Everything seems to be very scarce and the quicker you get your stock in your store the better it will be for your trade. Don't cheat your pocket-book or disappoint your customers who depend upon you for their groceries. Our Xmas stock is complete.

- | | |
|--------------------------------|--|
| New Walnuts | Best Quality Malaga Grapes |
| New Almonds | "Maple Leaf" Brand New Lemons |
| New Brazil Nuts | Navel Oranges |
| New Filberts | Grape Fruit |
| New Large Italian Chestnuts | Mexican Oranges |
| Roasted Peanuts | Golden Dates |
| New Smyrna Figs, "Camel Brand" | Natural Italian Figs, Fancy Wicker Baskets |

Don't Delay---Send us your order to-day.

YOUR ORDER WILL HAVE OUR BEST ATTENTION AND WILL BE PROMPTLY ATTENDED TO.

Enquiries from Ontario to our Toronto office.



Enquiries from all of Canada outside of Ontario to our Montreal office.



Goodwillie's Pure Fruits in Glass FOR XMAS

The majority of people insist upon having the best that can be procured at Christmas time. And there is nothing that will add more to the richness of your holiday displays or bring quicker response from your customers than Goodwillie's Fruits in Glass.

Feature these goods and watch the results. Their appearance will attract attention at once, and their uniquely delicious flavor is bound to delight your trade.

You are likely to have a number of people comment on the superior quality of these fruits. Tell them it is due to several things—they are bottled a few hours after being picked, only the choicest fruits are used, and they are put up in a modern factory situated in the heart of the fruit-growing district.

YOUR WHOLESALER CAN
SUPPLY YOU

Rose & Laflamme, Limited

Sole Agents

MONTREAL and TORONTO



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 Bldg., Montreal, Quebec Ontario, Manitoba and the North, west; F. K. Warren, Halifax-N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.





The Medals are all of this design.

NOW is the Time to Make Inquiry

If you have not already written for particulars of The Canadian Grocer's competition on **CONSTRUCTIVE SALESMANSHIP**, do so at once. The sooner you know all about it the quicker will you decide to become a contestant--remember there are **NINE** medals to be given away. You don't necessarily have to write an article; a list of your actual methods with results is what we want. We'll do the rest.

Address a card for Particulars to

THE EDITOR, THE CANADIAN GROCER, 143-149 University Ave., TORONTO

BRANDS

"BANNER" & "PRINCESS" CONDENSED MILK

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

St. George Evaporated Cream (Unsweetened)

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

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

J. MALCOLM & SON
ST. GEORGE,
ONT.



Golden Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

TELFER'S GRAHAM WAFERS

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

TELFER BROS., Limited
COLLINGWOOD, ONT.

Toronto Winnipeg Hamilton Fort William



Steady, White Brilliant Light

At 1/4c. per hour for 500 Candle Power
If you want absolutely safe lighting, better than electricity or city gas, cheaper than coal oil or candles, get in touch with us.

Lighted and extinguished by a pull of the chain.

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You save money by buying your Mantles and Glassware from us.

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

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

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Pure Goods Bring Increased Custom

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Extra Granulated Sugar

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No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

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Extra Ground
Powdered
Golden Yellow.

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

The Canada Sugar Refining Co.,
Limited
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Established in 1854 by John Redpath

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Branches at Victoria, Vancouver, and Nelson, B. C.,
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Jobbers please note that our season's stock is diminishing but still have a good assortment. Samples on application.

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MONTREAL and JAPAN

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TWENTY-POUND COTTON BAGS

OF

ST. LAWRENCE EXTRA STANDARD GRANULATED

will save you the usual loss in parcelling—
bags, twine, labor and overweight,

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The Commercial is the Best!

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

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So simple a child can operate it.

Takes least counter space.

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a bag of Purity Salt he is delivering a line that will give unusual satisfaction to the customer.

PURITY SALT

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ASK YOUR JOBBER
FOR
PURITY SALT

The Western
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MOORETOWN,
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Shirriff's Jelly Powders

The kind that makes the most delicious natural-flavored jellies in the quickest time! See you are prepared to meet the demand.

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THE TASTY TEA & COFFEE

They are genuine satisfaction-givers, and are, moreover, profitable to sell.

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Write for prices now

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G U A R A N T E E D

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good
Stock of
St. Charles



St. Charles Condensing Co.

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They are general favorites and are more in demand than any similar imported line.



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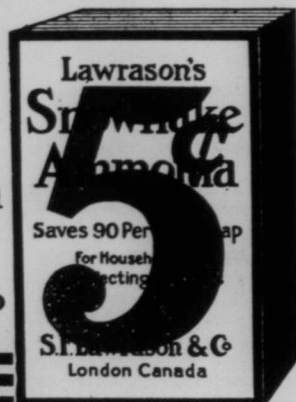
Only 5-cent Package

of Powdered Ammonia on the market. It does save soap; it does clean things; all substitutes cost more; so your customers will have it. Why allow them to go to your competitor for their Snowflake? Send in your order now.

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

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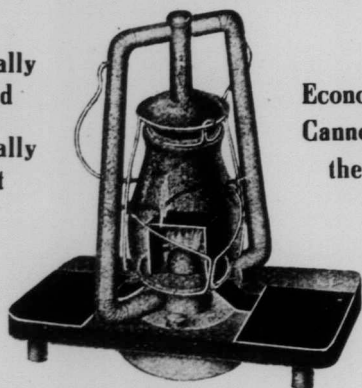
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Perfect



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SPECIALTY :

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

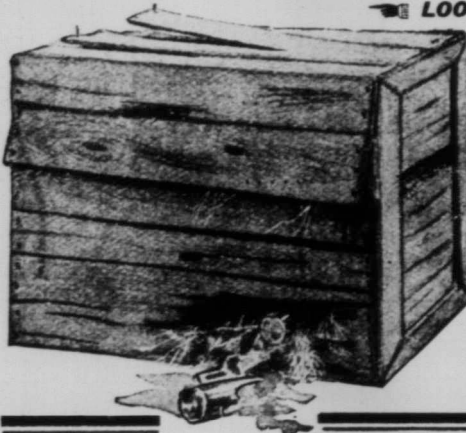
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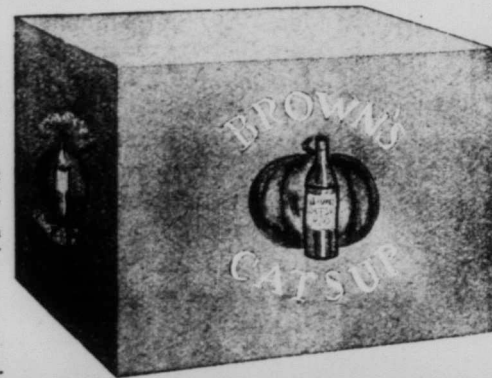
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INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts.

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Why not handle this well-known line that is so pure and palatable, and is, moreover, made and bottled in an up-to-date sanitary factory?

Send for samples and details.

Remember the name of the best profit-producer you can handle.

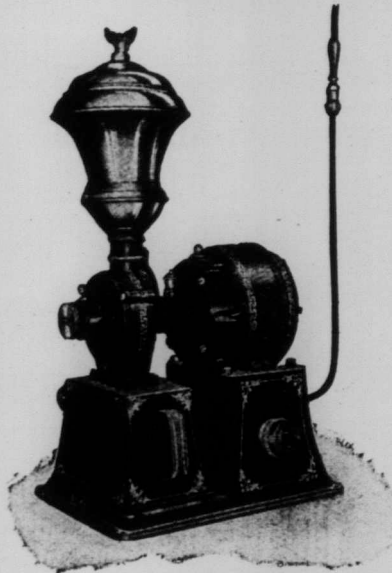
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MASONS LIMITED

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Agents Wanted where not Represented

The Mill They All Want AND THE REASON WHY



Because it represents the greatest real Value of Material, Quality and Workmanship at the Lowest Price

Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

No. 40—D.C.—\$65.00
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For Holiday Trade

See that your stocks of mince meat are kept up at this time of the year. The demand for "STERLING BRAND" is large all over the Dominion, for here you have a mince meat you can recommend to your best customers.

Done up in glass and 6½, 12, 28 and 50 pound pails.

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Sterling Road :: :: TORONTO, CANADA



White Dove

The Cocoanut
that sells.

You cannot
afford to be
without it.

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MONTREAL

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

KINGSTON "GLEANER"

might bring inquiries. Better
write for rates to

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CAMMEMBERT CHEESE

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

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

Christmas will soon be here

The demand for
SPICES

is sure to be very
large this year.

Are you ready to
meet it?

Check over your
stock and send us
your order at once
and avoid the
rush.

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EXTRA CONCENTRATED
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CRYSTALS OR POWDER.

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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
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Agents



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GREAT SELLER
ALL THE TIME.

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REPUTATION TO BE PROUD OF
WON
SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT
KNOWS ITS WORTH

The Demand for **SAUERKRAUT**
is daily increasing



ASK FOR QUOTATIONS

SHIPMENT OCT. TILL SPRING

Place your order early

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ONTARIO SEED CO., Successors, WATERLOO, ONT.

THREE REASONS
Why you should stock

Royal Polishes

They are made in Canada.
They are cheaper than the
imported.
They afford a larger margin
of profit.

Ask your Jobber or Write Us.

Royal Polishes Company
MONTREAL



McLean's

Cocoanut

You need Cocoanut. Why not stock the
best?

The Canadian Cocoanut Co.
MONTREAL



GINGERBREAD BRAND MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

- No. 1—A Strong Baker
- No. 2—Body
- No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's;
pails—1's, 2's, 3's, 5's gals. and in barrels
and halves.

A trial order from your wholesaler will
convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

**The Dominion Molasses
Co., Limited**

HALIFAX

NOVA SCOTIA

THE UNITED STATES GOVERNMENT

have passed a law prohibiting the sale of Green tea that is artificially colored, unless the words "artificially colored" are printed or written plainly on the container, whether it is a paper bag, lead package, tin or other receptacle. All chests or half-chests coming into the country, if containing artificially colored green tea, must be branded plainly as containing such.

It is quite possible that the Dominion Government will enact a similar law.

All green or unfermented teas that are not brown in color are artificially colored.

Why sell artificially colored teas when you can get the finest Green tea in the world—pure and unadulterated—in "SALADA"—far su-

perior to the best Japan teas. "SALADA" Greens are absolutely without coloring matter of any kind. We guarantee satisfaction or you can return your purchase at any time. Instead of buying in large quantities, you can buy a month's supply at a time and there is no loss in interest nor in weight.



An absolutely pure green tea. No coloring matter. No adulteration. Healthful, delicious and cleanly prepared. There will be NO change in the "SALADA" label—the tea NOW satisfies every government requirement.

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Prices Should be Named in Every Ad.

So Says Merchant of Long Standing, Who Maintains That the Cry That Competitors Then Know What You Are Doing, Is All Folly—Quality and Information Talks With Regular Prices are the Things That Count—This is Why the Big Dealers Have Been Successful, He Maintains.

By Henry Johnson, Jr.

Just as you have been paying too much attention to the buying as opposed to the selling end of your business, so also have you overrated the influence of prices in reaching your customers. Yet prices should be fully and freely named in all your ads. when you talk of specific articles. I find that I omitted to name a price in my suggestion for the ad. on uncolored Ceylon tea last week. This was simply an oversight. Price should have been named, plainly though simply, as, say, "Sixty cents a pound." Again, just as you must buy right and yet without devoting all your thought to buying, so you must use the price argument in your ads.; but note that I say USE it—which is very different from abusing it.

Appeal to the Housewife.

"Mother," to whom our ads. may always be most successfully addressed, is always to be interested in any honest, sincere appeal for her attention; and the strongest arguments you can bring to bear on "Mother" are questions of merit, quality and value. When you get down to value you strike price, which is, of course, the measure of value; and "Mother" wants to know about price, every time. In the case of the cranberries I mentioned in one of my suggested ads., you will remember the price was simply mentioned at 16 cents a quart. Others might have cranberries at 12 cents, 10 cents, or any other price, but that would not matter. We had made an appeal, with such description of the goods as would get "Mother's" careful attention; and she is perfectly capable of judging whether your price is justified by the stock. Again if there is some doubt in her mind she is generally willing to give you the benefit of it, and will try the goods on your recommendation, especially if you have hitherto merited her confidence. Again, "Mother" is a very capable housekeeper, and generally has her plans for the day well in hand; yet there are times when she needs a helpful suggestion. Then, if your suggestion is made with due regard to the hints I have given you—and the price named to complete things—she is exceedingly likely to try some of your offerings. What I am trying to bring out is the need of plain price-naming every time you write any advertising suggestion.

An Old Excuse Exploded.

Right here I want to touch on the foolish attitude of some grocers towards this question of naming prices. They will print a good deal of stuff, often exaggerated and fulsome in terms, but

carefully sidestep the price. If you ask such a man why he does not name prices, he will tell you that "he is not going to tell his competitors about his business!" Talk about the ostrich and his folly in hiding his head in the sand! No competitor is likely ever to take any interest in the alleged advertising of such a grocer, because the ads. will never attract any particular attention. But suppose the competitor did want to find out about the price on any article in your store, you know he would have no particular trouble about it.

Now then; since he can ascertain your figures any time he wants to, and since your advertising must be good before you get him at all interested, why not tell your 2,000 or 3,000 potential customers, of the "Mother" variety, all about your prices, and get the news to them at least as quickly as it can go to your competitors? Your neighbors—whom you call your competitors, (1) have their own business to attend to; (2) will only pay attention to you if you advertise effectively; and you can well afford to "forget them" if you do advertise effectively, since then their attention will not harm you in the least, but will actually do you good. In proportion as you mind your own business, and they fail to exclusively mind theirs, will your business thrive and prosper.

Devote all your energies to getting close to your customers, and posting them freely and fully, and prosperity will follow, provided only that your efforts are of the right quality. In other words: "Keep thy shop and thy shop will keep thee."

Advertising Different Grades.

Another fallacious notion that prevails in retail grocery advertising is the idea that regular prices will not prove attractive. Thus most grocers name only cut prices, or prices on cheap articles in their ads, when they name prices at all. The bargain stores do this kind of thing continually, as: "76 cents and up." Readers become educated to the true inwardness of this very shortly and comment: "Yes; mostly UP!"

The successful grocery advertiser goes the other way round. He describes a fine article, something he can recommend to his best trade, and then names THE LOWER GRADES. He describes his best and largest Christmas raisins; goes into careful detail about their packing, size, flavor, lusciousness, and the beauty of the clusters, at 45 cents. Then he adds: "And others at 38, 29, 24 and 19 cents a cluster. This stimulates interest in his best. It also in-

dicates that he is up at the front in stock, ready for the best trade. Lastly, it indicates that he is just as fully prepared for the buyer of moderate means and simple requirements, and thus is freed from the possible imputation that he only carries high-priced goods.

Best to Name Regular Prices.

Special prices have their uses. I shall take up that phase of the question next week. But it may be said as a general rule for advertising guidance, that your best and strongest hold lies in simply naming your regular prices on every article you advertise. The best stores throughout the country, such as Barron, Toronto; Fraser, Viger & Co., Montreal; Peebles, Cincinnati; Jevne, Los Angeles and Chicago; Finley Acker, Philadelphia, almost uniformly and invariably talk quality and sell at their regular prices.

The theory is that the reader wants INFORMATION, the fullest information regarding your goods, which information includes the price she will have to pay for a given line of articles, and that such information is all that practically all of your desirable customers want. This plan tends to eliminate the price-question from the readers' consideration and leads them to prefer you to others on some other account. It raises the plane of your consideration from that of comparative prices to that of service, promptness, pleasing address, individual preference of your way of doing things over a less acceptable way your neighbor does them. This plan makes it a question of merchandising, instead of bargain giving; and you have but to look around you to note how successful the plan is. For you will see that the so-called "exclusive" stores, bidding for the best trade, prosper much more generally than the average who preach only price.

DIDN'T GET THE ORDER.

What grocerymen have sometimes to put up with in the smaller towns in the West was illustrated recently in an interior place. A woman went in to a clerk with quite a long list of articles, and asked the prices, which he obligingly marked opposite each, with the prospect of a good, big order. This not being forthcoming, he ventured to enquire if she intended making some purchases, and was staggered with the reply: "Oh, no, I just got a shipment from a mail order house, and I wanted to figure out how much I gained or lost by it."

W. G. McKinley, Sudbury, Ont., has purchased the grocery business of Geo. Elliott, town clerk.

Stock-ferent g. rules to stock-tal any int average take an his pos what th but wha It is reasons regular ever, th; themself duty hav more an house wl thods of long tim entire st some pr others v tematic taking d in a ren they hav particula parts of end of t putting c have pas of taking does not goods he course sc close tou goods lo and there front of there are the publi use a co stock roc grocer ha to be heard of self from Ta

A groc known by must be tire stock June and addition and provi month. and it is stock in frequently The chi the fact t statement sales, hi knows ex done duri the next it a sane that he knows wh knows wh for him a the busin in past y flourishing ness in fr constitute

Methods Employed in Stock-taking

How One Large Dealer Systematizes This Work and Completes a Large Stock in an Afternoon — Takes Stock Twice a Year and Is Always Familiar With His Business Standing—Another Grocer Who Hasn't Taken Stock in Years.

Stock-taking methods vary with different grocers. There is no set rule or rules to follow and in its general idea stock-taking does not appear to possess any intricacies that would puzzle the average grocer. He knows that he must take an inventory of all the goods in his possession valuing them, not at what they were worth when purchased, but what they are worth now.

It is not necessary to mention any reasons why stock-taking should be a regular duty. It really is a fact, however, that some grocers who imagine themselves too busy to attend to this duty have overlooked it for a year or more and one case is known of a large house where, owing to the careless methods of the proprietor, it is quite a long time since he has gone over his entire stock. He really has a store of some pretensions, but there are many others with larger stores who by systematic methods perform their stock-taking duties at least twice a year and in a remarkably short time when once they have undertaken the work. The particular grocer referred to looks over parts of the store with dread when the end of the year approaches and keeps putting off the first step until weeks have passed and likewise all thoughts of taking stock. The result is that he does not exactly know what amount of goods he has on hand. There are, of course some rapid sellers that he is in close touch with, but there are other goods long forgotten stored away here and there. Some of the shelves in the front of the store are presentable, but there are others more removed from the public's eye that are "a fright" to use a common expression. And the stock room is a jumble of goods. This grocer has a large business and seems to be doing well in spite of a half-hearted disposition that manifests itself from time to time.

Takes Stock Twice a Year.

A grocer of the opposite type is known by the writer and his methods must be admired. He goes over his entire stock twice a year, at the end of June and at the end of December. In addition he goes over his fruit, fish and provision stocks at the end of every month. The latter goods move quickly and it is not a difficult matter to take stock in these three departments as frequently as mentioned.

The chief value of this plan lies in the fact that the grocer has a monthly statement of his purchases and his sales, his losses and gains, and he knows exactly what business he has done during the month and can plan for the next month. This grocer considers it a sane method and he not only knows that he has sold his goods, but he knows what profit he has made. He knows what each department has done for him and he can compare it with the business done during that month in past years. His fish department is flourishing and as he does a large business in fruit and provisions, the three constitute a considerable portion of his

total business. It is therefore desirable and satisfactory to have an intimate knowledge of exactly what he is doing in these lines.

Weight of Bins Marked.

His method of taking stock in the store proper is quite simple. The bins and drawers which contain goods are taken out and weighed separately. On the inside of each bin the tare is marked and it is but a simple question in subtraction to find the exact weight of the goods. Of course before this simplified method could be arranged each of the bins had to be weighed at one time and the one operation served for the future.

In regard to canned goods, bottled goods, etc., one clerk goes along the shelves, counters and show cases counting them. He calls them off to another clerk who enters them upon separate sheets. If the second clerk does not know the cost price, he writes down the brand, and from this the cost can



"And the Store Room is a Jumble of Goods."

be obtained afterwards from the invoice. In any event the brands are always required as the proprietor then knows exactly what lines he has on hand and the quantity of each.

Canned goods are put on one sheet, olives on another, jams on another and so on. The result is that when these are entered in the regular stock-book after the inventory is completed they are all together and in concrete form. The quantity of the goods is given, the present price and the total cost. An afternoon is chosen when business is expected to be at a minimum and a certain portion of the store is allotted to two clerks, another part to two others and although the store is spacious and a heavy stock is carried the entire work is completed in one afternoon. Between three and four hours are generally required.

The store room next requires attention and this is often more arduous than the store proper. However, the method is the same and when the inventory has been completed, there remains but the clerical work of entering the facts in the stock book.

Comparisons Easily Made.

This grocer states that going over his entire stock in this manner twice a year enables him to keep a fairly close tab on his business. From his invoices he knows the amount of goods

bought and the amount paid for them. From his past stock-taking he finds out what he then had on hand. From the recent stock-taking he knows the extent of his present stock and can readily find out the amount of the goods he handled during the half year. This he can compare with similar seasons in the past.

If he wants to know exactly where he stands financially, stock-taking is a necessity. It enables him to find out the cost of doing business and is in fact an important link in the present-day business chain. His selling power is increased because he knows what he has on hand.

FILLING SPECIALTY ORDERS.

Free Discussion Between Manufacturer and Jobber.

Chicago, Dec. 8.—Some plain talk was handed out by both manufacturers and jobbers in a frank discussion on Specialty Orders at a meeting here recently. Andrew Ross was one of the speakers on behalf of the manufacturer and B. M'Gleason for the jobber.

Answering the question, why specialty orders should be filled by the jobber promptly, Mr. Ross said there were scores of reasons. "First of all," he said, "because they are profitable—or can be made so if a manufacturer has failed to provide profits. Because if the jobber wishes to act as the manufacturer's distributor he must give satisfaction or he'll lose his job. Because they are more salable, more readily disposed of, give better satisfaction, pay a larger return in a given period of time than the common commodity which is unidentified, unadvertised and slow selling. Because they promise a steady and repeated and ever profitable source of revenue; because the jobber gets not only the fruitage of his own salesman's efforts, but the co-operation of highly trained—sometimes overzealous, I admit—specialty salesmen, and above all—because they are what the public wants. If there are evils attendant on their sale, study the causes and in the great majority of cases they will be found not in the "specialty" but in the unfairness of one or the other of the trade factors handling it."

To Mr. M'Gleason was given the question, "Does it pay to handle specialty orders?" Mr. M'Gleason in his introduction took up the subject of some manufacturers selling parts of their goods direct to retailers, manufacturers subsidizing wholesaler's salesmen, free deals and a fair profit.

Mr. M'Gleason's opinion was that unless the manufacturer sold all of his goods through the wholesalers the latter will surely feel that it does not pay to handle the specialty orders of that manufacturer. He quoted resolutions of the National Wholesale Grocers' Association in support of all his statements.

"The solving of this problem," concluded Mr. M'Gleason, "is mostly in the hands of the manufacturer. If the wholesale grocers are given a reasonable profit commensurate with the capital invested, labor, credit risk and cost of filling and delivering the order, you would take away the necessity and kill the desire of the wholesale grocers to sell specialties under house brands."

Practical Methods in Retail Stores

Some Christmas Novelties—Selling Decorated Fancy Baskets Filled With Fruits as Holiday Gifts—A Rolled Oats Window—General Delivery Being Tried Out in Goderich—Quebec Grocer Cleans His Store up for the Coming Trade—Talk of Co-operative Store in St. Thomas.

Burning Candles in the Cake.

Winnipeg, Dec. 8.—That the public demands something new around Christmas time, is recognized by a local dealer who will offer this year an iced Christmas cake decorated with candles.

"A handsomely decorated cake with candles burning add to the attractiveness of the Christmas dinner," he says.

So he has arranged to have 12 candles in holders in some of the cakes he will sell, the candles representing the twelve months of the year. They may represent the number of members of the family, the absent ones, etc.

He will supply candles of a red, pink, white, green, or yellow color, according to order.

A Rolled Oats Window.

Havelock, Ont., Dec. 8.—A simply constructed rolled-oats window in the store of W. J. Bryans a few days ago not only attracted a good deal of attention, but created some favorable business.

On blue paper on the floor and to the front of the window the words ROLLED OATS were spelled out in rolled oats. Back of that on opposite sides of the window were two pyramids of rolled oats and between the two a pan of oats in the raw state; on either side of this pan was an attractive show card. To the rear of this again and in the centre was a pyramid pile of package rolled oats, flanked by a full sack of them. In front of the sacks was placed a recipe book on the various kinds of cakes made from this product.

The window was dressed by Wm. Bryans, son of W. J. Bryans, and he states that it brought in considerable new business. Results were quite direct.

Fruit Baskets as Gifts.

Vancouver, B.C., Dec. 8.—A local dealer finds that an attractive basket filled with choice fruit and bon-bons sells readily as a Christmas present. The basket must of course be above the ordinary market basket; it can be adorned with paper decorations and a piece of ribbon so that attention is sure to be directed to it.

Fruit such as oranges, apples, Malaga grapes, Malaga raisins, etc., with a bunch of holly displayed among them would be an acceptable gift for anyone. Baskets ranging in price from 50 cents to \$5 are readily sold.

General Delivery in Goderich.

Goderich, Ont., Dec. 8.—Goderich merchants are giving at least a trial to a system of general delivery being promoted by R. W. Wallace, of Simcoe, who has similar systems working in that town and Ingersoll, Tillsonburg and Orillia. In St. Marys it is also working well. Nearly all the merchants here are expected to go into it sooner or later. Horses and rigs are

used, not motor delivery wagons. The system went into operation here on Monday, Nov. 28, prior to which time customers were requested through the press and handbills to order goods in accordance with the plan of deliveries at 9 and 11 a.m., 3 and 5 p.m., and Saturday evenings at 9 o'clock.

Four rigs are in use although on Saturday some of the grocers used their own as well.

December House-cleaning.

Quebec, Dec. 8.—"At the beginning of each December we undertake a general house-cleaning campaign," says a local grocer. "All the goods are removed from the shelves, which are washed, the spice, tea and sugar receptacles are emptied and carefully dusted, and all goods replaced where they will be of easy access. All canned fish for instance are arranged on the same shelf, baking powder on another and so on. All goods of the same variety such as bottled goods are placed in one section. This prevents waste of time in serving customers and enhances the appearance of the shelves."

Not only are the shelves re-arranged, but the housecleaning in this store is carried into the windows and, in fact, into every corner of the store. Water, scrubbing brushes, soap and cleaning powder are freely used.

In the centre of the store is placed a silent salesman 6x2x2 feet in dimensions in which samples of olive oil, catsup, pickles, sardines, mustard, jams, and marmalade are displayed. Other salesmen at Christmas time display prominently confectionery, essences and peels, and cigars.

No Loss From Bacon Ends.

Toronto, Dec. 8.—Getting rid of the ends of bacon has for a long time been a "bogey-man" among grocers.

A Toronto dealer uses a method to obviate the loss and on no account will he depart from it. After disposing of a portion of the side of bacon, he refuses to slice any more of it but places the whole piece on sale at a slightly reduced price, making sure of course that he gets his profit.

The other day a customer wanted a pound of bacon off a piece that was laid aside for sale as it was, but the manager of the store refused to grant his request. The whole piece or none of it had to be bought so the customer left without any.

To Start Business on \$1,000.

St. Thomas, Ont., Dec. 8.—There is considerable talk of forming a Co-operative Association here, but whether it will amount to anything or not is a question.

"Those behind the scheme," said a St. Thomas grocer, "say that all they need is \$1,000 to start it going. They claim that they have secured legislation in their favor which will make the plan

a success, while as a matter of fact this is a misrepresentation for no legislation has been passed to my knowledge that will benefit them in any way.

"Of what use anyway is \$1,000 in starting a grocery business," he wanted to know. "Why when they purchase scales and fixtures, rent a place of business and lay in a stock, how much will they have left? They talk of getting an experienced man to manage the business until one of their own has been trained in. How much will such a manager teach an assistant when he knows that in a few months time he will get fired?"

"It seems to me that if such a society is formed here those taking stock in it will regret it before a year has passed; it will only fail like the majority of the others have done and in the meantime we merchants who make the town have to suffer."

WINTER FREIGHT RATE CHANGES.

Charges Go Up When Navigation Closes In the Autumn.

Toronto, Dec. 8.—With the close of navigation, the Canadian railways have resumed their winter schedule of freight rates between lake and river points east of Toronto. During the navigation season the vessels of several fleets ply between Toronto and eastern ports, and their freight-carrying capacities force the railways touching these points to reduce their rates in competition.

For instance the rate on first-class freight between Toronto and Montreal is in summer 40 cents per 100 lbs. and in winter 44 cents per 100 lbs. The railway companies between these cities have an identical rate and the fact that they eschew "price-cutting" should be significant to grocers who indulge in this method.

The ordinary grocery freight is divided into four classes and the different rates vary by a few cents. Glassware and tea for instance are first-class goods; dried fruits are second, canned goods belong to the third and sugar is a fourth-class article. These are a few examples to illustrate the point. The summer rates between Toronto and Montreal are respectively 40, 35, 30 and 25 cents, and the winter rates are 44, 39, 33 and 28 cents.

It is hardly necessary to mention that the freight to a certain point depends upon the distance. Montreal is chosen in this case merely as an example. From Toronto to western points such as Orillia, Port Arthur, etc., there is no change in rates. The one rate is in force all the year around.

Previous to 1908 the rates from one city to another were in many cases different, going and coming. For instance from Guelph to Toronto was not the same as the rate from Toronto to Guelph. The railway commission in that year placed the rates on a flat basis.

SHORT TALKS TO CLERKS

By An Ex-Clerk

In this article I am talking to clerks. And most of you do need to be told a few plain truths—in a way that will get underneath your skin and make you sit up and take notice.

Somebody has very truly said that all men from the shoulders down are worth about \$2 a day. As a mere automaton—a thing of muscle, but lacking brain—no man's earning capacity goes beyond that figure.

Did you ever stop to think that the difference between you with your few dollars a week and the salesman who makes \$5,000 to \$10,000 a year is the difference between his thinking apparatus and yours?

If you're an intelligent, ambitious clerk you are only in training. You don't expect to be a clerk all your life. You hope some day before long to be in business for yourself.

Are you going to be a fourth-rate grocer, struggling along on about the same or a little more than you could earn as a clerk? Or are you going to be a good, bright, sound business man, with a bright, well-equipped store, and the cash register's cheerful music as a continuous performance?

It's entirely up to you.

The Almighty gave you brains—as many as lots of fellows earning several times your salary—but you've got to help yourself to the extent of using and developing them.

Every day you put off starting to bring out all the powers that lie within yourself is an opportunity lost—a golden opportunity.

You've got brains, you've got self-respect, you've a desire for the good things of life, you want to be somebody in this old world.

Just how far you can climb depends entirely upon yourself—depends upon

just how well you grasp the opportunities that lie all round you.

Do you realize that there is a scarcity of good men in every branch of business? Ask the head of any big concern and he'll probably tell you he has a dozen or two positions for which high-grade men are not available.

You have started in a splendid business, and one that will soon be immensely better—for the good man.

Stick to the grocery business—know all there is to know about it—try to be the best grocer in Canada.

Rich rewards await the clerks of today who prepare themselves intelligently to become the merchants of to-morrow, and who bring to bear on their work the best that is in them.

The most valuable training you could have is that which you will get through studying your employer's business. Analyze it, pick out its strong and its weak points.

If your employer is successful you can be sure that there are certain definite reasons for it. If he is only fairly successful there are also clearly-defined reasons why he has not climbed higher.

Find out what these reasons are and study them closely. If there are weak

spots in the business try to remedy them. Be as careful about the store's welfare as you expect to be about that of your own store.

See that the windows are always well dressed, with goods that are reasonable and profitable. Start out with the idea of making the windows produce real business and lots of it.

And watch the results.

Encourage your fellow clerks to be more familiar with the goods in stock, to develop their ability to sell, to always be as neat as possible themselves and keep the store the same way.

And watch the results.

If your employer needs a cash register or other equipment, encourage him to get it. Modern appliances increase your efficiency, and they generally pay for themselves within a short time.

When these modern appliances are installed, see that they are used so as to bring the maximum benefit to the business.

And again I say, watch the results.

One of the greatest aids to success at the present time is the use of modern equipment and appliances—appliances that obviate worrisome detail, stop leaks, prevent mistakes, minimize the chance of dissatisfying customers and losing their business, enable you to more effectively display your goods, etc.

As a prospective merchant, you should study all the successful methods of buying and selling goods, apply the best of these methods, and—

—watch the results as you go along.

Tea Manipulation of the Year 1879

Recalled to Mind by Coffee Dealer, Who is Inclined to Believe That the Coffee Market Advances are not Altogether Natural—Tells the Story About How Everybody Loaded up on Tea as the Market was Advancing—There Were Many Failures the Following Year.

Toronto, Dec. 8.—At the present time there is much speculating as to the future of the coffee market.

The questions that arise are these:—Does the alleged crop shortage really exist? Are there coffee manipulators buying up coffee and storing it away for market advances? Are the advances in the coffee market according to supply and demand, or are they unnatural?

The majority of coffee men argue that there is an actual shortage in crops and that the top prices have not yet been reached, while a few are inclined to believe that it is another case of manipulation by rich holders, like the tea manipulators of 1879.

Among those who entertain the latter idea is J. F. Eby, Toronto, who, to a representative of The Grocer the other day, gave his reminiscences of that year when tea soared almost out of sight, following reports of crop failures in China,

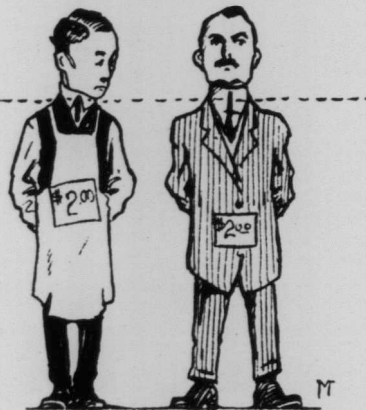
which then was the chief tea-producing country of the world.

Tumbled Over One Another.

"In 1879 reports were circulated," said Mr. Eby, "that tea was awfully scarce. Supplies kept easing off and easing off until the scarcity was quite noticeable. Everybody came to the conclusion at once that tea was good holding, and they began to tumble over one another to get it.

"Tea that was bought at 18c went all the way up through the twenties and before it reached the retail trade sold for 35c. I remember Young Hysons, which were at 35c when the scare commenced, went up to 65c and 70c.

"Why, I went down to New York several times to buy tea, and I was scarcely back here with the pound samples when I had it all sold at advances of four and five cents. I couldn't get enough; it was always bought up before it arrived in Toronto.



All men from the Shoulder Down are Worth About \$2 a Day.

"Brokers, wholesalers, tea dealers and retailers all seemed to go crazy over tea. I know of a deal where one broker bought tea from another through a jobber, each making handsome profits. Prices went up easily a hundred per cent.

The Tune was Changed.

"But in the following spring the big crash came. It was found that the reports of shortages had been absolute misrepresentations. There was lots of tea in China, but how it escaped detection nobody knows. Tea men had been sent through the country to estimate the yield, but so mysteriously had the tea disappeared that the actual conditions were never discovered.

"Neither did anybody know who the real manipulators were, but it was supposed they were large Jewish houses in London and New York—anyway, whoever they were, they made a lot of money.

"As I said, tea began to go down in the spring of 1880, and I guess there were more failures in Canada that year than ever before or since. Almost every retailer in the country was loaded up; some had bought ten times as much tea as they needed, and as prices went down losses on tea began to pile up.

"I knew a tea dealer down in Bowmanville who had evolved from a provision dealer and who was at one time worth \$150,000; he failed that year, as did scores of others."

Mr. Eby's recollection of how this dealer forsook the provision trade for tea is interesting.

"One time," he said, "this fellow happened to be driving from Bowmanville to Whitby with a Whitby tea man—a friend of his—and they got talking, of course, about business.

"Well, I made \$5,000 out of my butter and egg business last year," remarked the Bowmanville man, with a good deal of pride, "and I think I have done pretty well." And so he did, for he had at one time been an ordinary laborer and wasn't even able to write his own name.

"That's nothing," replied his Whitby friend, "I made \$10,000 out of tea last year, and you know I did all my work in my own little kitchen."

"This was astonishing to the provision dealer, and set him thinking; eventually he started in the tea business and made a good success."

Is Coffee Being Manipulated?

Mr. Eby was inclined to believe that the present situation in coffee was not altogether unlike the tea market in 1879. He thinks it is not much trouble for some of the big coffee men with \$5,000,000 or so lying idle to manipulate the market anyway they cared to.

"You never can tell," he added, "whether those in the deal are the very men who are advising you what to do next and advising you wrong."

Views of Experts on Pure Food Question

College Professor and Government Analyst Talk of Food Adulterations—Suggest Heavy Fines Against Offenders, as Well as Publicity Through the Press—Co-operation Among Analysts and Manufacturers Necessary for Best Results.

Montreal, Dec. 8.—Food Legislation and Food Standardization were the subjects of addresses presented last Friday night by Professor R. T. Mohan, of Queen's University, and A. McGill, chief analyst of the Inland Revenue Department, before the Society of Chemical Industry, Montreal.

The most interesting views given by Mr. Mohan may be briefly summed up thus:—

"Cases of adulteration should go before a judge and referee, and not be dealt with by a jury.

"Food standards should be settled by a commission of scientists. The securing of same is attended with difficulty, as scientists themselves cannot as yet agree as to what is injurious and what is not.

"To eliminate adulteration, co-operation between the government and manufacturer are necessary, as the former must be shown that it is to his own benefit that adulteration should cease.

"A heavy fine should be inflicted on all offenders as well as a public example made of them through the press. When a manufacturer was found guilty of adulteration his name should be published in every newspaper.

"The employment of chemists by manufacturers would certainly cause a reduction in the quantity of waste and spoiled goods. If canned goods spoiled it was due to improper sterilisation, or to the leakage of the can, and that therefore it was not necessary to place the date of canning on the label.

"The system of dating would be advantageous in the case of cold storage products.

"Canada has one of the best cold storage systems in the world.

The Chief Analyst's Views.

Mr. McGill agreed with Mr. Mohan about the giving of publicity to such offences, and recognized that the Government bulletin was not of such service as the big city newspapers, which gave the desired publicity; but the difficulty was to get the country newspapers to publish the details. He thought that steps ought to be taken to awaken them to a sense of their duty.

He remarked that a law against adulteration had been on the statute books for the past thirty years, but yet the practice still prevailed. The cause was not due to ignorance, but rather to lack of authoritative standardisation.

In order to prove that pure food standards could be secured, Mr. McGill spoke of the work done by parliamentary commissions in Britain and other parts of Europe as a treasury of information.

The consensus of opinion among representatives of different manufacturing concerns was that unless a commission including the analysts of the Inland Revenue,

the Experimental Farm and Customs, be appointed, and co-operate with manufacturers themselves, no satisfactory standard can be set. By this means plans for discovering deleterious matters used as adulteratives can be arranged, and a satisfactory working system arrived at.

Have Different Ideas as to Their Selling Powers

"That was one time I said just what I wanted to, and I don't care if I never see that grocer again," said a traveler this week, and his opinion of the trade in general as the result of that encounter was none too complimentary. This traveler is a specialty salesman, and when introducing his article, which bears a recognized quality reputation, he visited a town one day in which two grocers had their stores on opposite corners. One of these had a bright-looking store, with every outward sign of prosperity. The interior was just as bright, and when told that he could make a profit of fifty per cent. on the article he was selling, the grocer replied that he would try a few of them. "If one can make that profit it is well worth a little extra work to sell the article," he said.

Across the way, the general appearance betokened a careless and not a business-like grocer. The store looked even worse by comparison with the other on the opposite corner. "No, I can't handle your goods," said grocer No. 2, "there is no demand for them around here, and I don't want them. Why, I don't believe my customers ever heard of that kind of stuff, and, anyway, I don't think they would take to it."

"Well," responded the traveler, "you don't stand to lose anything, and look at the profit you will make. There would be no better paying line in the store. I admit that it is a new idea, but it is a good one, and by a little endeavor on your part you can build up a trade."

The grocer pooh-hoed this idea, said he was too busy to waste time on the proposition, and indicated that he did not want to say anything more on the subject.

The traveler started to go but tried a parting shot.

"It may surprise you to know that Smith almost jumped at the offer to introduce these goods, and he will make them go, too. If you'd get rid of your old fogied ideas, your store might begin to look something like his and you might have as good a business. Good-day." The traveler departed then, and he now believes that it was well he did.

THE CANADIAN GROCER

The Canadian Grocer

Established 1886

THE MACLEAN PUBLISHING Co., LIMITED

JOHN BAYNE MACLEAN PRESIDENT

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WHAT HAVE YOU DONE?

Have you spoken or written to your M.P. yet about that Co-operative Society question? Do you know that already no less than three co-operative bills have been introduced in the House of Commons? Do you recollect that during the past two years these bills have been defeated by the retail merchants? Have you paper, pen and ink handy? Can you get your M. P. by telephone? Do you think it is wise to wait?

MERCHANTS—BEWARE!

Keep an eye on those promoters who are now in Ontario selling merchants coupons for libraries under the guise of aiding charitable institutions.

This looks mighty like the old trading-stamp idea of by-gone days. Suppose you spend the \$25 or \$30 on booming your business through advertising, instead of handing it, or 80 per cent. of it, over to these promoters?

Study the scheme carefully when it is presented to you. It may be illegal. Drop us a line as soon as a promoter reaches your town or city, and tell us what you think of the proposition—and beware.

SPECIAL TALKS TO CLERKS.

With this issue is begun a series of articles bearing on the problems affecting the efficiency of the clerk. The writer of these articles has made a close study of this problem and his remarks will necessarily contain much food for thought in the minds of all ambitious salesmen.

Every clerk knows that personal appearance, service, punctuality, knowledge of goods, etc., have all a bearing on his power to sell, and therefore, on his efficiency to his employer; and the more efficient one becomes the more is he worth.

CRANBERRY MARKET UP.

A fruit that has been gradually asserting its importance on the tables of the consuming public of recent years is the cranberry. So much so has this been the case that prices have been on the increase, not on account of any great decrease in the average supply, but because of the heavy demand.

Last week on the Toronto wholesale market cranberries were selling at \$8 per barrel; the same fruit this week is quoted at \$11. In Montreal the wholesale prices are up to \$11 and \$12, and from all accounts they are likely to go higher.

This demand has been created largely by the retail trade, who have recognized the future of cranberries, and those who have been educating their customers to use them, are now reaping their just rewards.

A BUNCOED TOWN.

Lindsay, Ont., has recently had an experience which should put business men in all parts of Canada on their guard.

A short time ago a bright young fellow made his appearance in the town, announcing he was representing a Cleveland firm that proposed locating a branch factory in Lindsay, employing 300 hands.

He was a welcome guest and the city council and the Board of Trade naturally did all they could to assure the location of the proposed factory in Lindsay. A site was selected, and the representative of the alleged Cleveland firm was even able to draw a few hundred dollars from two of the local banks. But this was followed by the withdrawal of Mr. Promoter from Lindsay.

The business and financial men of Lindsay now realize that they have been buncoed and have called in the police.

Canada is just now a particularly good camping ground for the alleged industrial promoter. There is probably no country in the world more so. The ambition of her people to excel as manufacturers is commensurate with the rapidity of her general growth. It is characteristic of every village, town and city in the country. The crooked promoter, therefore, finds his ground already prepared for him when he appears. But the experience of Lindsay will be avoided if his bona fides are ascertained before the community takes him to its heart.

INJURING A MAN'S BUSINESS.

It seems strange that politicians will sometimes stoop to dishonorable methods to gain a little bit of temporary notoriety and power. How often do we hear of black-mailing stories on the eve of elections! Stories that have little or no foundation are put forward as actual facts; and those who use them to attain their end almost invariably take no trouble to investigate.

A case in point comes from the Old Country, the sequel to which has recently been published. Last January, when the British elections were in progress, a story was circulated against the quality of the rations supplied by Macconochie Bros., of London, to the soldiers in the South African war, the reason being that a member of the firm was a candidate for the British House of Commons, and a political opponent of those in league against him. This story was circulated through the press for merely political purposes.

A libel suit was instituted and judgment given in favor of the plaintiffs. The papers which previously had given publicity to the false statements were compelled to retract as well as to pay plaintiff's costs.

CHRISTMAS OPENS THE WAY.

Since Christmas comes but once a year, every dealer should be moved to make the most of it. The public has been trained to expect something new at this season. Farmers and their wives come to town and look for novelties. The townspeople watch the daily papers for advertisements and the windows for things out of the ordinary; as a general rule they all unloose their purse-strings and buy the best of goods.

Aim to sell them something beyond the ordinary stereotyped sugar, dried fruits, nuts and candy. Introduce goods they never saw before, but that bear a recognized quality and incidentally which carry a fair profit. If you can do this, you will have laid the foundation for a demand for these extra goods during 1911—one which will gradually increase and which will in no way interfere with the ordinary, every-day purchases of your customers.

By developing your selling power in this manner, you increase your turnover during 1911, and make better profits. The Christmas festive season opens the way for the introduction of new, high-class goods and therefore every advantage ought to be taken of it.

Markets — Strength Well Maintained

Dried Fruits, Nuts, Spices, Coffee and General Market Show Strength—Sugar is a Weak and Uncertain Staple Just Now, But the Whole Situation Seems to be Satisfactory—Canned Goods Continue Firm and Evaporated Apples are up a Little—Rush for Christmas Goods is Subsiding in Wholesale District.

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

ONTARIO MARKETS

POINTERS—

Sugar—Some look for drop.
Evaporated Apples—Up ½ cent.
Spices—Very firm.

Toronto, Dec. 8th.—Coming events cast their shadows before them, and already Christmas is abroad among the wholesale grocers, the rush is practically over for them. There is still a fair demand, but the bulk of the orders for Christmas stocks have been received, filled and the retailer is considering the best methods of passing them on to the great body of consumers. The result is that an ebb flow is noticeable, a sort of reaction after the rush and jobbers show a little quietness this week. Dried fruits are still going out and so are nuts. There is also a good general demand but nothing outstandingly prominent.

Sugar, some believe, is billed for another decline. Those who anticipate it are not just sure when it will happen, and although the sugar market has been declining consistently of late still they believe it is due for another move in that direction.

Coffee and spices are strong. The general position shows no weakness. Evaporated apples are up a little.

Canned goods are moving along rather independent of conditions. The strong features that have been dwelt upon in the past still obtain.

It does not require a microscope to find among the trade a fairly strong feeling of satisfaction. It is apparently an evidence of a good year and of a garrison finish in the form of a brisk Christmas demand.

Sugar.—The market is steady and inclined to quietness. There is still an uncertainty as to future movements and it is generally held that the market is now merely marking time. A change is likely to be announced at any time and it may not be for weeks. There is the possibility that the direction may be upward but the trade does not consider it probable. Last week's prices prevail.

Extra granulated, bags.....	4 70
Imperial granulated.....	4 80
Heavier granulated.....	4 55
Yellow, bags.....	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.....	5 10
" " 50-lb. boxes.....	5 30
" " 25-lb. boxes.....	5 40
Powdered, bris.....	4 90
" " 50-lb. boxes.....	5 10
" " 25-lb. boxes.....	5 30
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	5 80
" " in 50-lb. ".....	5 70
" " in 25-lb. ".....	5 90

Syrup.—Demand has continued heavy right up to the present and it is likely

to hang on yet for a few weeks. There is some reason to believe that the demand for syrup should be more general than usual, as there is a demand to be met which in recent years was not so marked. Demand at present is good with no change in prices.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case.....	2 25	Gallons, 5 to case.....	4 80
5 lb. tins, 1 doz. in case.....	2 60	" " 12 ".....	5 40
10 lb. tins, ½ doz. in case.....	2 50	Quarts, 24 ".....	5 40
20 lb. tins, ¼ doz. in case.....	2 45	Pints, 24 ".....	3 00
Barrels, per lb.....	0 03	Molasses—	
Half barrels, lb.....	0 03	New Orleans, medium.....	0 30 0 35
Quarter ".....	0 03	New Orleans, bbis.....	0 23 0 32
Pails, 3½ lbs. ea.....	1 70	Barbadoes, extra fancy.....	0 45
" " 25 " ".....	1 20	Porto Rico.....	0 45 0 62
		Muscovada.....	0 30

Dried Fruits.—Demand is beginning to be quiet. Grocers have pretty nearly all secured their stocks excepting here and there is some tardy merchant sending in a small order. The bulk of the demand has been supplied for the time being. Currants in the primary market are firmer. One report says the yield of currants has been considerably overestimated.

The enquiry for prunes is improving. The price ruling is pretty high. Bosnian and Servian prunes have been quite largely purchased and enquiries for Santa Claras is now keener.

Prunes—	
30 to 40, in 25-lb. boxes.....	0 12½ 0 13
40 to 50 " ".....	0 11½ 0 12
50 to 60 " ".....	0 11½
60 to 70 " ".....	0 11
70 to 80 " ".....	0 10½
80 to 90 " ".....	0 08½ 0 09½
90 to 100 " ".....	0 08 0 09
Same fruit in 50-lb. boxes ½ cent less.	

Apricots—	
Standard.....	0 15½ 0 16
Choice, 25 lb boxes.....	0 16 0 17
Fancy.....	0 19 0 20
Candied Peels—	
Lemon.....	0 09 0 11
Orange.....	0 10 0 12½
Citron.....	0 15 0 17

Pizes—	
Elomes, per lb.....	2½ " 0 11' 0 12½
1½ inches.....	0 08 0 10
2 ".....	0 08½ 0 10½
2½ ".....	0 09½ 0 12
Umbrella boxes.....	0 12 0 14
Tapnets, ".....	
Bag figs.....	0 04 0 04½
Dried peaches.....	0 04 0 06
Dried apples.....	0 09½ 0 10
Currants—	
Fine Filiatras... 0 07½ 0 08	Vostizzas..... 0 10 0 12
Patras..... 0 08 0 08½	
Uncleaned ½ cent less	

Raisins—	
Sultans.....	0 10 0 12
" fancy.....	0 11 0 13
extra fancy.....	0 14 0 16
Valencias selected.....	0 08 0 09
Seeded, 1 lb packets, fancy.....	0 08½ 0 09
" " 15 oz. packets, choice.....	0 07½ 0 08
" " 12 oz. ".....	0 07 0 07½
Dates—	
Hallowees.....	Sairs..... 0 04½
Full boxes..... 0 05½ 0 05½	Package dates, per 1 lb..... 0 06½ 0 06½
Half boxes..... 0 06 0 05½	Fards choicest... 0 09½ 0 10½

Nuts.—All the new nuts are practically in and are about delivered. Prices are holding firmly and jobbers say they do not expect any decline. The demand has been good and while higher prices have been ruling this year the grocer should put forth greater efforts in order to keep up his sales.

Almonds, Formigetta.....	0 15 0 15½
" Tarragona.....	0 16
" shelled.....	0 35 0 88
Walnuts, Grenoble.....	0 15½ 0 16
" Bordcaux.....	0 14
" Marbqs.....	0 15
" shelled.....	0 39 0 40
Filberts.....	0 12½ 0 13
Pecans.....	0 18 0 20
Brazils.....	0 15 0 15½
Peanuts, roasted.....	0 09½ 0 12½

Coffee.—The same old story of "going up" and firmness is being told about coffee. Apparently there are no signs of weakening. The situation is if anything a little stronger. The former statements about a limited crop in Brazil are still supported and the figures mentioned are still given as the estimate. Coffee is having a great innings just now and it seems that it is going to remain in the game for some time.

CANNED GOODS

MONTREAL.—Peas are becoming somewhat scarce and a rise of 5 cents has taken place, while the shortage of tomatoes has also caused a rise of 10c in this line.

We may expect to see the imported peas on the market strongly soon, as there is no supply of Canadian to last if present demand keeps up.

All other prices are very firmly held.

TORONTO.—The situation is about the same as a week ago. Canned goods are being enquired for freely and a general shortage is noticeable. Tomatoes are by no means exhausted yet. Supplies are becoming short, but from one hand or another come receipts to meet the demand. Wholesalers are not wondering what they are going to do with stocks. That is not the situation. They are wondering where they are going to get them. There is at the same time a little undercurrent of feeling that the situation may not be as snug as it seems. Those jobbers who are steeped in canned goods history and facts, do not like the existence of high prices. They state emphatically that it is conducive to curtailing demand. The consumer apparently has a price limit, especially the working classes and beyond that quotation they often refuse to go. One jobber said the possibility of a surplus this year still remained. Of course it is not believed that demand is going to fall off or that it is going to suffer much, but the fact remains that some of the trade are inclined at times to stop and ponder upon the situation as it exists. If higher prices are really an obstacle to the retailer it is his duty to put more effort into his work, that is if he is handling the stocks affected and the great majority are. The demand for canned goods is strong and there is as yet nothing indicating a lack of interest on the part of the dear public.

FIGURES TALK !

OUR SALES :

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\$245,368.65

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and glance through it, I find
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on page 64

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When Red Rose Tea was new in Ontario—about ten years ago—a traveler called on a grocer in St. Catharines who was very pleasant and courteous, but when asked to buy replied: "No, I have thirteen different package teas on my shelves now, and you cannot conscientiously ask me to stock another one I never heard of."

What a change has come over the trade! There is to-day no other tea in Canada so much talked about as Red

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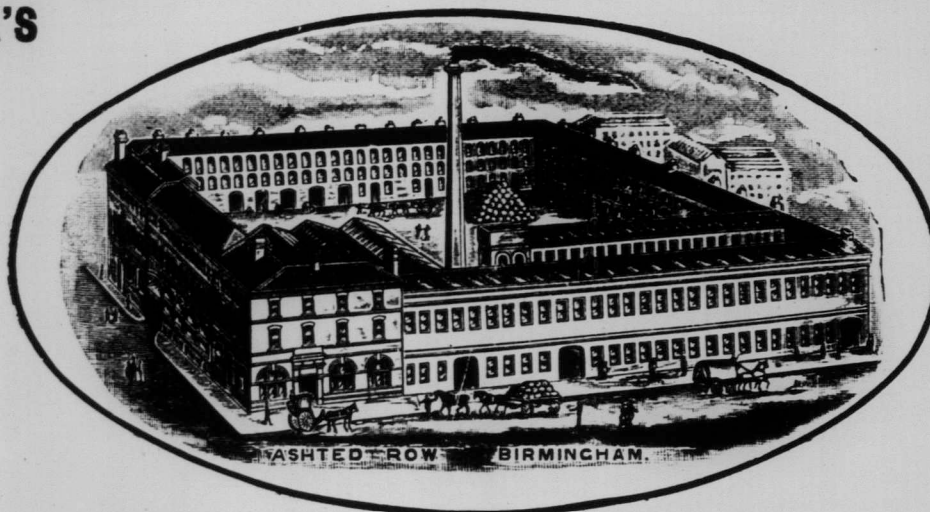
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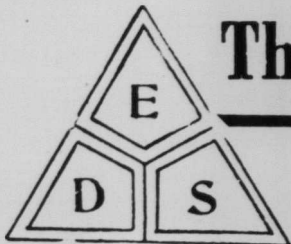
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Turkeys are Quoted at Higher Price

Jobbers Inclined to Believe That Supply Will Fall a Little Short of Demand—Stocks Are Found Only in Some Districts—Another Week Should Clear The Situation—Hog Products Slump Again—Cheese Shows More Strength—Review of the Situation—Butter is Firmer—New Laid Eggs Scarce and Higher.

The production of cheese during the season now closed has been much heavier than was expected and in view of the heavy shipments of cream it reached a figure that should satisfy dairymen. It is now believed that there are about 300,000 boxes left in the country. The receipts for the season up to a short time ago were 1,963,064 boxes and the shipments to the same date were 1,892,395 boxes. The difference does not, however, represent the actual amount of present holdings. September and October cheese are in good demand and holders are looking for a higher price. Canadian cheese in England has now to meet the New Zealand first arrivals. The quality of the Canadian stocks is good and the first New Zealand goods will give an idea of its quality. It is to be expected that this competition will have more or less effect on the demand from Old Country buyers.

Provisions are easier than last week and lard is again marked down. Prices at country points last week went down as low as \$6.25, but packers are not inclined to pay much attention to this. They admit that it was about \$6.50 but that the price ruling is around that prevailing a week ago. Conjectures as to where the movement is going to stop are practically useless. Opinion is pretty well divided, some looking for the turn of the tide at any time now, others believing that present conditions are likely to hold for some time. One large United States packer said recently that the consumer is now having his innings and is likely to enjoy it for some time.

The price of turkeys has advanced recently, and a good price is now being offered. Supplies are none too plentiful, according to some houses, who state that only in some districts can the birds be found. There is likely to be a good supply for Christmas, but some are of the opinion that the demand will not be quite met.

Geese and ducks are also a little higher. Another week should clear up the situation as most of the stocks will then have been bought.

MONTREAL.

Provisions—There was no important change in the condition of the market, prices being much the same as they were a week ago, but there is a feeling that the prices for live hogs will come down lower, as it is claimed that supplies in the country are large.

The demand for dressed hogs is quiet, and there is no improvement in the inquiries for hams and bacons.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 14 1/2
Cases, tins, each 10 lbs., per lb.	0 14 1/2
" " " " " "	0 14 1/2
" " " " " "	0 14 1/2
Pails, wood, 20 lbs. net, per lb.	0 14 1/2
Pails, tin, 20 lbs. gross, per lb.	0 15 1/2
Tubs, 50 lbs. net, per lb.	0 14 1/2
Tierces, 37 1/2 lbs., per lb.	0 14
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 10 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 11 1/2
" " " " " "	0 11 1/2
" " " " " "	0 11 1/2
Pails, wood, 20 lbs. net, per lb.	0 11 1/2
Pails, tin, 20 lbs. gross, per lb.	0 10 1/2
Tubs, 50 lbs. net, per lb.	0 11
Tierces, 37 1/2 lbs., per lb.	0 10 1/2
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	23 00
Heavy flank pork, bbl.	24 00
Plate beef, 100 lb bbls.	8 75
" " " "	17 00
" " " "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11 1/2
Long clear bacon, light, lb.	0 12 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 12 1/2
Large sizes, 18 to 25 lbs., per lb.	0 14
Medium sizes, 13 to 18 lbs., per lb.	0 15 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 15 1/2
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16
" " " " " " small, 9 to 12 lbs., per lb.	0 17
Breakfast bacon, English, boneless, per lb.	0 15
Windsor bacon, skinned, backs, per lb.	0 15
Spiced roll bacon, boneless, short, per lb.	0 16 1/2
Hogs, live, per cwt.	7 00
" dressed, per cwt.	10 00

Butter.—The market continues strong, and receipts this week are somewhat ahead of those of corresponding period last year. Fresh dairy rolls are coming in now, and are bringing a good steady price. New milk creamery shows a further slight advance.

Cheese.—The cheese market remains quiet, no doubt due to the close of navigation and the shutting down of the factories. The demand is fairly active, but prices remain unchanged.

Eggs.—The supply of eggs is pretty strong, but a big hole has been made in the cold storage stocks already. There is no change in the market, prices being firmly maintained under a good demand for local consumption.

Provisions.—The feeling in regard to hogs and pork products continues easy. Live hogs were quoted slightly lower this week, although some of the bigger packing houses claimed that the higher price of last week was still ruling. Lard took another drop this week, and dealers are trying to figure out when the bottom price will be reached. The decline is in both pure and compound lards. The price of mess pork in barrels is also at a reduction. Opinions are still divided

New milk creamery	0 26	0 26 1/2
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 23	
Quebec, large	0 13 1/2	
Western, large	0 13 1/2	
" " " " " " twine	0 13 1/2	
" " " " " " small, 20 lbs.	0 13 1/2	
Old cheese, large	0 16	
New laid	0 50	0 60
Selects	0 52	
No. 1	0 27	

TORONTO.

Provisions.—The feeling in regard to hogs and pork products continues easy. Live hogs were quoted slightly lower this week, although some of the bigger packing houses claimed that the higher price of last week was still ruling. Lard took another drop this week, and dealers are trying to figure out when the bottom price will be reached. The decline is in both pure and compound lards. The price of mess pork in barrels is also at a reduction. Opinions are still divided

upon the progress and trend of the market in pork products. Some believe that the consumer is going to benefit by the market conditions, others are not so bearish and believe that prices will reassert themselves. There seems to be large numbers of hogs in the country, and for the time being it would seem that the upward movement is not likely to be felt.

Long clear bacon, per lb.	0 13
Smoked breakfast bacon, per lb.	0 13
Pickled shoulder	0 09 1/2
Roll bacon, per lb.	0 12 1/2
Light hams, per lb.	0 16
Medium hams, per lb.	0 15 1/2
Large hams, per lb.	0 15
Cooked hams	0 23
Fresh shoulder hams	0 12
Shoulder butts	0 14
Backs, plain, per lb.	0 18
" " " " " " pea meal	0 18 1/2
Heavy mess pork, per bbl.	23 00
Short cut, per bbl.	25 00
Lard, tierces, per lb.	0 13
" " " " " " tube	0 13 1/2
" " " " " " pails	0 13 1/2
" " " " " " compounds, per lb.	0 11 1/2
Live hogs, at country points	6 75
Live hogs, local	7 00
Dressed hogs	9 00

Butter—Receipts are fairly free, but the demand is good, the result being that the market is well maintained. The price is firm, and it does not seem likely that there will be any weakening. The tendency seems to be upward.

Fresh creamery print	Per lb.	0 27	0 28
Creamery solids		0 25	0 25 1/2
Farmers' separator butter		0 24	0 25
Dairy prints, choice		0 22	0 23
Fresh large rolls		0 21 1/2	0 22
No. 1 tubs or boxes		0 20	0 21
No. 2 tubs or boxes		0 18	0 19

Cheese—This market is firmer. It is stated that the stocks held in this country are lighter than usual, owing to export, and it is due to export enquiry that the strength prevails. Some believe that higher prices will be felt as the result of the condition of supplies.

New cheese—		New twins	0 12 1/2	0 12 1/2
Large	0 12 1/2	0 12 1/2	Stiltons	0 14
Old cheese	0 14	0 15		

Eggs—New laid are, as usual, decidedly scarce, and an exceptionally high price is being offered by jobbers and is likewise being received by them. This is about the middle of the scarce season and stocks are certainly light. Storage goods are even bringing a good price but the real feature is being supplied by the new laid which are almost worth their weight in gold.

New laid eggs	0 50	0 65
Selects, storage	0 31	0 32
Fresh eggs, doz., storage	0 28	0 29
Pickled eggs	0 27	

Poultry—This market is becoming interesting as the Christmas season draws near. The country is being gone over as with a fine tooth comb and if there are any turkeys left, especially after the buyers think they have carefully covered the ground, it will not be because an offer was not made for them. Possibly a few ancients will be left and the stocks necessary to provide for future years, but speaking generally the buyers seem to be able to smell the turkey districts. It is said that there are some localities where no stocks are held and supplies are generally obtained in certain districts. The price has been advanced recently and cheapness is not going to be a feature of the Christmas trade.

Chickens, dress-		Geese, dressed	0 13	0 13
ed	0 12	0 13	Geese, live	0 09
Chickens, live	0 10	0 11	H ns, dressed	0 10
Ducks, dressed	0 14	0 15	H ns, live	0 09
Ducks, live	0 10	0 12	Turkeys, dressed	0 20
				0 21

A Pretty Face
Does it sell goods?

"Chocolate Bordo"

You have probably read that article on "Shop Assistants who Travel on Looks."

That is a very old fashioned notion isn't it—getting a pretty girl to stand behind your counter and believing she will sell goods because she is pretty. How is she to "pull" trade?

She can attract customers already in the shop, perhaps, but it is the getting in of the Customers that is the real problem. Once get a customer into your store, and the face behind your counter is not going to make a great deal of difference one way or another if you have the goods.

We can tell you how to get hold of a sure means of attracting Customers from the outside of your store to the inside.

Let it be known that you handle Our Chocolate "BORDO" which is becoming a greater attraction every day and which is drawing more people into stores to buy "BORDO" than any other Chocolate ever placed on the market. Then trade will come to you.

We want you to know more about this specialty too; if not already acquainted with it, it will be a good thing for both you and your Customers.

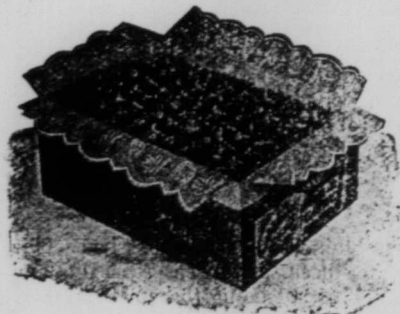
You will find it such a helpful line to have in your confectionery department.

It will pay you to investigate, and get "Bordo" into stock before your competitor gets hold of it.

Send us your enquiry for samples and particulars; it is a pleasure for us to furnish same.

The Montreal Biscuit Co.
(The Originator.)
MONTREAL

Attracts Trade



An
all-the-year-round
Success!

Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.
Reading
Eng.

Anchor Brand Flour

The extra efforts and care—devoted to everything connected with the making of **ANCHOR BRAND FLOUR**—has attracted the trade of "particular people."



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

Most
Perfect
Made



Uniformly
Good

No article in a Grocer's stock is so well known as Royal Yeast Cakes. They have stood the test of time, while a score of imitations have come and gone.

ROYAL YEAST CAKES

E. W. Gillett Co. Ltd.

Toronto, Ont.

Winnipeg

Montreal

"KITCHENER" BRAND OF CANNED GOODS

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

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

Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA : : ONTARIO

Don't Let the Butcher

get all the soup trade when you can so easily sell

Clark's Concentrated Soups

(Chateau Brand)

Several varieties in neat tins, with good labels. Whereas such goods usually sell at two tins for a quarter, Clark's Soups retail at only 10 cents a tin, and give you a good profit

Jobbers who are not supplied should hasten to secure a stock. We are advertising these Soups in newspapers and street-cars throughout Canada

Wm. Clark - Montreal
Manufacturer



Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

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

and a full range of
LICORICE SPECIALTIES

for Grocers, Confectioners
and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

M^CVITIE & PRICE

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

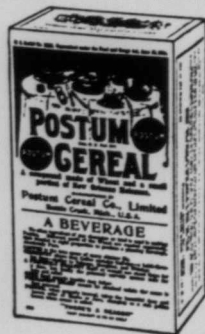
When you sell **M^CVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods, noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

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

Thousands Cannot Safely Drink Coffee

Hundreds of thousands of dollars are paid annually in pointing out the benefit derived from using



POSTUM

In place of coffee

When people quit coffee they drink Postum and the demand is steadily increasing.

The sale of Postum is guaranteed, and it yields good profit to grocers. Keep well stocked to supply the demand.

"There's a Reason"

CANADIAN POSTUM CEREAL COMPANY, Limited, Windsor, Ont.

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Flour Markets Merely Marking Time

Prices are Unchanged, Trade is Fairly Active, and Demand Is Maintained—Activity in Cereals—Some of the Topics Millers are Talking About—Bakers' Contracts Practically All Signed Up—One of the Big Mills Gets an Order for 75,000 Bags of First Grade Flour.

Although there are some pessimistic opinions heard now and then in regard to the condition of the flour market, still on the whole it seems to be satisfactory. Bakers have nearly all signed up their contracts for supplies; small dealers are showing an activity, and even the smaller mills are reporting considerable business. There are some who claim that there is but little doing, that export trade is too light, and indeed, until after the British elections the demand for export is bound to be light. At the last election such an effect was noticed, and the present struggle is expected to have similar effects on the trade.

Of late there have been comments upon the erection of a big mill in Toronto. It has been said that already there are more than sufficient mills for the country's requirements, and one prominent flour man stated that there were mills enough to provide for a population of forty million people. This is considered much too strong a statement, but apart from the number of mills, one miller recently stated that it was strange some one did not erect a monster mill in Toronto even before this. The new structure will be large, and will have the double advantage of rail and water connection. This miller stated that while there were a good number of mills, still he thought there was room for another.

The bakers' contracts recall one that was made but a few days ago in which one of the big mills secured a contract from a large Toronto baker for 75,000 bags of first grade flour. The competition between the mills for this chunk of business was of the keenest, and some of the competing mills "would just love" to know what price was paid. While the ruling quotation is \$5.40, not a few of the millers would be willing to bet a high hat that the deal was closed under that figure, and they are curious to know just how much it was below the market price, if any.

In passing it might be stated that a baker buys bran for two purposes. In the first place it serves as food for his horses, and in the second it is used in the manufacture of brown bread. This is quite common among bakers, as the bran is really the part of the wheat used in the old way for making brown bread.

The wheat market has been pretty steady of late. The visible supply was last week 10,219,000 bushels, as compared with 12,048,000 last week, and 10,394,000 bushels the corresponding week last year. In the United States last week the visible supply of wheat increased by eleven million bushels.

MONTREAL.

Flour. — The large decrease in the stock on spot caused some comment in the flour market this week. The supply is 28,005 barrels smaller than the previous week, and 27,398 than a year ago. Business was quiet and prices unchanged.

Winter wheat patents, bbl.	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl.		5 60
" straight patents bbl.		5 10
" strong bakers		4 90
" second "		4 40

Rolled Oats.—A firm feeling, following the advance, prevails in this market, and there is a fair volume of business passing.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated "	2 40
Bolled oatmeal, 100-bags	1 80
Rolled oats, bags, 90 lb.	2 17½
" barrels	4 75

TORONTO.

Flour.—Business seems to be on a fair basis just now. Millers are fairly busy, and the demand is maintained. Christmas season is not particularly beneficial to the flour business. Prices are steady, and the market seems to be pretty firm. However, one cannot always tell.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20

Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—The business in cereals is well maintained. Prices are steady at the last advance, mills are busy, and there is no surface evidence of any obstacle to a continuance of present conditions.

Rolled oats, small lots, 90 lb. sacks	2 20
" 25 bags to car lots	2 10
Standard and granulated oatmeal, 58 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. bris.	2 85
" " 5 bris. to car lots	2 75

MACARONI MANUFACTURE.

The Method Employed—Is a Valuable Food.

A writer on Italian cookery recently remarked that the possibilities of macaroni were limited, which goes to prove that his study was at fault. An Italian of the south would dissent vigorously from such a proposition. In his bill of fare macaroni is an ever present substitute for meat foods, and dressed in an infinite variety of ways in combination with cheese, vegetables, fruit and fish, it replaces them very effectively. The Neapolitan who would welcome you to his home says "Come and eat mac-



Think what you lose if you are so short-sighted as not to sell an article for which there is a constant demand!

MOONEY'S "PERFECTION" Soda Crackers

are just a little better than the others, because of the extra skill put into their making, and the extra care taken in the selection of materials.

Our methods of packing preserve the individuality of the **MOONEY CRACKER** and retain its freshness indefinitely.

ORDER TO-DAY
The Mooney Biscuit and Candy Co'y
Limited
Stratford and Winnipeg



MAPLEINE (Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple. One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample
Frederick E. Robson & Co.
26 Front St. E., Toronto

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

A Solid Breakfast Foundation

this wintry weather should be a first consideration with every one of the nation's workers, and YOU are in business to supply this demand!

TILLSON'S

PAN-DRIED

OATS

A FOOD—NOT A FAD



is the best breakfast cereal to recommend! Its nerve, brain and muscle building qualities are unrivalled, and it makes a delectable dish that never fails to satisfy.

Here's a line you can feature to splendid advantage! Our extensive consumer and billboard advertising is creating an active demand for TILLSON'S OATS.

Canadian Cereal and Milling Co., Limited
Head Office: Lumsden Building, Toronto

Put up in Two Sizes
Premium Family Package
Retails at 25c.
Pan Dried Package
Retails at 10c.

CANADA:
No better
Country



MOTT'S
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

J. A. Taylor Montreal R. B. McIndoe Toronto Jos. E. Huxley Winnipeg Arthur Nelson Vancouver
Arthur M. Loucks Ottawa R. G. Bedlington Calgary

By Royal



Letters Patent

NELSON'S

POWDERED GELATINE

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

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.



Why Grocers
should stock
CHRISTIE'S
Plum
Pudding

THE day of the Home-made Xmas Plum Pudding is past. ¶ Few Housewives now attempt to make one, because they realize that the facilities of the Modern Bakery are far superior to that of the ordinary kitchen. ¶ More than that, the baking of the Home-made Pudding is generally deferred and the Festal Day finds it immature. ¶ The Christie Plum Pudding maintains the high reputation of the Big Canadian Bakers for purity and quality. ¶ Every ingredient entering this pudding is guaranteed to be of the highest quality. ¶ You'll oblige many of your customers by stocking this pudding and its rich, delicious flavor will certainly please them.

Put up in 1 and 2 lb. tins
and in cloth.

Christie, Brown & Co.,

Limited
55



aroni with me," much as the Englishman of a past generation invited his friend to "cut mutton" with him.

Macaroni is a paste made from the granular meal known as semolina, made from hard varieties of wheat grown in the South of Europe, Algeria, Canada, United States, and other countries.

The semolina is made in to a stiff paste with boiling water, and in the hot condition it is placed in a metal cylinder, the end of which is closed by a disc which is pierced with openings which correspond with the diameter or section of the article to be made. Into this cylinder a plunger is introduced, and by powerful pressure it squeezes the stiff dough out through the openings in continuous sticks, threads or pipes, as the case may be; these are dried rapidly by being hung over wooden rods in heated chambers through which currents of air are driven. Only macaroni prepared from hard wheat, which is peculiarly

rich in gluten, can be dried in this manner; spurious preparations made from soft wheat have not the requisite tenacity, and will not bear their own weight.

It is this wealth of gluten that constitutes the chief value of macaroni as a food; it is all nourishment, and is absorbed into the system almost in its entirety, and its deficiency in fat is easily made up by obvious additions.

The cooking of macaroni, or rather its preparation for table use, is too big a question to be considered here, but it is safe to say that if this favorite Italian food were better known there would be a vast increase in the demand for it.

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

MAPLE SYRUP!

Maple Leaf Brand

is the Standard the world over.

CANADA MAPLE EXCHANGE
Montreal

WINDSOR SALT

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

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE'

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

MADE WITH FULL-CREAM MILK.

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

Nova Scotia: H. B. ADAMS, Halifax.

Manitoba: BUCHANAN & GORDON, Winnipeg

MAKING MORE MONEY!

THE GROCER who is handling a full line of

"White Lily" Brand Biscuits



is on the road to greater profit in his business.

HAVELOCK LUNCH BISCUITS have proved a popular favorite to retail at 15c a pound. They are made of the purest ingredients only, and are mixed and baked in a modern, sanitary factory.

'Sogginess' is unknown with 'WHITE LILY' BRAND BISCUITS. They reach you in as crisp and fresh condition as they leave our ovens.

We also recommend WHITE LILY Cream Sodas — Marshmallow Jam Jams and People's Fancy Mixed.

Write for prices

J. A. Marven, Limited
MONCTON, N.B.

Becoming the Housekeeper's Choice

LYNCH'S
Quality Biscuits

prove the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.

Here are some of our leaders, which always reach you crisp and fresh:

Creamalt Sodas Seed Sugar
Family Pilot Fig Bars
Graham Wafers Crimp Sugar
Ginger Snaps Lemon Creams

LYNCH'S LTD.

Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

Stellarton and at Halifax
Fred A. Milligan, Manager Frank A. Gillis, Manager



First Make the Sale—Then Count Your Profit!

What you pay the maker brings no gain.

It's what your *customer* pays that keeps the kiddies warm.

You must get back your money—*plus!*

So, Brother Grocer, when you buy flour, for your pocketbook's sake, *buy in terms of selling.*

Don't be deceived by the wily argument that because the invoice cost of "near-good" flour is *less*, your profit will be *better*.

Only the very inexperienced dealer will bite at that bait.

For, you see, your selling cost is much greater on cheap flour than on FIVE ROSES—each sale demands more time, more energy *lost* in selling talk.

It's hard to sell the first time—harder the second time.

You are forever changing *brands*—your customers forever changing *grocer*.

It cannot give the permanent, consistent, day-after-day satisfaction peculiar to FIVE ROSES sales.

Simply because it is made cheaper, must sell cheaper, seeking shelter under the retailer's reputation, and showing its gratitude by sowing a crop of disgusted users.

But FIVE ROSES sells quickly—easily—*repeatedly*.

Your profits come quicker—often—*steadily increasing* through increased sales.

And each pound sold to a new user brings back that customer for "more of the same"—*new profits*, these.

FIVE ROSES creates *quality* customers—the only kind that stay with you, impervious to a cutting competitor.

Sell FIVE ROSES now, Brother Grocer.

Get after your jobber—make him send you FIVE ROSES—that's what he's there for.

Or write *us* if he's obstinate.

Act.

LAKE OF THE WOODS MILLING COMPANY, LTD., MONTREAL

Five Roses Flour

Sharp Increase in Price of Cranberries

Stocks are Short in the Face of an Increasing Demand—Situation in Oranges Shows Some Improvement — Choice Lemons are Inclined to be Scarce, the Present Crop Showing Greater Quantity of Mediocre Fruit—Prospects for Christmas are Bright—Jobbers Import Celery and Cucumbers.

An advance in the price of cranberries is not unexpected but it was hardly thought to be as marked as that which was reported this week. The demand is already good and a heavy inroad is expected as the result of Christmas. The supplies from Cape Cod are light in comparison with the demand hence the high price that is now quoted.

Enquiry for oranges has been much better of late and a good business is expected for the holiday, and it would not surprise some to see oranges begin to demand higher prices as the holiday season approaches.

Jobbers are beginning to import celery and cucumbers which are simply the first of a general importation that will be made during the winter. It all depends upon the demand which the retailers by their own methods help to cultivate among the consuming public.

Apples and potatoes are firm and on the whole the market promises well for Christmas.

MONTREAL.

Green Fruits.—As stated in our last issue the coming of more seasonable weather has given a stimulus to the wholesale fruit business, which is much brisker than recently and promises to be active till New Year's Day.

There is a growing demand for oranges, the latest arrivals of Valencias, proving of splendid quality.

Cranberries as predicted in recent issues, have gone up \$2 per barrel. The seasonable weather and scarcity of supplies from Cape Cod best explain the rise. The demand, as is natural at this time of the year, is strong and a further increase of one dollar may take place around Xmas. There is a big decline in lemons.

Vegetables.—As is usual at this time of the year things are dull in the vegetable markets. United states beans are still bringing \$12. No move is expected till the week before Xmas as the retailer will not stock up perishable lines till then. A good demand for all lines is expected and will be maintained till after the New Year, which marks another period of inactivity.

As is usual at this time of the year things are dull in the vegetable markets. United states beans are still bringing \$12. No move is expected till the week before Xmas as the retailer will not stock up perishable lines till then. A good demand for all lines is expected and will be maintained till after the New Year, which marks another period of inactivity.

Bears, American basket..... 12 00	Boston, doz..... 1 35
Beets, bag..... 0 75 0 90	Onions..... 2 75 3 00
Carrots, bag..... 0 75 0 90	Potatoes, bag 1 00 1 10
Cabbage, doz..... 0 40 0 50	Sweet potatoes, basket..... 1 75
Cabbage, bbl..... 1 00 1 50	" " bbl..... 4 00
Celery, crate..... 4 00 4 25	Parsley, dozen..... 0 25 0 30
Cauliflowers..... 3 00	Parsnips, bag..... 1 00 1 25
Cucumbers, doz. 1 50 2 50	Radishes, dozen bunches..... 0 50 0 60
Garlic, 2 bunches..... 0 25	Spinach, bbl..... 3 00 3 50
Green Peppers, small basket..... 0 75	Tomatoes, crate..... 4 00
Green Peppers, large basket..... 2 50	Tomatoes, hot-house, lb..... 0 25
Leeks, doz..... 1 50	Turnips, bag..... 0 75 0 90
Lettuce—Curly lettuce, box 1 30 1 40	

TORONTO.

Green Fruit.—Local fruit jobbers are displaying a quality of fruit that in appearance is most tempting. Navel oranges are arriving in good condition and it is said have seldom been better at this time of the year. The crop has been a heavy one and supplies should be ample. In regard to oranges it is generally noticed that during the Christmas season prices advance on account of the extra heavy demand. This may be expected within the next few weeks as everything is pointing to a heavy business this year, thanks to a feeling of prosperity that seems to be more or less general. On the whole there is an improved enquiry for oranges. Cranberries have taken a big jump due, the jobbers say, to an increased demand, actual and anticipated. While the crop was known not to be quite as heavy as usual the deficiency was not considered serious. Cranberries have shown a decided firmness from the Thanksgiving season when trade assumed quite a figure. The requirement for Christmas is bound to be large. Apples are continuing at a strong figure and prices if anything seem to be firmer. Lemons are arriving freely, but the quantity of select stock is comparatively small this year. The result is that it is not so easy to get the best stock.

Apples, bbl..... 3 50 6 00	Jamaica, case..... 3 50
Apples, Canadian, basket..... 0 25 0 35	Lemons—Messina..... 3 10 3 50
Apples, California, box..... 2 00	Limes, box..... 1 25
Bananas..... 1 50 2 00	Oranges—Tangerines, a strap..... 5 50 6 00
Citrons, doz..... 0 60 0 75	Florida..... 2 75 3 25
Cocanuts, sack 4 00 4 50	Navels..... 3 00 3 50
Cranberries, bbl 9 00 11 00	Mexicans..... 2 10 2 40
Cranberries, case..... 3 50	Pomegranates, doz..... 0 75
Grapes, case..... 2 25	Pears, Canadian basket..... 0 40 0 75
Malaga bbl..... 5 00 6 00	Pineapples, rate 4 00 4 50
Almeria, bbl..... 4 50 6 00	Quince, basket..... 0 35 0 50
Grape Fruit—Florida per case..... 4 00	

Vegetables.—New California celery and hot-house Boston cucumbers are being offered this week and from now the amount of imported goods should gradually increase to meet a limited but sure demand. Potatoes are firm and on the retail market are bringing around the dollar mark.

Canadian beet, bag..... 0 60 0 75	Boston head lettuce, doz..... 1 50
Cabbage, case—Canadian..... 0 75 1 50	Onions—Spanish, large..... 2 50 2 75
Cabbage, per 100..... 3 50	Spanish, 4-cases..... 1 50
Carrots, Canadian, bag..... 0 50	Yellow, per bag 1 25 1 35
Cauliflower, dz..... 0 75	Persimmon, case..... 2 25
Celery, dozen..... 0 30 0 40	Potatoes, Ontario, bag..... 0 85 0 90
Celery, California, case..... 4 50 5 00	Sweet, hamper..... 1 25 1 50
Cucumbers, Boston, doz..... 2 50	Sweet, barrel..... 5 00
Lettuce, Canadian, head..... 0 0 0 30	Parsley, per doz bunches..... 0 25 0 30
	Parsnips, bag..... 0 60
	Red pepper..... 0 50 0 75
	New turnips, p r 11-qt. basket..... 0 50

TRADE NOTES.

Trade with the Barbados in Canadian fish and flour is steadily increasing, while the former country is finding a satisfactory market in Canada for its sugar and molasses.

Holiday Fruits, etc.

You will now be considering placing your orders for Christmas Fruits. As usual, we will be able to give you best selections, also best prices on

ORANGES, LEMONS, GRAPEFRUIT, TANGERINES, GRAPES, FIGS, DATES, NUTS, ETC.

Open orders will be billed lowest market price.



25-27 CHURCH ST. TORONTO are Largest Receivers

St. Nicholas Home Guard

PACKER: FRANC TRACUZZI

Nothing Better

AGENT: J. J. McCABE, Toronto

Puck

WEEKLY TRADE CHANGES.

Business Notes Regarding Grocers Throughout the Country.

Ontario.—R. Anderson, grocer, Ottawa, Ont., is succeeded by Mrs. R. Richard.

Mrs. L. Flynn, grocer, Ottawa, Ont., succeeded by Wm. Rodney.

James and Fred Robinson have opened a grocery store in Brantford, Ont.

R. E. French, grocer, Toronto, has assigned.

Quebec.—C. Guay & Cie., grocers, Montreal, have registered.

Jos. Comeau, grocer, Lachine, Que., has assigned.

Armand Amyot, grocer, Montreal, demand of assignment.

Lafontaine & Frere, general merchants, St. Paul de Chester, Que., have registered.

New Brunswick.—Geo. Irwin, grocer, St. John, passed away recently.

Western Canada.—Mrs. L. J. Woodrow, grocer, Dauphin, Man., has sold to Sargent Bros.

D. Lyons, general merchant, East Selkirk, Man., has sold to Geo. Vincent.

E. Cloutier has opened a grocery and flour and feed business in Winnipeg.

The John Watson Grocery Co., Ltd., have opened a grocery business in Winnipeg.

J. W. Redgewick, Melville, Sask., has opened a general store at Bangor.

N. Peterson, general merchant, Garson, Man., has sold to M. Paterson.

W. T. Howard, grocer, Winnipeg, succeeded by D. M. Braden.

J. B. Whiting, general merchant, Carmel, Sask., has sold to R. Wallace.

L. Coates has opened a grocery business in Calgary.

R. J. Warrend, grocer, Vancouver, B. C., has sold to Conn Bros.

E. Pook, grocer, Vancouver, B. C., has sold to Grant & Drysdale.

Thos. Rontlodge, grocer, New Westminster, succeeded by Munro Bros.

E. G. Hipwell, general merchant, Arden, Man., succeeded by Forman & Son.

P. A. Wood & Co., grocers, Winnipeg, sustained loss by fire.

HEATED CARS

The question of safe delivery this cold weather is a most important matter. Our arrangements with the railroads enable us to ship in heated cars to most points. This with the fact that we ship only the best

FRUIT FOR XMAS

are reasons why we solicit your business.

ROYAL CREST BRAND NAVELS

GUARANTEED RIPE

Holly and Wreathing, Cranberries, Nuts, Lemons, Grapes, Pineapples, etc., etc.

WHITE & CO., Limited

Branch at HAMILTON

TORONTO

HEADQUARTERS

FOR

Fancy Navel Oranges

GRAPE FRUIT,

ALMERIA GRAPES,

BANANAS, LEMONS,

CRANBERRIES,

OYSTERS, NUTS,

FIGS, DATES

Write, phone or wire your orders.

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

BUSTER BROWN

LEMONS

We ask you to order our Lemons because we know you will be satisfied with them. The wholesales are increasing their orders because their business in our Lemons is growing. Your business will increase, too, your customers will always ask for more. Mention the name.



W. B. STRINGER,
Canadian Agent, Toronto



FOLLINA BROS.,
Italy



Fish - Oysters



Higher Prices are Quoted for Fish

Big Demand From Upper Provinces and From United States Centres, Together With Stormy Weather Interfering With Fishing, Have Resulted in Strengthening Prices — Business is Generally Reported Good, and the Season is Expected to be A Fruitful One—Active Dealing in Oysters.

Strength is apparent in the various fish markets. One of the principal reasons is the demand that is always realized at this season. Activity seems to be general, and while prices are holding firmly in some places, the tendency is upward, some markets showing considerable movement in that respect. The weather has not been the best of late, and has hampered some of the fleets. Lobster fishing has already begun, earlier than usual, because of the poor results to the sardine fishers.

QUEBEC.

Montreal, Dec. 8.—The demand is good at present. The unsuitability of the weather and the scarcity at the moment of salt prepared fish are the chief causes for the boom in the frozen fish trade. The outlook is for a big trade all through the winter season. On account of stormy weather on the east coast this week, haddock is somewhat scarce, and shows a tendency to rise. Contracts placed for delivery now cannot be fulfilled.

Luckily there is enough market cod, which is used as a substitute. The oyster trade is good, and a little better than this time last year. From now on till Christmas there will be a big demand both for bulk and shell. Stocks of the latter are showing weakness, and there is no doubt that after the New Year the supplies of first hands will be greatly reduced.

New smoked and salted herring show an increase, as do haddock and haddies, while a downward tendency is noticeable in the frozen pike and smelt market.

FRESH	
Perch.....	0 10
Steak cod.....	0 06
Market cod.....	0 04 0 05
Sturgeon.....	0 10
Sea trout.....	0 12 0 14
Sea bass.....	0 15
Smelts.....	0 12
Haddock.....	0 05 0 06
Halibut.....	0 10
Bullheads.....	0 09
FROZEN	
Codfish.....	0 04
Dore, winter caught, per lb.....	0 04 0 09
Haddock.....	0 04 0 05
Halibut, per lb.....	0 08 0 09
Herring, per 100.....	1 70 1 80
Market cod.....	0 04
Steak cod.....	0 05
Mackerel.....	0 12 1/2
Flounders.....	0 08 0 10
Pike.....	0 07 0 08
Salmon, B.C., red.....	10 0 13
Gaspe salmon.....	per lb..... 8 20
Smelts, 10 lb. bxs.....	0 09 0 12
Whitefish, large, lb.....	0 09 0 10
Whitefish, small.....	0 07
SALTED AND PICKLED	
Green cod, No. 1, bbl.....	7 50 8 00
Labrador herring, bbl.....	5 50
Labrador sea trout, bbl.....	3 25
Labrador sea trout, half bbls.....	12 50
No. 1 mackerel, pall.....	7 00
2 bbls.....	2 00
No. 1 pollock, bbl.....	9 50
Scotia herrings, No. 2, bbl.....	8 00
4 50	
Lake trout, half bbl.....	6 00
Salmon, B.C., red, bbl.....	14 00
" " pink, bbl.....	12 00
" " Labrador, bbl.....	16 00
" " " bbls.....	8 50
" " " trca.....	22 00
Salt eels, per lb.....	0 07 1/2 0 08
Salt sardines, 20 lb. pls.....	1 00
Scotch herring.....	6 50
" " keg.....	1 00
Holland herring, bbl.....	5 50
" " keg.....	0 75

SMOKED	
Bloaters, large, per box, 60s.....	1 25
Haddies.....	0 07 0 07 1/2
Boneless haddies.....	0 10
Herring, new smoked, per box.....	0 25
Kipperd herring, per box, small.....	1 25
Kipperd herring, per box, large.....	1 40
SHELL FISH	
Shell oysters, bbl., choice.....	10 00 13 00
XXX Shell Oysters.....	10 00
Lobsters, live, per lb.....	0 30
Oysters, choice, bulk, Imp. gal.....	1 40
" " Selects, Imp. gal.....	1 60 2 00
" " bulk, selects.....	1 60
PREPARED FISH	
Boneless cod, in blocks or packages, per lb.....	5 1/2, 6 1/2 and 7 1/2
Pure mixed boneless fish, blocks and packages, lb.....	0 06 0 06 1/2
Shredded cod, per pkg.....	0 15
Skinless cod, 100 lb. case.....	5 75
Dried cod, medium, 100 lb. drum.....	7 00
Dried cod, large, bundles.....	6 00
Dried cod, medium, bundles.....	6 00
Dried haddock, medium, bundle.....	5 50

NEWFOUNDLAND.

St. John's, Dec. 8.—Fish has again advanced. Herring advanced 10c per bbl; although reported fairly plentiful here, it is scarce on the United States markets. Cod oil still remains at its present high price. Cod liver oil (refined cod oil) has advanced to 75c per gallon. The weather here for the last 2 months has been the worst for the last 20 years, it being a continuous fall of either rain or snow. This has hampered the fishery business very much, the vessels being unable to land their cargoes. Some merchants are paying a little above the ordinary prices in hopes of obtaining cargoes already sold in Europe.

Codfish, large and medium merchantable, per qtl.....	6 90
" " small.....	5 90
" " large Madeira.....	6 90
" " small.....	5 90
" " large and medium West India.....	3 70
" " small.....	3 20
" " Labrador.....	4 40
Haddock.....	3 20
Herring, No. 1, large and medium, barrel.....	2 30
" " small.....	2 10
Ling.....	3 20
Lobsters, No. 1 flats, case 48 1-lb. tins.....	16 00
Salmon, No. 1, large and medium, tierce.....	20 00
" " No. 2, large.....	18 00
" " No. 3, large.....	16 00
" " No. 1, small.....	18 00
" " No. 2, small.....	16 00
" " No. 3, small.....	14 00
" " tinned, case.....	5 50
Cod Oil, hardwood casks, tun.....	1 2 00
" " softwood.....	95 00
Cod Liver Oil, gallon.....	0 75

NOVA SCOTIA.

Halifax, Dec. 8.—There is a general scarcity of fish, and all the markets are firm. There is a good demand for both salt and fresh. On the local market there is little fresh fish offering, the receipts being far below the average. Of course, the stormy weather on the coast has hampered operations to a considerable extent, but the fishermen report that

when they do reach the fishing grounds fish are found to be scarce. There is no fresh halibut offering on the local market, and there is only a limited supply of frozen stock.

With the arrival of large quantities of herring from Bay of Islands, N'fd., there is some improvement in the supply of kippered herring. The Nova Scotia dealers say that there is a good demand for finnan haddies, and that they can sell more than they can prepare. The orders for this class of fish come principally from Upper Canadian points.

Smelts are scarce this season, and the run of the fish that is being marketed is small. With the opening of the lobster season, the fishermen along the coast and the packers and dealers will be kept busy. The indications are that high prices will prevail.

Three cargoes of dry codfish arrived here last week, all having been purchased before the fish were taken out of the stores at Lunenburg.

At Gloucester this week the highest price since the civil war was paid for salt codfish.

ONTARIO.

Toronto, Dec. 8.—Demand for fish is steady and trade quite satisfactory. Local jobbers are reporting a fair business and look forward to a good season. Prices are holding firmly. The demand is pretty much unchanged, frozen fish and smoked and boneless being asked for most.

FRESH CAUGHT FISH

White fish.....	0 12 0 13	Steak cod.....	0 08
Herring.....	0 06	Perch.....	0 07
		Haddock.....	0 06 0 07

FROZEN LAKE FISH

Gold eyes.....	0 6	Smelts, No. 1.....	0 12
Halibut.....	0 09 0 10	Smelts, extra.....	0 16
Pike.....	0 07	White fish, pan.....	0 10
Salmon trout.....	0 12	frozen.....	0 10

OCEAN FISH (FROZEN).

Herring, per 100.....	2 00
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SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box.....	2 10	Cod, Imperial, per lb.....	0 05
Acadia 1-lb. bxs per crate.....	3 60	Fillets, per lb.....	0 12
Acadia, 2-lb. boxes, pr. crate.....	2 80	Herring (Laba.) half-barrels.....	3 25
Acadia 3-lb. bxs per crate.....	5 40	Haddie, Finnan.....	0 08 1/2 0 09
Shredded cod.....	2 25	Kippers, box.....	1 30
Bloaters, box.....	1 25	Oysters, extra selects, gal.....	2 25
Boneless Digbys, box.....	1 00	Oysters, selects, gal.....	1 85
Codfish, Bluenose.....	1 40	Oysters, standard, gal.....	1 65
Cod steak, per lb.....	0 07	Pickled lake herring, 100 lb. kegs.....	4 00
		Quail on toast, per lb.....	0 06

NEW BRUNSWICK.

St. John, Dec. 8.—Heavy gales, rain and sleet storms interfered with the fishing in this section last week and as a result the supply was short, much below the week previous. The smelt season opened December 1 and a number of shipments have been received here from the north shore. A few flounders have also been caught.

The government has allowed the lobster season to open on Dec. 1, three weeks earlier than last year. The principal reason for the change was that the fishermen at Grand Manan and along the coast have had a poor season with the sardine fishery.

According to the regulations the fishermen are not allowed to catch lobsters

**OCEAN
BRAND
FISH**

**Distinctive
Flavor**

W H Y
IS THERE A CONSTANT DEMAND FOR
OCEAN BRAND FISH?

Because extreme care is exercised in their selection and packing. Successful merchants declare that the lines are most profitable.

SOME OF THEM

OCEAN BRAND

Kippers

Boutilier's Smoked Fillets

Bloaters

Canada Strip Boneless Cod

Finnan Haddies

Special Fat July Salt Herring

If your wholesaler cannot supply you, write us direct

**Guarantee
OF
Purity**

Halifax Cold Storage Co., Ltd.

SELLING BRANCH

45 William St.

Montreal

**Leaders
IN
Quality**

Flavor, Firmness, Cleanliness, Weight

Some of the points that sell

"COAST-SEALED" OYSTERS

Many grocers have already discovered that "Coast-Sealed" Oysters are pre-eminently the line to make more people eat more oysters.

With the "Coast-Sealed" line you can always get the biggest trade at the highest prices because, in the long run, quality MUST win out.

Every package of "Coast-Sealed" Oysters is sealed at the Coast after being refrigerated at the proper temperature, and they are properly refrigerated all the way to your store.

Connecticut Oyster Company
88 Colborne Street, - - Toronto



This "Coast-Sealed" Vacuum Insulated Display Cabinet keeps oysters fresh and saves seven-eighths of your ice bill. Price, \$17.40, net, f.o.b. Toronto.

under 10½ inches in length. The lobster packers are up in arms against the new regulations and at a meeting held in Moncton last week they appointed

a committee to wait on the government and ask that the new laws be not enforced for one year. A resolution to this effect was passed unanimously.

Association Favors Contract Selling Plan

Grocers' Section of R. M. A. Thinks That Soap and Charcoal Prices Ought to be Protected to Prevent Cutting—Resolution Against Proposal to Advance Telephone Rates — Cutting Prices on Sugar to Attract Trade, is Criticized — Talk on Salesmanship at Next Meeting.

Toronto, Dec. 8.—The Grocers' Section of the Toronto branch of the Retail Merchants' Association transacted considerable business at their last regular meeting last week, J. F. Holloway presiding.

The subject of the conditions of the soap trade in the city was discussed at length, and the consensus of opinion was that the price of five cents a cake should be the fixed minimum retail price, and that manufacturers should endeavor to protect the price at this figure. F. C. Higgins conveyed the information that the manufacturers were desirous that the price should be maintained at a figure assuring the retailer a profit of 90 cents a box, and also that it was the intention of the manufacturers to use every legitimate means at their command to protect the retail men at the price of five cents a cake.

In regard to the effect of the increase members cited numerous instances of soap price-cutting now prevailing throughout the city, and that frequently the cutting was due to the possession of stock purchased before the advance. It was anticipated that when this was exhausted the cutting would likely disappear. A conference with the manufacturers it was thought would be beneficial to the trade in general. The retailers want to point out that they are in sympathy with the desirability of a restricted price contract for the sale of soap. In other words the association favors a Contract Selling Plan.

It was moved by Mr. Lyonell and A. B. Griffin that a committee be appointed to arrange a conference with the soap manufacturers. The personnel of the committee is D. W. Clark, A. B. Griffin, F. C. Higgins, J. F. Holloway and P. Whitelock.

It was moved by Mr. Griffin and Mr. Spooner that the Toronto Retail Grocers' Association be invited to attend the meeting and to co-operate in the work.

The Charcoal Question.

J. F. Holloway then dealt with the charcoal situation. Some manufacturers, it was claimed, are engaged in a price-cutting campaign from which the grocers are receiving a temporary benefit. It was advanced that one firm was trying to put another out of business, and then to advance the price to \$1 per dozen bags. The opinions expressed were that it was desirable to have the two firms in operation, that the wholesale price

should be fixed at 90 cents a dozen, and the retail price be ten cents a bag; also that this price be protected by the manufacturers. This protection could be extended by the manufacturers refusing to supply goods to price cutters.

It was finally moved that a committee be appointed to endeavor to bring about a meeting with the charcoal men. The members of the committee are Messrs. J. S. Bond, Lyonell, Spooner, Hall, Matthews and Lowney.

Telephone Rates.

The section decided to protest against the contemplated advance in rates as announced by a telephone company. The following resolution was adopted, moved by A. B. Griffin and J. S. Bond,

Breakfast Bacon and Lard Price Changes

Comparisons Between 1909 and 1910 Quotations Show Varying Markets—Pure Lard Prices at Their Height Last March When Price Was 17 Cents—A Gradual Decline Since—Bacon Highest Early in September.

In view of the present feeling in regard to prices of foodstuffs, a glance over the record of lard and bacon should be of interest. It will be remembered that early in the present year public interest was focussed upon what was universally called the "High Cost of Living." The prices given herewith are jobbers' quotations and it is noticeable at a glance that the difference between the prices two years ago and those ruling now, while showing an increase in each case is hardly more than might be expected when it is considered that values in general have gone up to an appreciable extent in that time and also when the circumstances affecting these markets are considered apart from the whole.

The hog market is not remarkable for its regularity, and during one year prices are subject to many ups and downs. Pork products as a rule depend to a large extent as far as prices go upon the supply of hogs. Demand also has an effect and several other influences are noticed from time to time.

Breakfast Bacon Prices.

In the following table the prices are in the first list for smoked breakfast bacon per pound in Toronto. It will be seen that the advance since Jan. 1st, 1909, has been gradual, but none the less sure. Breakfast bacon is generally in good demand at any time during the year, but it has its best seasons like practically all groceries.

Jan. 1, 1909	14½.
Jan. 29, 1909	15.

that "we, the members of this section, believe we are now paying an exorbitant price for our telephone service, and we hereby request our executive board to assist the city council and other bodies in opposing the proposed advance in rates."

Mr. Spooner urged the section to go on record as favoring government ownership of telephones, and instanced the satisfaction which exists in Manitoba and the territories west, where the telephone systems are owned and operated by the government. A motion to this effect applying to the Ontario phone systems was then adopted.

E. M. Trowern asked that the provincial committee be permitted to attend the conference being arranged with the soap manufacturers, and the matter was left with the committee in charge of the arrangements.

A. B. Griffin spoke on the cutting of the price of sugar, frequently heard of among the trade as a means of attracting business. He pointed out the foolishness of such action, and the demoralizing effect on business.

The next meeting will be held on Monday, Dec. 19th, at which it has been arranged to have W. J. Irwin give an address on "Salesmanship"—a subject of interest to the retail trade.

March 19, 1909	15½.
April 30, 1909	16.
July 30, 1909	17.
August 20, 1909	16½.
Sept. 24, 1909	18.
Nov. 19, 1909	16.
Dec. 3, 1909	16½.

The 1910 Quotations.

Jan. 7, 1910	18.
Jan. 14, 1910	18½.
March 2, 1910	19.
May 20, 1910	20.
June 3, 1910	19½.
June 10, 1910	20.
July 1, 1910	19½.
July 29, 1910	20.
August 12, 1910	21.
Sept. 2, 1910	21½.
Sept. 9, 1910	20.
October 28, 1910	19.
Nov. 18, 1910	18.

Pure Lard Comparisons.

The next list refers to pure lard in tubs per lb. on a Toronto basis. Prices have changed somewhat as might be expected going up steadily from 12½ cents on Jan. 1, 1909, to 17 cents last March. Since then, however, the trend has been downward with the exception of a slight upward movement in October.

Jan. 1, 1909	12½.
Jan. 29, 1909	12¾.
February 26, 1909	13.
March 19, 1909	13½.
May 21, 1909	13¾.
May 28, 1909	13½.

June 25, 1909	14½.
Sept. 17, 1909	15½.
Nov. 19, 1909	16.
Dec. 3, 1909,.....	16½.

August 12, 1910	12 -13
Sept. 30, 1910	13 -13½
Nov. 18, 1910	12 -12½

Prices During 1910.

Jan. 7, 1910	16½.
Jan. 14, 1910	16½.
Feb. 4, 1910	16.
March 4, 1910	16½.
March 11, 1910	16½.
March 18, 1910	16½.
March 25, 1910	17.
May 16, 1910	16½.
June 10, 1910	16½.
June 24, 1910	15½.
July 8, 1910	15.
Sept. 16, 1910	15½.
Oct. 7, 1910	15½.
Oct. 14, 1910	16.
Nov. 4, 1910	15½.

Compound Lard.

The last comparison is of compound lard prices. The advance over the first figure was certainly heavy almost reaching 100 p.c. at one time. The high price of cottonseed oil one of the ingredients of compound lard has been mostly responsible for the strength of this market.

Jan. 1, 1909	8½
Jan. 29, 1909	8½-11
July 9, 1909.....	10 -11
July 30, 1909	10 -11½
Dec. 17, 1909	12½
Jan. 1, 1910	12½
Jan. 14, 1910	12½
March 18, 1910	13
May 13, 1910	12 -14½
June 10, 1910	12 -14½
June 24, 1910	12 -13
July 15, 1910	11½-12½

THE SWEET POTATO.

As regards its general composition, the sweet potato differs from the ordinary white or Irish potato chiefly in possessing a little less water and protein and considerably more carbohydrates (starches and sugars). A more important difference is found in the nature of the carbohydrates, sweet potatoes containing considerable quantities of sugar as well as starch, while starch is the characteristic carbohydrate of white potatoes. The proportion of sugar varies with different varieties, the very sweet syrup yams being the more popular in certain regions of the South and the drier starchy potatoes in the northern markets.

When sweet potatoes are prepared for the table about 20 per cent. of the total weight is removed with the skins. Most cooks are agreed that the best results are obtained when they are cooked for a long time, the tubers thus prepared being sweeter and more palatable than those cooked for a short period. In experimental work which has been reported, on this subject uniform tubers of medium size were baked for 20, 40 and 60 minutes. Contrary to a common supposition that long baking makes sweet potatoes dry, it was found that those which were baked an hour were in appearance and to the taste moister than those which were baked only 20 minutes, notwithstanding a greater loss in weight in baking. Those which were

baked a full hour in the oven were invariably more palatable than the others. In the first 20 minutes of the cooking period the potatoes lost 5.3 per cent. in weight, in the second 20 minutes 8.4 per cent., and in the third 20 minutes, 11.4 per cent.

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE Manager

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie

Wholesale **FRUIT, FISH and PRODUCE**

Commission Merchants, and

Dealers in **HIDES, WOOL and RAW FURS**

Donald says:

“There is no alum present in

QUAKER

BAKING POWDER.

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

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

November 26, 1910.

MATHEWSON'S SONS

WHOLESALE GROCERS

202 MCGILL ST., - MONTREAL

Difference Between Tapioca and Sago

Reader Enquires as to Whether They are Manufactured From The Same Article or Not—Various Kinds of Each—Seed Tapioca Sold as White Sago, Which Actually Doesn't Exist—How Sago and Tapioca are Manufactured.

The Canadian Grocer.—Will you kindly answer through The Grocer whether Pearl Tapioca and Small Sago are manufactured from the same article; if Pearl Tapioca is the same article as is called Large Sago in England; and please describe what the Tapioca of the Old Country is like?

B. J. SHEPARD.

Dauphin, Man.

Editorial Note.—The Dauphin merchant has raised an exceedingly interesting question and one on which few have definite views. The Grocer interviewed several retail and wholesale grocers and brokers and found differences of opinion, but taking all our sources of information into consideration we come to the conclusion that Pearl Tapioca and Small Sago are not manufactured from the same article. One informant stated that both were made from the roots of a tree, tapioca from the interior and sago from the exterior of the root. Dictionaries and encyclopaedias, however, do not substantiate this opinion.

Webster's dictionary says that tapioca is the starchy substance secured from scraping and washing the roots of the Cassava plant, while sago is prepared from the mealy piths of the trunks of various kinds of palm trees, commonly known as sago-palms.

There is no White Sago.

There are four kinds of tapioca known to commerce. These are: Bullet, Pearl, Flake and Seed. The different kinds of sago in commerce are: Brown, Granulated, Pearl and White, although in reality there is no white sago.

Wholesalers frequently have orders for "White Sago," and these are all filled with "Seed Tapioca," which resembles very much "Medium Brown" sago in everything but color. In fact one wholesaler said that when he gets an order for simply sago he fills it with seed tapioca. Brown sago is, of course, sometimes bleached to improve its appearance, but in reality it remains "brown sago."

The answer to question No. 2 is that in some parts of England, Pearl Tapioca is frequently termed Large Sago. This is the information given by an experienced Old Country grocer now in Canada. He also says that the tapioca of the Old Country is the same as the tapioca here only there is more flake used there.

Law's Grocer's Manual in summing up the differences says: "On the other hand many grocers have been fined for serving granulated or seed tapioca when small white sago has been asked for; it should be easy to remember that sago is always brown and that the small white seed-like pearls are really tapioca."

The Manufacture of Sago.

While on this subject it may be interesting to note some things about the manufacture of sago. As has been said, it is made from the soft inner portion of the trunks of the sago-palm. The trunks are cut into pieces about two feet long which are split into halves

and the soft centre extracted and pounded in water till the starch separates. It is then washed and becomes soft meal. This is shaken in a bag till it becomes granulated, or pearled sago. Six or eight hundred pounds of sago are made from a single tree. All sago is made from the same thing, the different kinds as in the case of tapioca, being produced by a different manufacturing process. Sago is obtained chiefly in India, Ceylon, Borneo, Sumatra, Singapore, Philippine Islands, etc.

Cassava Juice Crystalized.

Tapioca is made from the knotty roots or tubers of two species of South American plants—the bitter and the sweet Cassava. The tubers resemble large parsnips. When washed, peeled of their dark rinds, they are grated into a pulp which is subjected to pressure in a screw-press under water and in a kind of bag made of rushes. The crude juice forced out contains a poisonous amount of prussic acid. This poison evaporates when exposed to heat or even to the open air for two days. When all the juice or starchy matter has settled to the bottom of the water it is removed and again washed and dried in the sun. It is then roasted and stirred well with an iron rod, and finally dried off on warm plates. The heat partly bursts the grains. When sifted the four grades or sizes above mentioned are obtained. The powder left is called flour. Countries of Settlements, Penang, the Mascarene Islands.

Easy Loop for De B.

New York, Dec. 15.—A decision by the Appellate preme Court of New York to set at naught the act covering sales of goods from one of the largest retailers, in turn sold it to a second party at a price made affidavit that the original retailers, among them the

This practice has portions in the State interests petition to enact a law requiring in bulk the transfer of a chaser was five days to notify each of proposed seller the being that such sale fraudulent.

This law was declared by the Court of Appeals

to meet the reasons assigned by the Court of Appeals in declaring the law was unconstitutional, the Legislature enacted another law similar to the one which had been declared unconstitutional, but meeting the objections that had been pointed out by the Court of Appeals.

The decision in question, it is stated, seems to nullify the objects of this last act, giving the dishonest debtors an easy loophole. The court said in part: "That if the third retailer was required to go further and show compliance with the statutes in the transfer between the second and first retailer, no matter how many prior transferers there may have been, he would have been required to show the same as to each, and if the rule of evidence as to the presumption of fraud is to be so interpreted, it appears to us that the present statute would be as susceptible to the criticisms made by the Court of Appeals in Wright vs. Hart, 82 N. Y. 330, as the statute here under consideration. We do not think that the statute can be so construed."

It is admitted that the facts justified the court in holding that the transaction was an honest one so far as the third retailer was concerned, yet in view of the court's opinion in any case wherever a sale of this kind is made through an intermediary, and the intermediary has no creditors, the last purchaser is not compelled to give any notice to any creditors of the original seller.

The trial showed that the second retailer made affidavit that he had no



REGISTERED TRADE MARK

If you were lucky enough to get Beacon Brand Haddie last week, we are satisfied it pleased you. We have had compliments by the hundreds and a great many customers have given us standing orders. We would like to say that Beacon Brand Haddie is not a cheap Haddie. Last week's special price was simply to introduce the line to new trade outside of Toronto and was sold at less than cost. Our price this week is 8c. per pound; considering quality, it is a cent better than any other Haddie.



The Haddie with the Guarantee Tag attached to each fish.

This is the actual size of Metal Tag, without which no Finnan Haddie is genuine Beacon Brand.

The F. T. JAMES COMPANY, Limited

Wholesale Fish and Oyster Distributors

CHURCH AND COLBORNE STREETS

TORONTO

It's knowledge that directs the successful grocer in stocking up with

Brunswick Brand Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that has "made good."

You will always be on the safe side if you sell "Brunswick Brand" because that is the "quality" brand, and we leave no stone unturned to maintain the high standard we have attained. Order to-day.

CONNORS BROS., Limited

Black's Harbor, N.B.

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



Selling Power of Service Illustrated

How a Banker Tested a Merchant's Progressiveness—Development of Service Among Auto Makers—A Great Stimulant to Trade and Confidence—Needed in a Business as Well as Quality.

By F. E. Dayton.

Several years ago a very keen merchant started a gentlemen's furnishing goods store in a small town. Being without large funds and starting a business which required a considerable sum of money, he made application to a bank. The president of the bank took the question of the loan under advisement. Later he dropped into the store and bought a pair of gloves. Purposefully and deliberately he cut them with a knife and went back to this store with an injured air.

He made known his complaint to the proprietor who mechanically reached for a second pair without a moment's hesitation.

"We always sell a piece of satisfaction with our goods and you just didn't get your satisfaction. Let's hope that it is in this pair, although gloves do not always run uniform, etc."

The incident was the beginning of what developed a very large banking business. For the bank president returned to his bank and reported the incident to the board of directors.

A Hat Incident.

This is a local application of the service question but it is even more important with national advertisers. A young man bought a Knox hat against his judgment that a derby hat could really be worth \$5, the price of a Knox. He wore the hat for the regulation period of wear without incident. It may have been a longer or shorter length of wear than he got from \$3.50 hats which he had been wearing. This is unimportant. Along in the spring he found himself in Rochester, N.Y., just two weeks before the straw hat season opened, though straw hats were being worn by advanced stylists in New York.

The restaurant where he lunched became crowded and a gentleman was seated with this young man and, because the young man was reading at the time, failed to notice the approach until the stranger had sat upon this Knox hat in the seat of the opposite chair. Here was a dilemma. To buy a straw hat and wear it would be to invite ridicule in so provincial a section. To buy another stiff hat was to have an investment in a hat which could not be worn through the summer and which would be out of date in the fall. So the young man decided to do the only other thing open—buy a soft or felt hat.

Now it happened that he dropped into a Knox hat store. The spring season is not a good season for a large supply of felt hats and there was nothing to suit the young man. The hat salesman was made acquainted with the

situation just as it was outlined above. First, he loaned the visitor a new hat to wear during the afternoon and fixed up the old hat in the meantime so that it gave a fine service through a long life. He had to put a new sweat band in the hat loaned for it was a hot day and he charged 50 cents for repairing the damage.

"The incident taught me that it is economy to buy a Knox hat," says my friend. "They provide an added element of service to the intrinsic worth of the hat and they convinced me that I couldn't afford to wear anything else." Here is a concrete example of the value of service brought right home.

Useful in Any Business.

There is hardly a commodity that a service campaign cannot be added to. It can be made a virtue whereas if not so planned to be a real service it is merely fulfilling the obligations of sale. The motor car has borne this out exceedingly well. As soon as automobiles began to have a wide sale and were bought by persons who lived a long way from factories, troubles began to develop. The customer complained to the factory and the factory answered the complaint with a general letter. The letter generally stated that the makers would correct the damage if the owner would send the car to the factory, and pay freight on it two ways. This was, of course, unsatisfactory. It tied the owner up with the use of his car in which he had a considerable investment, and the owner either had the damage repaired at his own expense or he made so much noise that the factory sent a

man to repair the damage, often at considerable distance, and at some expense.

After this system had disgusted early owners of cars there was a change. Service corps began to be organized. All the real good makers—the people who are in the business to stay and who will be doing business when the fly-by-night sketch teams are out of the running—looked the thing fairly in the face. No matter how much attention the local agent for the sale of the car gave, the factory gave better service. They sent a man who knew every detail of the car to call upon the owner once a month. It wasn't only the owner who

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

D. McDougall & Co., Ltd., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



THE CANADIAN GROCER

was in trouble but the whole list of owners were seen once a month.

This service corps is a great institution in the motor car field. In the first place, the visit of the repair patrolmen are so frequent that a defect is caught before it communicates itself more seriously to other features. Then the owner has to sign a receipt covering the gratis work of the repairman or stating the owner's satisfaction. Twelve of these statements at the end of the year will tell any manufacturer whether or not he is entitled to ask for and get a renewal order from the same prospect. Twelve of these reports make the safety or the unsafety of the purchase of a second-hand motor car apparent. It is a maxim as old as automobiling to "never buy a second-hand car of which you do not know the history."

Appreciated Service.

Now this is a kind of service that is appreciated. The auxiliary force engaged in repair work gives powerful aid to the selling organization. Salesmen are recruited from this available material and fine salesmen, too. It is just as potent that this kind of inspection and repair service is applicable to the machine tool and printing machinery trades and others as it is valuable in a merchandising way in the motor car field. A record for service is quite as important as a record for merchandise quality.

A western brewer had worked up quite a business in a malt tonic, a regular make, bottle and sell proposition. For nine years a woman had bought one dozen bottles of this tonic and then one year the dealer sold a case of stuff that was too highly charged with gas and when the wires were removed the bottled contents geysered in fifty directions, and the contents of each bottle was lost. Now the woman wrote the makers who were on the other side of the continent and they wired their representative to call and make good. He found a claim for damage to a dress and the wall paper. He offered to settle. The woman was surprised. The season for the tonic was passing. Her kick was dissipating its energy and the stains were evaporating from the wall paper. Her dress, which had been spotted, was an old dress, anyway. She was so appreciative that she had no kick, especially when the brewer sent a case of perfect goods with his compliments. Now she is a booster for the tonic, has learned a lot of its good qualities from the service man who called, and instead of taking it only in the summer season, is now a year-round customer.

The manufacturer who hasn't learned that there is a subtle something which he should attach to his merchandise besides its good quality is losing one of the best merchandising opportunities. Of course, he will be gouged and im-

posed upon by an unreasonable, unheeding and unappreciative people, but for the most part he will be honestly met.

BROKE AFTER 50 YEARS.

English Grocer Explains His Insolvency In Court.

A grocer residing near Gloucester, Eng., stated recently in a bankruptcy court, that he is now 77 years of age and he has been in the grocery business ever since he was a boy. His father had conducted the store in the first place and on his retirement 50 years ago the son took over the business, book-debts and good-will and had carried it on ever since with the exception of three or four years ago, during which he had a nervous breakdown, his son then taking charge.

During the past seven years the business has been steadily declining due, largely, to increased opposition. In August last the business was sold to his wife, and he was now assisting her. "For over sixty years," said the debtor, "I have worked 12 hours and more a day." Now his assets are nil and his gross deficiency is about \$1,500. Comment is unnecessary.

The Weyburn Grocery Company, Weyburn, Sask., have incorporated with a capital stock of \$100,000. They are building a large wholesale warehouse.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

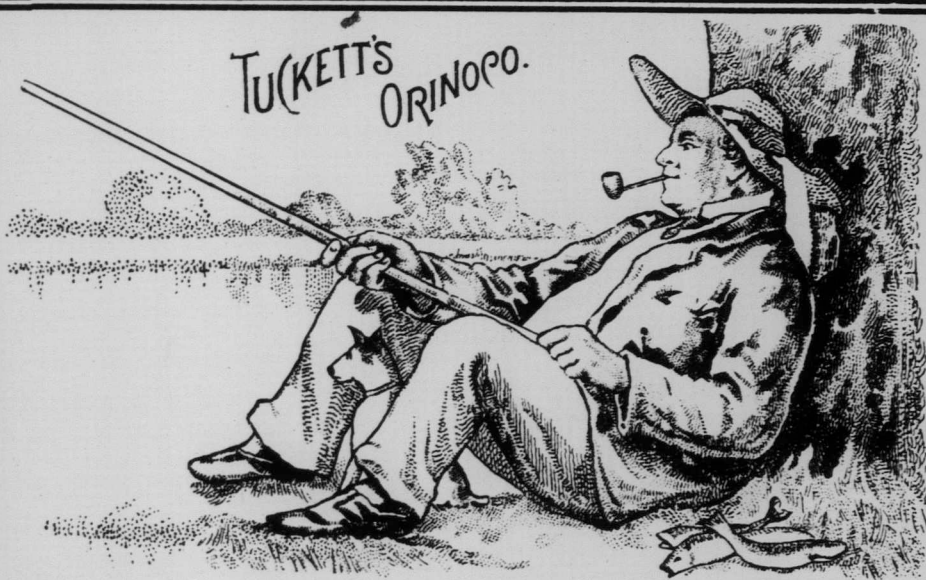
Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.



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Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractless count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postage, etc.

BUSINESS CHANCES.

FOR SALE in the town of Amherstburg, Ont., an old established corner grocery store. Good business Reason for selling. Ad sent Box 243, Amherstburg, Ont. (49p)

COMMISSION LINES WANTED.

WANTED by a responsible, energetic firm about to open an agency business in Calgary, lines on commission, or will buy outright if necessary. Address Room 37, Herald Block, Calgary, Alberta. (1p)

WANTED—Sole lines for grocery trade for New Brunswick and part of Nova Scotia. Address Box X, CANADIAN GROCER, Toronto. (49p)

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 Dev 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 catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BY paying a small amount each month you can buy a first-class rebuilt Typewriter from us at bargain prices. Stock-taking is only a month away. We do not want to carry any of these machines over. We can give you any make. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (1f)

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

ABOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Reaumeil "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold ribs of thickness to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Super Non-Smud duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Pensom 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 "R." The Otis-Pensom Elevator Co., Traders Bank Building, Toronto. (1f)

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EGY 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.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perlor" Autographic Register. Three copies issued at one writing. 1st. Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (1f)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (1f)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (1f)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 8c.; cloth, leather back, 75c. All stationers or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

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.

THE "Kalamason" 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. (1f)

A BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcore Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (1f)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (1f)

POSITION VACANT.

OWING to the retirement from business of the present agent, a well-known, old established English firm of cocoa manufacturers is open to appoint a new agent on a commission basis. A good firm with a connection amongst the wholesale and retail trade in Nova Scotia. Reply, with references, to Box 41, CANADIAN GROCER, 88 Fleet Street, London, England. (49)

POSITION WANTED.

TRAVELER, grocers' specialties, 14 years connection in Maritime Provinces, open for engagement. Apply, Box 367, CANADIAN GROCER, Toronto. (50)

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

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

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE

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ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



**BLACK
KNIGHT
STOVE
POLISH**

will earn for you that most desirable of all business assets—the good-will of the ladies. It comes quickly and goes slowly, and will not stain the hands. Be sure you are handling this profitable line.

F. F. DALLEY CO., Ltd.

Hamilton, Can.

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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.

BLACK JACK

QUICK, CLEAN HANDY



TRY IT

SOLD BY ALL
JOBBER

¼-lb. tins—3 doz. in case.

MOLASSINE DOG and SUPPLY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

91 YOUNGVILLE SQUARE, MONTREAL

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by **ISLAND LEAD MILLS LIMITED,**

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CECIL T. GORDON, MONTREAL**

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

The Line
for Profit!

Save money, by avoiding waste

Why handle Molasses in bulk, which entails mess and waste?
You can avoid this waste by handling

KITCHEN BRAND MOLASSES

in tin pails. "Kitchen" Brand is especially selected for cooking purposes, and is best for Baked Beans and Gingerbread.

Put up in a new, sanitary and up-to-date factory.

Imperial
Syrup Co.,
MONTREAL

OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case \$4.00;
Ocean Baking Powder, 48 3-oz., \$1.40;
48 4-oz., \$1.80; 60 8-oz., \$4.50; 36 1-lb., \$3.75; 48 1-lb. pkg., \$4; 10 1-lb. tins, \$5; loose 25 lbs., \$1.75;
Ocean blancmange, 48 8-oz., \$4; Ocean boxes, 48 8-oz., \$1.60; Ocean cough syrup, 36 8-oz., \$6.00; 36 8-ounce, \$7.20;

Ocean corn starch, 48 1-lb. \$3.60.
Jam Per lb. 0 06 1/2
20-lb. wood pails..... 0 06 1/2
Pure assorted jam, 1-lb. glass jars, two dozen in case..... 1 75



WHITE SWAN SPICE AND CEREALS, LTD
White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.
"Shirriff's" (all flavors), per doz....
Discounts on application.

"Purity" licorice, 10 sticks..... 1 45
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Lye (Concentrated)



GILLETT'S PERFUMED LYE
Ontario and Quebec Prices.
Per case
1 case of 4 doz \$3 50
3 cases of 4 doz 3 40
5 cases or more 3 35



ST. CHARLES CONDENSED CREAM
PRICES:
St. Charles Cream, family size, per case..... \$3.50
Baby size, per case..... 2.00
Ditto, hotel, 3.75
Silver Cow Milk..... 4.25
Purity Milk..... 4.25
Good Luck..... 4.00

Mustard
COLMAN'S OR KEEN'S
Per doz. Per doz.
D.S.F., 4-lb. tins 1 40 F.D., 4-lb. tins.. 1 45
" 4-lb. tins 2 50 " Per jar
" 4-lb. tins 5 00 Durham, 4-lb. jar 0 75
F.D., 4-lb. tins.. 0 85 " 1-lb. jar 0 25
IMPERIAL PREPARED MUSTARD
Small, cases 4 dozen..... 0 45 dozen
Medium, cases 2 dozen..... 0 90 "
Large, cases 1 dozen..... 1 35 "

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices Ontario and Quebec:
Less than 5 cases..... \$5 00
Five cases or more..... 4 85

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces.... \$0 11 1/2
4-bbls. 0 12
Tubs, 60 lbs. 0 12
20-lb. Pails. 2 45
20-lb. tins.. 2 35
Cases 3-lb. 0 12 1/2
" 5-lb. 0 12 1/2
" 10-lb. 0 12 1/2

F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces.... 0 11 1/2
Tubs..... 0 11 1/2
20-lb. pails. 0 11 1/2
20-lb. tins.. 0 11 1/2
10-lb. " 0 12
5-lb. " 0 12
3-lb. " 0 12
1-lb. cartons 12

Licorice

NATIONAL LICORICE CO
5-lb. boxes, wood or paper, per lb..... \$0 40
Fancy boxes (36 or 50 sticks), per box.. 1 25
" Ringed" 5-lb. boxes, per lb..... 0 40
" Acme" pellets, 5-lb. cans, per can... 2 00
" (fancy bxs., 40) per box 1 50
Tar licorice and tolu wafers, 5-lb. cans, per can..... 2 00
Licorice lozenges, 1-lb. glass jars..... 1 75
" 20 5-lb. cans..... 1 50

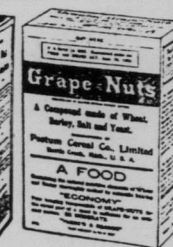
Marmalade.

T. UPTON & CO.
12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.

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



Cereals.



Grape-Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.



DWIGHT'S SODA
Case of 5c. packages, containing 96 packages, per box \$3.00.
MAGIC BRAND Per case
No. 1, cases 60 1-lb. packages..... \$2 00
No. 2 " 120 1-lb. " 3 00
No. 3 " 60 1-lb. " 3 00
No. 4 " 60 1-lb. " 3 00
No. 5 Magic soda—cases 100—10-oz. pgs.
1 case..... 1 00
5 cases..... 4 85

H.P. Sauce, packed in cases of 3 doz. \$1 90
H.P. Pickle, packed in cases 2 doz. pta. 3 35
H.P. Pickle, packed in cases 3 doz 4-pt 2 25
PATERSON'S WORCESTER SAUCE
4-pint bottles, 3 and 6 dozen cases, doz 0 90
Pint bottles, 3 dozen cases doz. 1 75

Soda
COW BRAND
Case of 1-lb. containing 60 packages per box \$3.00.
Case of 1/2-lb. containing 120 packages per box \$3.00.
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00.

SUN PASTE
sell it.
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EAL

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delloious! *The Choicest of the Choies.*

Imported and Roasted by

THOMAS WOOD CO., LIMITED
No. 428 St. Paul St. Montreal

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS
Maypole soap, colors, per gross..... \$10 20
Maypole soap, black, per gross..... 15 30
Orleole soap, per gross..... 10 20
Florida soap, per gross..... 12 00
Straw hat polish, per gross..... 18 30



3 doz. to box..... \$3 60
6 doz. to box..... \$7 20
30 days.



Or Quack Naphtha Soap (100 bars to case) in 5-case lots (delivered)—\$4 15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED
Laundry Starches— Per lb
No. 1 white or blue, 4-lb. carton... \$0 06 1/2
No. 1 white or blue, 3-lb. carton... 0 06 1/2
Canada laundry 0 05
Silver gloss, 5-lb. draw-lid boxes... 0 07 1/2
Silver gloss, 5-lb. tin canisters... 0 07 1/2
Edwardsburg silver gloss, 1-lb. pkg. 0 07
Kegs silver gloss, large crystal... 0 06 1/2
Benson's satin, 1-lb. cartons... 0 07
No. 1 white, bbla. and kegs... 0 05 1/2
Canada white gloss, 1-lb. pkgs... 0 06 1/2
Benson's enamel, per box... 1 50 to 3 00
Culinary Starch—
Benson & Co's. Prepared Corn... 0 07
Canada Pure Corn... 0 05
Rice Starch—
Edwardsburg No. 1 white, 1-lb. car. 0 10
BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.
Laundry Starches—
Canada Laundry, boxes of 40 lb... 0 06
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lb... 0 15 1/2
Finest Quality White Laundry—
3-lb. canisters, cases of 48 lb... 0 06 1/2
Barrels, 200 lb... 0 15 1/2
Kegs, 100 lb... 0 15 1/2
Lily White Gloss—
1-lb. fancy cartons, cases 30 lb. 0 07
5-lb. toy trunks, 8 in case... 0 08
5-lb. toy drums, with drumsticks
8 in case... 0 07 1/2
Kegs, 25 crystals, 100 lb... 0 15 1/2
Brantford Gloss—
1-lb. fancy boxes, cases 36 lb... 0 07
Canadian Electric Starch—
Boxes of 40 fancy pkgs., per case 3 00
Canned Haddies. "Thistle" Brand
A. P. TIPPET & CO., AGENTS
Cases 4 doz each, flat, per case... \$5 00
Cases 4 doz each, oval, per case... \$6 00

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Milk.

CANADA FIRST BRAND

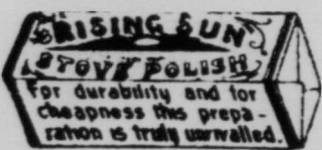
The Aymer Condensed Milk Co., Ltd.

Per case
Canada First Evap. Cream family size 3 50
Canada First Evap. Cream medium size 4 80
Canada First Evaporated Cream, hotel size 3 70
Canada First Evaporated Cream, baby size 2 00
Canada First Condensed Milk 4 55
Beaver Condensed Milk 4 00
Rosebud Condensed Milk 4 25

stove Polish Per gross
Rising Sun, No. 1 cakes, 1/2 & 1/4 gross boxes \$8 50
Rising Sun, No. 3 cakes, gross boxes 4 50
No. 5 Sun Paste, 1/2 gross boxes 5 40
No. 10 Sun Paste, 1/2 gross boxes 9 00



Canada First Evaporated Cream, hotel size 3 70
Canada First Evaporated Cream, baby size 2 00
Canada First Condensed Milk 4 55
Beaver Condensed Milk 4 00
Rosebud Condensed Milk 4 25



JAMES DOME BLACK LEAD
6a size, gross, \$2.40. 2a size, gross, \$2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup
Barrels, 750 lbs. 0 03 1/2 per lb.
Half-barrels, 350 lbs. 0 03 1/2
1-barr. 1s, 175 lbs. 0 03 1/2
Pails, 25 lbs. 1 20 each
38 1/2 lbs. 1 70
Lily White Corn Syrup.
Plain tins, with label— Per case
2 lb tins, 2 doz. in case 2 5
5 " 1 " " 2 8
20 " " " 2 75
10 " " " 2 75
(5, 10 and 20 lb. tins have wire handles)
Beaver Brand Maple Syrup. Case
2 lb. tins, 2 doz in case \$3 60
5 " 1 " " 4 0
10 " 1 " " 3 95
20 " 1 " " 3 90
(5, 10 and 20 lb. tins have wire handles)



TEAS
THE "SALADA" TEA CO.
Wholesale Retail
Brown Label, 1's and 1/2's... \$0 25 \$0 30
Green Label, 1's and 1/2's... 0 27 0 35
Blue Label, 1's, 1/2's, 1/4's and 1/8's... 0 30 0 40
Red Label, 1's and 1/2's... 0 36 0 50
Gold Label, 1's... 0 44 0 60
Red-Gold Label, 1/2's... 0 58 0 80



Blue Label, 1/2's... 0 21 0 36
Orange Label, 1's and 1/2's... 0 23 0 40
Blue Label, 1's... 0 30 0 35

Brown Label, 1's and 1/2's... 0 23 0 40
Brown Label, 1/2's... 0 40
Green Label, 1's and 1/2's... 0 35 0 50
Red Label, 1/2's... 0 40 0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—
Victoria, half case, 90 lbs... 0 25
Princess Louise half case 80 lbs 0 19
Ceylon Green Teas—Japan style—
Lady cases 60 lbs... 0 18
Duchess, cases 60 lbs... 0 19



BLUE RIBBON TEA CO., MONTREAL

Wholesale Retail
Yellow Label, 1's... 0 20 0 25
Yellow Label, 1/2's... 0 21 0 25
Green Label, 1's and 1/2's... 0 24 0 30
Blue Label, 1's and 1/2's... 0 25 0 35
Red Label, 1's, 1/2's, 1/4's and 1/8's... 0 30 0 40
White Label, 1's, 1/2's and 1/4's... 0 35 0 50
Gold Label, 1's and 1/2's... 0 42 0 60
Purple Label, 1/2's and 1/4's... 0 55 0 80
Embossed, 1/2's and 1/4's... 0 70 1 00



Wholesale Retail
Pink Label, 1's and 1/2's... 30c. 40c.
Gold Label, 1's and 1/2's... 35c. 50c.
Lavender Label, 1's and 1/2's... 42c. 60c.
Green Label, 1's and 1/2's... 50c. 75c.
Canisters
Gold Tins, 5's... 55c. 1.75 50c. 2.50
Gold Tins, 3's... 35c. 1.05 50c. 1.50
Gold Tins, 1's... 35c. each 50c. each
Gold Label, 1/2's 18c ea. 36 lb. 25c ea. 50 lb.
Red Tins, 1/2's 35c ea. 70 lb. 50c ea. 100 lb.
Red Tins, 1/4's 18c ea. 70 lb. 45c ea. 100 lb.



MELAGAMA TEA MINTO BROS., 45 Front St. East

Wholesale Retail
Black, green, mixed, 1/2's... 0 0 1 00
" " " 1/4's... 0 55 0 80
" " " 1/8's... 0 44 0 60
" " " 1 lbs. & 1/2... 0 40 0 60
" " " 1 lbs. & 1/2... 0 38 0 50
" " " 1 lb., 1/2, 1/4... 0 30 0 40
" " " 1/2... 0 25 0 30
" " " 1 lbs... 0 24 0 30



Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c... \$0 20
Black Label, 1/2-lb., retail at 25c... 0 21



THOMAS WOOD & CO., LTD. Montreal and Boston.

Wood's Prim rose, per pound wholesale 40c., retail 60c.; Golden Rod, 36c. and 50c.; Fleur-de-Lis, 30c. and 40c. Packed in 1/2-lb. tins. All grades—either black, green or mixed.

Gum.



Cream Tartar.

GILLET'S CREAM TARTAR.

Ontario and Quebec Prices.
1/2-lb. paper pkgs., 4 doz. in case... \$0 90
1-lb. paper pkgs., 4 doz. in case... 1 80
4 doz. 1/2-lb. paper pkgs. } assorted... \$7 20
3 doz. 1-lb. paper pkgs. }
1/2-lb. cans with screw covers, 4 doz. in case... \$2 00
1-lb. cans with screw covers, 3 doz. in case... 3 75
5-lb. sq. canisters, 1/2 doz. in case... 0 30
16 lb. wooden boxes... 0 27 1/2
25-lb. wooden pails... 0 27 1/2
100-lb. kegs... 0 25 1/2
360-lb. barrels... 0 25

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6c... 44
Black Watch, 12c... 45
Bobs, 6c and 12c... 46
Bully, 6c... 44
Currency, 6c and 12c... 46
Stag, 6c... 46
Old Fox, 12c... 44
Pay Roll Bars, 7c... 46
Pay Roll, 7c... 46
War Horse, 6c... 42
Plug Smoking—Shamrock, 6c, plug or bar... 45
Rosebud Bars, 6c... 45
Empire, 6c and 12c... 44
177, 7c... 46
Starlight, 12c... 46
Out Smoking—Great West Pouches, 8c... 46

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5-cent packages, \$1 15
Gillett's Cream Yeast, 3 doz. in case, 1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON.

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



NO MAGIC

just a harmless chemical action which absolutely dissolves every particle of grease, tar, paint or dirt. That's

SNAP

the great hand-cleaner, which will not hurt the most delicate skin.

What a chance of profit-making lies open to you in "Snap."

WHY NOT TRY A PARCEL?

Snap Limited, Montreal, Que.

Brunner, Mond & Co.'s

WASHING SODA

Drums, 336 lbs.	Barrels, 336 lbs.
" 224 "	Bags, 224 "
" 112 "	" 112 "
" 100 "	" 100 "

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Cansisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flat-Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water

White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

SALT

and SALT only,
and the best, is
what we handle.
All enquiries given
our prompt per-
sonal attention.

Verret, Stewart & Co.
Limited
Montreal

THERE IS MORE

WETHEY'S Condensed Mince Meat

(IN CARTONS)

per capita, used in St. Catharines,
where the goods are manufac-
tured, than any other point in
Canada.

The Reason is plain

Our locally well-known sanitary
methods, together with the equally
well-known quality of our ingre-
dients, cannot help but invite the
patronage of the good people of
St. Catharines.

What About Your Trade?

3 doz. to a case. All jobbers.

J. H. Wethey, Limited
ST. CATHARINES, ONTARIO

The Canadian Grocer has for some time
been making an average net monthly
circulation gain of over 100. : : :

Do you realize what that means?

One hundred more good merchants reading this
paper in December than in November; one hundred
more readers in November than in October, and so
on.

To be conservative in the extreme, let us esti-
mate the average annual purchases of these mer-
chants at \$10,000.

In only an odd case would the figure be so low
as that, and in many instances it would run as high
as \$25,000 to \$30,000.

One hundred new readers buying annually \$10,
000 worth of goods means an increased annual buy-

ing power behind this paper of \$1,000,000 every
month.

And that is equivalent to \$12,000,000 per year.

Increase, remember!

Now these merchants do not subscribe to The
Grocer for any other reason than that it helps them
in their business—helps them to make more money.

That insures for our advertisers a *quality of in-
terest* they can secure in no other way.

Just think over the fact that an advertiser in
this paper influences an annual buying power of
fully \$200,000,000, and that he can do it through
a *full-page space every week* for about the same price
paid an ordinary clerk in his office.