

# CANADIAN GROCER

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

Montreal: 781-783 Eastern Townships Bank Bldg.  
London, Eng.: 25 Fleet St., E.C.

Toronto: 143-145 University Ave.

Winnipeg: 34 Royal Bank Building  
New York: 115 Broadway

VOL. XXVI.

PUBLICATION OFFICE: TORONTO, JANUARY 12, 1912

No. 2

## Robinson's Patent Groats

Made from the finest  
oats, scientifically  
prepared.



## Robinson's Patent Barley

Made from the finest  
Barley. Will bring  
you the best class  
of trade.

**MAGOR, SON & CO.,** 403 St. Paul Street, MONTREAL  
30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



## You Can Help Sales When You Remind the Mothers That

hungry little boys and girls are always fond of sweets; the only  
difficulty is to find wholesome sweets for them. Remind their  
mothers that

## CROWN BRAND CORN SYRUP

is good for them—pure, wholesome and nourishing, and that no  
matter how other sweets or syrups disagree with them they can eat freely all the  
Crown Brand they want to.

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

**DEAD STOCK  
ON YOUR  
SHELVES**



**MEANS**

That the product has not contained the Quality necessary to make repeat orders. That you have wasted your money, time, and floor space in stocking it and maybe lost some of your best customers by selling a poor quality product to them.

By featuring

**MACONOCHIE'S**

**PICKLES, PEELS, FISH, MARMALADE, JAMS, WORCESTER SAUCE, BLOATER PASTE,  
PAN YAN SAUCE, PAN YAN PICKLE, ETC.**

**QUALITY PRODUCTS**

You will save your time, give your customers perfect satisfaction (which is the best means to an increased trade with them), make new customers, have less worry and more satisfaction, and in the long run more profit.

**ASK YOUR WHOLESALE GROCER**

CANADIAN AND UNITED STATES REPRESENTATIVES;

**MacLaren Imperial Cheese Company, Limited**

**Manufacturers and Importers Grocers' Specialties**

Offices: New York, Chicago, Detroit, Montreal, Toronto

Factories: Woodstock, Ont., Wellesley, Ont., Bancroft, Mich.

NOTHI  
SUPER  
IS  
GROW  
OR  
PACKE  
IN  
CALIFOR

## Canned Where Caught

The "THISTLE" BRAND of CANNED HADDIES are canned right where they are caught—at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE.

Captain Austin has the unequalled skill of a lifetime of experience. THERE'S NO DIRT OR SLIME—NO UNCLEANLI-NESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "THISTLE" brand. Buy it and you buy the best.

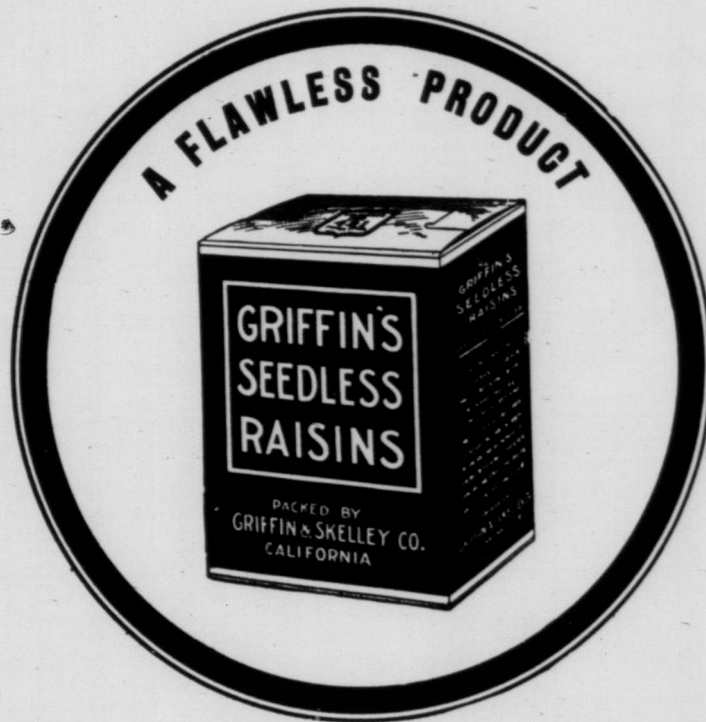
"THISTLE" BRAND FISH

Arthur P. Tippet & Co.

Agents

EVERY TIN GUARANTEED

NOTHING  
SUPERIOR  
IS  
GROWN  
OR  
PACKED  
IN  
CALIFORNIA



What the users say:

"I never want to  
use better Raisins."

—  
We have scores of  
such testimonials.

## Raisin Perfection

# CHIVERS' FIRST PRIZE JAMS

Gold Medal Brussels International Exhibition 1910  
Grand Prix Festival of Empire, Crystal Palace, London, 1911

**FRESHNESS—CLEANLINESS—PURITY**

A lady in Canada writes to her friends in England, "I felt quite at home at once, as they had Chivers' Jam on the table."

## FROM THE FRUIT FARM TO THE FAMILY TABLE

The *Daily Chronicle* (London) says: "The estate on which the fruit is grown covers upwards of 3000 acres. The gathering of the morning is made into jam during the day, thus ensuring the perfect quality of the fruit. In the factories cleanliness reigns supreme."



# CHIVERS' GOLD MEDAL JELLIES

The "Court Circular" says:—"They are distinctive in character and vastly superior to any others."

## FLAVORED WITH RIPE FRUIT JUICES

"Great Thoughts":—"Flavor and purity cannot be excelled."

"Grocers' Review":—"The highest possible state of perfection."



**GOOD PROFITS GUARANTEED**

## CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON

CAMBRIDGE

ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.

57 Water St.

VANCOUVER, B.C.

(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.

144 Craig St. West

MONTREAL

(Canada and Newfoundland)

## Facts Worth Considering

# BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for  
infant feeding.

Recommended by physicians  
everywhere.

For general household use  
best value obtainable.

The Richest and Purest milk  
from the world's best dairies.

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

Sales Offices and Agencies:—

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

## The Original and Genuine PYRAMID FLY-CATCHER

is guaranteed to give entire satisfaction

MR. WHOLESALER—We can assure you of prompt delivery—in  
time to fill your early spring orders—if you will anticipate your  
requirements and place import order NOW.

CASES CONTAIN FORTY CARTONS OF FIFTY  
PYRAMIDS EACH.

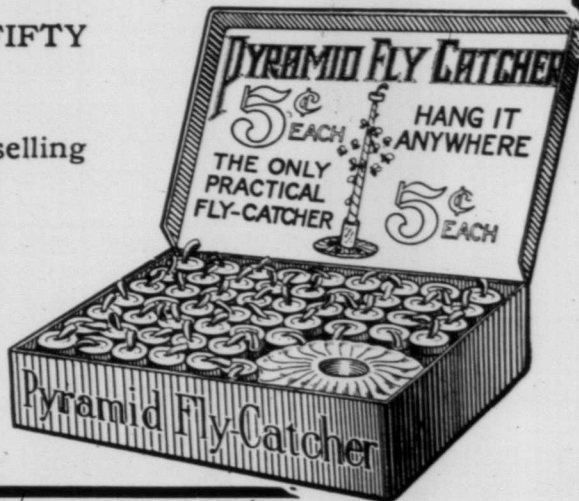
This German device is admitted to be the best selling  
Fly Catcher in the World.

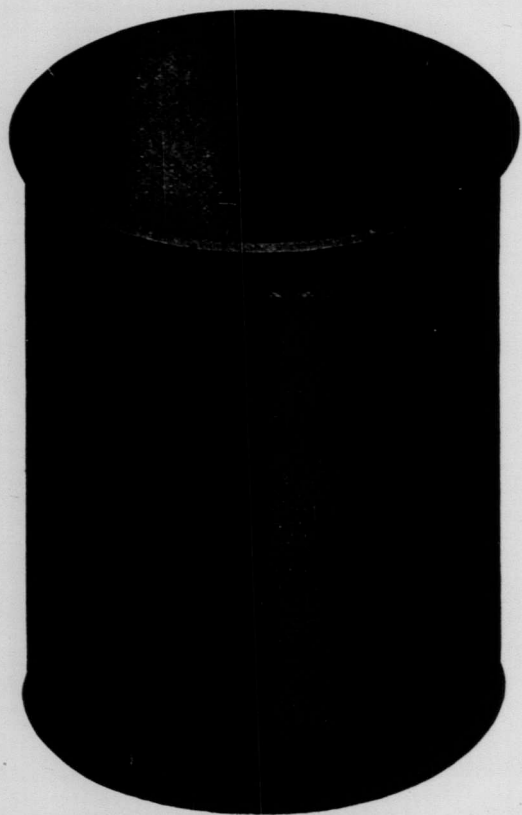
**WM. H. DUNN, Importer**

**MONTREAL, TORONTO AND VANCOUVER**

Selling Representatives:

**MASON & HICKEY, WINNIPEG**  
**J. W. NUNN, VANCOUVER**  
**J. FRANCOIS TURCOTTE, QUEBEC**





# SANITARY CANS

FOR

**"Winter Pack"**

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

**Sanitary Can Co., Ltd.,**

Niagara Falls, Ont.

## ADVERTISE YOUR STORE



made in one and two dozen sizes.

SHOW THE PEOPLE THAT YOU ARE  
WIDE-AWAKE—USE

**STAR EGG CARRIERS AND TRAYS**  
FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for all particulars and get our two valuable books  
"SAFE EGG DELIVERY" and "SAMPLE ADS." free.

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

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

7 Pretoriastr. Krugersdorp  
Transvaal, 29-10-11.

Dear Sirs,

Last week I bought in a local shop a tin of raspberries packed by your Company, the first we ever tasted in this country. We found them superb, a real delicacy. Only the high prices of preserved fruits in this part of the world prevents us to indulge in the better sorts except very occasionally. The idea struck me that, were you willing to directly deal with us we might get a consignment of your fruits at so reasonable a price that we might have one or more tins of your fruits daily on our table. As I am a vegetarian and our 5 children are brought up on vegetarian principles, a regular dish of your excellent fruits would prove a real boon to all. Will you kindly correspond with me and c.g. state prices, including, if possible, freights, etc. I am, yours faithfully, H. de Munnik

7 Pretoriastr, Krugersdorp,  
Transvaal, 29-10-11

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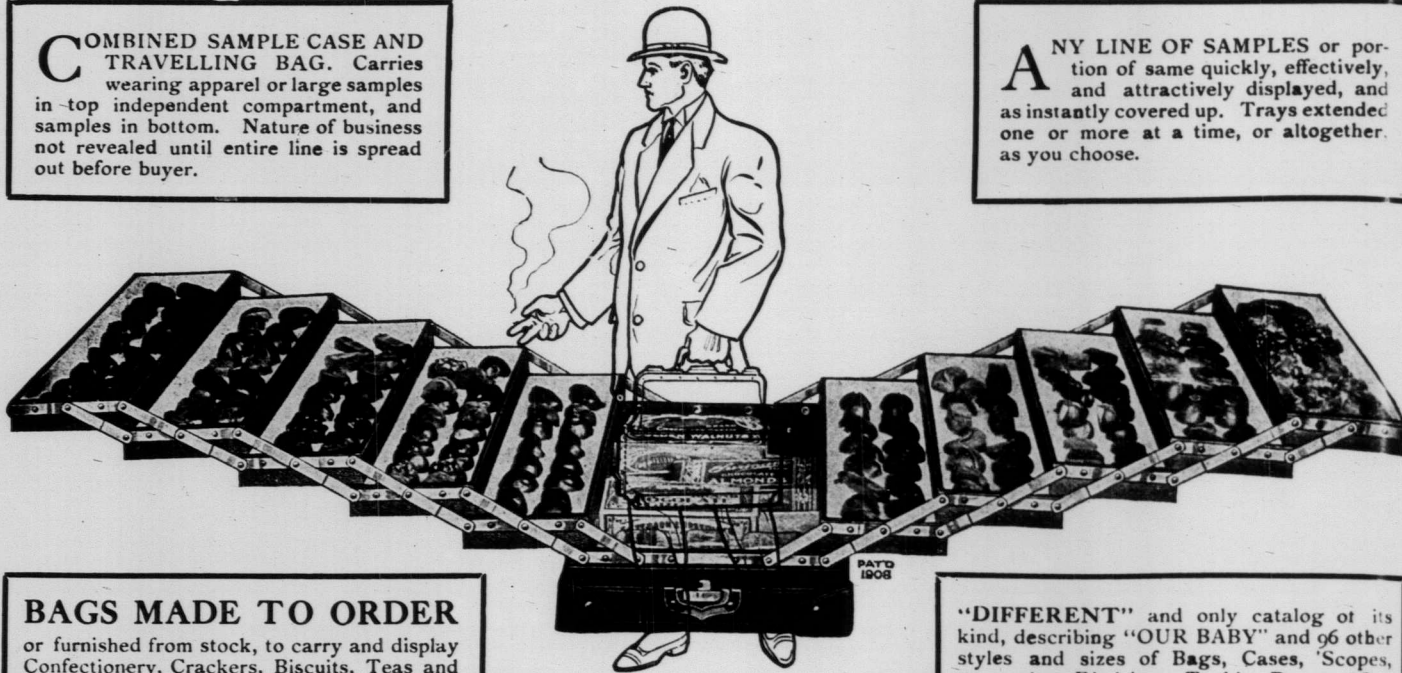
Yours faith.,  
H. de MUNNIK

The postal here reproduced be-  
speaks the universal popularity of  
Dominion Canners' products.

**Dominion Canners Limited**  
**Hamilton** ∴ **Canada**

THE CANADIAN GROCER

**C**OMBINED SAMPLE CASE AND TRAVELLING BAG. Carries wearing apparel or large samples in top independent compartment, and samples in bottom. Nature of business not revealed until entire line is spread out before buyer.



**A**NY LINE OF SAMPLES or portion of same quickly, effectively, and attractively displayed, and as instantly covered up. Trays extended one or more at a time, or altogether, as you choose.

**BAGS MADE TO ORDER**

or furnished from stock, to carry and display Confectionery, Crackers, Biscuits, Teas and Coffees, Groceries, Seeds, All Package or Bottled Goods, Soaps or any line of samples whatsoever.

"Our Baby" No. 1

"DIFFERENT" and only catalog of its kind, describing "OUR BABY" and 96 other styles and sizes of Bags, Cases, Scoops, etc., also Fishing Tackle Bags, "One Piece" Leather and "One Piece" Fibre Traveling Bags.

CATALOG GLADLY SENT FREE ON REQUEST

**KNICKERBOCKER CASE CO.** Specialists and Original Designers  
 Fulton and Clinton Sts. ESTABLISHED 1900 Chicago, U.S.A.

**APPROVED BY ALL AUTHORITIES**

HEALTHFUL  
NUTRITIOUS  
DELIGHTFUL

A DAINY DESSERT

**ST. VINCENT ARROWROOT**

THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users.

The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

**ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N**  
 KINGSTOWN, ST. VINCENT, B.W.I.

8

**PA**

**PACK**  
**LA**

All the Packets  
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actually done

Send us Sample

**LOVELL'S B**  
59/60 Grace

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THE CANADIAN GROCER

# PACKETING MACHINERY

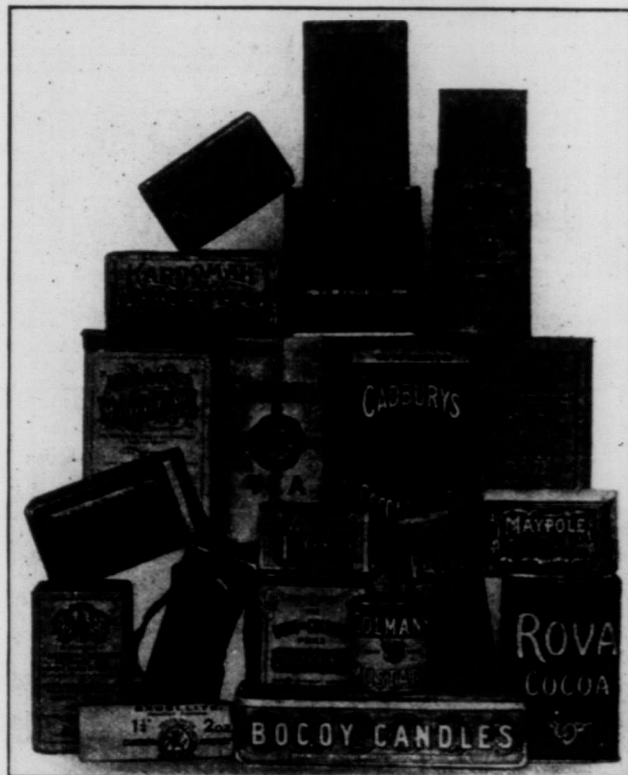
*Of Every Description*

**PACKETING  
LABELLING  
WRAPPING  
BAG-MAKING  
Etc., Etc.**

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

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

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



[M.E.]

## TO GET AND HOLD TRADE

sell your customers absolutely reliable goods. Don't run the risk of losing their good-will by offering an article of doubtful quality.

When you sell

## Kitchener Brand Pork and Beans

you are always sure of pleasing your customers. Every housewife knows that Kitchener Brand is wholesome and dependable.

The contents of every can of Kitchener Brand Pork and Beans is a combination of the finest selected beans, cooked and packed under modern sanitary conditions, with the right amount of flavoring ingredient to give them a delicious and wholesome flavor that will command repeat orders.

Put up in 5c and 10c tins

**The Oshawa Canning Company, Limited**  
OSHAWA, ONT.



Quick  
Sellers



Sure  
Profits

## PINK'S TABLE DELICACIES

Have the genuine Fish and Meat flavour. Put up in convenient packages and guaranteed Pure, they make an easy line to sell. Prices from our Sole Canadian Distributors.

The Manufacturers Agency Co.

Montreal: J. W. Windsor, 22 St. John Street. Halifax, N. S.: C. E. Creighton, Bedford Chambers.  
St. John, N. B.: S. Cecil Irvine, 48 Princess St. Boston, U. S. A.: Gen. Sales Office, 330 Board of Trade Bldg.

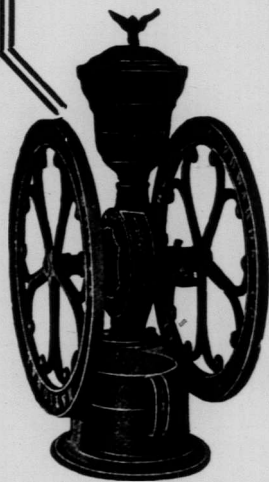
# E. & T. Pink, London, England

### YOU ARE THE MAN WE WANT

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

## ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish, Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.  
ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL—The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

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

A TIP FOR 1912

### Buy the Queen Square Fruit Jar

The biggest selling Lightning Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.



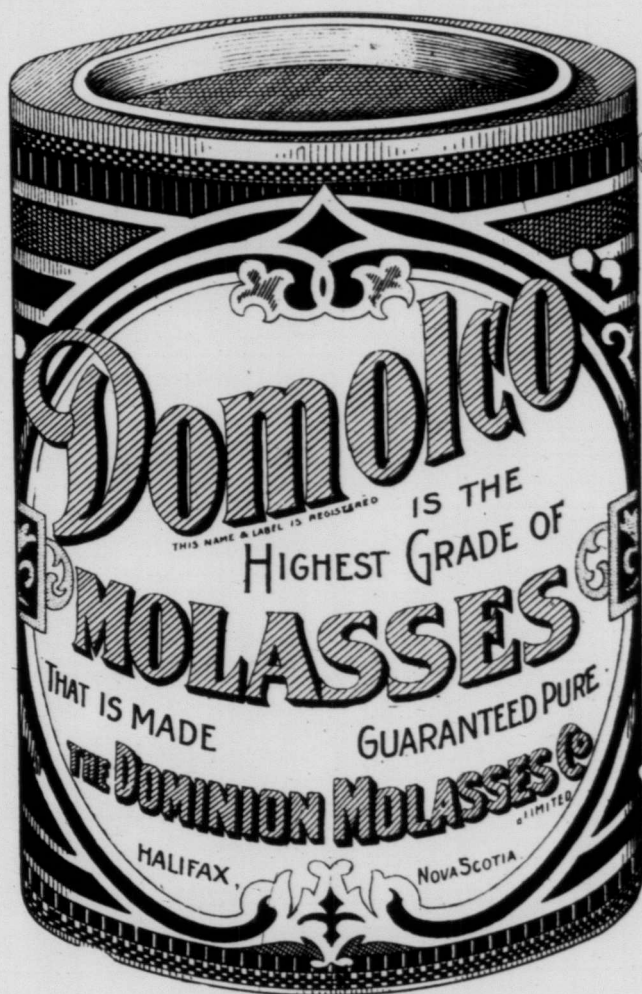
Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by  
**SMALLEY, KIVLAN & ONTHANK**  
BOSTON, U.S.A.

For sale by all first-class dealers in Canada and United States.

# MOLASSES



There Is No Doubt About It!

## Domolco Molasses

has caught the Market. We are getting "Repeat Orders" from all over Canada, which is proof that it pleases the Consumer.

If you have not stocked this Celebrated Molasses place an order with your Wholesaler Now.

### The Dominion Molasses Co.

LIMITED

Halifax,

Nova Scotia

Sure Profits

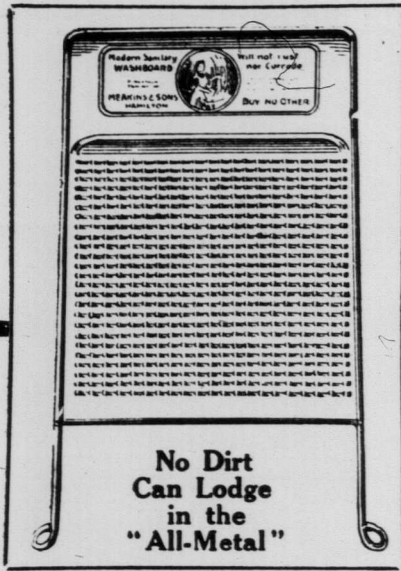
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States.



No Dirt  
Can Lodge  
in the  
"All-Metal"

## IN A CLASS BY ITSELF

The Meakins' Sanitary Washboard leads all others and is so much superior that it stands alone in a class by itself. It is the grocer's best all-year-round seller, very attractive in appearance, being built of metal in one piece, which will not rust or corrode or give chance of cutting the hands on rough edges. Hygienic principles on this popular washday implement are predominant, as the construction gives no chance to collect the grime and dirt of washday.

*This is the washboard you will handle ere long.*

**Meakins & Sons**  
Hamilton, Ont.

# Rowat's Goods Sell!

The Connoisseur's  
Choice!

Cater for your particular customer by featuring



## Rowat's Pickles AND Paterson's Sauce

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

**ROWAT & CO.,**  
Glasgow, Scotland.

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 and Co.,  
Vancouver, B. C.



Mr. Gro  
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H. J.

**CENTURY SALT**

**TAKE NO SUBSTITUTE**

Your salt sales should be good at this time, Mr. Grocer, when much meat is being packed and cured for the summer, and should the salt you handle not be pure you will be a sure loser when more salt is wanted.

**CENTURY Salt** is all salt without adulterants used in the processing.

It's **THE** salt that can be used with confidence.

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.

**The Right Thing**

Shows a good profit

Take no substitute

Reliable Quality Packed in Finest French Olive Oil

ORDER TO-DAY FROM YOUR WHOLESALE OR WRITE TO

MONTREAL—J. W. Windsor	LONDON, ONT.—Geo. L. Gillespie
QUEBEC—Albert Dunn	WINNIPEG—W. H. Escott Co.
HALIFAX—A. B. Mitchell	CALGARY—H. Donkin & Co.
ST. JOHN, N. B.—W. S. Clawson & Co.	EDMONTON—Dominion Brokerage Co.
TORONTO—A. E. Richards & Co.	HAMILTON—A. E. Richards & Co.
	VANCOUVER—H. Donkin & Co.

Mr. Grocer, of course you have noticed the Heinz advertisements appearing in the different magazines throughout the country, during the past few weeks.

Are you explaining to your customers the difference between Heinz Mince Meat and the kinds usually made?

Do you realize that by keeping in stock an assortment of the 57 varieties, it helps to create an impression with your customers that you wish to cater to the best trade?

Remember that Heinz goods are guaranteed to please, and that you are authorized to refund full purchase price, should any of your customers fail to be pleased with them.

Heinz Mince Meat and Heinz Plum Pudding are being extensively advertised just now, and a good stock of these should be kept on hand to supply the demand.

Other reasonable goods are Heinz Apple Butter, Preserves, Tomato Soup, etc.

**H. J. HEINZ COMPANY**

**IF ALL THE GROCERS IN CANADA**

**ST. CHARLES MILK**

**WERE LINED UP**

you would find the best of them handling

**ST. CHARLES EVAPORATED MILK**

That is because this product comprises a line that is a huge seller and always makes good.

**A PERFECT SUBSTITUTE**

for milk or cream in their unmodified form.

Simply pure milk put up in small tins.

**St. Charles Condensing Co.,**  
INGERSOLL, ONT., CANADA

# JAM THAT IS REAL JAM

Prepared from the freshly gathered fruit and finest refined sugar, containing no glucose nor chemical preservatives—that's the kind made by

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

Our reputation of over one hundred years is at the back of every sale. Our guarantee of Purity is on every jar. There's but a small difference between the price of this jam and the poor sorts, but a great difference in quality.

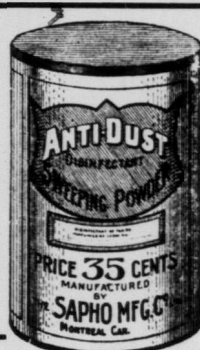
**It has the Flavor of the Fresh, Ripe Fruit.**

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

**ANTI-DUST!**

**ANTI-DUST!**

**ANTI-DUST!**



Remember the name. The housewife will use this and no other, once you introduce it to her. It is different, more up-to-the-minute than any other make. Not an imitation but a discovery.

**Deodorizes Disinfects**

and "plays the dickens" with all germs and microbes. Try it in your own store and see how sweet a smell it will leave behind it.

Stock It. Sell It. Repeats Follow.

**The Sapho Mfg. Co., LIMITED**  
MONTREAL

## Successful Service

There is just one conclusive test of a Coffee Mill, and it is a simple test. Anybody can make it. Find out the price of a Mill, then find out what service that Mill is giving owners of one, two and three years' standing. Not only how it ran during the first three months of use, but how it runs TO - DAY. Then measure up your price and service and get the answer.



**COLES MFG. CO., Philadelphia, Pa.**

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

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



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

**FARROW'S**  
**'Patent Net' PEAS**

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

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

**CANADIAN AGENTS:**

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

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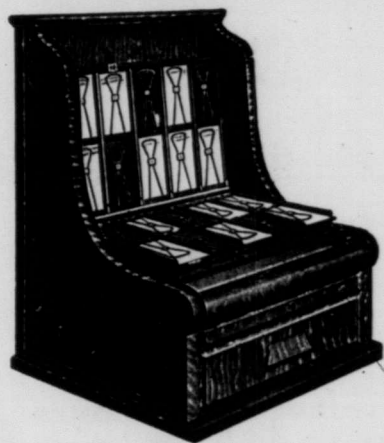
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The McCaskey R

Branches:— Bosto Minn Mem

**THE LARGES**

**COATED**



## End Your Accounting Troubles

This is an illustration of a McCaskey Gravity Account Register. It is built of wood and steel, but when operated it equals human intelligence.

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

will tell you more about the details of your business (the things you should know) in five minutes than you can get from a set of books in hours.

The McCaskey System cuts out useless copying and posting from one book to another and the information it gives you about your business is reliable and can be depended upon.

With The McCaskey in your store you can tell at a glance the total amount due you on each account receivable.

At a glance you can learn what twenty customers owe, when they made their last purchase and what they bought.

The McCaskey collects money automatically.

The McCaskey prevents errors and disputes with customers over their accounts.

The McCaskey gives every customer an itemized statement of his account with each purchase and shows his total indebtedness to date.

The McCaskey limits credits, prevents overbuying and overselling.

With The McCaskey you can prove your loss to the penny if you are visited by fire.

Over seventy thousand merchants in all lines of business are using The McCaskey System.

We'd like to send you more information. Drop a postal card to-day.

## Dominion Register Co.

LIMITED

90-98 Ontario St. Toronto, Canada

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

Australia - New Zealand.

The McCaskey Register - Alliance, Ohio.

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

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

## GET A REPUTATION FOR SELLING GOODS OF CLASS!

You can sell and honestly recommend the SHIRRIFF EXTRACTS. They will give your customers the greatest satisfaction, being purer, stronger and more true in flavor than any other make.

*It stands to reason* that if you hand a confiding customer a trashy extract, she will buy *that* commodity somewhere else next time. And while she is buying that, she will most likely order something else if your competitor is wide-awake—as he most likely will be.



More Than Ninety Flavors

More Than Ninety Flavors

ALL SHIRRIFF'S EXTRACTS are best in their line, but the greatest success of all is

# Shirriff's TRUE VANILLA

Made from the real Mexican vanilla bean, it has the true vanilla flavor. This flavor is almost unknown now, because of hundreds of chemical concoctions on the market under the name of "vanilla."

So, if you sell SHIRRIFF'S TRUE VANILLA, you will be giving your customers an extract that will be a revelation to them.

You will please them and add to their confidence in the goods you sell, generally.

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

IMPERIAL EXTRACT CO., TORONTO

Pa.

Winnipeg  
Milton  
Wburne

d.

Winnipeg  
L. Hart, Halifax



**More Customers**

'Camp' is a magnet for drawing customers in plenty; customers who come and go with regularity, and go away well satisfied; customers whose pleasure in 'Camp' Coffee is good profit for you.

**Camp Coffee**  
*R. Paterson & Sons Ltd. Coffee specialists Glasgow*

**The Best**  
**MACARONI VERMICELLI**  
**SPAGHETTI**

is the

**L'ETOILE BRAND**

Do you want proof?  
 We can furnish it.

Just Write

**Gie Francaise des Pates Alimentaires**  
 MONTREAL

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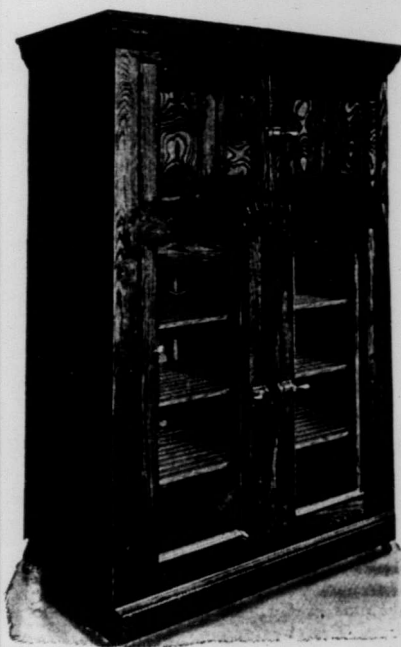
By Royal  Letters Patent.

**NELSON'S**  
**Powdered**  
**GELATINE**

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

**C. NELSON, DALE & CO., LTD.,**  
 WARWICK, ENGLAND.

**"EUREKA"**



**Canada's Scientific  
 and Sanitary  
 REFRIGERATOR**

There are  
 more Eureka  
 Refrigerators  
 in use in  
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 Butchers,  
 Grocers,  
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 Refrigerators  
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The above is the strongest  
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WRITE FOR  
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**Eureka Refrigerator Co., Ltd. 54 NOBLE STREET  
 TORONTO**

Montreal Representative  
**JAMES RUTLEDGE** Telephone St. Louis 307  
 Distributing Agents, **WALTER WOODS & CO.,** Winnipeg  
 Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon



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 Order now fro  
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**The Contine**

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# 5% Discount 5%

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

Write  
for  
Quotations



Write  
for  
Quotations

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

## Wonder Fly Killer

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

Dominion Agent: **Joseph R. Wilson**, 204 Stair Building, TORONTO

Distributors:—BRITISH COLUMBIA, McLeod & Clarkson, Vancouver, B.C.; ALBERTA, K & A. Cameron, 204 2nd St. W., Calgary, Alta.; MANITOBA and SASK., W. H. Escott, 137 Bannatyne Ave. E., Winnipeg, Man.; ONTARIO, Jas. Turner & Co., Hamilton; QUEBEC, A. Francis Turcott, Room 16, Morin Block, Quebec, Que.; EASTERN PROVINCES, H. B. McLaughlin, Truro, N.S.

# ROYAL SALAD DRESSING

There is a reason for everything. The large number of people in CANADA—from the Atlantic to the Pacific, who love **ROYAL SALAD DRESSING**, is the reason for the new modern, well equipped factory to make it in, just built in Windsor, Ontario.

MADE ONLY BY

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



The choice of paper bags in which to wrap foodstuffs—in these modern times—when customers are looking for the utmost cleanliness in handling—is of greatest importance.

## Continental GERM-PROOF Bags

insure to the customer all that is desired in this respect. The enormously increasing demand for these Bags is the Proof. Order now from your Wholesaler or the Distributors:

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto; David & Hay, Limited, Toronto; Walter Woods & Co., Hamilton; The Young Co., Limited, North Bay and Sudbury.

MANITOBA, ALBERTA and SASKATCHEWAN: Walter Woods & Company, Winnipeg.

QUEBEC and MARITIME PROVINCES: The Continental Bag and Paper Company, Limited, Branch, 427 St. James St., Montreal.

**The Continental Bag & Paper Co.**  
LIMITED

OTTAWA

SOLE MANUFACTURERS.

## Condensed Milk Growing Popular



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

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

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

Our lines will bring you new customers and quick returns.

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

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

## THE RETAIL STORE

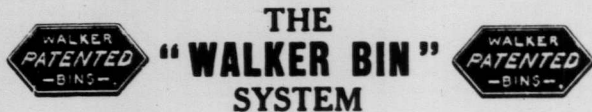
that gets the business and **HOLDS** it, is the store that handles lines of the Best Quality. How many new customers do you get in a month? How many do you **LOSE**? Certain retail stores get a "name" for goods of high quality, **THEIR** business is permanent, just the kind of business **YOU** want!

**YOU CAN GET IT** by buying from "US." Anything and everything needed in your business, bought for you right, from the right people and shipped to you promptly. The best manufacturers, firms that put out lines of the finest quality are constantly making us their direct representatives for the West.

LET US HELP YOU towards permanent and increasing business.

**RICHARDS & BROWN, - - - WINNIPEG**

Wholesale Commission Merchants



### THE "WALKER BIN" SYSTEM

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

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

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

REPRESENTATIVES:—

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

Berlin, Ontario

## A Dialogue With a Moral

"I want a bottle of the best olives you sell."

"Yes, Madam. Here is a bottle of **CLUB HOUSE QUEEN OLIVES**; all the olives are selected for size, shape and color, and are carefully preserved to retain the luscious flavor of the natural fruit.

Now, this customer insists on having Club House Queen Olives every time.

**Write your jobber for prices**



**Gorman, Eckert & Co., LIMITED**  
LONDON, Ont. WINNIPEG, Man.



By Special royal permission.

## THE LINE OF SUSTAINED PROFIT

Especially in your brands of Canned Fish, care in selection is essential! And you'll find

### "KING OSCAR" BRAND NORWEGIAN SARDINES

always uniformly pure, sweet and well packed. They are genuine satisfaction-givers and profit-producers.

It will pay you to feature "King Oscar" Brand.

Ask your wholesaler for them

**John W. Bickle & Greening (J. A. Henderson) Hamilton, Ont.**

Bos

W. C  
Manufacture

# CLARK'S

## Boston Baked Pork and Beans

### SELL

Because neither you as a business man, or your customers as consumers of pure foods, have the time to make experiments.

CLARK'S BAKED PORK AND BEANS are packed by the finest process in the world.

CLARK'S SAUCES, TOMATO, CHILI and PLAIN, have that flavor which is only found in the natural fruits and spices.

Add our experience and you can easily realize how we are able to produce

### CLARK'S PORK AND BEANS

---

**W. CLARK, - - MONTREAL**

Manufacturer of the Celebrated MINCE MEAT in the NEW STYLE CAN

# JAPAN TEAS

Both the **JOBBER** and the **RETAILER** should remember that **JAPAN TEAS** are not so staple as others, and while they can in consequence obtain better profits, can with impunity recommend them for their distinct, pleasing character and absolute purity.

## FURUYA & NISHIMURA

MONTREAL

NEW YORK

CHICAGO

JAPAN

### THE DAY IS SOON COMING

when the dealer will get rid of inferior branded articles he carries in stock and will replace them with products of standard quality. The consumer regards only the best, which is realized to be the cheapest in the long run.



**STERLING EXTRACTS** have long proven their superiority and mean new and bigger trade to the merchant who promotes their sale.

**The T. A. Lytle Co.**  
LIMITED

Sterling Road, Toronto, Canada

TO THE WHOLESALE TRADE

### West India Co., Limited

305 St. Nicholas Building  
**MONTREAL**

THE CANADIAN HOUSE OF:

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

# SUGARS MOLASSES

## and all West Indian Produce

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

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

**West India Co., Limited**

## Fresh Cow's Milk - Evaporated

In every detail the greatest care is given in the preparation of

### Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

**THE AYLMEER CONDENSED MILK CO., Limited**

Head Offices, HAMILTON, ONT.

Aylmer, Ont.



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Canadian Agents

# St. Lawrence Sugar

The standard of quality.  
 The granulated sugar that's an all-pure cane product.  
 Proved by actual government test to be 99<sup>99</sup>/<sub>100</sub> to 100 per cent. of Sugar, containing no impurities whatever.

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

How are your Soap Sales?

Down? Then we can put them up.  
 Up? Then we can put them higher  
 up still. How do we do it? It's  
 quite simple We sell you

## "Canada's Best" SOAP

and the soap, in a very literal sense,  
 "does the rest." It is the soap cus-  
 tomers come back for, the popular  
 favorite which is always increasing  
 in popularity.

SHALL WE SEND YOU A SAMPLE CASE?

**United Soap Company**  
 OF CANADA, LIMITED  
 MONTREAL

WE DEFY

anyone to mention an occasion on which our goods were found adulterated. This is certainly a strong statement, inasmuch as there has been so much adulteration going on; yet we put forth the challenge, knowing that our policy of putting up a pure Maple Syrup has never been abused.



Pride of Canada  
 Maple Syrup

should be on your shelves. You can sell it just as well as the cheaper and impure. Your customers will readily appreciate the difference and thank you for introducing it to them.

Pride of Canada and N-O O-T-H-E-R  
**The Maple Tree Producers' Assoc.**  
 LIMITED  
 MONTREAL TORONTO

**Tea Lead**

(Best Incorrodible)

**"Pride of the Island"**

Manufactured by **BRAND**  
**ISLAND LEAD MILLS, LIMITED**

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

**McLEAN'S**



The old order changeth,  
 Giving place to new,  
 But **White Moss** remaineth  
 Tried and True.

THE CANADIAN COCOANUT COMPANY, MONTREAL

# Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES		MONTREAL
<p align="center"><b>THE W.H. ESCOTT CO.</b> Wholesale Grocery Brokers 137 BANNATYNE AVENUE <b>WINNIPEG</b> COVERING Manitoba and Saskatchewan CORRESPONDENCE SOLICITED</p>	<p align="center"><b>DISTRIBUTORS, LIMITED</b> P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Merchants, Warehousemen. Track connection with all Railroads.</p>	<p align="center"><b>FOR SALE</b> Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. <b>J. T. ADAMSON &amp; CO.</b> Customs Brokers and Warehousemen 27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>
<p align="center"><b>WATSON &amp; TRUESDALE</b> Wholesale Commission Brokers and Manufacturers' Agents. <b>WINNIPEG, MAN.</b> Domestic and Foreign Agencies Solicited.</p>	<p align="center"><b>TORONTO</b> Wire us when wanting a car of Evaporated Apples. <b>W. H. Millman &amp; Sons</b> Wholesale Grocery Brokers TORONTO</p>	<p align="center"><b>MARITIME PROVINCES</b> <b>J. W. GORHAM &amp; CO.</b> Manufacturers' Agents and Grocery Brokers HALIFAX NOVA SCOTIA We are open for a few high class specialty lines</p>
<p align="center"><b>WINNIPEG</b> <b>H. G. SPURGEON</b> Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited. 280 Chambers of Commerce. P.O. Box 1812</p>	<p align="center"><b>W. G. PATRICK &amp; CO.</b> Manufacturers' Agents and Importers 77 York Street, Toronto</p>	<p align="center"><b>H. R. SILVER, LTD.</b> MANUFACTURERS' AGENTS AND GROCERY BROKERS HALIFAX - NOVA SCOTIA First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.</p>
<p align="center"><b>WINNIPEG</b> <b>THE J. J. TOMLINSON CO.</b> WHOLESALE GROCERY BROKERS Office and Track Warehouse, - 92 Alexander St. E. Correspondence solicited on domestic and foreign lines.</p>	<p align="center"><b>W. G. A. LAMBE &amp; CO.</b> TORONTO Grocery Brokers and Agents. Established 1885</p>	<p align="center"><b>J. A. TILTON</b> WHOLESALE GROCERY BROKER ST. JOHN, N.B. Correspondence solicited with Houses looking for first-class grocery connections.</p>
<p align="center"><b>FRANK H. WILEY</b> MANUFACTURERS' AGENT and IMPORTER 757 Henry Ave., WINNIPEG.</p>	<p align="center"><b>MacLaren Imperial Cheese Co.</b> Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>	<p align="center"><b>W. S. CLAWSON &amp; CO.</b> Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, N.B. Open for a few more first-class lines.</p>
<p align="center"><b>WESTERN DISTRIBUTORS LIMITED</b> Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity. <b>SASKATOON, WESTERN CANADA</b></p>	<p align="center">On spot, all kinds nuts, in shell and shelled, at [right prices]. <b>LIND BROKERAGE CO.</b> 73 Front St. East - TORONTO <b>LONDON</b></p>	<p align="center"><b>NEWFOUNDLAND</b> <b>T. A. MACNAB &amp; CO.</b> ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.</p>
<p align="center"><b>G. C. WARREN</b> Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p align="center"><b>THE MARSHALL BROKERAGE COMPANY</b> 67 Dundas St., LONDON, ONT. Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.</p>	<p align="center"><b>BRITISH COLUMBIA</b> <b>McLEOD &amp; CLARKSON</b> Manufacturers' Agents and Wholesale Commission Agents 852-6 CAMBIE ST., VANCOUVER, B.C. Can give strict attention to a few first-class Grocery Agencies. Highest References.</p>

**MANUFACTURERS' BROKERS'**  
(Cont)

**LONDON**  
**Jam Manufacturers' Agents'**  
Specialty:—Fruit  
Correspondence  
F. KESS  
Railway Approach, Lo

**OTTAWA**  
**L. H. M  
J. SOUBLI**  
Wholesale  
Manufacturers  
Canadian, British and  
Sussex Street,

**THE PE  
JAM.**  
are now buying  
United States  
to buy in Canada  
know what we  
advertisement

**KING**

**"GLEA**  
might bring in  
write for rates  
**I. C. STEWA**

**SUCHARD**  
This is the season to  
COCOA. From now  
demand daily. It pays  
guarantee Suchard's C  
makes. Delicious in fla  
FRANK L. BENEDIC  
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**MANUFACTURERS' AGENTS AND  
BROKERS' DIRECTORY**  
(Continued.)

**LONDON, ENG.**  
Jam Manufacturers and Confectioners' Sundriesmen.  
Specialty:—Fruit Pulps of all Kinds.  
*Correspondence invited.*  
**F. KESSELL & CO.**  
Railway Approach, London Bridge, London, Eng.

**OTTAWA**  
**L. H. MAJOR and  
J. SOUBLIERE, Limited**  
Wholesale Brokers and  
Manufacturers' Agents  
Canadian, British and Foreign Agencies Solicited  
Sussex Street, Ottawa, Canada

**THE PEOPLE OF  
JAMAICA**  
are now buying things in the  
United States which they ought  
to buy in Canada. They don't  
know what we can do. A small  
advertisement in the  
**KINGSTON**  
**"GLENER"**  
might bring inquiries. Better  
write for rates to  
**I. C. STEWART, Halifax**

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

**O. E. Robinson & Co.**  
Manufacturers and Buyers of Dried  
Evaporated and Canned  
Apples  
*Ingersoll, - - Ontario*  
ESTABLISHED 1886

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

**HOUSEWIVES'  
FAVORITE**



**WHITE DOVE  
Cocoanut**  
The White Dove, symbolic  
of purity, is the proper brand  
for this popular cocoanut.  
Every can passed over the  
counter will return many  
profits in good will. Be sure  
to stock "White Dove." Full  
particulars from  
**W. P. Downey**  
MONTREAL, QUE.

  
The **BROWN** is the  
**Perfect Bag Holder**  
Size required can be seen  
at a glance.  
Handy, saves time and  
therefore money.  
For sale by jobbers every-  
where. Ask your jobber  
or write  
**The Brown Manufacturing Co.**  
CRESTON - IOWA, U.S.A.

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, Provision  
and General Trades' Journal**  
10 Garfield Chambers, Belfast, Ireland.

**CLAY PIPES**  
None equal. Insist upon McDougall's  
There IS a difference.  
**D. McDOUGALL & CO., LTD., GLASGOW,  
SCOTLAND**

**WINDSOR SALT**  
CAR LOTS OR LESS. Prompt shipments.  
Write us for prices. Phone order at our  
expense.  
**TORONTO SALT WORKS**  
TORONTO, ONT. G.F.O. J. CLIFF, Manager

**CLUB  
JELLY  
POWDERS**  
are just what will please  
the housewife, and you  
should not hesitate for  
one moment to put them  
before her. In order  
to do so you must have  
a supply. Can we send  
you a trial lot?  
**Remember**  
that with each package  
the purchaser gets a  
delicious custard pow-  
der free.  
**Club Jelly is quality  
Club Jelly is delightful**  
**S. H. Ewing & Sons**  
Montreal - Toronto

**Financial Writer—**  
We propose increasing our staff  
of editors and will consider con-  
fidentially applications from men  
who can furnish evidence of high  
character and good ability. They  
should have some knowledge of in-  
vestments and preferably be uni-  
versity graduates with newspaper  
experience. State age, experience  
and salary wanted. Address  
**The Financial Post of Canada,  
143 University Ave.,  
Toronto.**

**WE WANT YOU**

to base your judgment of this match by testing them yourself. We know your decision will be in their favor. TRY A SAMPLE CASE.

**Dominion Match Co., Limited**  
DESERONTO, ONT.

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



**ARE YOU INSURED**

AGAINST ADULTERATION  
on the spices you handle?

**The Government Form of Warranty**

is your only safe insurance,  
and is attached to every

**TIN - PAIL - BOX - PACKAGE  
AND BARREL OF**

**White Swan Brand of Spices**

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH  
EVERY SPICE PURCHASE YOU  
MAKE AND PLACE THE ONUS  
ON THE MANUFACTURER.

**Tea Hints  
for Retailers**

By JOHN H. BLAKE

This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :-

- The Tea Gardens of the World*
- Tea from Seed to Leaf*
- Tea from Leaf to Cup*
- The Tea Markets of the Orient*
- How to Test Teas*
- Where to Buy Teas*
- Is it Wise to Place an Importation Order?*
- Bulk versus Package Teas*
- How to Establish a Tea Trade*
- Tea Blending*

(275 pages)

(24 full-page Illustrations)

Sent to any address on receipt of \$2.00.

**MacLean Publishing Company**  
(Technical Book Department)

43-149 University Ave.,

TORONTO

**Tartan**  
BRAND  
THE SIGN OF PURITY

**OUR ANNUAL TEA SALE**

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

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

PHONES 3595, 3596, 3597 3598, 748, 462

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# New Premiums for Displays Without Photograph

We find that many grocers who are willing to make displays are unable to have them photographed.

To meet their wishes we have decided to offer the following premiums for displays which are made without photograph.

These displays must be made during the month of January. They must be made of Quaker and Mother's Oats only—of one or both of these brands. Regular or family size.

These displays must consist of not less than three cases, and must be made of goods purchased during the month of January.

Applications for the premiums must be accompanied by a jobber's invoice, showing the amount and date of purchase.

The invoices must reach us not later than the end of February.

This supplementary offer does not modify conditions named relative to State Association prizes.

For displays as above specified, made in windows or stores, we offer the following cash premiums:

**Every grocer complying with these conditions and sending jobber's invoice for not less than three and up to nine cases will receive our check for 50c.**

**Every grocer complying with these conditions and sending jobber's invoice for ten cases or more will receive our check for \$1.00**

(Each case must consist of 36 packages Regular Size or 20 packages Family Size.)

No grocer is entitled to more than one premium.

These premiums are less than for photographed displays, but they save you the cost and trouble of taking a photograph.

In applying for these latter premiums, the grocer must send a jobber's invoice showing the amount of purchase and must accompany same with a statement, made over his signature, on back of the jobber's invoice that the store display has been made.

Please bear in mind that the purpose of these offers is to sell Quaker Oats and Mother's Oats *for you*. That's why we require a quantity purchase—to insure a good display and good sale. And that is why we require that the displays be made during the best selling month, which is January.

Here are liberal premiums, open to every grocer. And every grocer, *for his own sake*, should get one of these premiums. It will mean, in addition, a multiplied sale on Quaker and Mother's Oats. It will make your store look like headquarters for these favorite brands.

Make a big display and make it at once, and see how your trade on these brands increases.

Address Applications for Premiums to

## The Quaker Oats Company

Window Display Dept., Peterborough

## Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

# The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

**SA**

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Grocer  
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43 Univ

It is only the store which keeps the best goods that gets the best trade.

Chase & Sanborn's High Grade Coffees are guaranteed highest quality.

~~~~~  
**CHASE & SANBORN**  
MONTREAL

## **SALESMAN WANTED**

---

There is an opening on the staff of the Canadian Grocer for an experienced Salesman-with knowledge of the grocery trade. Advertising experience is desirable. This is a good position and offers splendid opportunity for advancement.

State fully age, experience and salary expected.

**MACKAY PUBLISHING CO., LIMITED**

43 University Avenue, - - - TORONTO



## The Weakness In Your Selling Power

oftentimes lies in the quality of goods you pass out. Your selling ability will be at its best when you handle L. & B. Pure Fruit Jams and Jellies. Packed in 2, 5 and 7 lb. pails and 30 lb. wooden pails--the popular sizes.

**Lindner & Benner, Toronto**

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg



## This is the weather for good Mince Pies

Your customers will have the best if you sell them our brands.

“Old Homestead” Mince Meat, pails 8c lb., tubs 7 $\frac{3}{4}$ c lb.

“Prosperity” Mince Meat, - pails 7 $\frac{1}{2}$ c lb., tubs 7 $\frac{1}{4}$ c lb.

The finest quality that can be produced—TRY A SAMPLE ORDER.

## California Seeded Raisins—

“Anchor” and “Griffin & Skelly’s,” 16oz. fancy.

Our quotations are below the market.

**LOBSTERS** are scarce and prices will be higher.

We have a good stock,  $\frac{1}{2}$ s, and 1s, of exceptionally fine quality.

**EBY-BLAIN, LIMITED** - **WHOLESALE GROCERS**  
**TORONTO**

**WE  
WANT  
A  
MAN**

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

### SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

**WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.**

If you are making less than \$100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars,

**MACLEAN PUBLISHING COMPANY,**  
143-149 University Ave., Toronto, Ont.

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**A**  
Adams & Co., J. T.  
Allison Coupon Co.  
American Can Co.  
Aylmer Condensed Milk Co.

**B**  
Balfour-Smye & Co.  
Benedict, F. L.  
Bickle, J. W., & Greening  
Borden Condensed Milk Co.  
Bovril, Ltd.  
Brown Mfg. Co.

**C**  
Campbell Bros. & Wilson  
Canadian Coconut Co.  
Canadian Postum Cereal Co.  
Canadian Produce Co.  
Chase & Sanborn  
Chivers & Sons  
Church & Dwight  
Cie Francaise de Pates Alimentaires  
Clark, W.  
Claxton & Co.  
Clements Co., Ltd.  
Coles Mfg. Co.  
Consolidated Canning Co.  
Cotton Bros.  
Continental Bag & Paper Co.  
Crest Mfg. Co.

**D**  
Daly, F. F. Co.  
Distributors, Ltd.  
Domestic Cannery, Ltd.  
Domestic Match Co.  
Domestic Molasses Co.  
Domestic Register Co.  
Domestic Salt Co.  
Domestic W. P.  
Edwin, W. H.

**E**  
Eby Blain, Limited  
Edwards, H. P.  
Eganburg Starch  
Egan, James & Co.  
Egan, W. H. Co., The  
Eureka Refrigerator Co.  
Ewing & Sons, S. H.

# It's New Business That Counts

Don't travel in a rut. Get after new tea business. Regain the trade the peddler has taken. It can be done, and "SALADA" is the only tea to do it with. Every year—for twenty years—increase has topped increase in "SALADA" Sales. New customers have been added to the old. Their confidence and satisfaction have been obtained and retained. A reputation for reliability has been established. A trade worth while has been built up.



AND WE'RE STILL AFTER NEW BUSINESS

## THE "SALADA" TEA COMPANY

TORONTO

MONTREAL

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The handsome Christmas display in Island's grocery, Toronto, winner of first prize in The Grocer's 1911 competition.

## Winners in Window Dressing Contest

The Grocer's 1911 Competition Results in Receipt of Many Excellent Displays—  
Circular Stair With Steps Covered With Christmas Goods Winner in Class I.—  
Some Photographs Do Not Show Sufficient Detail.

The accompanying panel represents the results of our 1911 Christmas window dressing competition. This contest brought out some fine displays, two of which are shown herewith. The others will be reproduced in our big Fall Number next October—a time when dealers will be looking for suggestions for the trimming of their 1912 Christmas windows.

The judges had warm praise for the Island display, winner of first prize in class I. This is an exceedingly attractive window representing a lot of careful work. As the photograph did not show up extra well we are reproducing here a line drawing of the display as well as the original photo. It was dressed by Mr. Island's partner, C. J. Bamford

### The Construction.

A circular stair is made of ten up-rights placed in the centre of the window and covered with tinsel paper. The bottom row is covered with currants inlaid with the letters "Season's Greetings" made of loaf sugar.

The second row is covered with raisins, currants, sultanas and mixed peel.

### THE WINNERS.

#### Class I.—Towns and cities over 10,000 Population.

- 1—C. J. Bamford (Island's Grocery), Toronto, Ont.
- 2—E. A. Reed (Dowling & Reed), Brandon, Man. (\$3.)
- 3—Bruce & Sanderson, Toronto. (\$2.)

#### Class II.—Centres under 10,000 population.

- 1—R. George (Hudson's Bay Co.), Kamloops, B.C. (\$5.)
- 2—C. H. Milton (H. A. Ross), Oshawa, Ont. (\$3.)
- 3—Millar & Wigle, Essex, Ont. (\$2.)

Judges—S. S. Moore and J. L. Maude, Honorary President and Secretary Window Trimmers' Association of Canada.

The third row is covered with table raisins and boxes of fancy biscuits.

The fourth contains different kinds of Christmas candies.

The fifth row is covered with package dates and essences.

On the sixth is shown table figs.

The seventh is covered with bottled candies and boxes of chocolates.

The eighth contains shelled nuts.

And the ninth and top row is covered with bottled olives and bottles of wine.

On the bottom is placed on each side a pyramid, one of currants and one of Sultana raisins. Around these divided by slats covered with tinsel are shown the different kinds of nuts. The back is arranged with dates, figs, oranges, grapes and grape fruit. The back of the central fixture is draped from the centre to the sides and top with twisted colored paper forming a circle.

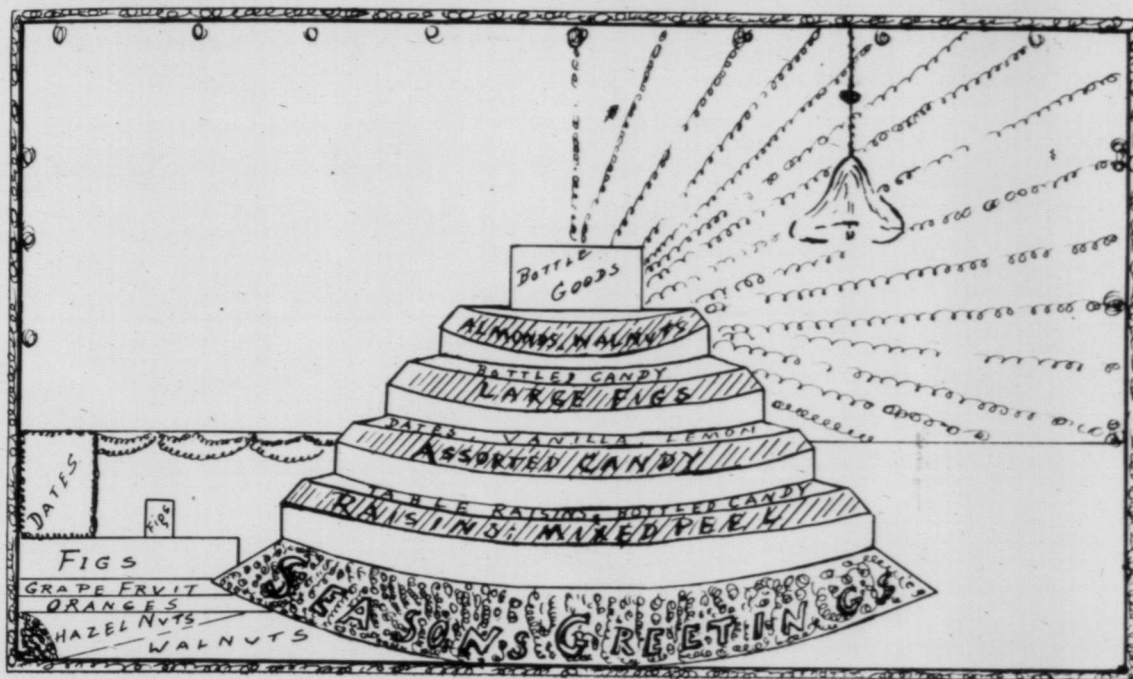
### Winner of Class II.

The display submitted from Kamloops, British Columbia, by R. George is another good window—good enough in the opinion of the judges to carry off first prize for centres under 10,000 population.  
(Continued on page 41.)

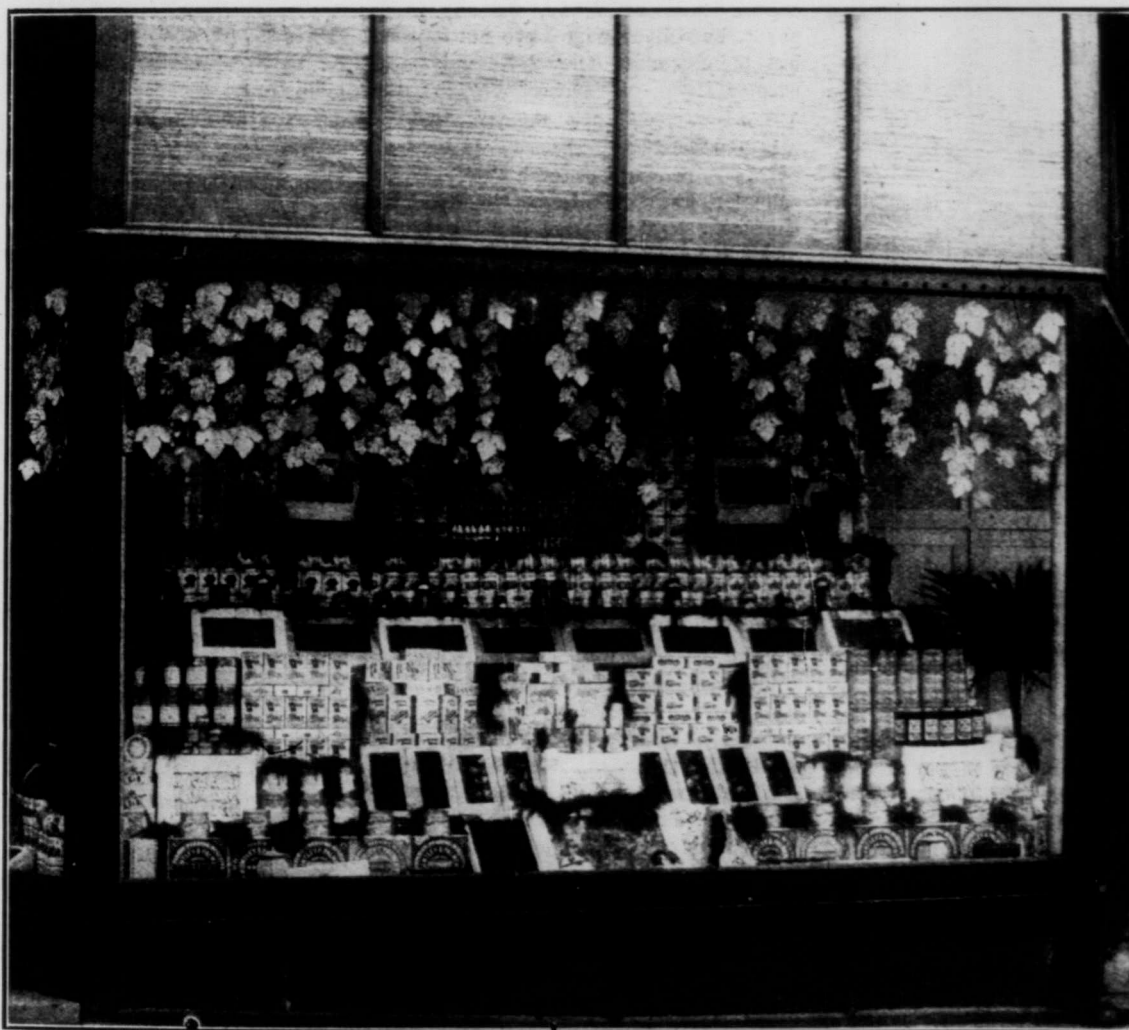
Line drawing

Kamloops,

THE CANADIAN GROCER



Line drawing of Island's window showing how the detail was worked out. Decorations and floor of window were same on either side.



Kamloops, B.C. window, winner of first prize in centres under 10,000 population. Note the order in which the goods have been arranged.

## Grocers' Expenses and Expenditures

Pertinent Inquiry for Beginning of Year—Interest on Investment—How Investment Kept Stationary—Surplus Account.

By Henry Johnson, Jr.

Editor Store Management Department, Canadian Grocer:—

Dear Sir:—Should freight and drayage be added to this overhead account? Please answer through your paper:

Interest on investment.  
 Rent of building, one year.  
 Own salary, one year.  
 Extra help, salary, one year.  
 Extra help, salary, one year.  
 Extra help, salary, one year.  
 Depreciation on stock.  
 Depreciation on fixtures and tools.  
 Donations.  
 Insurance on stock and fixtures.  
 Light and heat.  
 Ice.  
 Paper, bags, twine, wooden dishes, etc.  
 Office and store stationery and supplies.  
 Wagon and stable.  
 Phone and telegrams.  
 Trade paper and dues.  
 Advertising.  
 Goods stolen.  
 Goods not charged.  
 Goods returned.  
 Bad debts.  
 Collection accounts and expense.  
 Taxes on stock and fixtures.  
 Miscellaneous expenses.  
 (All for one year.)  
 Dec. 30, 1911.

Respectfully,  
 McA—W—.

This very full list seems to me to cover about all the needful expenses. The man who looks into his affairs as closely and analytically as this merchant does is not apt to let any important matter escape him, even if, in making up such a list, he forgets to put some of them down. Others make up a list which would nearly cover the entire stock, as, for instance, in addition to the above:

Bad weather days.  
 Brooms and cleaning.  
 Errors in figuring.  
 Newspapers.  
 Clean towels.  
 Lost in transit.  
 Wagon grease and horse shoeing.  
 Leakage.  
 Nails.  
 Messenger service.  
 Pencils, pens, postage, post office box.  
 Repairs.  
 Soap.  
 Spoilage.  
 Street sprinkling.  
 Water rent.

Market declines.  
 Spoiled vegetables.  
 Free candy and cigais.  
 Harness.  
 Fires.

But here many things are merely amplifications of such things as properly belong in classifications; as pencils and pens in stationery. It is all right to forget nothing, but no need to list all things used. The man who charges up donations will not neglect to charge brooms, nor will he enter laundry bills for clean aprons or towels, as other than items of expense.

### Expenses and Expenditure.

Further, it will not do to confuse expenditure with expense, else your classification vanishes. Freight and drayage are not expense. Nor are goods stolen, or not charged, or returned; nor bad debts. Until yesterday, we might say, paper, bags and twine were not expense, but merchandise; they have only just become items of expense, though they are properly expense, mostly, to-day.

In our business the word, Expense, covers properly such items as cannot be definitely located and charged against merchandise. Inasmuch as we handle such a lot of miscellaneous merchandise, of varying values, under varying conditions, we have a heavier "overhead" than a manufacturing business, for instance, or the printing business. I shall illustrate by the printer. A very great proportion of the "cost" of any job with him is what, in our case would be expense, but in his case is cost. This, because his man's time is charged for by the hour and so much time is put onto a job. Hence, while 75 per cent. of the cost may be time, it goes in as cost, not expense; while his real overhead or charge which cannot be allotted to that work, is trifling—maybe 5 per cent.

### Freight and Drayage.

With us the term, Expense, must be confined to the cost of handling merchandise; and, while we must be exceedingly careful not to overlook anything, yet must we not charge to expense anything that can definitely be fixed on cost. Freight and drayage are such as these—items which can be put right into cost, definitely charged against the items on which such charges accrue. Tea comes under first-class rate. Let us say it costs us 40 cents per 100 lbs., and our drayage is done under contract at 50 cents per ton. The right way is to add

$\frac{1}{2}$  cent per pound to cover freight, drayage and shrinkage. That is safe, and our margin must be computed on top of this cost.

Goods stolen, if known as to amount, must be simply charged to Loss & Gain (or Profit & Loss, if you choose), and credited to merchandise. The same with goods not charged and lost or returned goods. But why all this trouble? Whatever this loss, or shrinkage has really amounted to will show up in the inventory, when your net gain or loss, which we hope it will not be—is passed to the credit of your Capital or Surplus account. So, out of that list, I should take the following—if you have any doubts or objections, let us reason it out together later on:

Goods stolen, not charged, returned and bad debts; bad weather, errors in figuring, lost in transit (charge direct to merchandise and credit back again when and if recovered); leakage, spoilage, market declines, spoiled vegetables.

I do not grasp the meaning of "all for one year" or "fires." These things go on year after year; and fires, let us hope, come so seldom that we can afford to give each one an individual accounting.

### Wrapping Paper Given Away.

I said that until very recently paper, bags and twine were merchandise. This is because these were formerly sold at a profit. Paper cost from 2 to  $4\frac{1}{2}$  cents and, being weighed into the goods, was sold at from  $2\frac{1}{2}$  cents, say for salt, to \$1 or more, for tea. Two factors have latterly altered this. One is the great quantity of package goods which now have to be wrapped, in which case we give the wrapping materials away. The other is the new idea of giving absolutely net weight of merchandise, which has become prevalent in many sections. If we must set our scales at 10 lbs.  $2\frac{1}{2}$  oz. when we weigh 10 lbs. of oatmeal, we obviously give away the bag and twine. We must see, therefore, that our margins are sufficiently wide to cover this new condition; for it is just as obvious that we must get back the cost of everything—and then some—or we cannot live. The public must pay, but I hasten to say there is no vindictiveness in this—simply fact and condition. Further, I incline to like the net weight idea. The more we and the public understand about the details of these things, frankly discussing them, the better understanding will result.

### Interest on Capital.

One point more I want to cover at this time. It is very important, so I ask your careful attention. This is the item of interest on capital. It is properly 6 per cent.; but you must avoid

over-capitalization funny to watering his what you may be burdenson right.

Let us say stage of dev enough for y 6 per cent. t Let us say cleared \$1,500 amount show What are you If you charge credit it to \$6,5000 capita charge for int \$300. Go on: \$1,800; add it way, and your go up to \$498. a portion of th into bonds, m Then you will to handle wha

## An Ex

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 Outfit

Montreal, Jar the story of ho gan a grocery bu self before he h store doors. It illustrates just do in the case means. A travel

"I had known years. We will convenience. He seven months a \$1,000, and want many others h business looked keep my eyes op Remember that l some kind, an e ber rightly.

Began W.

"Well, I picked approved, and of eager to put the gin taking in m selected for him a It was well asso about the right business.

"Before the stoc select fixtures and my friend began hi plained that we sl decent shelving a kind for about \$40 interested in him a



over-capitalization. This will sound funny to you—to think of a grocer watering his stock. Yet that is just what you may do on a scale which may be burdensome, unless you handle things right.

Let us say that you have reached a stage of development where \$5,000 is enough for your capitalizing purposes; 6 per cent. thereon is \$300 per year. Let us say that this year you have cleared \$1,500—that your Loss & Gain account shows that much earnings. What are you going to do with that? If you charge it out of Loss & Gain and credit it to Capital, you will have \$6,500 capital. At 6 per cent. your charge for interest next year will be \$390. Go on another year, making say, \$1,800; add it to Capital in the same way, and your charge for interest will go up to \$498. You can, of course, put a portion of that money out at interest, into bonds, mortgages, or real estate. Then you will open an Interest account, to handle what you receive; and what

that surplus earns will stand against the \$498 charge.

**Capital Account Remains Same.**

But I handle it differently. My business has gone along for the past six years without a change of Capital account. I have opened a Surplus account and net earnings go into that. That sum has been taken right out of the business and put into high-grade investments. Thus my Capital stays stationary, but the Surplus grows. This is a nice way, to my mind, to watch the growth, comparing it year by year, and obviates the passing of earnings on Surplus through the books at all.

I can see where my Capital will have to be enlarged soon, but then it will be done definitely, through incorporation or otherwise, so that my Good Will will have due credit; but then Surplus will have the future earnings just the same. Meantime, my business is kept well within bounds, so that it is always on a conservative basis.

to find a \$125 scale on the counter. It was brand new and looked the part. Brown stated that he was convinced he could make quite a saving with this machine and asked me what I thought about it. I admitted the value of the machine but expressed the opinion that there was no great hurry for these expensive goods when his future business was in doubt, and especially when he was extremely limited as to capital.

**Added Delivery Outfit.**

"A week or ten days later, Brown opened his store, tried to look busy and waited for the first signs of promising business. His five hundred dollars capital had been expended on the purchases of the refrigerator, scales, and shelving. He did not break any sales records during the first few weeks, but he got the idea that a horse and wagon would give him an air of prosperity that might help business indirectly. I had given up hope of doing anything with my man. He had not taken my advice, so I offered none regarding the delivery outfit. It did not surprise me several weeks later when I found that he had bought one for \$125.

This must have been largely on credit.

Well, that was the beginning. Six months have passed since Brown opened his store and he is now hanging on by the merest thread. In fact it will not be long until he is all in. To relate all his mistakes would take an entire volume. Specialty men came with alluring offers and in not a few instances Brown accepted goods. With our firm it became generally known that Brown was not exactly the very best customer. He was not behind a great deal, but there were questionings as to how far he would go.

**Careless About Credit.**

"Did he give credit, you ask? Of course he did, and just as careless was he with this part of the game as with his first steps. In fact it was bad customers who gave him a decidedly bad set-back, as he was not in a position to meet this sort of thing.

"So you ask me why some grocers fail. This answers one kind of case, the mechanic who fleeced himself before he sold a cent's worth. Brown is not off the market yet, but from a business standpoint his malady is incurable. His business received a severe set-back right at its birth, and it did not take me long to make the guess that it would not endure much hardship."

Most of the fruit shops in New Zealand towns are run by Chinese merchants.

**An Extravagant Start Causes Trouble**

**Montreal Traveler Relates Actual Experience of Mechanic Who Opened Grocery Business With \$1,000, and Spent Half on Fixtures—Other Half Went to Goods and \$125 for Delivery Outfit—Careless Over Accounts Into the Bargain.**

Montreal, Jan. 11 (Special).—This is the story of how a young mechanic began a grocery business handicapping himself before he had actually opened his store doors. It is from actual life and illustrates just what extravagance can do in the case of the man with small means. A traveler tells it.

"I had known him for about eight years. We will call him Brown just for convenience. He told me one day about seven months ago that he had saved \$1,000, and wanted to invest it. Like many others he thought the grocery business looked easy and asked me to keep my eyes open for a good location. Remember that he was a mechanic of some kind, an electrician, if I remember rightly.

**Began With \$500 Stock.**

"Well, I picked out a location that he approved, and of course he was very eager to put the place in order and begin taking in money. First of all I selected for him a stock that cost \$500. It was well assorted, fresh and was about the right quantity for an infant business.

"Before the stock arrived we had to select fixtures and it was right here that my friend began his own undoing. I explained that we should be able to get decent shelving and other stuff of that kind for about \$40. Remember I was interested in him as a friend, and I was

afraid that he might get started wrongly. So I told him to look around for a second-hand line of what we wanted. We had to get a refrigerator and a scale or two.

"My advice to him all along was to go slow. He had five hundred dollars left and it was desirous that he keep as much of it as possible. I was not sure of the price we would have to pay for the several lines we wanted, but I thought I had impressed upon him the necessity of being satisfied with simple fixtures until his business warranted better. He was located in quite an ordinary neighborhood and it was not necessary that he go to extremes in preparing his place for business.

**Prices Caused Him no Worry.**

"A few days later I called at the store and found that a refrigerator had already been purchased at \$75. That was miles too much for what I had been planning, because I knew how other grocers had made their beginnings, and they had told me just about what their fixtures cost them. My friend was new to the business game, and besides I was only an adviser. To make a long story short, Brown paid \$300 for the shelving and other woodwork and firmly believed he had secured a great bargain.

"I bought several cheap iron balance scales for about seven dollars, but a few days after they arrived I was surprised

## Ontario Almost Sure of Bulk Sales Act

Member of Legislative Assembly to Bring in New Bill During Coming Session, the Principles of Which Will be Favored by Attorney-General—Purposes of Bill Defined—Now in Operation in Most Western Provinces—Prevents Fraudulent Sales.

Staff Correspondence.

Toronto, Jan. 11.—A proposed Bulk Sales Act for Ontario, was the subject of an address by W. D. McPherson, M.P.P., before the members of the Ontario section of The Canadian Credit Men's Association, at McConkey's, on the evening of Jan. 4. A couple of sessions ago a bill was introduced into the Ontario Legislature covering terms of sale of a business, but as it was considered class legislation by some, it met an early death. However, there is now every reason to believe that when a similar bill is introduced this session—as it will be by Mr. McPherson—it will not be met with the same opposition as before.

Mr. McPherson said in part:

"Now in all matters of credit, particularly credit in personal property, as distinguished from real estate, there is a great element of chance, as I have no doubt most of you in this room have learnt. When a man comes to you and announces he is opening up business in a certain locality, after he has gone through the ordinary course of giving you information, in the last analysis, and based merely on the credit of personal estate, it must depend largely upon the character of the man with whom you are dealing. When a man parts with the possession of his goods and they go out, say to the Northwest, and while his bills are maturing, his debtor is disposing of the goods which he, as purchaser, has sold to him on credit. And after one or two renewals of the bills, it may be the purchaser finds he has not been engaged in a paying business, and he is running some risk, not only of being swamped, but of losing the money he has already invested. And he may, perhaps, have such a knowledge of the workings of the law as to enable him to put up a scheme to defeat or delay the law so as to defraud his creditors.

### When Bill of Sale is Required.

When a man sells his business, if the purchaser does not go into immediate possession, then the law requires that the transaction shall be evidenced by a Bill of Sale, and in order to protect the creditors, it is necessary that the bill shall be registered with the clerk of the County Court. If, however, there is an immediate change of possession, so that the buyer goes into immediate possession of the goods, the Bill of Sale is not required.

It may be that a scheme is put up by the debtor intending to defraud the creditor, and there may be a collusive arrangement between the seller and the buyer, who in the majority of instances where that kind of thing has taken place in Ontario are near relatives; the seller fortifies himself with a certain amount of cash. He turns the business over to the buyer, gives him a receipt, vanishes across the line, and by the time the creditor hears of the transaction, a new man is in occupation who acknowledges no liability to him, and the debtor far away with the money in his pocket.

### The Remedy Under the Law.

Assuming that to be the case, your remedy practically is gone. There has been a valid transfer of the goods, which, as long as they were in the possession of the debtor, would have been a security to you as seller; but when the ownership of the goods has been changed so, there has been a good and legal transfer, and you, having left your goods in the possession of the debtor on his good faith, are without remedy under the law as it exists. When he vanishes your security has gone too.

### The Law in Western Canada.

Now that phase of the law has been taken advantage of on many occasions. I dare say there is not a man in the room who has not had experience of it in his own business, or has heard from his associates of cases where it has occurred. It has been for some time an object with the mercantile fraternity to stop a gap of this kind. Some of the western provinces devised the idea of having a law passed by the legislatures which they call the Bulk Sales Act, and which, in short, was a provision by law whereby a man intending to sell out his stock of goods to another man, there was an obligation placed by law upon the intending purchaser to inquire of the intending seller as to what his accounts were in respect of the goods. And the law requires a certain percentage of the creditors of the intending seller to assent to the transfer, giving them the opportunity of coming into touch with the intending purchaser, so that he would be notified of what the true state of affairs was.

Now, there are Bulk Sales Acts in operation in Manitoba, Saskatchewan, and British Columbia, but so far, nothing of the kind has been in operation here. The Legislature of Ontario was approached and the subject was mooted to the gov-

ernment of the day, to see whether they would consent to making it applicable to Ontario. A bill was introduced two sessions ago by Dr. Jessop, of Welland, but it did not proceed very far. The government were afraid that, perhaps, the effect of the law would be that some people, honest in their intentions and having sold their businesses, their sale through some inadvertent noncompliance with the law might be considered null and void, and they still be held liable for the goods sold.

### Why Former Bill Was Turned Down.

Last session, R. S. Gourlay, President of the Board of Trade, and Hugh Blain, with myself and other members of the Board of Trade, met at the Legislative Assembly, and requested an interview with the Attorney-General, to see whether he, representing the government as its legal adviser, could not be prevailed upon to allow a similar bill to become law in Ontario. We had a very interesting discussion, the various phases of the question were gone into thoroughly, but, although the Attorney-General favored a considerable number of the provisions of the bill, some of them did not meet with his approval, and he felt disinclined to advise the Premier to consent to its becoming law, and asked that it might remain over for another session so that he might have the opportunity to inquire of the other provinces how the Act was working out in actual practice.

Since that time, the usefulness and necessity of this Act have been demonstrated, and I have very much pleasure indeed in being able to inform you and the members of your Association that, at an interview I had with the Attorney-General the other day, he said I would be quite at liberty to introduce the Bill this year, and that it would receive favorable consideration from the government."

Mr. McPherson read the provisions of the last bill, pointing out that while the principles of the new one would be similar, some of the clauses needed attention, and invited suggestions from the members of the Credit Men's Association.

### MAIL SERVICE TO YUKON.

John Zarrarelli, a Grocer reader in Dawson, Yukon Territory, writes pointing out the inefficient mail service in the winter months from the rest of Canada into the Yukon. Mr. Zarrarelli states that Dr. Alfred Thompson, M.P., for the Yukon, will ask parliament to remedy this matter and he requests aid from M.P.'s south and east of the Yukon. He intimates that all kinds of mail matter is held up until the opening of navigation in June which, of course, is a serious handicap to business.

The M

Our article concerned the special referee goods, their duties, methods should govern ascertain the at a given time ever, form only in reality, all whole balance consequently the well as liability valued.

Inasmuch as tures, with which belong to the sheet, we had for the present the question of will not discuss merits of cash is much to be s will be reserved in the series.

### Charge A

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There are few r dit business tha make an error in when making the one by one from chant should weigh of each, taking a consideration.

It is better, to three of four hea with sufficient m purpose. By ente against each name may be saved from ing reference to sheets. If three cl they might be tern ful" and "bad," ar adopted, the "good divided into "pron pay."

### Do Not O

Very often the quandry as to what count should be assi

# The Management of a Retail Business

No. 3—STOCKTAKING—Continued

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

Our article of last week mostly concerned the question of stock-taking, with special reference to the valuation of goods, their depreciation, and other features, methods, and principles that should govern every serious attempt to ascertain the money worth of a business at a given time. The stock sheets, however, form only a part of the inventory. In reality, although not in name, the whole balance sheet is an inventory and consequently the other items, assets as well as liabilities, should be listed and valued.

Inasmuch as merchandise and fixtures, with which we have already dealt, belong to the asset side of the balance sheet, we had better adhere to this side for the present and first of all look into the question of accounts receivable. We will not discuss now the merits or demerits of cash or credit systems. There is much to be said on this point, and it will be reserved for an article later on in the series.

## Charge Accounts Correctly.

The first thing that should be made sure is that all accounts have been properly charged, or credited as the case may be, up to the time of stock-taking. Sales made after the stock has been taken should not be posted to accounts receivable until after the balances have been struck, but if they are, care must be taken to deduct the cost value of such sales from the stock sheets, otherwise a false inflation would arise.

There are few merchants doing a credit business that do not sometimes make an error in extending credit, and when making the list of accounts, taken one by one from the ledger, the merchant should weigh the collectible value of each, taking all circumstances into consideration.

It is better to classify them under three or four heads, using paper ruled with sufficient money columns for the purpose. By entering the ledger folio against each name considerable time may be saved from time to time in making reference to the ledger from the sheets. If three classifications are used they might be termed "good," "doubtful" and "bad," and if four classes are adopted, the "good" may usefully be divided into "prompt pay" and "slow pay."

## Do Not Overestimate.

Very often the dealer will be in a quandry as to what class a certain account should be assigned. A safe rule to

follow in this event is to place it in the lower class, that is, if he is debating in his mind whether it should be good or doubtful, make it the latter. If doubtful or bad, make it bad. The mere fact that the merchant himself admits of doubt is proof enough that this rule should be followed. The object, of course, is to get at the true worth as nearly as possible, and it is better to err on the side of conservatism rather than the reverse.

Having completed the list, and ascertained the total of each classification, the question arises as to what value should be placed upon them. The list of good accounts should, of course, go in at par. Doubtful accounts should be subject to a depreciated valuation determined by the merchant who knows, or should know, all the circumstances in connection with each account so listed. As for bad accounts, they should have no cash value in the balance sheet. Bills receivable, of course, should be subjected to the same mode of treatment as accounts receivable.

## Serve as Good Reminder.

Besides serving the purposes of the merchant in preparing his balance sheet, these lists of accounts, made in duplicate, if necessary, can be made to serve as a tickler or reminder in the important work of collecting accounts. The doubtful list should call for immediate attention and efforts made forthwith by judicious means to turn the accounts in

## REFUSED TO EXTEND CREDIT BEYOND A WEEK

Woman Customer First Paid Cash, Then Asked for Week and Finally for Month—Latter Request Refused and Customer Still Stayed.

Toronto, Jan. 11.—(Special)—Bruce & Sanderson, Parliament St. grocers, believe it is better to refuse credit where there is ever so small a chance of loss involved, than to sell on account even if it means the gain of a new customer.

Some time ago, to exemplify their methods, a woman began dealing with them. For quite a while she paid cash for everything. Then she asked for credit as she didn't happen to have the money. This, however, was refused until she gave her promise to settle up at the end of each week. This, Mr. Bruce, emphasised particularly.

All went well for some time. Next she came with the story that her husband was only paid once a month and

to cash. The bad accounts should not be entirely discarded until every resource has been exhausted.

## 48,000 CASES TOMATOES.

The copy for the page advertisement of Hudon, Hebert & Cie., Ltd., in last week's Grocer announced that while receiving only 40 per cent. of their order of canned tomatoes, the firm had sold 48,000 cases, and had delivered the full amount of 48,000 cases. By a typographical error, one of the ciphers was omitted from these numbers, giving a totally inadequate idea of the immense volume of canned tomatoes handled by Hudon, Hebert & Cie. That this was a typographical error was doubtless recognized by most of our readers, who know the extent of this firm's business, but to prevent any possibility of a wrong idea in the minds of any of our readers this correction is made.

## MONEY IN SLOT MACHINES.

That there is money in the penny, nickel and dime slot machines is evidenced by the expansion of trade made by a large United States concern. Although only organized a little over a year ago one company's earnings up to Nov. 1, 1911, were at rate of 6 per cent. a year on its capital stock. This one operated penny machines. A company operating five and ten cent machines is planning to acquire a number of corporations for which it will pay almost \$65,000,000.

that sometimes it was very inconvenient to settle more frequently. She could get credit at other stores but she liked Bruce & Sanderson's, liked the service and the goods and wanted to continue to deal there.

But this story didn't work. Mr. Bruce pointed out that her trade was appreciated but that he couldn't possibly extend credit any longer than the week. To keep up their business and make it a convenience to the public they must receive money for their goods. He would be sorry to lose her account but under the circumstances couldn't see his way clear to grant the request.

The woman is still dealing at Bruce & Sanderson's and paying her account weekly.

THE CANADIAN GROCER

Established - - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston

Toronto—143-149 University Ave. Telephone Main 7324.

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—

New York—R. B. Huestis. 115 Broadway, New York.

Telephone 2282 Cortlandt

Western States Representative—A. H. Byrne. 607 Marquette

Building, Chicago.

Telephone Randolph 3234.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12960.

E. J. Dodd

FRANCE—

Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription, Canada, \$2.00; United States, \$2.50;

Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

WE TURN OVER A NEW LEAF.

The man in business who merely holds his own in this country is going behind, because the country as a whole is going ahead. Methods, stocks, store fronts, fixtures, that were good enough twenty years ago have outlived their usefulness, just because we are living in a progressive age. There is nothing so deadening as doing the same thing over and over again. No business is so dead as that where methods are justified merely because things have always been done in that way.

The value of The Canadian Grocer lies in the fact, that it is a continual protest against a man getting into a rut. It tells the grocer in Moncton what his brother is doing in Kamloops. It gives a man in Saltecoats an idea about window dressing caught from a photograph taken in Halifax. The Canadian Grocer is the purveyor of news about groceries and the sale of groceries. Its markets are news, its editorials are news, and most of all the big news feature of The Canadian Grocer is its advertising section. Here, over two hundred writers, specialists in their several lines, are telling our readers each week, something about the line in which they are most expert. Sometimes one of them may nod and forget that his business is to give the news, but there never was a time when The Canadian Grocer's advertisements were more what advertisements should be, bright, meaty tales, full of suggestions that give the grocer or his clerk ideas, talking points, suggestions for selling beyond what is merely asked for, beyond merely supplying the demand.

Our New Year's resolution was that we would keep that news idea constantly before us, before our reporters, our advertisers and our readers. Then we began to look ourselves over. After all, were we just as newsy as we might be? We had been improving our paper typographically, strengthening our editorial and reportorial staff, making it more practical and bringing it closer to the retailer, but in spite of this had we been getting into a rut in places, doing things merely because we had got into the habit of doing them?

Guilty.

We had to plead guilty. While every grocer in Canada had been improving his store front, while plate glass windows, brass railings and electric lights had become

common during recent years, we had been running along with our old green cover, which could not take a half-tone cut and which made a special color advertisement look like a faded circus poster. Why had we continued it? Habit. And we are cutting out bad habits. With the first of February, the old green cover goes. In its place we will use a heavy coated white paper that will take the best half-tone cut made, and bring out a design in special colors with all the brilliance of the spectrum.

One thing about making a good change in that one good change suggests another. If the news value of a good advertisement is as important as that of the market report, why shouldn't we have a new news-item advertisement on the front cover of The Grocer, every issue. It would attract more attention, more permanent attention, it would emphasize the news value of all our advertising, and so strengthen every other advertisement in the paper. Besides, it would give a chance for nearly fifty different advertisers to take part in writing our front page news advertisement, instead of two as heretofore. This should result in a greater variety of news, wider extent of interest, as well as a greater opportunity for all our friends to use this space occasionally.

So much for our front door. Our interior arrangement and fixtures then came in for examination. While our subscribers had been installing silent salesmen, counter bins and modern shelving, making a place for everything, and putting everything in its place, we had been so absorbed in improving the quality of the matter handled in our provision, cereal and other departments that we had neglected to do for ourselves what we have been all along advising our readers to do—keep our floor space clear—and have been mixing up our advertising and reading matter in our special departments, like the interior arrangement of the store of twenty years ago.

Never again.

Here's where we start improvement number two. When the grocer is reading advertisements in this paper he is interested in advertisements, and is not particularly anxious at that moment to know what the learned editor has to say. The time is past when you have to trap Canadian Grocer subscribers into reading the advertisements in this paper by placing them next to reading matter. Advertisements are news, and we are going to classify our news, the advertising news in the front and back and the staff news in the centre of the paper. Hereafter, the make-up of The Grocer will be a model for an up-to-date grocery store-plan. We will have a place for everything and everything in its place.

Our good resolutions take effect the first of February. We only wonder now why we never made them before. Keep your eye on The Grocer this year, its reforms are just beginning. There are more to follow.

CANADA'S GREAT FISHERIES.

Nova Scotia is the premier fish producing province of the Dominion. During season of 1910-11 the fisheries of this province produced a value amounting to \$10,119,243, the largest yet reached. This is an increase of \$2,038,131 above the previous year, according to the government's blue book.

Salmon, lobsters, haddock, pollock, hake and halibut all showed increases while herring and mackerel went back a little. The total increase is largely accounted for by the big catch of the Lunenburg deep-seas fleet and the high prices paid for dried fish throughout the year. Majority of the other provinces showed slight declines.

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J. C. Rei nently asks: things, Dr. W charge that cost of living

but on the whole the value is \$336,264 above previous year.

The entire capital invested in Canadian fisheries during the year was \$19,019,870. The total value of fish marketed amounted to the huge sum of \$29,965,433, constituting a record.

British Columbia was a close second to Nova Scotia, with \$9,163,235 worth.

No less than 93,588 persons were engaged in marketing the fish in Canada. It is a fact that Canada possesses the most extensive fisheries in the world.

LESS OLIVE OIL ADULTERATION.

A bulletin just issued on olive oil by the Dominion Inland Revenue Department shows that of 152 samples of oil from various parts of the Dominion examined, 139 were found to be genuine and 13 adulterated. It is gratifying to note that the percentage of adulteration is greatly reduced since 1889, when the first inspection was made. Out of 75 samples examined that year, 40 only were genuine, 30 adulterated and 5 doubtful.

The adulteration consists in every case of an admixture of cottonseed oil without declaration of this fact. In some cases, this article has been sold in good faith, believed to be genuine olive oil. While this fact seems to exculpate the immediate vendors from any charge of intent to defraud, the samples must still, under the Act, be described as adulterated.

WESTERN AGRICULTURAL SITUATION.

With a temperature ranging from 20 to 40 degrees below zero during the last week, threshing has of necessity been stopped, but the grain continues to pour out of interior elevators to such an extent that the capacity at the head of the lakes for storage is deficient and arrangements are being completed for storing grain in bond at Duluth.

The estimated returns from the farms, including cereals, live stock, hay and root crops, Manitoba poultry and dairy products, of the three central provinces for 1911 is \$101,620,716.20 as compared with \$80,202,947.65 for 1910. In spite of the late threshing a larger percentage of wheat has been accounted for than ever before at this season of the year, while new records have been made in the matter of the forward movement from interior elevators.

In December, the enormous total of 18,000,000 bushels were inspected at Winnipeg, the total number inspected to December 31 being 79,914,700 bushels. It is also estimated that within the neighborhood of 50,000,000 bushels of wheat is still in the farmers' hands, if the estimate of 146,000,000 made in September is correct.

THE HIGH COST OF LIVING.

In the recent "High Cost of Living" newspaper talk much was said about the "middleman's" margin of profit being excessive, which was unfair and unfounded.

It has been calculated that but 20 per cent. of the income of the people of the United States (and the same, no doubt, applied to Canada) is spent for food. Food, too, is a necessity to life.

J. C. Reid, president of the National Oats Co., pertinently asks: "How then with 80 per cent. for other things, Dr. Wiley, Secretary Wilson, or any one else could charge that the retail grocer is responsible for the high cost of living, we are at a loss to understand.

"It costs the average retail grocer from 15 per cent. to 17½ per cent. to operate his business. His average gross profit is but 20 per cent; he makes a bare 2½ per cent. on his sales. The sales of the average grocery store would approximate \$20,000 a year, or a profit of \$500. Grossly exorbitant, is it not? And when one thinks of the wastefulness of these political officeholders, we are so filled with disgust that it approaches nausea when we contemplate the cheap and petty reasons for their making the public statements that they do."

Mr. Reid's contention is quite fair. Newspapers and politicians in their zeal to cater to the masses without using their brains, make most unjust statements about the grocer and his margin of profit. Let them stop to consider that not more than 20 per cent. of the peoples' income goes to food—an absolute necessity—that it costs grocers from 14 to 17 per cent. to do business, and they will likely discover other reasons for the high cost of living.

SEASON OF FROSTS HERE.

The season is here when the grocer must guard against damage to his goods by frost. This is one case in which a stitch in time is not only best but necessary. The customer who receives an article which has been touched by frost is by no means satisfied. You will probably hear about it. Perhaps it may mean the loss of a customer. Then there is often direct loss by goods totally destroyed or the flavor so impaired that they are rendered unsalable.

Oranges, bananas, grapes and other fruits grown in a warm climate are very sensitive to frost. It does not take a low temperature to affect potatoes, carrots, apples, cabbage and similar lines, which lose their flavor by being frozen, and which all spoil when frost touched.

Canned goods should be stored in a safe place. Oysters, while they should be kept cool, should not be allowed to freeze. The same care should be taken with bottled goods, barrel vinegar, cheese, etc. It will pay the grocer to keep on the watch in order to prevent freezing.

FEATURE CEREALS NOW.

When the holiday window is removed and the grocer drops back to his ordinary seasonable business, it might not be amiss to make a beginning with a cereal display.

In this, rolled oats will have to be given a position of importance, because of the seasonable sales that are being made and that can be much increased. A Montreal grocer opened his daily advertising by giving a prominent position to cereals, including a little reference to the fact that this is quite seasonable. It is a contrast to the goods that have been shown during the past three or four weeks, and is a plain food in comparison with what has been sold of late.

This will be catching the trade in about the middle of the season and should help to maintain and increase the interest in rolled oats and the other seasonable cereals.

Figures showing extent of building in Canada during first eleven months of 1911 are very encouraging. In 27 of the largest cities the increase amounts to 28.1 per cent. over corresponding period of the preceding year. This percentage is another good indication of the prosperity of the country.

# Lesson 9--Short Course in Card Writing

The Edwards Short-cut System—Showing Lower Case Letters of the Speedy Slant Roman Alphabet—Simple Method of Illuminating—Mixing Colors.

By J. C. Edwards. Copyright, Canada, 1911.

The use of capitals exclusively in a card is very undesirable as they are not so easily read as the lower case or small letters, with a capital either beginning the sentence or beginning each word. The capital and lower case letters are more quickly made; in fact, a card-writer can execute the small letters in less than half the time that it takes to make capitals.

Note each letter and its various strokes in detail and practice each many times, always being careful to get the correct slant to every letter. The more grace-

rubbed out on your palette or card board used for that purpose.

Draw the lines as referred to in lesson 8 as guide lines to get the right angle. You are sure to have difficulty at first, but perseverance will master it. Don't get discouraged if you fail first time; even the second or third time. Try again and you will succeed.

Always hold the brush at the same angle—square with the top of the card; don't change it or twist the fingers but make the letter with clean brush strokes. There are only two or three cases where

"L's" coming together in the same word can be shortened so as to not make them look uneven, the same applies to capital T's.

The scroll which is shown at the bottom of the plate is very simply made with one stroke of the brush. Try it. Note the arrows.

Tints are made from a foundation of white letterine with a slight bit of any color added; a little at a time is added until the desired shade is acquired.

Get a little dry blue at the hardware store or aniline dye at the drug store, and pour out a small quantity of white on a piece of glass to which add a very small portion of blue. Mix thoroughly and work up until the right shade, which should be mild, is arrived at.

Shade the letter as shown in this lesson or use the left hand shade, as shown previously, which is the most simple and most easily made. Note the round cut showing outfit.

For particulars regarding brushes, outfits, etc., write to the author, J. C. Edwards, care MacLean Publishing Co., 143 University Ave., Toronto, or to this paper.

See descriptive chart on page 37.



Ornamented card, showing application of the speedy slant Roman.

ful and easy swing you get into this or any style of letter the more successful you are in reaching the goal every card-writer aims for.

The object in introducing this style of letter is to acquaint the student with the details which go to create speed rather than retard it. Compare this style with that taught in lessons No. 6 and 7—Brush Stroke Roman. Note the absence of spurs wherever it is possible to do away with them. This point alone is a recommendation for the slant Roman lower case letter. For instance, note the first stroke in letter "A." It is practically a cyma, lacking as it does the spur that is used in the plain brush stroke upright style. Note also the second stroke of the same letter; the second stroke in "f," the second in "j," the second and third in "s" and so on, and you will see that one single stroke of the brush replaces the rather difficult spur of the upright style as shown previously. The "c" also demonstrates this point as also does the first stroke of the "b," the third of "d," second of "h," third of "m," second of "n," etc.

Examine every letter and try them with your brush flattened out nicely—

the brush is held at commencement at a different angle and those are to form cymes, as stroke three in the second form of "g," stroke one in the "s" and two in the "z."

The strokes such as two in "j" and three in "g" may be made either with the brush held straight or at a slight angle (inclining to the left). This is left to the discretion of the writer.

Another letter which can be made in two different ways is the "p." It can be made as shown in the plate with the curved stroke all in one or it may be made as the "b" with two strokes. This also is left to the judgment of the student.

The card illustrating the use of this style of lettering is quite a plain and decorated specimen, but serves to demonstrate this lettering put in card form.

It also shows a very simple mode of illuminating—a few strokes of the brush wet with a grey paint or some mild shade or tint.

Do not allow your lettering to creep too far to the one side or the other. Be careful also to get your letters spaced evenly or rather to make them look even. Two o's coming together will bear less space between them; two capital

## WINNER IN AD. WRITING CONTEST

The winner in The Grocer 1911 Christmas ad-writing contest was the W. H. Stone Co., Winnipeg. The writer of the ad. was A. E. White, the manager, and for general appearance, neatness, type, display, setting and wording, is a splendid sample. The only criticism was against the introduction. The two next best advertisements in the opinion of the judges were those of Forsyth, Jr., Dartmouth, N.S., and J. D. Taylor, Sudbury, Ont. These, they state, while the wording was generally good, did not have the best appearance, the fault being mostly attributable to the composition. The Grocer has held the reproduction of these Christmas advertisements over until our fall number in October when they will be particularly beneficial for seasonable inspection.

The province where the Spanish onion is grown most abundantly is Valencia, Spain, in which 9,266 acres are planted with this vegetable, and the annual crop amounts to about 3,200,000 bushels. The province of Zamora leads in the output of garlic, the last crop amounting to 255,397 bushels.

Plate No. 9 - Speedy Slant Roman  
Lower Case -



a a a a. b b b b. c c c c. d d d d. e e e e. f f f f. g g g g. h h h h. i i i i. j j j j. k k k k. l l l l. m m m m. n n n n. o o o o. p p p p. q q q q. r r r r. s s s s. t t t t. u u u u. v v v v. w w w w. x x x x. y y y y. z z z z.

speed, though not  
everything, counts

JOHN WARD

Lower case of a letter particularly adapted to speed. By constant practice the beginner should master it.

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THE CANADIAN GROCER

TEAS.—Continued firmness prevails in the tea market, and is likely to continue to hold its place. Demand is fair and is mostly routine. Medium grade teas remain firm and the market as a whole retains the strength that has characterized it for some time.

|                |                              |      |      |
|----------------|------------------------------|------|------|
| Japan—         | Choice                       | 0 40 | 0 50 |
|                | Choice                       | 0 35 | 0 37 |
|                | Fine                         | 0 30 | 0 35 |
|                | Medium                       | 0 26 | 0 30 |
|                | Good common                  | 0 21 | 0 24 |
|                | Common                       | 0 17 | 0 21 |
| Ceylon—        | Broken Orange Pekoe          | 0 21 | 0 40 |
|                | Pekoe                        | 0 20 | 0 22 |
|                | Pekoe Souchongs              | 0 20 | 0 22 |
| India—         | Pekoe Souchongs              | 0 19 | 0 30 |
| Ceylon greens— | Young Hysons                 | 0 24 | 0 25 |
|                | Hyson                        | 0 24 | 0 25 |
|                | Gunpowders                   | 0 19 | 0 35 |
| China greens—  | Pinguey gunpowder, low grade | 0 14 | 0 18 |
|                | pea leaf                     | 0 20 | 0 30 |
|                | pinhead                      | 0 30 | 0 50 |

PEEL.—A fair demand and prices holding firmly at the pre-holiday figures practically sums up the peel market at the present period.

|        |      |      |        |      |      |
|--------|------|------|--------|------|------|
| Orange | 0 11 | 0 14 | Citron | 0 17 | 0 18 |
| Lemon  | 0 10 | 0 11 |        |      |      |

RICE.—But little can be said in regard to rice at the present season. There is a fair demand and prices are as firm as usual of late.

|              |                            |      |      |
|--------------|----------------------------|------|------|
| Rangoons—    | Rice, grade B, bags, 25 lb | 3 65 | 3 75 |
|              | 100 lbs                    | 3 65 | 3 75 |
|              | 50 lbs                     | 3 65 | 3 75 |
|              | pockets, 2 1/2 lbs         | 3 75 | 3 85 |
|              | pockets, 1 1/2 lbs         | 3 90 | 4 00 |
|              | C.C., bags, 250 lbs        | 3 55 | 3 65 |
|              | 100 lbs                    | 3 55 | 3 65 |
|              | 70 lbs                     | 3 55 | 3 65 |
|              | pockets, 25 lbs            | 3 65 | 3 75 |
|              | pockets, 12 1/2 lbs        | 3 70 | 3 80 |
| Fancy Patna— | Patna polished             | 3 85 | 3 95 |
|              | Pearl                      | 4 10 | 4 20 |
|              | Imperial Glace             | 4 60 | 4 70 |
|              | Sparkle                    | 4 70 | 4 80 |
| Japan—       | Crystal                    | 5 05 | 5 15 |
|              | Snow                       | 5 15 | 5 25 |
|              | Ice Dips                   | 5 30 | 5 40 |
|              | Carolina rice              | 0 08 | 0 11 |
|              | Brown Sago, lb             | 0 06 | 0 07 |
|              | Tapioxa, medium pearl, lb  | 0 07 | 0 08 |
|              | Seed, lb                   | 0 07 | 0 08 |

PEAS AND BEANS.—In regard to this market it may be said it remains in about the same position. Quotations have not moved from their position and the retail demand is steady and appreciable.

|                               |      |      |
|-------------------------------|------|------|
| Split Peas, per bag, 98 lbs   | 3 50 | 4 00 |
| Whole Peas, per bus, 67 lbs   | 1 80 | 2 01 |
| Barley, 98 lb bag             | 3 63 |      |
| Pearl Barley, 98 lb bag       | 4 75 |      |
| Beans, white, per bus, 69 lbs | 2 40 | 2 55 |

CANNED GOODS.

MONTREAL.—Canned goods are regarded as valuable holdings just now, and more particularly for the price they may bring between now and next fall when the supplies will be coming forward. Present demand is ordinary. Prices are firm. The trade seems to be temporarily supplied according to reports from jobbers.

|                                          |         |      |
|------------------------------------------|---------|------|
| FRUITS                                   |         |      |
|                                          | Group A |      |
| Cherries, black, pitted, heavy syrup     | 1 92    | 1 95 |
| Cherries, black, not pitted, heavy syrup | 1 52    | 1 55 |
| Cherries, red, pitted, heavy syrup       | 1 92    | 1 95 |
| Cherries, red, not pitted, heavy syrup   | 1 52    | 1 55 |
| Cherries, red, pitted                    | 8 12    | 8 55 |
| Cherries, red, not pitted                | 2 02    | 2 50 |
| Cherries, white, pitted, heavy syrup     | 1 62    | 1 65 |
| Cherries, white, not pitted, heavy syrup | 1 97    | 2 00 |
| Currants, black, heavy syrup             | 2 27    | 2 30 |
| Currants, black, preserved               | 5 27    | 5 30 |
| Currants, black, standard                | 8 27    | 8 30 |
| Currants, black, solid pack              | 1 97    | 2 00 |
| Currants, red, heavy syrup               | 2 27    | 2 30 |
| Currants, red, preserved                 | 5 27    | 5 30 |
| Currants, red, standard                  | 8 27    | 8 30 |
| Currants, red, solid pack                | 1 97    | 2 00 |

|                                           |      |      |
|-------------------------------------------|------|------|
| 2s-Gooseberries, heavy syrup              | 2 25 | 2 27 |
| Gal-Gooseberries, standard                | 7 00 | 7 02 |
| 2s-Lawtonberries (blackberries), h. syrup | 1 97 | 1 99 |
| 2s-Lawtonberries, preserved               | 1 97 | 2 00 |
| Gal-Lawtonberries, standard               | 7 02 | 7 05 |
| 2s-Pineapple, sliced, heavy syrup         | 1 77 | 1 80 |
| 2s-Pineapple, grated, heavy syrup         | 1 77 | 1 80 |
| 2s-Pineapple, whole, heavy syrup          | 1 77 | 1 80 |
| 3s-Pineapple, whole, heavy syrup          | 2 32 | 2 35 |
| 2s-Raspberries, black, heavy syrup        | 2 10 | 2 12 |
| 2s-Raspberries, black, preserved          | 2 25 | 2 27 |
| Gal-Raspberries, black, standard          | 7 25 | 7 27 |
| Gal-Raspberries, black, solid pack        | 9 50 | 9 52 |
| 2s-Raspberries, red, heavy syrup          | 2 00 | 2 02 |
| 2s-Raspberries, red, preserved            | 2 25 | 2 27 |
| Gal-Raspberries, red, standard            | 7 25 | 7 27 |
| Gal-Raspberries, red, solid pack          | 9 50 | 9 52 |
| 2s-Rhubarb, preserved                     | 1 80 |      |
| 3s-Rhubarb, preserved                     | 2 50 |      |
| Gal-Rhubarb, standard                     | 3 90 |      |
| 2s-Strawberries, heavy syrup              | 2 47 | 2 50 |
| Gal-Strawberries, standard                | 7 25 | 7 27 |
| Gal-Strawberries, solid pack              | 9 10 | 9 25 |
| 3s-Apples, standard                       | 1 10 |      |
| 3s-Apples, preserved                      | 1 80 |      |
| Gal-Apples, standard                      | 3 05 |      |
| Gal-Apples, preserved                     | 5 30 |      |
| 2s-Blueberries, (huckleberries) standard  | 1 50 |      |
| 2s-Blueberries, (huckleberries) preserved | 1 80 |      |
| Gal-Bueberries, (huckleberries) standard  | 5 30 |      |
| 2s-Gooseberries, preserved                | 2 00 |      |
| Gal-Gooseberries, solid pack              | 8 80 |      |
| 2s-Grapes, white Niagara, preserved       | 1 55 |      |
| Gal-Grapes, white Niagara, standard       | 3 55 |      |
| 3s-Apples, white heavy syrup              | 1 90 |      |
| 2s-Peaches, white heavy syrup             | 2 57 |      |
| 3s-Peaches, white heavy syrup             | 2 90 |      |
| 1 1/2s-Peaches, yellow flats, heavy syrup | 1 55 |      |
| 2s-Peaches, yellow flats, heavy syrup     | 1 90 |      |
| 2 1/2s-Peaches, yellow flats, heavy syrup | 2 60 |      |
| 3s-Peaches, yellow flats, heavy syrup     | 2 90 |      |
| 3s-Peaches, whole, yellow heavy syrup     | 2 10 |      |
| 3s-Peaches, pie, not peeled               | 1 50 |      |
| 3s-Peaches, pie, peeled                   | 1 70 |      |
| Gal-Peaches, pie, not peeled              | 4 40 |      |
| Gal-Peaches, pie, peeled                  | 5 55 |      |
| Gal-pie fruits, assorted, add 5 p.c.      |      |      |
| 2s-Pears, Bartlett, heavy syrup           | 1 80 |      |
| 2 1/2s-Pears, Bartlett, heavy syrup       | 2 15 |      |
| 3s-Pears, Bartlett, heavy syrup           | 2 40 |      |
| 2s-Pears, Flemish Beauty, heavy syrup     | 1 80 |      |
| 2 1/2s-Pears, Flemish Beauty, heavy syrup | 2 15 |      |
| 3s-Pears, Flemish Beauty, heavy syrup     | 2 40 |      |
| 2s-Pears, light syrup, globe              | 1 35 |      |
| 3s-Pears, light syrup, globe              | 1 75 |      |
| 2s-Pears, pie, not peeled                 | 1 40 |      |
| 3s-Pears, pie, not peeled                 | 1 55 |      |
| Gal-Pears, pie, not peeled                | 4 55 |      |
| Gal-Pears, pie, peeled                    | 4 10 |      |
| 2s-Plums, Damson, light syrup             | 90   |      |
| 3s-Plums, Damson, light syrup             | 1 30 |      |
| 2s-Plums, Damson, heavy syrup             | 1 05 |      |
| 3s-Plums, Damson, heavy syrup             | 1 45 |      |
| Gal-Plums, Damson standard                | 3 55 |      |
| 2s-Plums, egg, heavy syrup                | 1 45 |      |
| 2 1/2s-Plums, egg, heavy syrup            | 1 70 |      |
| 3s-Plums, egg, heavy syrup                | 2 20 |      |
| 2s-Plums, green gage, light syrup         | 1 00 |      |
| 2s-Plums, green gage, heavy syrup         | 1 30 |      |
| 3s-Plums, green gage, standard            | 1 90 |      |
| Gal-Plums, green gage, standard           | 4 05 |      |
| 3s-Plums, Lombard, light syrup            | 90   |      |
| 3s-Plums, Lombard, light syrup            | 1 30 |      |
| 2s-Plums, Lombard, heavy syrup            | 1 05 |      |
| 3s-Plums, Lombard, heavy syrup            | 1 45 |      |
| Gal-Plums, Lombard, standard              | 3 55 |      |

|                                                                       |      |       |
|-----------------------------------------------------------------------|------|-------|
| Clover Leaf and Horseshoe brands salmon—                              |      |       |
| 1-lb. talls, per dozen                                                | 2 47 |       |
| 1-lb. flats, per dozen                                                | 1 50 |       |
| 1-lb. flats, per dozen                                                | 2 50 |       |
| Other salmon—all talls—                                               |      |       |
| Red Sockeye, per doz.                                                 | 2 25 | 2 35  |
| Red Spring, per doz.                                                  | 2 00 | 2 10  |
| Cohoos, per doz.                                                      | 1 80 | 1 90  |
| Pinks, per doz.                                                       | 1 25 | 1 35  |
| Lobster—                                                              |      |       |
| 1-lb. flats, dozen, \$2.50, \$3.00; 1-lb. talls dozen, \$4.50, \$4.75 |      |       |
| 1-lb. flats, dozen, \$5.00, \$5.10                                    |      |       |
| Canadian sardines, per case                                           | 3 25 | 3 50  |
| Imported sardines, per case                                           | 7 00 | 25 00 |
| Aylmer boneless chicken, turkey and duck, 1-lb. tins, per doz.        | 4 50 |       |
| Chicken soup, 1-lb. tins, per doz.                                    | 1 75 |       |
| Chicken soup, 2-lb. tins, per doz.                                    | 2 25 |       |
| Tomato soup, 2-lb. tins, per doz.                                     | 0 85 |       |

TORONTO.—Salmon here and elsewhere holds firmly at the high price. Deliveries which were late in being made this year are practically all completed. The statistics of the pack of British Columbia salmon for 1911 show that there was put up last season a total of 948,965 cases. In 1910 the pack was 762,201 cases, and in 1909 it was 967,920 cases. The pack of sockeyes was smaller than the year before, being only 383,509 cases. Red springs amounted to 38,751 cases, white springs 9,705 cases, chums 91,951 cases, pinks 305,247, while there was a pack of 119,802 cases of

cohoes. In 1905, a "fat" year the total pack was 1,167,460 cases.

The amount of tomatoes imported from the United States this year has been considerable. Prices on this line across the border continue on the upward trend.

ONTARIO MARKETS.

POINTERS—

Evaporated Apples.—Slightly firmer. Bosnia Prunes.—Quoted at 8 to 8 1/2c. Cloves.—Easier tendency.

Toronto, Jan. 11.—The year for the grocery trade has opened up quite well. True, trade during the past two weeks has not been brisk, but this is only natural after heavy purchasing of previous two months, while fact that retailers are busy with their annual inventory has to be taken into consideration. In spite of this, some retailers contend that trade has a better swing than is usual at this time. At any rate, no complaints are being made by wholesalers, for memories of the past year are indeed pleasant, and next twelve months are looked forward to with confidence. Travelers are again back on the road and return to steadiness is expected in business shortly.

SUGAR.—Sugar declined 10 cents on Thursday last as announced briefly in our issue of last week. The main features of the market are practically same as previous to decline. How low the market will go is a difficult question until the situation becomes more clearly defined. There are many guesses. Time alone will tell how near they are to mark. Meanwhile operations in anticipation of some further easing are on hand-to-mouth basis. Consumption seems fair for the season.

|                                                                                 |      |
|---------------------------------------------------------------------------------|------|
| Extra granulated, bags                                                          | 5 65 |
| 20 lb. bags                                                                     | 5 75 |
| Imperial granulated                                                             | 5 45 |
| Beaver granulated                                                               | 5 45 |
| Yellow, bags                                                                    | 5 25 |
| Barrels of granulated and yellow will be furnished at 5 cents above bag prices. |      |
| Extra ground, bris.                                                             | 6 15 |
| 50-lb. boxes                                                                    | 6 25 |
| 25-lb. boxes                                                                    | 6 35 |
| Powdered, bris.                                                                 | 5 85 |
| 50-lb. boxes                                                                    | 5 85 |
| 25-lb. boxes                                                                    | 6 25 |
| Red Seal, cwt.                                                                  | 7 10 |
| St. Lawrence Crystal Diamonds                                                   | 7 50 |
| Paris lumps, in 100-lb. boxes                                                   | 6 75 |
| in 50-lb. "                                                                     | 6 65 |
| in 25-lb. "                                                                     | 6 85 |

SYRUP AND MOLASSES.—The year has opened up well in syrups, and molasses is also doing fairly well. With the retailer having more time to devote to these lines and the weather lending favorable assistance trade is brisk. The retailer would do well to take advantage of the favorable conditions to promote sales.

The high price of sugar naturally gives molasses producers a reason for asking high prices for their product, but, with sugar easing, they may be induced to modify their ideas on new crop as expressed some time ago.

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

**DRIED FRUITS.**—Interest does not seem to be revived in dried fruits as yet. From now on during the coming months retailers should find a steady demand for these lines, and now, with the holidays past, it is well that the dealer commence to give prominence to the staple lines. Prunes stand up well under general market conditions, although fair stocks are held here. The 1911 California prune crop was estimated at close on 175,000,000 lbs. as compared with not much over 75,000,000 lbs. the previous year, but the bare markets this year combined with big demand from foreign countries stiffened prices to their present level. Bosnia prunes are quoted at 8 to 8 1/2 cents.

Apricots and peaches on account of high prices have not met with their usual demand. Figs and dates are selling fairly freely, the latter at slightly easier prices.

As noted last week, evaporated apples under more enquiry from foreign sources are slightly firmer.

|                                           |               |                          |                   |
|-------------------------------------------|---------------|--------------------------|-------------------|
| Prunes—                                   |               |                          |                   |
| 30 to 40, in 25-lb. boxes                 |               | 0 15                     | 0 16              |
| 40 to 50                                  |               | 0 14                     | 0 15              |
| 70 to 80, in 25-lb. boxes                 |               |                          | 0 10              |
| 80 to 90, in 25-lb. boxes                 |               |                          | 0 09 1/2          |
| 90 to 100, in 25-lb. boxes                |               |                          | 0 09              |
| Same fruit in 50-lb. boxes 1/2 cent less. |               |                          |                   |
| Bosnia prunes                             |               | 0 08                     | 0 08 1/2          |
| Apricots—                                 |               |                          |                   |
| Choice, 25 lb boxes                       |               | 0 21                     | 0 23              |
| Fancy                                     |               |                          | 0 25              |
| Candied Peels—                            |               |                          |                   |
| Lemon                                     | 0 10 0 11     | Citron                   | 0 15 0 17         |
| Orange                                    | 0 10 0 12 1/2 |                          |                   |
| Figs, 2 to 2 1/2 inches, per lb.          |               | 0 09                     | 0 13              |
| Tapnets                                   |               | 0 04                     | 0 14 1/2          |
| Bag figs                                  |               | 0 04                     | 0 07              |
| Dried peaches                             |               | 0 17                     | 0 18              |
| Dried apples                              |               | 0 08 1/2                 | 0 09              |
| Evaporated apples                         |               | 0 09 1/2                 | 0 10              |
| Currents—                                 |               |                          |                   |
| Fine Filiatras                            | 0 07 1/2 0 08 | Vostizzas                | 0 10 0 12         |
| Patras                                    | 0 06 0 08 1/2 |                          |                   |
| Uncleaned to less                         |               |                          |                   |
| Raisins—                                  |               |                          |                   |
| Sultana                                   |               | 0 11                     | 0 12              |
| " fancy                                   |               | 0 14                     | 0 14 1/2          |
| " extra fancy                             |               | 0 16                     | 0 17              |
| Valencia selected                         |               |                          | 0 08 1/2          |
| Seeded, 1 lb packets, fancy               |               |                          | 0 09              |
| " 16 oz. packets, choice                  |               |                          | 0 08 1/2          |
| New Dates—                                |               |                          |                   |
| Halloweese—                               |               |                          |                   |
| Full boxes                                | 0 06          | Package dates, per 1 lb. | 0 07 0 07 1/2     |
| Half boxes                                | 0 07          | Fards choicest           | 0 09 1/2 0 10 1/2 |

**TEA.**—Although there is no real quotable change, there has been easiness in some quarters, giving relief to the late tense situation. November shipments from Ceylon to the United Kingdom exceeded all anticipations, nearly doubling those of last year. It is estimated that December shipments will take ten and a half millions compared with last December's eight and a half, making, if this estimate is correct, the total shipments to the United Kingdom for 1911 six millions ahead of the previous year's total.

"All markets for common tea," says a report from Colombo, Ceylon, "have declined somewhat and there is a probability of a still easier market for lower grades. With regard to the better grades, prices are firm and likely to remain so, for the increased supply is nearly all in inferior teas. Good to fine Ceylon teas are still insufficient to meet all demands. The somewhat larger supplies are by no means sufficient to cause a serious slump. Neither the Ceylon nor Indian crop is in excess of what will be required."

**COFFEE.**—What effect has the high prices had on the consumption of coffee? In the United States while some say it has decreased, others contend that it has not. These are opinions of individual coffee dealers who have different methods apparently of arriving at conclusions.

On the local market, some dealers report that sales are keeping at a good level. Others believe that the high price will no doubt reduce consumption. It is pointed out by one dealer that while it is only natural for total coffee consumption in Canada to increase, the consumption per capita on the other hand might show a falling off.

|                 |      |      |                |      |      |
|-----------------|------|------|----------------|------|------|
| Rio, roasted    | 0 23 | 0 24 | Mocha, roasted | 0 30 | 0 32 |
| Green Rio       | 0 19 | 0 20 | Java, roasted  | 0 32 | 0 35 |
| Santos, roasted | 0 24 | 0 25 | Mexican        | 0 27 | 0 28 |
| Maracaibo       | 0 24 | 0 25 | Guatemala      | 0 25 | 0 26 |
| Bogotas         | 0 26 | 0 27 | Jamaica        | 0 25 | 0 26 |
|                 |      |      | Chicory        |      | 0 12 |

**NUTS.**—There is a fair demand for nuts for the season. There are no special market features, but the general tone is one of steadiness.

|                     |          |          |
|---------------------|----------|----------|
| Almonds, Formigetta | 0 15     | 0 15 1/2 |
| " Tarragona         | 0 16 1/2 | 0 17     |
| " shelled           | 0 34     | 0 38     |
| Walnuts, Grenoble   | 0 15     | 0 16     |
| " Bordeaux          | 0 12     | 0 13     |
| " Marbota           | 0 13     | 0 14     |
| " shelled, new      | 0 35     | 0 38     |
| Filberts            | 0 11     | 0 12     |
| Pecans              | 0 17     | 0 18     |
| Brazils             | 0 21     | 0 21     |
| Peanuts, roasted    | 10       | 0 13     |

**SPICES.**—Since the close of the Christmas demand, spices have been a little quiet. Life is expected to return to trade now, however, and dealers anticipate steady trade from now through to summer months. Cloves and cassia are somewhat moderated in price. Indications are for cream tartar to hold fairly stiff.

|                |       |         |        |           |
|----------------|-------|---------|--------|-----------|
| Allspice       | 15-18 | 1/2 lb. | 60-70  | 70-80     |
| Cassia         | 20-30 | 1/2 lb. | 85-115 | 95-125    |
| Cayenne pepper | 23-28 | 1/2 lb. | 80-105 | 90-115    |
| Cloves         | 23-28 | 1/2 lb. | 75-95  | 85-110    |
| Cream tartar   | 27-30 | 1/2 lb. | 90-100 |           |
| Curry powder   | 25-30 | 1/2 lb. |        |           |
| Ginger         | 22-27 | 1/2 lb. | 65-85  | 75-95     |
| Mace           | 50-80 | 1/2 lb. |        | 0-2 75    |
| Nutmegs        | 30-40 | 1/2 lb. | 90-100 | 1 60-2 50 |
| Peppers, black | 19-22 | 1/2 lb. | 67-75  | 80-91     |
| Peppers, white | 28-30 | 1/2 lb. | 90-105 | 1 05-1 15 |
| Pastry spice   | 30-27 | 1/2 lb. | 65-95  | 75-110    |
| Pickling spice | 16-21 | 1/2 lb. | 75-90  | 75-91     |
| Turmeric       | 16-21 | 1/2 lb. |        |           |

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.  
Mustard seed, per lb. in bulk 0 12  
Celery seed, per lb. in bulk 0 10  
Shredded coconut, in pails 0 16 1/2 0 17 1/2

**RICE AND TAPIOCA.**—There is a normal demand being felt in these lines. Primary markets on new crop rice hold

firmly. Rangoons will arrive in March, while Patna rice comes in during May. Quotations on the latter, says one dealer, are the highest for a long time and new crop gives no hopes at present of coming below prices on old crop.

|                                                           |               |                    |               |
|-----------------------------------------------------------|---------------|--------------------|---------------|
| Standard B, from mills, 500 lbs. or over, f.o.b. Montreal |               | 3 65               |               |
| Rice, standard B                                          |               | 3 75               |               |
|                                                           | Per lb.       |                    |               |
| Rangoon                                                   | 0 03 1/2 0 04 | Sago, medimm brown | 0 05 1/2 0 06 |
| Fancy rangoon                                             | 0 05          | Tapioca—           |               |
| Patna                                                     | 0 05 1/2 0 06 | Bullet, double     |               |
| Japan                                                     | 0 05 0 07     | goat               | 0 08          |
| Java                                                      | 0 06 0 07     | Medium pearl       | 0 06 1/2 0 07 |
| Carolina                                                  | 0 08 0 10     | Flake              | 0 08          |
|                                                           |               | Seed               | 0 06 1/2 0 07 |

**BEANS.**—There are no new features to report. Conditions are unchanged from last week. Trade is inclined to quietness.

|                               |      |      |
|-------------------------------|------|------|
| Prime beans, per bushel       | 2 30 | 2 35 |
| Hand picked beans, per bushel | 2 40 | 2 45 |

**BROOMS.**—Brooms show no further change in price, but have lost none of their firmness. Broom corn holds up in price. From one source comes the information that the past season's shipments of corn in the United States have been 3,000 cars below 1910.

MANITOBA MARKETS.

**POINTERS.**

Sugar—Weaker.  
Syrup—Advanced.  
Prunes—Advanced.  
Valencia Raisins—Advanced.

Winnipeg, Jan. 11.—Severe cold which has been existing for last week has to a considerable extent handicapped trade, but wholesalers are nevertheless enthusiastic, and all predict increased trade between now and spring. Tone of market has been strong and many advances will be noticed in different lines. Travelers are now returning to their routes so that increased orders are looked for shortly. Prunes, Valencia raisins and matches have been in the greatest demand during the week.

**SUGAR.**—Sugar market took sharp decline last Thursday, and prices are quoted at ten cents per cwt. lower.

|                                        |      |
|----------------------------------------|------|
| Montreal and B.C. granulated, in bbls. | 6 21 |
| " " in sacks                           | 6 15 |
| " yellow, in bbls.                     | 5 30 |
| " " in sacks                           | 5 75 |
| Ice sugar, in bbls.                    | 6 65 |
| " in boxes (25 lbs.)                   | 6 81 |
| Powdered sugar, in bbls.               | 6 35 |
| " " in boxes                           | 6 35 |
| " " in small quantities                | 6 10 |
| Lump, hard, in bbls.                   | 7 05 |
| " " in 100-lb. cases                   | 7 05 |

**SYRUP.**—Demand from retailers continues to hold exceptionally strong and prices show an advance of ten cents per case over those of last week. New quotations are:

|                                                |      |
|------------------------------------------------|------|
| Syrups—                                        |      |
| 24 2-lb. tins, per case                        | 2 78 |
| 12 5-lb. tins, per case                        | 2 68 |
| 6 10-lb. tins, per case                        | 2 58 |
| 3 20-lb. tins, per case                        | 2 57 |
| Half barrels per cwt.                          | 3 85 |
| Barbados molasses, in half barrels, per gallon | 0 45 |
| New Orleans molasses, half barrels, per gallon | 0 31 |

**EVAPORATED APPLES.**—Fair demand continues to exist for evaporated apples and there is no change from last week. Price remains on the ten cent

basis, as in two 1 NUTS remain 1 New Filter Marbot Wal Brazil Nuts. Grenoble wa

DRIED raisins, during t looked fo ly heavy man, wh been exc

New prune 90-10 s, 25, 8-1 90-10 s, 10s, 8- 80-90s, 25s, 8-1 80-90s, 10s, 8-1

New Figs— Camel 3-c " 4-c " 5-c " 6-c " 7-c " 9-c Emmanu

Club box 1 Cooking Figs Choice bo Half boxe Half bags. Valencia r Fine, f. o. s. 28 Fir e, selected. 4-crown layers 4-crown layers 4-crown layers. Ne plus ultra, Currants— Dry clean, Wa-hes, pe 1-lb. packets 2-lb. packets

COFFEE slightly ea change has Roasted Rio, lb

SPLIT strong and pressed hin as hard to demand is ly inadequate prices can l

Beans, 3-lb. picke Hand picked, per Peas, split, 100 lb

RICE.—A for this cor ent outlook shortly on s

Japan, No 1, 100 Ja av. No 2, 109 Carolina, 1 3-lb. s Patna, 100-lb. s xcl Rangoon, 100-lb. s

NEW BR

St. John, of interest o has been ten hundred. Ind drop will tal dealers who At any rate, Aside from tl but trade has dealers the pe stock-taking. road after hol are being rec on the river,

basis, and no advance is looked for within two months.

**NUTS.**—Demand is steady and prices remain firm.

|                               |                             |
|-------------------------------|-----------------------------|
| New Filberts, large. 0 11 1/4 | Tarragona Almonds. 0 15 1/4 |
| Marbot Walnuts .... 0 13 1/4  | Ab-raness ..... 0 14 1/4    |
| Brasil Nuts ..... 0 18        | Pecan Choice ..... 0 7      |
| Grenoble walnuts ... 0 16 1/4 |                             |

**DRIED FRUITS.**—Prunes and Valencia raisins, as predicted, have been advancing during the week, and higher prices are looked for. Stocks in the city are fairly heavy and enough to supply the demand, which, especially for prunes, has been exceptionally heavy.

|                                     |                   |          |
|-------------------------------------|-------------------|----------|
| New prunes. Per lb.                 | 70-80s, 25s, s.p. | 0 09 1/2 |
| 90-10s, 25, s.p.                    | 70-80s, 10s, s.p. | 0 10 1/2 |
| 90-10s, 10s, s.p.                   | 60-70s, 25s, s.p. | 0 09 1/2 |
| 80-90s, 25s, s.p.                   | 50-60s, 25s, s.p. | 0 10 1/2 |
| 80-90s, 10s, s.p.                   | 40-50s, 25s, s.p. | 0 11 1/2 |
| New Figs—                           |                   |          |
| Camel 3-crown table figs.           |                   | 0 10     |
| " 4-crown table figs.               |                   | 0 11     |
| " 5-crown table figs.               |                   | 0 11 1/2 |
| " 6-crown table figs, about 10 lbs. |                   | 0 12 1/2 |
| " 6-crown table figs, about 50 lbs. |                   | 0 12 1/2 |
| " 7-crown table figs, about 10 lbs. |                   | 0 14 1/2 |
| " 9-crown table figs, about 10 lbs. |                   | 0 18     |
| Emmanuel 3-crown.                   |                   | 0 08 1/2 |
| " 4-crown.                          |                   | 0 09 1/2 |
| " 5-crown.                          |                   | 0 09 1/2 |
| " 6-crown.                          |                   | 0 10     |
| " 7-crown.                          |                   | 0 11     |
| Club box figs.                      |                   | 0 06     |
| Cooking Figs—                       |                   |          |
| Choice boxes.                       |                   | 0 05 1/2 |
| Half boxes.                         |                   | 0 05 1/2 |
| Half bags.                          |                   | 0 04 1/2 |
| Valencia raisins—                   |                   |          |
| Fine, f.o.s. 28s, s.p., per box.    |                   | 2 20     |
| Five, selected, 28s, s.p., per box. |                   | 2 25     |
| 4-crown layers 28s, s.p., per box.  |                   | 2 35     |
| 4-crown layers 14s, s.p., per box.  |                   | 1 2      |
| 4-crown layers, 7s, s.p., per box.  |                   | 0 60     |
| Ne plus ultra, 28s, s.p., per box.  |                   | 2 32     |
| Currants—                           |                   |          |
| Dry clean, per lb.                  |                   | 0 07 1/2 |
| Washed, per lb.                     |                   | 0 8      |
| 1-lb. package.                      |                   | 0 08 1/2 |
| 2-lb. package.                      |                   | 0 12 1/2 |

**COFFEE.**—Market this week shows slightly easier tendency, although no change has as yet taken place.

|                  |      |                    |          |
|------------------|------|--------------------|----------|
| Roasted Rio, lb. | 0 22 | Green Rio, 5s, lb. | 0 17     |
|                  |      | Green Rio, 7s, lb. | 0 16 1/2 |

**SPLIT PEAS.**—Split peas remain strong and scarce. One wholesaler expressed himself that split peas are just as hard to secure as pot barley. The demand is strong, but the supply totally inadequate, and consequently higher prices can be looked for.

|                                  |         |      |
|----------------------------------|---------|------|
| Beans, 3-lb. picker, per bushel. | 2 55    | 2 65 |
| Hand picked, per bushel.         | 2 7 1/2 | 2 75 |
| Peas, split, 100 lbs.            |         | 4 00 |

**RICE.**—An active demand continues for this commodity, and from the present outlook a big advance is expected shortly on account of shortage of crops.

|                                    |          |
|------------------------------------|----------|
| Japan, No 1, 100-lb. sack, per lb. | 0 05 1/4 |
| Ja no, No 2, 100-lb. sack, per lb. | 0 04 1/2 |
| Carolina, 1 3-lb. sack, per lb.    | 0 16 1/2 |
| Patea, 100-lb. sack, per lb.       | 0 04 1/2 |
| Rangoon, 100-lb. sack, per lb.     | 0 04 1/2 |

**NEW BRUNSWICK MARKETS.**

St. John, Jan. 11.—The only feature of interest on local market in last week has been ten cent decline in sugar per hundred. Indications are that further drop will take place, according to local dealers who follow the market closely. At any rate, it won't be any higher. Aside from this, market has been quiet, but trade has been steady. With most dealers the past week has been used for stock-taking. Travelers are again on road after holiday lull, and good orders are being received. The making of ice on the river, coupled with liberal snow-

fall, enabled many country customers to reach city during week.

|                  |          |               |                  |          |         |
|------------------|----------|---------------|------------------|----------|---------|
| Bacon.....       | 0 15     | Eggs, henery. | 0 40             | 0 50     |         |
| Beans, hand      | 2 45     | 2 50          | Eggs, case.....  | 0 28     | 0 25    |
| picked, bus.     |          |               | Fin. haddies ..  | 4 40     | 4 50    |
| Beans, yellow    | 2 55     | 2 60          | Fish, cod, dry.. | 6 25     | 6 40    |
| eye, bus .....   |          |               | Flour, Man.....  | 5 45     | 5 50    |
| Butter, dairy,   | 0 22     | 0 24          | Flour, Ontario.  | 5 45     | 5 50    |
| per lb .....     |          |               | Ham .....        | 0 15     |         |
| Butter, cream-   | 0 27     | 0 30          | Lard, com-       | 0 10 1/2 | 0 11    |
| ery, per lb..... |          |               | pure, lb.        | 0 12 1/2 | 0 13    |
| Buck wheat,      | 3 00     | 3 10          | Lemora, Measi-   |          | 3 50    |
| W. grey tag.     |          |               | na, per box ..   |          |         |
| Cheese, new, lb  | 0 15 1/2 | 0 16          | Molasses, Bar-   | 0 40     | 0 41    |
| Currants, 1s, lb | 0 08     | 0 08 1/2      | bad, s. fancy .. |          |         |
| Canned goods—    |          |               | Oatmeal, rolled  | 5 35     |         |
| Beans, baking..  | 1 15     | 1 25          | Oatmeal, s'd ..  | 5 50     |         |
| Beans, string..  | 1 02 1/2 | 1 05          | Pork, domestic   | 21 50    | 22 00   |
| Corn, doz .....  | 1 0 1/2  | 1 15          | in ss .....      |          |         |
| Peas, No 4 ..... | 1 21     |               | Pork, Ameri-     | 20 75    | 22 50   |
| Peas, No 3 ..... | 1 25     |               | can clear ..     |          |         |
| Peas, No 2 ..... | 1 30     |               | Potatoes, bbl .. | 1 75     | 2 03    |
| Peas, No 1 ..... | 1 80     |               | Raisins, Cali-   |          |         |
| Peaches, 2s, dz  | 1 95     | 2 00          | fornia, seeded   | 0 11 1/2 | 0 11    |
| Peaches, 3s, dz  | 3 00     | 3 05          | Rice, per lb.... | 0 03 1/2 | 0 04    |
| Raspberries, dz  | 2 05     | 2 1 1/2       | Salmon, case—    |          |         |
| Strawberries..   | 1 85     | 1 91          | Red Spring ..    | 7 75     | 8 00    |
| Tomatoes .....   | 1 7 1/2  | 1 80          | Cohoos .....     | 7 25     | 7 40    |
| Clams .....      | 4 00     | 4 25          | Sugar            |          |         |
| Cornmeal, gran   | 5 15     |               | Standard gran.   | 5 70     | 5 80    |
| Cornmeal, bags   | 1 65     | 1 70          | Austrian gran.   | 5 50     | 5 60    |
| Cornmeal, bbls.  | 3 45     | 3 50          | Bright yellow.   | 5 51     | 5 6 1/2 |
|                  |          |               | No 1 yellow...   | 5 80     | 5 3 1/2 |
|                  |          |               | Paris lumps...   | 6 75     | 7 00    |

**NOVA SCOTIA.**

Halifax, Jan. 11.—The feature of past ten days was drop in price of sugar. On Monday of last week local refineries made cut of ten cents per hundred pounds, and again on Thursday another reduction of ten cents on all grades. Just now the retail demand for sugar is rather light.

Wholesale dealers report that business during the past year was good, despite high prices asked for many lines. Many of the jobbers found on balancing books that business was considerably better than previous year. Just now trade is a little quiet, which is always to be expected after the holiday rush. Then, again, season has been open, and the country roads have been bad for travel.

Dealers in confectionery report sales of chocolates at Christmas and New Year's were heavier than ever before. They also note that there was a marked falling off in sales of the cheaper grades of confectionery.

Sales of flour are now comparatively light. Feeds are in good demand, and the prices are firm.

Potato markets continue quite active. There appears to be good demand for all stock offering, and while prices at present are unchanged, dealers say that they will go higher.

There is an abundance of apples, principally Bishop pippins, on local market. Little hard winter fruit is offering. According to late cables, there is a falling off in the demand in the British market, and prices are easier.

Seattle jobbers have decided to no longer accept "gross weight as net weight" on walnuts. In other words they will resist the growers' system of making them pay for sacks just as though the sacks were walnuts.

**DEALER GETS BEHIND MINERAL WATER.**

Montreal, Jan. 11.—A few days ago one of the leading grocers received an order for a new mineral water that had been recently placed upon the market. He did not have it in stock as it had only been brought out recently, so he told the customer he would do his best to fill the order. This had been the only demand and the grocer immediately secured a supply determining to sell it to other customers without being asked for it.

The progressiveness thus displayed is found in many grocery stores and the trade, as a whole, are gradually working toward that end.

**WINNERS IN WINDOW DRESSING CONTEST.**

(Continued from page 28.)

One of the chief features in this display is the symmetry with which it has been constructed. Kamloops has a population of about 4,500.

The top portion of the window includes dried and canned fruits and Christmas crackers. Next comes canned and bottled fruits; then is a row of evaporated fruits and below are raisins, currants and marmalade. Below that again are peels and jams and evaporated fruit. The bottom row consists of biscuits, plum puddings, figs and raisins.

The order shown in the display is much to be commended and along with the Island window, presents a good lesson in symmetry.

Both Dowling & Reed and Bruce & Sanderson have excellent displays and as pointed out above these will be reproduced in the fall. Arthur Harp, of the Cash Bargain Grocery, Brantford, Ont., deserves honorable mention.

In class II, the winners of second and third prizes, C. H. Milton, of Oshawa, and Millar & Wigle, Essex, had attractive displays with possibly too much in the former and not sufficient Christmas goods in the latter. Other good windows in this class were sent in by Donald R. McInnes, Gravenhurst, Geo M. Sawyer, Leamington, Allan H. Clark with Charlton Bros., Lakeshore and E. Hutton, Earlescourt. Majority of these photographs were, however, not good. They did not show up the detail of the window. Some were spoiled by reflections. One dealer sent two windows without either name or place of business marked on them.

Every dealer and clerk should keep a file for window displays shown in The Grocer. These at some time or another will be found useful.

THE CANADIAN GROCER

# PERRIN'S

5c. and 10c. Fancy Thin  
Blue Packages  
Only

Regular Lines put up in:

- 5c. Parchmentine
- 10c. Red Label
- 10c. Cartons
- 25c. Cardboard
- 30c. and 35c. Tins



# SODAS

An Ideal and Healthy Food  
Quality unsurpassed. Test the flavor, crispness

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The Retail G  
Hamilton, Ont.,  
annual meeting

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retail grocers.

## Canadian Grocery News Done Up in Brief

Some Business Changes and New Stores Opened—Hamilton Association Holds Annual Meeting—Presentation by Employees—New Biscuit Factory for B. C.—Quebec Clerks' Demands—Chatham Grocer Becomes Mayor.

Wm. G. Coles, grocery broker, London, Ont., was elected an alderman of that city.

Robt. Wallace, president of the Battle Creek Toasted Corn Flakes, London, Ont., is leaving this week on a three months' trip to Bermuda.

F. E. Silcox, London, Ont., has disposed of his business to Paul Ward. He purchased it about a year ago from F. Paul & Son.

Mrs. M. McCarrell has opened a grocery store in Peterborough, Ont., at corner of McDonel and Aylmer Sts.

The early closing by-law in Caledonia, Ontario, which was questioned by one of the merchants of that village has been upheld as valid by Justice Riddell. The grounds on which the motion was based were the alleged insufficiency of the petitions presented to the council for its passage. His lordship finds, however, that the by-law was one which the council could pass without any petitions, and he expresses the opinion that the power given by the statute is not in any way diminished by the fact that wholly unnecessary petitions were filed.

Popham Bros. Manufacturing Co., Victoria, B.C., are contemplating building a biscuit and confectionery factory.

A delegation of the Retail Clerks' Association of Quebec City, recently waited on Sir Lomer Gouin, to ask that a charter with special privileges be conferred to the association by the local government. The delegation was received by Sir Lomer Gouin, Hon. Mr. Decarie and Hon. Mr. Taschereau, and their demands were promised serious consideration. The principal demands of the delegates are: That the retail merchants shall not keep their stores opened more than sixty hours a week; that the work women and children in such stores be regulated by the manufacturers' law of this province; that all the stores should be inspected by Government officials at least once a year to see if the merchants keep them in sanitary condition; that the Retail Clerks' Association be provided with a provincial charter.

A number of grocers in the southwestern portion of Peterborough, Ont., have decided to close their stores at 9 p.m. each evening. They include Mrs. Mitchell, Mrs. Dunsford, and Messrs. Parks, Goheen, Wotten, Lillico and Bradshaw.

The Retail Grocers' Association, of Hamilton, Ont., went on record at their annual meeting last week as being in favor of a provincial organization of retail grocers. The Hamilton grocers

decided to issue challenges to the Brantford and Toronto associations to meet them in progressive euchre, a schedule to be arranged for the winter months. New officers for 1912 are:

President—Ed. Hazell.

First vice-president—J. M. Semmens.

Second vice-president—John Knox.

Treasurer—James Main.

Secretary—M. R. Hill.

Executive committee—W. Smye, J. O. Carpenter, John Brown, H. Taylor, John Forth and J. A. MacIntosh.



MAYOR WILLIAM ANDERSON  
Chatham, Ont.

Though he barely looks that age, Mayor William Anderson, of Chatham, has been associated with the grocery business for all of thirty-six years. He commenced in his native Scotland at the age of 15. Born in Stirling, he spent most of his time in Glasgow prior to coming to Canada. He was for three years a traveler for McLaren's, Limited, of Hamilton, then joined the staff of H. Malcolmson's grocery at Chatham. After ten years spent with that firm, he set up his business for himself, purchasing the grocery formerly conducted by J. E. Johnston.

Mr. Anderson is a strong supporter of trade organization, and was a mainstay of the Chatham branch of the Retail Merchants' Association. He was president of that organization during one of the most successful years of its existence, and had a large part in instituting the annual merchants' picnic.

Mr Anderson served four years on

the Chatham Public Library Board. Thence he graduated to the city council, to which he was thrice elected with a handsome vote, serving for two years as chairman of the civic property committee. This year his fellow-citizens elected him to the mayor's chair by 171 majority over a strong opponent.

G. A. Goheen, a Peterborough, Ont., grocer, was presented with a gold-headed umbrella by his employees.

W. A. Black, general manager of The Ogilvie Flour Mills Co., is in the West looking for location for the new 3,000 barrel mill the company has decided to erect.

The Gipe-Hazard Store Service Co., Toronto, has taken over the business of the Gipe Carrier Co. and also that of the Hazard Store Service Co. E. C. Gipe is the general manager.

Moir's Limited, confectionery manufacturers, Halifax, N.S., are erecting a new building. It will be eight stories high on one side, and six on the other. At present about 400 are employed in this factory, but on the completion of the new building, James Moir, the president, expects it will be necessary to add 300 more employees.

W. H. Wilson, sales manager, McLaren Imperial Cheese Co., has left for the Old Country to discuss with manufacturers which this firm represent in Canada, ways and means advantageous to the wholesaler, retailer and consumer, in the distribution and sale of their each individual product. It is to be hoped he will return with much news and valuable information for the trade.

### MAINTAINING THE PRICE.

Toronto, Jan. 11.—The maintenance of selling prices to give a fair profit is something that should have the consideration of every dealer. It is well known to careful merchants that some of their competitors either do not get their just profits or they are ignorant of the cost of goods.

"Some time ago," states a retail dealer, "a woman customer asked me the price of cheese. I told her it was 16 cents."

"But I can get it at Blank's for 14," she replied.

"Very well," I said, "if you can, you certainly should, but I cannot sell cheese at 16 cents and make a living."

The woman went to Blank's, got the cheese and on her way home called in again. The dealer asked her to let him see it. He placed it in the scale and its weight was exactly 14 ounces.

The competitor's scale of course may have been wrong. Let him have the benefit of the doubt. But when the question of a lower competitive price comes up it might be well for the dealer to point out among other things that he gives honest weight.



***Its Flavor Leads to Sales***

**"ROYAL SHIELD"  
COFFEE**

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

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

**Campbell Bros. & Wilson, Ltd., Winnipeg**

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



## **Were Your 1911 Earnings Satisfactory?**

If you are an inside worker closely confined to office hours, without the opportunity you desire; if you are determined to better yourself, insuring for yourself a larger income, we have the position for you.

We will make hundreds of appointments of representatives to take new and renewal subscriptions to our

### **FIFTEEN PUBLICATIONS**

for the coming year. We would like to have you represent us in your locality, if you are ambitious and of good address.

The work is entirely out of doors. Your earnings will be gauged by your own efforts. Some of our representatives earn \$50.00 and \$40.00 a week. Many earn \$25.00 and \$30.00 a week, and we offer them no greater assistance than we offer you. You are unlimited in territory. We pay you a commission on every order, whether new or renewal, and you have every opportunity for advancement to a district sales managership.

We furnish you with everything necessary.

**The MacLean Publishing Co., Limited**

143-149 University Ave.

TORONTO, CAN.

# Over a Million In Three Months

Our Sales for the last three months have been as follows:---

|          |   |   |   |                       |
|----------|---|---|---|-----------------------|
| OCTOBER  | - | - | - | \$ 367,344.32         |
| NOVEMBER | - | - | - | 407,541.54            |
| DECEMBER | - | - | - | 291,503.19            |
|          |   |   |   | <u>\$1,066,389.05</u> |

We have received only 40% of our order of Canned Tomatoes.

|                   |   |   |   |              |
|-------------------|---|---|---|--------------|
| WE HAD SOLD       | - | - | - | 48,000 Cases |
| WE HAVE DELIVERED | - | - | - | 48,000 Cases |

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**Hudon, Hebert & Cie.**  
Limited

**MONTREAL**

Established A.D. 1839

*The Most Liberally Managed Firm in Canada*

**ST. JOHN DEALER BELIEVES IN SELLING FISH**

**Uses the Window Frequently and Makes Many Changes—  
How He Sells More Oysters, Clams and Lobsters.**

St. John, N.B., Jan. 11.—(Special)—“Since trying the experiment successfully myself,” said a local dealer this week, “I have been much in favor of a grocer if favorably located, conducting a fish department in addition to his regular line of provisions. And there is no reason why he should not as strictly attend to its operation as he does to his grocery trade. For my part, I make it a point to change my lines of window features in my fish store more frequently even than I do in the other branch, and I find it very practical.

“To one who is fond of oysters or clams, they can appear quite tempting while he is passing, or in the store without thought of purchasing, if displayed in glass jars on shelves in the window, and oftentimes I have a customer say to me, ‘Those look pretty nice, I hadn’t thought of them, but I think I had better have some.’

“Another means of attracting attention, to which I often resort, is in piling my window full of nice looking lob-

sters, with pieces of ice liberally scattered over them, and reserving a space in the centre for placing two or three of the largest of them which I have had my fisherman keep alive. The contrast of the blackish green as opposed to the bright red of the boiled lobsters is quite striking and will attract instantaneous attention. Many will say that the spectacle is not inviting, that there is a possibility of turning one against a taste for lobsters, but I do not agree with this. In attracting the attention of passers-by by the live lobsters clawing about, their dead brothers also receive their share, and I have tried the scheme too often to find fault from this score.”

**OUR BUSINESS WITH WEST INDIES.**

Four years ago the shipments of Canadian flour to British West Indies was only 900 barrels. In 1910 the figure had risen to 7,269. Canada supplies about one-third of the imports of butter and

one-seventh of cheese. Although 48,000 cases of condensed milk went to the islands last year, Canada supplied none. The total imports of fish have increased very little in the past five years, yet Canada has about two-thirds of the present imports to her credit.

J. & J. Colman, London, England, have this year again gotten out an attractive and useful diary and memorandum book. It has a handsome substantial leather cover and many have to thank Magor Son & Co., through their representative, E. W. Pyke, Toronto, for copy of this diary.

**The Causes**

of your never having complaint about Fels-Naptha soap are:

**First:—**

It was started on the rock-bottom foundation of quality.

**Second:—**

The make-up and the quality of Fels-Naptha soap have always been kept uniformly high.



Have you ever thought that a great many grocers needlessly limit the sale of

**MINCE MEAT**

to the Christmas season and thereby suggest to their trade that mince meat is only good to eat at that particular time?

Has it ever occurred to you that these grocers are throwing away money just as much so as if they took cash from the till and threw it down the sewer?

Think it over. It is worth while.

Is there one real good, live reason why it should be so? Especially so when our mince meat is procurable.

**J. H. WETHEY, Limited**

ST. CATHARINES,

ONTARIO

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

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

**EPPS'S MILK CHOCOLATE**

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto.  
J. W. GORHAM & CO. Halifax, N.S.

Manitoba: BUCHANAN & GORDON, Winnipeg  
C. A. MUNRO, St. John, N.B.



## No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis.

We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

**NICHOLSON & BAIN,**

Wholesale Commission Merchants  
and Brokers

HEAD OFFICE,

WINNIPEG, MAN.

WINNIPEG

REGINA

SASKATOON

EDMONTON

CALGARY

# American Cans

**I**N SELECTING your FRUIT and VEGETABLE Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis we will take a chance on securing and holding your business.

**American Can Company**

MONTREAL, QUE.

HAMILTON, ONT.

## SPECIAL PRICE

SMOKED

Cottage Hams - 11½  
(BONELESS)

Picnic Hams - - 10

Specially suitable for sale by the piece without slicing. Nice bright stock of very finest quality.

TRY A SAMPLE ORDER.

### GUNNS LIMITED

WEST TORONTO

Pork and Beef Packers, Cotton Oil Refiners.

## Good Resolutions

FOR

# 1912

Buy only Government  
Inspected Meats, and  
buy them from

### F. W. FEARMAN CO.

LIMITED

HAMILTON, ONT.



A GENTLEMAN in Providence, R.I., writes to enquire if he can buy Reindeer Condensed Coffee in the States. He says "A friend of his while in Canada recently bought a can of REINDEER COFFEE and claims it was the best Coffee he ever tasted." Of course it is, as it is the best of Coffee, Milk and Sugar condensed together, making it richer than possible otherwise.

Manufactured only by

### REINDEER LIMITED

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

## Your Brother Got Them

Mr. Grocer, and is undoubtedly pleased. He immediately realized that nothing common could be associated with a line which has stood the test of generations, and that it would pay him to write for

# BOVRIL

(the original)

## SHOWCARDS

His customers always see them and do not forget to order their BOVRIL, the very essence of the richest beef. We venture to say that his sales will undoubtedly increase on this account.

There is *quality* in BOVRIL.

There is *satisfaction* in BOVRIL.

There is *profit* in BOVRIL.

**Get Showcards. This is the time of Big Sales. They are yours for the asking.**

### BOVRIL, LIMITED, - MONTREAL.

ADVERTISED EVERYWHERE

Will th

Que  
Dur  
Pric  
Butt  
Enq

Some time a for a falling o many weeks. tinued good months as a Still, arrivals good level, al been rather st is due to the is uncertain. ance is still th movement wil manner by whi hogs in the co It seems to be considering the on the hoof values that hav few weeks. Th factor in sha steady, Canadi to 52s.

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PROVISIONS possib in pure feature of ma with fairly goo barrelled The ear loads s the camps in "little" order t and was w these meats loc This is movin being made report from a l the Easter and the a far cr

## Will the Free Hog Movement Continue

**Question Which is Bothering Dealers — Has Been Fairly Free During Early Winter, Although Rather Stinted of Late—Egg Prices Have Fallen From High Christmas Level—Stocks of Butter Light—Cheese Has Lost None of Its Strength—Export Enquiry Lends Steadiness.**

Some time ago many dealers looked for a falling off in hog receipts before many weeks. They pointed to the continued good movement during the fall months as a basis for their opinion. Still, arrivals have kept at a fairly good level, although of late they have been rather stinted. How much of this is due to the interference of the holidays is uncertain. The question of importance is still therefore, whether the brisk movement will continue. There is no manner by which the number of available hogs in the country can be ascertained. It seems to be conceded, however, that considering the high price of feed hogs on the hoof should be well worth the values that have been ruling during past few weeks. The English market, also a factor in shaping prices is quiet and steady, Canadian bacon ruling from 48s to 52s.

Prices of new laid eggs have at most centres eased off from the high figures ruling around Christmas. An early increase in production has been the cause. Storage stocks seem to be holding steady with even increased prices being asked at some centres following the higher prices noted across the line.

Butter shows no perceptible change. Last week the quiet period of demand was responsible for a slight easing off at some centres but in face of higher stocks than a year ago and only moderate receipts it appears as if steadiness were warranted.

Cheese has lost none of its strength, the big shortage both in production here and in England having made itself felt in high range of prices on both sides of the water. Export enquiry lends strength to the market in Canada.

### MONTREAL.

**PROVISIONS.**—A decline of ¼ cent per lb in pure and compound lard is a feature of market this week together with fairly good demand from retailers for barrelled pork and dry salt pork. The car loads sent to railway construction camps in the west was one nice "little" order that was filled last Saturday and was worth noting. Demand for meats locally is rather good and business is moving steadily. Preparations are being made already, according to a report from a large local concern, for the Easter and spring trade. It is rather a far cry to the first week of

April, but a big sale is assured and the necessary preparations will soon be under way.

|                                                 |           |
|-------------------------------------------------|-----------|
| <b>Pure Lard—</b>                               |           |
| Boxes, 50 lbs., per lb.                         | 0 11      |
| Cases, tins, each 10 lbs., per lb.              | 0 12      |
| " " " 5 " "                                     | 0 12      |
| " " " 3 " "                                     | 0 12      |
| Pails wood, 20 lbs. net, per lb.                | 0 12      |
| Pails, tin, 20 lbs. gross, per lb.              | 0 11      |
| Tubs, 50 lbs. net, per lb.                      | 0 12      |
| Tierces, 3, 5 lbs., per lb.                     | 0 11      |
| One pound bricks                                | 0 11      |
| <b>Compound Lard—</b>                           |           |
| Boxes, 50 lbs. net, per lb.                     | 0 08      |
| Cases, 10-lb. tins, 60 lbs. to case, per lb.    | 0 08      |
| " " 5 " " " " "                                 | 0 08      |
| " " 3 " " " " "                                 | 0 09      |
| Pails, wood, 20 lbs. net, per lb.               | 0 08      |
| Pails, tin, 20 lbs. gross, per lb.              | 0 08      |
| Tubs, 50 lbs. net, per lb.                      | 0 08      |
| Tierces, 3, 5 lbs., per lb.                     | 0 08      |
| One pound bricks                                | 0 09      |
| <b>Pork—</b>                                    |           |
| Heavy Canada short cut mess, bbl. 35-45 pieces  | 22 50     |
| Bean pork                                       | 16 50     |
| Canada short cut back pork, bbl. 45-55 pieces   | 22 00     |
| Heavy short cut clear pork, bbl.                | 22 00     |
| Clear fat backs                                 | 23 00     |
| Heavy flank pork, bbl.                          | 22 00     |
| Plate beef, 100 lb bbl.                         | 7 50      |
| " " 200 "                                       | 14 50     |
| " " 300 "                                       | 21 50     |
| <b>Dry Salt Meats—</b>                          |           |
| Green bacon, flanks, lb.                        | 0 11      |
| Long clear bacon, heavy, lb.                    | 0 10      |
| Long clear bacon, light, lb.                    | 0 11      |
| <b>Hams—</b>                                    |           |
| Extra large sizes, 25 lbs. upwards, lb.         | 0 11      |
| Large sizes, 18 to 25 lbs., per lb.             | 0 13      |
| Medium sizes, 13 to 18 lbs., per lb.            | 0 14      |
| Extra small sizes, 10 to 13 lbs., per lb.       | 0 14      |
| Bone out, rolled, large, 16 to 25 lbs., per lb. | 0 14      |
| " " small, 9 to 12 lbs., per lb.                | 0 14      |
| Breakfast bacon, English, boneless, per lb.     | 0 15      |
| Windsor bacon, skinned, backs, per lb.          | 0 16      |
| Spiced roll bacon, boneless, short, per lb.     | 0 12      |
| Boiled ham, small skinned boneless.             | 0 24      |
| Hogs, live, per cwt.                            | 6 75      |
| " " dressed, per cwt.                           | 9 50 9 75 |

**CHEESE.**—A little stronger feeling prevails in cheese market, the export quotations showing slight increases. The local demand is normal and at present there is no special feature to the trade. The firmness of this market mentioned previously is still maintained.

|                    |           |
|--------------------|-----------|
| Quebec, large      | 0 16 0 16 |
| Western, large     | 0 16 0 16 |
| " " twins          | 0 16 0 16 |
| " " small, 20 lbs. | 0 16 0 16 |
| Old cheese, large  | 0 16 0 17 |

**BUTTER.**—No change has taken place in market during week. Prices are considered fairly firm although a temporary easy feeling was reported. Spot stocks are lighter than a year ago and there should be nothing but strength in the market.

|                  |           |
|------------------|-----------|
| Creamery         | 0 22 0 32 |
| Dairy, tubs, lb. | 0 24 0 27 |

**EGGS.**—New laid eggs slumped decidedly during past week the full decline totalling ten cents and the present price is now 15 cents a doz. The receipts up to last Saturday night were 225,489 cases since May 1, as against 187,538 cases for the same period last year. Demand for eggs is good and the heavier and earlier production this year has made the price of new lays easy. Storage eggs have a fair sale.

|          |      |
|----------|------|
| New lays | 0 45 |
| Selects  | 0 33 |
| No. 1    | 0 27 |

**POULTRY.**—Prices in the poultry market are practically the same as those of a week ago. Receipts after the holidays have not been heavy. The demand is steady but is not pronounced and the weather permits holders to take their time in trying to dispose of offerings.

|          |           |         |           |
|----------|-----------|---------|-----------|
| Fowl     | 0 11 0 12 | Turkeys | 0 20 0 21 |
| Chickens | 0 10 0 15 | Ducks   | 0 17 0 18 |
| Geese    | 0 12 0 13 |         |           |

**HONEY.**—A seasonable trade is passing in honey at former prices. There is no feature or change in the market.

|                        |      |
|------------------------|------|
| White clover, strained | 0 12 |
| White clover, in comb. | 0 15 |
| Buckwheat, strained    | 0 10 |
| Buckwheat, in comb.    | 0 12 |

### TORONTO.

**PROVISIONS.**—Trade in pork products is still inclined to quietness. Hog prices were raised 25 cents per cwt. this week to induce freer deliveries. Receipts of late have slackened considerably.

Some dealers would quote light and medium hams ½ cent above present quotations. Lard holds steady under a good sale, most dealers reporting that stocks of this line are being kept well cleaned up.

|                                               |             |
|-----------------------------------------------|-------------|
| <b>Smoked meats—</b>                          |             |
| Light hams, per lb.                           | 0 14 0 15   |
| Medium hams, per lb.                          | 0 14 0 14   |
| Large hams, per lb.                           | 0 13 0 14   |
| Backs, plain, per lb.                         | 0 17 0 18   |
| " " pea meal                                  | 0 18 0 19   |
| Breakfast bacon, per lb.                      | 0 15 0 17   |
| Roll bacon, per lb.                           | 0 10 0 11   |
| Shoulders                                     | 0 10 0 11   |
| <b>Pickled meats—1 cent less than smoked.</b> |             |
| Long clear bacon, per lb.                     | 0 11 0 12   |
| Heavy mess pork, per bbl.                     | 19 00 20 00 |
| Short cut, per bbl.                           | 21 00 22 00 |
| Cooked hams                                   | 0 21 0 23   |
| Lard, tierces, per lb.                        | 0 11 0 11   |
| " " tubs                                      | 0 11 0 12   |
| " " pails                                     | 0 12 0 12   |
| " " compounds, per lb.                        | 0 09 0 09   |
| Live hogs, at country points                  | 6 15        |
| Live hogs, at local                           | 6 45        |
| Dressed hogs                                  | 9 00 9 25   |

**BUTTER.**—Butter prices are changed from week ago. That prices are extremely high is true but dealers believe that conditions warrant present prices. The smaller stocks than in other years at this time are pointed to as reason for present steadiness.

There is some creamery coming along but a considerable quantity has that "feedy" flavor that is not wanted. Receipts of high quality dairy are light.

|                             |           |
|-----------------------------|-----------|
| <b>Fresh creamery print</b> |           |
| For lb.                     | 0 33 0 35 |
| Creamery solids             | 0 30 0 31 |
| Farmers separator butter    | 0 30 0 32 |
| Dairy prints, choice        | 0 27 0 28 |
| No. 1 tubs or boxes         | 0 25 0 27 |
| No. 2 tubs or boxes         | 0 21 0 23 |

WE WANT

# Poultry

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

**EGGS.**—The feature of the market this week is a stiffening in storage, an advance of 1 to 2 cents being noted. The recent cold snap has no doubt curtailed production of new laids somewhat. "It is surprising," one dealer said, "that there isn't a keener demand for new laids at the price. People seem to be using storage instead. They are stiffening up of late."

In the States storage eggs have also increased in value. Stocks held here are generally believed to be rather small, a conservative amount having been put away by many firms last summer. While some houses may hold fair stocks, there are others decidedly the other way.

|                    |           |
|--------------------|-----------|
| New laid eggs..... | 0 40      |
| Selects.....       | 0 35      |
| Storage eggs.....  | 0 29 0 30 |

**CHEESE.**—Dealers say they see nothing in immediate future to break high prices ruling. Trade is rather inclined to quietness. Stiltons are seemingly held somewhat firmer at 17 to 18 cents.

|            |               |          |          |
|------------|---------------|----------|----------|
| Cheese—    | Twin.....     | 0 16     | 0 16 1/2 |
| Large..... | Stiltons..... | 0 17     | 0 18     |
|            |               | 0 15 1/2 | 0 16     |

**POULTRY.**—Prices on dressed poultry generally show an advance of 1 to 2 cents per pound this week. As reported the clean up after Christmas day was next thing to complete. Then cooler weather set in which naturally improves sales. Shipments to markets of late have been small. Hence the increase in values. Enquiry this week has been large for the season, thanks to the colder weather.

The Canadian Produce Co. quote:—Chickens, over 5 lb. each, milk fed and fat, per lb., live 13c., dressed 15c.; chickens, plump, per lb., live 11c., dressed, 13c.; ducks, young, over 5 lbs. each and fat, per lb., live, 13c., dressed, 15c.; hens, over 5 lbs. each, extra fat, live only, per lb., 10c.; hens, fat, per lb., live, 9c., dressed, 9c.; turkeys, young, over 9 lbs. each, choice and plump, per lb., live, 18c., dressed, 20c.; turkeys, old, per lb., live, 15c., dressed, 17c.; geese, young, under 12 lb. each., per lb., live, 11c., dressed, 13c.

|                  |              |      |      |
|------------------|--------------|------|------|
| Poultry—dressed— | Ducks.....   | 0 14 | 0 16 |
| Powl.....        | Geese.....   | 0 13 | 0 15 |
| Chicken.....     | Turkeys..... | 0 18 | 0 22 |
|                  |              | 0 09 | 0 10 |
|                  |              | 0 12 | 0 14 |

**HONEY.**—There is fairly good sale for honey at present. Comb article is scarce. In fact there is no overplus of any variety and prices rule steady. Some wholesalers report considerable trade in smaller jars of strained clover honey.

|                                        |          |      |
|----------------------------------------|----------|------|
| Honey—strained—                        |          |      |
| White clover, 60-lb. tins, per lb..... | 0 12     |      |
| " " 1-lb. tins, per lb.....            | 0 12 1/2 |      |
| " " 5-lb. pails, per lb.....           | 0 13     |      |
| Dark clover, 5-lb. pails, per lb.....  | 0 12     |      |
| Amber honey, 60-lb. tins, per lb.....  | 0 08     |      |
| Buckwheat, 5-lb. tins, per lb.....     | 0 07     |      |
| Comb white clover, per d. z.....       | 2 25     | 3 01 |

David Flynn, Sr., an East City, Peterborough, grocer has sold to his son D. J. Flynn.

## Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

### PAPER BAG COOKING.

MacLean Publishing Co.—In your issue of "The Grocer" for Dec. 15, you have an article on "Paper Bag Cooking," which states that the bags are manufactured in Canada. Should be very glad if you could give us the names of the manufacturers.

FOWLER & CO.

Sedgwick, Alta, Dec. 21, 1911.

Editorial Note.—Edward Lloyd, Montreal, will be able to give full information. Since above letter was written this firm began advertising in The Grocer.

### BUYING NEW PRUNES.

By W.J.B., a la Walt Mason.

The other day down street I went, on buying new prunes firmly bent. I called into a grocery store, the boss he met me at the door. "I want some prunes, the new ones too," I said to him; he said he knew. He then reached down and grabbed a box, in which there rested two old socks, a doll, a cart, a bunch of fur, the grocer's baby had left there. He pulled them out and tossed them back, they fell into the sugar sack, the cat jumped up and from it ran, just missed a kick from the groceryman. He then went on to dig the prunes, which had rested there for many moons, the dust it rested on the top, where baby hadn't knocked it off. Said I to him, "Are those prunes new?" he then looked wise as if he knew, and said, "oh yes," and went right on, to dig the fruit with his dirty tongs, which he had used a while before to dig the herrings at the door. "I don't think so," I answered back. His hand it rested on the sack, his eyes flared up, his anger rose, his teeth shone out in two bright rows. Said he to me, "Sir, I don't lie, I don't need your trade, you needn't buy." He slammed the prune box on the floor, meanwhile I headed for the door, and then went home to tell my wife, the tribulations of this life. I tell you, sir, it won't be soon, when I go out to buy new prunes.

### SARATOGA CHIPS

A line that has pleased hundreds of housewives and paid grocers good profits. One dealer on repeating said, "They always come back for more." Get them. Sell them.

The Neilson Mfg. Co., 524 Morcan St., MONTREAL Agents Wanted

## TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR MORE THAN 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS.

## BIG PROFITS

CAN BE MADE

BY HANDLING OUR CELEBRATED

## ENGLISH KIPPERS

(50 to 60 FISH PER BOX)

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

WRITE US TO-DAY IT WILL PAY YOU

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

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

Do You Sell on Credit? If So, You Need

## ALLISON COUPON BOOKS

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

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

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by jobbers everywhere.

Manufactured by

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



With Stand know with

A P

## Apples

GEORGIA

WE are be and eight barrels of

## Georgian

## The Quality

We invite you to see as car-load

WRITE

## Lemo

Owen So



# Royal Yeast Cakes.

Most Perfect Made.

Sold and Used Everywhere.



With Royal Yeast on your shelves you have in stock the Standard Yeast of Canada. **You** know it and **your customers** know it, two good reasons why you should not experiment with unknown and unsaleable brands.

Order from your wholesale grocer.

A Pure Dry  
Hop Yeast.



ESTABLISHED 1852.

Highest Honors  
at all Expositions.

## Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up  
between seven  
and eight thousand  
barrels of apples in the

### Georgian Bay District

The Quality is No. 1

We invite correspond-  
ence as to price on  
car-load lots.

WRITE AT ONCE

## Lemon Bros.

Owen Sound, Ontario

## Headquarters for Maple Flavor

Henderson's Tri-Maple Flavor is  
the best there is made in Maple Flavor  
A good seller and repeat order  
producer.

Sold in bottles or in bulk.

Let us quote you prices  
and submit sample.

### THOS. HENDERSON

Manufacturing Chemist  
86-88 Fulton St., - New York

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

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

## Order Now

### Italian Peeled Tomatoes

Something rich; will be appre-  
ciated; the flavor is there.

### Spanish Peppers

1-lb. tins, 50 to a case

### Pickled Peppers

Nothing half as good ever  
brought into Canada. A regu-  
lar treat. Your better class  
customers will purchase read-  
ily. They are a small green  
pepper, pickled by experts—  
each a mouthful of delicious-  
ness.

N.B.--We are headquarters  
for Gorgonzola, Roman and  
Parmesan Cheese, also Toma-  
to Extract and Olive Oils.

### H. E. VIPOND

197 St. Paul St., - MONTREAL

CANADA: No better Country

MOTT'S: No better Chocolate

**MOTT'S DIAMOND CHOCOLATE**

---

**"Elite"**

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

**Diamond**

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

Ask your jobber.

---

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

SELLING AGENTS:

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| J. M. Douglas & Co.<br>Montreal | R. S. McIndoe<br>Toronto       |
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**HAVE YOU DONE IT?**

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

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

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

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

---

**The St. Lawrence Milling Co., Limited**  
MONTREAL

**Tremendous Increase**

During the Past Year

in the sale of

**POSTUM**

shows the grocer the way to please customers who are dissatisfied with the high price of coffee.

Some grocers feel better themselves when they drink Postum.

**"There's a Reason"**

REMEMBER:

The Postum Co. guarantees the sale of every package of its products.

**Push Postum!  
It Pays!**

CANADIAN POSTUM CEREAL COMPANY, LIMITED, WINDSOR, ONT.

**Stroi**

Rol  
cut  
Ma  
Pro  
Rej

Judging by material, there is both flour and the observat that seldom a grain be shipment as two. Recent the 1911 crop.

Flour trade from holiday c is an improven cannot be said of the week from Europea flour at slightl

The weather factor in opera er. Adverse r market while j change to bright stiffness. One quite prominent plenty of whea there is a s wheat.

The lower pri stimulated sales ket as denoted l terial is firm, l yet an unheard ket has been s late.

World's wheat talled 6,768,000 with 10,128,000 9,856,000 a yea a week ago the ited States dec but the total vis 706,000 bushels : year ago.

**MO**

FLOUR.—Follo ing in the prim flour market is s unchanged. The good, but the ce have supplies yet from the Argenti terest in the prin tions are consider the general feeling market.

Winter wheat patents, in l Straight rollers, in bags... Manitoba 1st Spring wheat straight patents strong bakers, in second, in bags

CEREALS.—Th continues steady a cent lowered pri

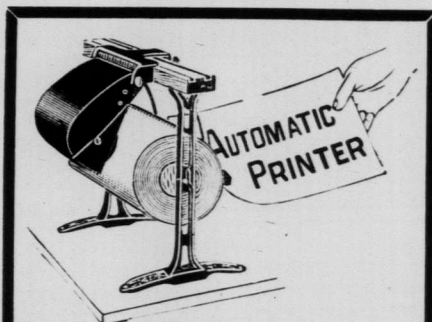


**Nation's Custard Powder  
& EGG POWDER**

The dainty, delicious  
dessert sold by leading  
grocers from coast to coast,  
and always in season.

AGENTS:

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F. Coward, Toronto  
(For Ontario)  
The W. H. Escott Co.,  
Winnipeg, Man.  
McKelvie, Cardell, Ltd.,  
Calgary, Alta.  
Distributors, Ltd.  
Edmonton, Alta.  
W. H. Malkin, Ltd.,  
Vancouver, B.C.  
Ayre & Sons, Ltd.,  
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**Samples free by post.**



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

Just pull the paper. The  
machine will do the rest.  
This is our Ad. What is  
yours?

Agents Wanted in all un-  
represented districts.

**UTILITIES LIMITED**  
73 Bank of Ottawa Bldg.  
MONTREAL

**Merchants  
and  
Salesmen!**

Would you be willing to pay  
\$2.00 to hear some of the lead-  
ing authorities on salesmanship  
express their opinions on this  
all-important subject? In  
**BRAIN-POWER BUSINESS  
MANUAL**

125 Presidents, Vice-Presi-  
dents, General Managers, Sales  
Managers and Star Result Get-  
ters, have contributed of their  
knowledge and experience on  
such phases of the subject as:—  
The Selling Profession.  
Education and Training.  
Before the Interview.  
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The Approach.  
Selling Talk.  
Answering Objections.  
Selling Tactics.  
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183 pages, 5¾ x 8¾ inches.

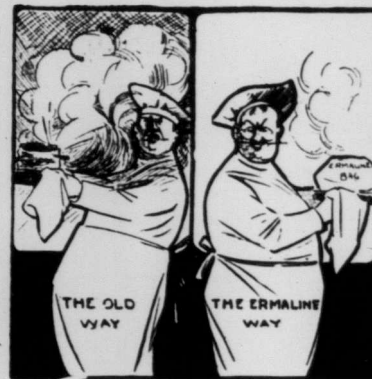
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**TECHNICAL BOOKS.**  
143-149 University Ave.  
TORONTO

**If YOU  
were a Woman**

and your grocer brought to  
your attention a device which  
would not only reduce your  
gas bill, and save time in cook-  
ing, but also dispel those greasy  
odors arising from the oven,  
would you be interested? Un-  
doubtedly. Then

**The ERMALINE  
Cooking Bag**



(Striking difference, eh?)

is just the thing you should  
handle. If YOU would be  
pleased, surely that selling and  
educational power of yours  
will be sufficient to interest  
even the proverbial "kicker."  
Of course we know there are  
some whom you cannot please,  
no matter how hard you try,  
but there are 90% whom you  
can.

Will you interest the 90%?

We will amply reward you.

ASK YOUR WHOLESALE OR WRITE  
DIRECT

**EDWARD LLOYD, LIMITED**  
MONTREAL.



**AM**

We are  
class jam at  
touch with u  
standard whi  
customers as  
overcome the

**JAMS**

You have a  
be only too p  
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in our goods

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**THE CA**

**LABRI**

11 St. Tin



## Convincing Evidence

of a product's purity is the stamp of Government approval—this stands back of all E.D.S. brand goods that have for years been giving deliciousness and satisfaction to the consumer who continues to ask for only E.D.S. delicacies.

Made only by  
**E. D. SMITH, Winona, Ont.**

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

## ANNOUNCEMENT

We are now in a position to supply you with high-class jam at reasonable prices and feel that if you get in touch with us we can supply you with varieties of a high standard which will be regarded by a number of your customers as a boon, because they will help them to overcome the high cost of living.

### JAMS! JAMS! JAMS!

You have a number of country customers who would be only too pleased to take home with them a fair sized pail of jam instead of the regular small jar. Don't you think that it will pay you to get prices and interest them in our goods? **PACKED TO SUIT YOUR TRADE.**

We guarantee the quality. Can compare more than favorably with any other makes.

### THE CANADA PURE FOOD CO.

Controlled by

**LABRECQUE & PELLERIN**

11 St. Timothee St.

MONTREAL

ELEVEN GOLD MEDALS

## FUSSELL'S CREAM

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

### THE WHIPPING CREAM

Is better than "Devonshire Cream"

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

### Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

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

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

**Guaranteed to keep good for 12 months unopened at all seasons**

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

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

**Volunteer Brand**  
(SUNKIST)

Washington Navels Still Lead  
Have cars arriving every few days.

**Lemons**

St. Nicholas and Hiawatha  
for Fancy

Watersellers and Kickers  
for Extra Choice

**California Lemons, Jamaica  
Oranges and Grape Fruit**

Florida Grape, the best the state  
produces, "FELLOWSHIP BRAND"

Full lines early vegetables, in  
fact, everything in our line.

McWILLIAM  
**Mc. AND E.**  
EVERIST

25-27 CHURCH TORONTO  
are Largest Receivers

**"Finest Quality"**

"St. Nicholas"

"Home Guard"

"Puck"

"Kicking"

"Leaf"

**"HONESTLY PACKED"**

The Lemons you should  
handle.

**J. J. McCABE**

AGENT

TORONTO, : : ONT.

**Frost Damages California Oranges**

One Grower Sets Injury at 30 Per Cent., But Exact Amount Will Not be Evident for a Time—Fruit Trade Has Not Yet Recovered From Early January Quietude—California Celery Continues Scarce and High—Florida Will be Ready Shortly—Cranberries and Grapefruit Hold High.

The fruit trade is still in clasp of post-holiday dullness, and fruit men are being afforded a rest after a brisk December rush. Retail fruit dealers are no doubt cleaning up any left-overs, while consumers are evidently trying to economize after their heavy expenditures during the festive season and fruit is one of the lines to suffer. The extremely cold weather has also put a damper on fruit shipping. An early recovery to normal conditions is hoped for.

It is a little early to tell what damage was done to California citrus crop by late December frosts. However, there was no doubt considerable, every district being more or less affected but especially the low lands. One grower estimates that the citrus crop of the state will be reduced 10,000 cars below previous estimates, or 30 per cent. damage to oranges and a little more to lemons. It will take some little time to ascertain real amount of damage.

The features of California celery are light movement, high prices and small sizes. Growers can only care for about 50 per cent. of business offered. Florida stock which will be ready shortly will fill a want on Canadian markets.

Oranges share in the quietness, but there is a fairly steady movement. Grapefruit continues high. Florida as well as some Jamaicas are coming along. Cranberries hold high. The end of the Malaga grape season should soon loom in sight.

**MONTREAL.**

GREEN FRUITS.—Malaga grapes are a little firmer and the end of the season should soon appear. Cranberries are firm and the prices are generally strong. There is a little quietness in the trade following New Year's. Apples continue to move out steadily at firm prices.

|                            |                             |
|----------------------------|-----------------------------|
| Apples—                    | Grape fruit, Flo-           |
| Spies ..... 4 25 5 00      | rida, case ..... 4 00       |
| Fameuse ..... 3 75 5 10    | Jamaica, case ..... 3 50    |
| Baldwins ..... 3 50 4 50   | Grapes, Malaga,             |
| McIntosh reds ..... 6 00   | per keg ..... 5 00 6 00     |
| Greenings ..... 3 50 4 50  | Lemons ..... 2 50 3 00      |
| Bananas, crated. 2 00 2 50 | Limes, a box ... 1 25 1 50  |
| Cocoanuts, bags. 4 00 4 10 | Oranges—                    |
| Cape Cod cran-             | Navels ..... 3 25 3 50      |
| berries in bas.            | Valencia ..... 3 75 4 50    |
| 21 qts. .... 3 25 3 50     | Jamaicas, box ... 1 75 2 00 |
| Cranberries, N.S.          | Mexican ..... 1 75 2 00     |
| bbis. .... 10 00 19 50     | Pineapples—                 |
|                            | Cuban, case ... 4 70 5 00   |

VEGETABLES.—A fair retail demand is felt for vegetables with not a great deal of interest in those lines that sold well during the holiday season. Celery is higher in price, potatoes are firm,

onions are in good demand, otherwise there is not much movement.

|                             |                            |
|-----------------------------|----------------------------|
| Beans, green, hamper 3 00   | Lettuce, Boston,           |
| Brussels sprouts, ... 0 25  | per box of 2 doz .... 2 25 |
| Carrots, bag ..... 0 30     | Leeks, doz ..... 1 50 1 75 |
| Cabbage doz. .... 0 40      | Onions—                    |
| Cauliflower, doz. 1 75 2 00 | Spanish, crate. .... 3 25  |
| Celery, Cal. 6 doz          | Half crate. .... 2 25      |
| to crate, crat. .... 7 75   | Canadian reds,             |
| Cucumbers, doz. .... 2 25   | 100 lbs. .... 3 70         |
| Garlic, 2 bunches .... 0 25 | Radishes, doz. .... 0 45   |
| Green Peppers,              | Sweet potatoes,            |
| buahel basket 1 75 2 25     | per basket. .... 3 00      |
|                             | Montreal pota-             |
|                             | toes, new, bag. 1 40 1 50  |

**TORONTO.**

GREEN FRUITS.—Trade has not yet recovered from its temporary lull following the festive season. The heavier purchases by consumers during the holidays naturally cause them to be somewhat careful for a time afterwards. Oranges are doing fairly well as are also grapefruit and lemons. Oranges are somewhat easier. Cranberries hold high but there is a tendency to neglect this line at present.

Apples are quiet, although offerings are quite plentiful. Last year stocks were small and what were offered were taken up at stiff figures. This year's crop was larger. Farmers themselves have been trying to work off their holdings and thus the quietness in apple trade through commission men.

|                               |                             |
|-------------------------------|-----------------------------|
| Bananas ..... 1 25 1 75       | Jamaica, case. . 3 25 3 50  |
| Lemons—                       | Grapes, Almeria             |
| Messina, new crop 3 00 3 50   | per keg ..... 5 00 6 00     |
| Oranges—                      | English h house             |
| Florida ..... 3 00            | grapes, lb. .... 0 65 0 75  |
| California navel's 3 00 3 25  | Cranberries,                |
| Mexicans ..... 2 00 2 25      | Cap. Cod, brl. 14 00 15 00  |
| Valencia, 7 1/4's. .... 5 50  | Nova Scotia. .... 8 00      |
| Valencia, 4 20's. .... 4 75   | Jersey long                 |
| Grapefruit—                   | keepers. .... 14 00 15 00   |
| Florida, case. .... 4 50 5 50 | Apples, brl. .... 2 25 4 00 |
|                               | Pineapples, case. .... 4 00 |

VEGETABLES.—Briskness is lacking in vegetables, although some lines are meeting with a fairly steady demand. Mushrooms are lower at 50 to 60 cents. The same tendency to scant stock still exists in beets, carrots, turnips and parsnips.

There is nothing but home-grown celery offered now, the imported article being withheld on account of the high price ruling. The movement of California stock is light. Florida will be ready shortly.

|                              |                            |
|------------------------------|----------------------------|
| Boston cucum-                | Onions—                    |
| bers, doz. .... 2 25         | Spanish, case. . 3 50 3 75 |
| Boston head let-             | Spani-h, cases. 1 50 2 00  |
| tuce, doz. .... 1 25         | Canadian, 75-lb.           |
| Canadian beet,               | bags ..... 2 00            |
| per bag. .... 0 80 0 90      | Potatoes, Onta-            |
| Cabbage, Cana-               | rio, bag. .... 1 40        |
| dian, dozen. ... 0 50 0 65   | Sweet potatoes,            |
| barrel. .... 1 75            | hamper. .... 1 60 2 00     |
| Carrots, bag. .... 0 80 0 90 | Mushrooms, 1-lb.           |
| Turnips, bag. .... 0 50      | boxes ..... 0 50 0 60      |
| Celery per doz. .... 0 40    | Can. hot house             |
| Parsnips, bag. .... 0 90     | tomatoes, lb. ... 0 30     |
| Potatoes, N. B. .... 1 50    |                            |

The future r  
1912 pack  
ates, on a l  
higher than t  
year ago.

**FRESH**  
OUTI  
Weekly deli  
tomato sure to l  
**6 BAS**  
Each crate i  
crushed tomato  
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something rich  
**WEST IN**  
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**Sales A**

The future market has already opened on 1912 pack tomatoes in the United States, on a basis of 10 cents per dozen higher than the opening quotations of a year ago.

**FRESH TOMATOES**

OUTDOOR GROWN

Weekly deliveries guaranteed, and every tomato sure to be in good condition

6 BASKETS TO CRATE

Each crate is carefully examined and all crushed tomatoes removed. These goods are something unusual and you will have something rich to offer your customers.

**WEST INDIES FRUIT CO.**

30 William Street, Montreal

**12 CARLOADS FISH**

The greatest season for the sale of fish is the present time.

**Halibut, Salmon, Smelts, Trout, Whitefish, Oysters, Haddies, Bloaters, Etc.**

EVERYTHING THE BEST

**WHITE & COMPANY, LIMITED**

Wholesale Fish, Fruit and Produce

HAMILTON

TORONTO

FOR—

**"Green Mountains,"  
"Delawares"**

or other varieties, of

**POTATOES**

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

**Clements Company,**

LIMITED

ST. JOHN, - - N.B.

**NAVEL ORANGES**

Sweet, Highly Colored and Full of Juice.

**Bananas Lemons Grape Fruit**

**Dates Figs**

**Smoked Fish and Oysters**

Full line of Green Vegetables fresh every day.

THE HOUSE OF QUALITY

**HUGH WALKER & SON**

Established 1861

GUELPH, ONT.

**Makepeace CRANBERRIES Evaporated**

Reliability, Purity and Cleanliness have been watchwords of the House of Makepeace for forty years in the packing of cranberries. In the preparation of Evaporated Cranberries, the same watchwords apply. Fresh Cranberries are very high. Evaporated are the cheapest in every way. No waste—no decay—cannot freeze—will keep in perfect condition in every climate. Only sound fruit that is thoroughly cleaned and sterilized is evaporated. Start your customers on Makepeace Evaporated Cranberries; profitable business will result.

Sales Agent

**W. B. Stringer**

Toronto



# Fish - Oysters



## Cold Weather Puts Life Into Fish Trade

Good Increase in Sale of Frozen Lines—Severe Weather May End Fishing Operations in East in Short While—Supply of Fish From Pacific Coast Plentiful—No Overplus in Pickled and Salt Fish—Bulk Oyster Season a Good One.

One of features of fish trade since advent of cold weather is the sale of frozen lines. Reports from fish points in the east are that on account of severe weather, fishing operations may come to an end in a short while. This would cut short supply of staple lines such as cod, haddies, smelts, etc. On the other hand, the supply from the Pacific Coast is plentiful, partially owing to the small demand experienced in December, which month is the best of the year for distribution.

In the pickled and salt fish lines the market is reported short, particularly of codfish, and although the supply of herrings is above the average, the tendency is rather for higher prices. In oyster lines, the stocks of good malpeques in shell are quite reduced, and what is left should command a big price. The bulk oyster trade has been one of the best seasons the trade has ever experienced, but the heavy demand in this country and the United States has brought the producing price to a high figure. Business has been moving satisfactorily and in a short time the trade will have to begin preparations for the Lenten season.

### QUEBEC.

MONTREAL.—A fair demand for fish is passing just now, and during the next few weeks a still greater improvement should be noticed. Prices are quite reasonable from the standpoint of the retailer and consumer, and favorable weather conditions make handling of fish comparatively easy.

| FRESH                          |         |
|--------------------------------|---------|
| Market cod, cases, per lb.     | 0 14    |
| Less than case                 | 0 04½   |
| FROZEN                         |         |
| Haddock, per lb.               | 0 04    |
| Halibut, per lb.               | 0 08    |
| Herring, frozen, per 100 fish. | 1 85    |
| Pike, round lb.                | 0 05    |
| Pike, dressed & headless, lb.  | 0 06    |
| Steak cod.                     | 0 04½   |
| Mackerel                       | 0 11    |
| Dressed perch.                 | 0 10    |
| Dore or Pickerei               | 0 07    |
| Haddock, per lb.               | 0 04½   |
| Smelts, fancy                  | 0 10    |
| Round red salmon               | 09 0 10 |
| Gaspesalmon                    | 0 18    |
| per lb.                        | 0 18    |
| Qualla salmon                  | 0 07½   |
| No. 1 smelts, lb.              | 0 10    |
| Extra smelts, lb.              | 0 14    |
| Lake trout, lb.                | 0 10    |
| Tomcods, ori.                  | 2 25    |
| Whitefish, large, lb.          | 0 09    |
| Whitefish, small               | 0 05    |

### PREPARED FISH

|                                              |                 |
|----------------------------------------------|-----------------|
| Boneless cod, in blocks or packages, per lb. | 7, 8, 10, 11 12 |
| Dry pollock, 10 lb. bundles, per bundle      | 6 00            |
| Shredded cod, 2 doz. in box, per box         | 2 25            |
| Skinless cod, 100 lb. case                   | 7 70            |
| Dry cod, 100 lb. bundles, per bundle         | 6 50            |

### SALTED AND PICKLED

|                                     |       |                                  |                        |       |
|-------------------------------------|-------|----------------------------------|------------------------|-------|
| New green cod, per bbl 200 lbs.     | 10 00 | No. 1 green haddock, per 20 lb.  | 7 50                   |       |
| No. 1 bbl. 200 lbs.                 | 9 00  | No. 1 green pollock, per 20 lb.  | 7 00                   |       |
| New green cod, per lb.              | 0 04½ | 0 05                             | Salmon, B.C. red, bbl. | 14 50 |
| New Labrador herring, per bbl.      | 5 50  | Salmon, B.C., half bl.           | 8 00                   |       |
| New Labrador herring, per half bbl. | 3 15  | Salmon, Labrador, bl.            | 15 00                  |       |
| Labrador sea trout, bbls.           | 12 00 | Salmon, Labrador, half bl.       | 8 00                   |       |
| Labrador sea trout, half bbls.      | 6 50  | Salmon, Labrador, tics, 300 lbs. | 21 00                  |       |
| No. 1 mackerel, pail.               | 2 00  | Salt eels, per lb.               | 0 06½                  |       |
| No. 1 mackerel, bbls.               | 8 00  | Salt sardines, bbls.             | 5 50                   |       |
| Scotia herring, No. 2 bbl.          | 6 50  | Salt sardines, ½ bbls.           | 3 00                   |       |
| Lake trout, kegs.                   | 6 50  | Sea trout, ¼ brl.                | 6 50                   |       |
| Choice mackerel, pail               | 2 00  | Sea trout, bbls.                 | 12 00                  |       |
|                                     |       | Scotch herring.                  | 6 50                   |       |
|                                     |       | Scotch herring, keg.             | 1 00                   |       |
|                                     |       | Holland herring, ¼ bl.           | 5 50                   |       |
|                                     |       | Holland herring, keg             | 0 75                   |       |

### SMOKED

|                                       |      |
|---------------------------------------|------|
| Bloaters, large, per box.             | 1 10 |
| Yarmouth bloaters, fancy, per box.    | 1 25 |
| Haddies, fancy, 15-lb. boxes, per lb. | 0 07 |
| Fillets, fancy, 15-lb. boxes, per lb. | 0 11 |
| Herring, new smoked, per box.         | 1 18 |
| Kippers (small), per box of 50 fish.  | 1 10 |

### SHELL FISH

|                                                             |       |
|-------------------------------------------------------------|-------|
| Oysters, choice, bulk, Imp. gallon.                         | 1 40  |
| Oysters, bulk, selects                                      | 1 00  |
| Oysters, fancy cape, large bbls.                            | 9 00  |
| Malpeque Oysters, per bbl.                                  | 8 00  |
| Solid meats—Standards, gal., \$1.70; selects, gal., \$1.90. | 12 00 |

### NEW BRUNSWICK.

ST. JOHN.—Fishing during past week has been only fair. Weather for first part was mild, but turned cold and blowy so that big catches were not recorded. Much of what is now being offered for sale in salmon, mackerel, herring, and other lines, is frozen stock, but the sales have been very good, and the market well supplied. Smelts are expected to be more plentiful now that fishing will be permissible through the ice on the Kennebecasis River, but up to present, run has been none too promising. Quantities of haddock and cod are being brought for the local trade from Newfoundland, as well as from down the bay. The fact that season for lobsters opened earlier in St. John and Charlotte Counties, gave the local trade a fair supply of these much earlier than is generally the case, but at present the stock is not large.

### ONTARIO.

TORONTO.—Fish trade is now coming into its own. With real cold weather of past week or so, business has been humming and extremely satisfactory in volume to local fish dealers. Frozen varieties have been selling well, with lake trout reported to be moving especially well. Halibut is also good seller, and

smoked and pickled lines are coming in for their full share of attention. Labrador frozen sea herring seem to be coming forward quite slowly. Stocks of halibut held are said to be none too plentiful.

### FRESH CAUGHT FISH

|           |      |         |      |
|-----------|------|---------|------|
| Steak cod | 0 08 | Haddock | 0 05 |
|-----------|------|---------|------|

### FROZEN FISH

|                                  |      |                   |      |
|----------------------------------|------|-------------------|------|
| Gold eyes                        | 0 05 | Red salmon, round | 0 10 |
| Pike                             | 0 05 | Sea herring, 100  | 2 00 |
| New Pink sea salmon              | 0 09 | Mackerel, lb.     | 0 12 |
| Whitefish                        | 0 09 | Mullet            | 0 04 |
| Red salmon, headless and dressed | 0 11 | Bluetiah          | 0 12 |
| Halibut                          | 0 09 | Lake herring      | 0 03 |

### SMOKED

|                       |      |                   |      |
|-----------------------|------|-------------------|------|
| Kippers, per box      | 1 25 | Cod, Imperial     | 0 06 |
| Bloaters, per box     | 1 25 | Quail-on-toast    | 0 07 |
| Finnan Haddie, lb     | 0 08 | Fillets of haddie | 0 11 |
| Digby herring, bundle | 1 00 | Ciscoes, basket   | 0 90 |

### PICKLED

|                          |      |                              |      |
|--------------------------|------|------------------------------|------|
| Lake herring, per keg    | 4 00 | Labrador herring, bbls.      | 6 00 |
| Oysters, selects, gallon | 1 70 | Labrador herring, half bbls. | 3 00 |
| Oysters, standards, gal  | 1 55 |                              |      |

### FISH GOING TO AUSTRALIA.

The exports of Canadian fish to Australia in 1909 amounted to \$249,845. In 1910 it was increased to \$490,690. The increase of \$240,845 was made up of canned fish, chiefly salmon, and accounts in part for the decreased amount available for home consumption. The greater portion of Canada's exports to Australia consist of canned fish, but the prospects for increased trade in smoked, dried, and salt fish are good, now that plenty of cold storage space is available on steamers from Montreal and St. John to Australian ports.

### SANITARY BY-LAW.

St. John Board of Health to Watch Conditions of Foodstuffs.

St. John, Jan. 10.—(Special)—Regulations of interest to the grocery trade were passed at a recent meeting of the Board of Health, when a discussion took place concerning the covering of goods placed on sale in stores for food.

A by-law was submitted for approval regulating the exposure for sale of food products. Such of these as are generally eaten raw, the by-law provides, must be protected in some way, or covered entirely, so that dust from either store or street will not settle, or flies gather upon them. This measure applies not only to foodstuffs exposed for sale on the street, outside the entrance to the store, but inside as well.

Another important measure was that while being conveyed through the streets or roadways, all meats intended for commercial purposes, must be fully covered or protected from flies, or other insects, or dust. These suggestions were thoroughly approved by the board, and will be put in force as soon as possible. They will affect quite a number of local retailers, but many of the latter, knowing the value of good, cleanly premises and foodstuffs, have done something to this end some time ago.

New

Boutillier

The  
47 William

CURE YOU



# Newfoundland Frozen Herring

We are fortunate in having large supplies now because the demand is large and we do not like to have any disappointed customers. You will want some. How many?

## Lenten Trade

Are you getting your fish department into shape? You certainly should take good sound advice and prepare because there is no gainsaying the fact that Fish trade is yours if you get a "hump on" and go after it.

### SOME SUGGESTIONS

*Boutillier's Smoked Fillets*

*Canada Brand Pure Boneless Cod*

*Ocean Brand Haddies, Kippers, Bloaters*

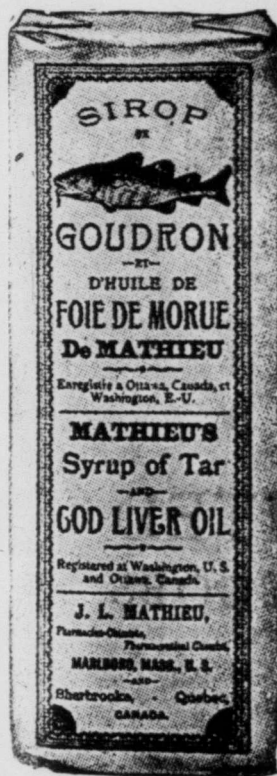
## The Halifax Cold Storage Co., Limited

47 William St.

Selling Branch

MONTREAL

### CURE YOUR CUSTOMERS' COUGH



Sell them  
**MATHIEU'S SYRUP OF TAR AND COD LIVER OIL**

They'll be thankful and you'll make a "little something" —and be happy also.

**J. L. MATHIEU CO., PROPS. SHERBROOKE, P.Q.**

If they seem feverish, suggest  
**Mathieu's Nerve Powders**

—the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

### When You Are Asked

For a PURE

## No Alum

## Baking Powder

hand out

# QUAKER BRAND

It will give the utmost satisfaction.

## MATHEWSON'S SONS

WHOLESALE GROCERS

MONTREAL

# A Successful Experiment

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Every retail merchant that is alive to his requirements has found that some lines do not pay him. The difference in the methods of buying and selling certain lines is confusing and one of them is **ciscoes**.

We have solved the problem.

We now offer a *new and guaranteed line of smoked fish* in demand in every town and that **SELLS ITSELF**, and, moreover, offers a **SURE PROFIT**.

For some years past the smoked ciscoe business has been carried on on a commission basis. That is, the wholesale trade simply sold the product of the different fishermen on a commission. There was no particular attention paid to packing or curing the fish. You bought them in full baskets or half-full baskets, well smoked or half-smoked, varying in size and quality from good to good-for-nothing, at so much per basket.

You had **NO CHANCE TO MAKE A PROFIT** or to bring a customer back to your store.

We have adopted a modern method.

We determined that the only way to give the dealer a fair chance and the customer what he paid for was to sell these on a weight basis. Accordingly we designed a nice box to hold a standard weight of fish, which would do away with the results of rough handling and pilfering in transit, and keep the ciscoes in the best order.

After arranging for a continued winter supply we went after the most experienced fish smokers to be had—and got them.

The stock has exceeded our greatest expectation and has been snapped up by the local trade. We are now enlarging our plant. We have been obliged to ask our regular trade to have patience for a couple of weeks.

We guarantee every fish shipped. Boxes contain 15 lbs. of fish. Price furnished on request.

They bring repeat orders. **GET THEM.**

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**THE F. T. JAMES CO., LIMITED**  
Proprietors **BEACON BRAND CISCOES**

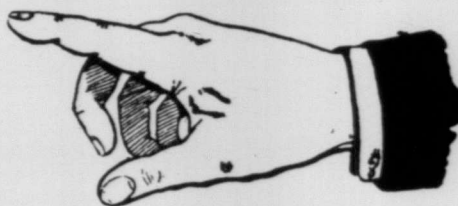
Toronto

Canada



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It is  
think so  
Your  
to-day.

The  
M



When placing your order for Canned Fish, be sure you have the name right:

## "BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There in an excellent profit in selling them.

## Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N. S.; C. H. B. Hillecoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros. Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



## Buy the Best

A line that will give entire satisfaction throughout the year to all of its users is

## PURITY SALT

It is rightly named, because it consists exclusively of fine dry, even crystals,

free from all foreign substances.

It is pure—that's why the women think so highly of it.

Your profit is assured. Order a stock to-day.

**The Western Salt Co., Ltd.**  
MOORETOWN, ONTARIO



## THE BEST of BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

## CONCORD

### Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

#### LIST OF AGENTS

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

## Reasons For Accepting Mail-Order Ad

**Newspaper Editor Has Complaints From Local Merchants—  
Points Out That Only Two Are Advertising—To What the  
Mail Order Houses Owe Their Success.**

Reasons for accepting a mail-order house advertisement are plainly given by "The Greetings," a newspaper in Port Hood, Cape Breton. The editor has been criticized by merchants of the town but he points out that at present only two local merchants advertise in "The Greetings," that these are successful business men and not afraid of mail order competition and that therefore he was quite justified in accepting the advertisement.

In his explanation printed below, he brings out a number of forcible reasons why merchants should advertise. In the first place they should help to build up home industries and patronize the paper that makes their town known to the outside world. More important, if mail order houses depend in advertising to get the trade, the local dealer should advertise to increase his business. Following is the editor's own explanation:

Last issue we published an advertisement from one of the mail order houses of Upper Canada. Many of the town merchants have since expressed their disapproval of such advertising and are charging us with disloyalty to the town of Port Hood, but when the facts of the case are made known, our readers will no doubt, have a different opinion about the action taken by the "Greetings" in this respect.

### Only Two Advertising.

First, in glancing over the pages of this paper we find but two local merchants advertising therein, and they, we might add, have no fear of mail order house competition. They know that their prices and goods cannot be bettered by anywhere in Canada, and they are not afraid to say so through the press. These two merchants are successful in business, they are large contributors towards the upkeep of the town and its institutions, and are confident that the people of this community will patronize them, providing they (the merchants) patronize home industry. We have left our columns open to the home merchants for a number of years, at about one half the cost that the mail order houses pay for their advertising, yet we find that apart from the merchants mentioned the offer has been rejected. The "Greetings" is one of Port Hood's industries, it gives employment to others, it advocates the upbuilding of the town, it is the only means to-day through which the town is advertised to the outside world, and it must be supported financially, if not by local then by outside patronage. Many

local merchants look upon the home paper as of no value for advertising but when large mail order houses will pay double the usual rate for an advertisement in its columns, the home merchant must be mistaken.

### Some Success to Advertising.

Mail order houses throughout the world owe their success, not to the prices and goods they offer, but to the advertising they send broadcast throughout the land. If one should enquire of one of the managers of these houses, "where lies the secret of your success?" the answer would invariably be, "in advertising." They recognize the value of the space in the "Greetings" and are willing to pay a high price for it, while the home merchant has the idea that money invested in advertising is money wasted. In conclusion we will say that so long as the merchants have that opinion about advertising in the local paper, just so long will the Upper Canada mail order houses drain the cash from the community at the expense of all concerned. Our columns are still open to the merchants. We must make the "Greetings" support itself, and if all merchants were as loyal to the industries of the town as they should be they would profit thereby. It is up to them to think it over.

### CAR SHORTAGE AROUND DAUPHIN

**Serious Delays Being Caused—Not Much Injury to Grain Through Ice.**

Dauphin, Man., Jan. 11 (Special).—Business in this section has been good, the only drawback being lack of cars for shipping grain. The threshing here is pretty well over and crops generally have turned out fairly well, especially where the land was given a chance with anything like good farming. The grain blockade, however, has been serious. It is estimated by grain men in Dauphin that not one-fourth of the grain is yet marketed.

At Gilbert Plains grain men estimate there were 800,000 bushels of different kinds of grain raised in the vicinity of that town this season. Of that quantity only about 140,000 have been marketed.

The day before the writer visited that town a large number of farmers were compelled to take their loads of grain back home, some of them living eight to ten miles away, and all on account of the elevators being filled, and there be-

ing no cars to relieve the congestion. This is but a sample of conditions in many places. However, the weather remains fairly cold, and the grain is suffering little damage. The fear expressed in a recent issue of The Grocer of damage of ice mixing with the grain is not likely to have much effect, there being too little of it to cause serious injury.

## Annual Staff Gatherings

Montreal, Jan. 10.—John Farquharson, president of the Montreal Biscuit Co., Montreal, gave the salesmen and office staff a complimentary dinner on December 28th, 40 in all being present. Salesmen from all parts of Canada were in for the occasion and plans for the coming year discussed.

Thos. J. Potter, who has been a traveler with the firm for the past 26 years, acted as chairman.

### E. W. GILLETT CO., LTD.

Toronto, Jan. 11.—The annual convention of the salesmen of E. W. Gillett Co. was held in Toronto, from Jan. 3rd to 6th. Representatives from the extreme western and eastern points in Canada, and also Newfoundland were in attendance, about thirty-five in all. Business sessions were held during the day, at which various matters of importance were discussed. As it has always been the desire of the company to make these conventions entertaining as well as instructive, the visiting representatives as the guests of the company attended the performances at the different theatres. On Friday evening a banquet was held at the Hotel Mossop. When the tables had been cleared, the toastmaster, Mr. Wm. Dobie, proposed the toast "To the King," which was responded to by Mr. Holden. Mr. Sinclair, of Winnipeg, on behalf of the salesmen, in a few well chosen words, presented to Mr. Dobie, the president of the Gillett Co., a very handsome brass desk set, as a token of the kindly feeling toward him by the men on the road. After the speeches, the singing of "God Save the King" and "Auld Lang Syne" closed a pleasant evening.

W. J. Cherney, of Windsor, Ont., has taken into partnership Frank Bourdeau and Chas. O'Heron, who have been in his employ for a number of years. The firm name has been changed to the Cherney Grocery Co.

Sprague & Williamson, Medicine Hat, Alta., have taken over the grocery business of L. B. Cochran.

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## TOBACCO DONT'S

- Don't** say "I haven't it" when a customer asks for tobacco, say "I'll get it."
- Don't** think you can't sell tobacco, because you can. You have the best of chances.
- Don't** wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.
- Don't** make any mistake about the names of the leaders. They are

**Master Mason - - Chewing**  
**King George's Navy - Smoking**  
**Maple Sugar - - Chewing**

**The Rock City Tobacco Co.**  
 Quebec - Winnipeg

1912  
 and  
 7-20-4

## Start Off Well

by getting that tobacco department you have promised yourself so often into good shape. You cannot put a better cigar into it than the

7-20-4

the cigar of 1912, so get in touch with us right away. Will appeal to those who know the best leaf, and will make others to whom you introduce it feel like princes, because they have never been previously, and will never be, able to secure such a good smoke at the price.

**The Sherbrooke Cigar Co.**  
 SHERBROOKE, P.Q.

## Tuckett's Orinoco Tobacco

NO BETTER  
 JUST  
 A LITTLE Milder  
 THAN

## Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

# TUCKETT LIMITED

Hamilton,

Ont.



**CLASSIFIED ADVERTISING**

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

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

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

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

**FOR SALE.**

**FOR SALE**—Two hundred ten-lb. tins Clover Honey—twelve cents pound. GEO. DETWILER, Cargil, Ont.

**SALESMAN WANTED.**

**T**HERE is an opening on the staff of the Canadian Grocer for an experienced salesman with knowledge of the grocery trade. Advertising experience desirable. This is a good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. MACLEAN PUBLISHING CO., LTD., 143 University Avenue, Toronto.

**SITUATIONS WANTED.**

**A**DVERTISING—Practical man open for engagement. General experience, press, printing and out-door; office routine, executive ability, well educated. Moderate salary; reference. Apply W.G., CANADIAN GROCER, Montreal.

**SITUATIONS VACANT.**

**E**XPERIENCED SPECIALTY SALESMAN wanted—advertising experience desirable. This is good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. MACLEAN PUBLISHING CO., LTD., 143 University Avenue, Toronto.

**W**ANTED—Travellers for new flour mill. High salaries paid to right men, together with commission on sales. Apply ONTARIO AND MANITOBA FLOUR MILLS LIMITED, Castle Building, Ottawa.

**MISCELLANEOUS.**

**A**DDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

**A**CCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of 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.

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

**B**USINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

**C**OPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

**C**OUNTER 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.

**MISCELLANEOUS.**

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

**D**DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

**E**GRY 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.

**F**IRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

**F**ROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

**M**OORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

**O**UR 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.

**P**ENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

**M**ODERN 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.

**T**HE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285, Yonge Street, Toronto.

**T**HE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

**W**AREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

**TECHNICAL BOOKS.**

**C**ANADIAN 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.

**S**ALES 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 Avenue, Toronto.

**Grocery Advertising**

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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

**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.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QU

Baking I  
Diamond W. H. OIL  
1-lb. tin, 2 doz. in case,  
4-lb. tin, 3 " "  
4-lb. tin, 4 " "

| Case      | Size   |
|-----------|--------|
| 4-lb. tin | 10c.   |
| 4-lb. tin | 6-oz.  |
| 4-lb. tin | 12-oz. |
| 4-lb. tin | 12-oz. |
| 4-lb. tin | 24-lb. |
| 4-lb. tin | 5-lb.  |



Special cent. a Baking



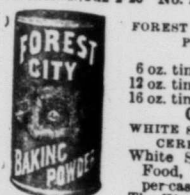
WHITE SWAN SPIES AND White Swan Baking P. \$2.25; 1-lb. tin, \$2; 12-oz. tin, \$1.20; 6-oz. tin, 90c. 5c. tin, 40c.

**Borwick's Baking Powder**

Sizes  
Borwick's 4-lb. tins.....  
" 2-lb. tins.....  
" 1-lb. tins.....



| Cartons          | Per doz | No. 12 | No. 12 |
|------------------|---------|--------|--------|
| No. 1, 1-lb.     | 4 doz   | 2 40   | No. 12 |
| No. 1, 1-lb.     | 2 doz   | 2 50   | In Tin |
| No. 2, 5-oz.     | 6 doz   | 0 80   | No. 13 |
| No. 2, 5-oz.     | 3 doz   | 0 85   | No. 14 |
| No. 3, 2 1/2-oz. | 4 doz   | 0 45   | No. 15 |
| No. 10, 12-oz.   | 4 doz   | 2 10   | No. 16 |
| No. 10, 12-oz.   | 2 doz   | 2 20   | No. 17 |



FOREST CITY  
6 oz. tins.  
12 oz. tins.  
16 oz. tins.  
Ge  
WHITE SW  
CEREAL  
White Sw  
Food, 2  
per case 4  
The King's  
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Crisps, pe  
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Buckwhee  
dozen \$1.  
White Sw  
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dozen \$1.  
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White Sw  
Rice, per d  
White Sw  
Peas, per d

DOMINION CANNERS, LTD  
"Aylmer" Jams  
Peach...  
Pear...  
Strawberry... 1 95  
Raspberry... 1 95  
Black currant... 1 95  
Red currant... 1 75  
Crabapple

# QUOTATIONS FOR PROPRIETARY ARTICLES

**Baking Powder**  
W. H. GILLARD & CO.  
Diamond 2 doz. in case \$3 00  
1-lb. tins, 3 " " 1 25  
1-lb. tins, 4 " " 0 75

**IMPERIAL BAKING POWDER**  
Cases Sizes Per doz.  
4-doz. 10c. \$0 85  
4-doz. 6-oz. 1 75  
4-doz. 12-oz. 3 50  
4-doz. 12-oz. 3 40  
4-doz. 2-lb. 10 50  
4-doz. 5-lb. 19 80

**MAGIC BAKING POWDER**  
Ontario and Quebec Prices  
Cases Sizes Per doz.  
6 dozen 5c. \$0 50  
4 " 4-oz. 0 75  
4 " 6 " 1 00  
4 " 8 " 1 30  
4 " 12 " 1 80  
4 " 12 " 1 85  
4 " 16 " 2 25  
4 " 16 " 2 30  
4 " 2-lb. 5 00  
4 " 5-lb. 9 90  
6-oz. Per case \$4 00  
1 " 16 " 16 " 16 "

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



**ROYAL BAKING POWDER**  
Cases Sizes Per Doz.  
Royal-Dime \$0 95  
1-lb. 1 40  
6-oz. 1 95  
1-lb. 2 55  
12-oz. 3 85  
1-lb. 4 90  
3-lb. 13 60  
5-lb. 22 35

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

**Borwick's Baking Powder**  
Cases Sizes Per doz. tins  
Borwick's 1-lb. tins \$1 35  
1-lb. tins 2 35  
1-lb. tins 4 65

**COOK'S FRIEND BAKING POWDER**  
Cases Sizes Per doz. tins  
No. 1, 1-lb. 4 doz 2 40  
No. 1, 1-lb. 2 doz 2 50  
No. 2, 5-oz. 6 doz 2 80  
No. 2, 5-oz. 3 doz 3 00  
No. 2, 2 1/2-oz. 4 doz 0 85  
No. 2, 2 1/2-oz. 4 doz 0 45  
No. 10, 12-oz. 4 doz 2 10  
No. 10, 12-oz. 3 doz 2 20  
No. 12, 4-oz. 0 doz 0 70  
No. 12, 4-oz. 3 doz 0 75  
In Tin Boxes—  
No. 13, 1-lb. 2 doz 3 00  
No. 14, 8-oz. 3 doz 3 15  
No. 15, 4-oz. 4 doz 1 10  
No. 16, 2 1/2-lb. 7 25  
No. 17, 12-oz. 3 doz 2 10  
No. 17, 12-oz. 3 doz 14 00

**FOREST CITY BAKING POWDER**  
Dozen  
6 oz. tins 0 75  
12 oz. tins 1 25  
16 oz. tins 1 75

**WHITE SWAN SPICES AND CEREALS LTD.**  
White Swan Breakfast Food, 2 doz. in case, per case \$3.00.  
The King's Food, 2 dz. in case, per case \$4.80.  
White Swan Barley Crisps, per doz. \$1.  
White Swan Self-rising Buckwheat Flour, per dozen \$1.  
White Swan Self-rising Pancake Flour, per dozen \$1.  
White Swan Wheat Kernels, per doz. \$1.50.  
White Swan Flaked Rice, per dozen \$1.  
White Swan Flaked Peas, per dozen \$1.

**DOMINION CANNERS, LIMITED**  
Apricot Jams Per doz  
Strawberry 1 95  
Raspberry 1 95  
Black currant 1 95  
Red currant 1 75  
Crabapple 1 45

**Peas**..... 1 80  
**Jellies**  
Red currant 2 00  
Black currant 2 15  
Crabapple 1 45

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR.

**Raspberry & red currant**..... 1 95  
**Raspberry and gooseberry**..... 1 80  
**Plum jam**..... 1 55  
**Greenstage plum, stoneless**..... 1 75  
**Gooseberry**..... 1 75  
**Pure Preserves—Bulk**  
5 lb. 7 lb. 14's & 30's per lb.  
Strawberry 0 59 0 82  
Black currant 0 59 0 82  
Raspberry 0 59 0 82

**Keen's Oxford, per lb.**..... 0 17  
**In 10-lb lots or case**..... 0 16  
**Gillett's Mammoth, 1-gross box**..... 2 00

**Cocoa and Chocolate**  
THE COWAN CO., LIMITED

**Perfection, 1-lb. tins, per doz.**..... \$4 50  
**Perfection, 1-lb. tins, per doz.**..... 2 40  
**Perfection, 1-lb. tins, per doz.**..... 1 30  
**Perfection, 10c size, per doz.**..... 0 90  
**Perfection, 5-lb. tins, per lb.**..... 0 37  
**Soluble, bulk, No. 1, per lb.**..... 0 20  
**Soluble, bulk, No. 2, per lb.**..... 0 18  
**London Pearl, per lb.**..... 0 22

**Unsweetened Chocolate—**  
Supreme chocolate, 1/2 lb. boxes, per lb. 0 35  
Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80  
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90

**Sweet Chocolate—**  
Queen's Dessert, 1/2 lb. and 1/4 lb. boxes, per lb. 0 40  
Queen's Dessert, 5s, 12-lb. boxes..... 0 40  
Vanilla, 1/2 lb. 6 and 12-lb. boxes..... 0 35  
Parisian, 8s, 6 and 12-lb. boxes..... 0 28  
Diamond, 6s and 7s, 6 and 12-lb. boxes..... 0 24  
Diamond, 1/2 lb. 6 and 12-lb. boxes..... 0 25

**ICINGS FOR CAKE—**  
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in 1/2-lb. packages, 2 dozen in box, per dozen..... 0 90

**Chocolate Confections—**  
Per lb.  
Maple ovals, 5-lb. boxes..... 0 36  
Milk medallions, 5-lb. boxes..... 0 36  
Chocolate wafers, No. 1, 5-lb. boxes..... 0 30  
Chocolate wafers, No. 2, 5-lb. boxes..... 0 25  
Nonpareil wafers, No. 1, 5-lb. boxes..... 0 30  
Nonpareil wafers, No. 2, 5-lb. boxes..... 0 25  
Chocolate ginger, 5-lb. boxes..... 0 30  
Milk chocolate wafers, 5-lb. boxes..... 0 36  
Coffee drops, 5-lb. boxes..... 0 36  
Lunch bars, 5-lb. boxes..... 0 36  
Milk chocolate, 5c bundles, 3 doz. in box, per box..... 1 35  
Milk chocolate, 5c cakes, 3 doz. in box, per box..... 1 35  
Nut milk chocolate, 1/2 lb. boxes, lb. 0 36  
Nut milk chocolate, 1/4 lb. boxes, lb. 0 36  
Nut milk chocolate, 5c bars, 24 bars, per box..... 0 90

**Agents—**Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.  
**JOHN P. MOTT & CO.'S**  
G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannun, Ottawa.

**Elite, 10c. size (for cooking)**..... 0 90  
**Mott's breakfast cocoa, 10c size**..... 90 per dz  
" breakfast cocoa, 1/2 lb. boxes..... 0 38  
" No. 1 chocolate, 1/2 lb. boxes..... 0 32  
" Navy " 1/2 lb. boxes..... 0 26  
" Vanilla sticks, per gross..... 1 00  
" Diamond Chocolate, 1/2 lb. boxes..... 0 24  
" Plain choice chocolate, liquors..... 0 32  
" Sweet Chocolate Coatings..... 0 30

**WALTER BAKER & CO., LIMITED.**  
Premium No. 1 chocolate, 1/2 lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2 lb. and 5 lb. tins, 41c. lb.; German's sweet chocolate, 1/2 lb. cakes, 6-lb. boxes, 28c. lb.; Caracas sweet chocolate, 1/2 lb. cakes, 6-lb. boxes, 32c. lb.

**Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. boxes, 32c. lb.; Vanilla sweet chocolate, 1/2 lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1/2 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bds., tied 5s, per box \$3.00. The above quotations are f.o.b. Montreal.**

**CANADIAN COCOANUT CO., MONTREAL.**  
Packages—5c, 10c, 20c and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.  
1-lb. packages, White Moss..... 0 26  
1-lb. packages, White Moss..... 0 27  
1-lb. packages, White Moss..... 0 28  
1-lb. packages, White Moss..... 0 29  
1-lb. packages, White Moss..... 0 30  
1-lb. packages, White Moss..... 0 31  
1-lb. packages, White Moss..... 0 32  
1-lb. packages, White Moss..... 0 33  
1-lb. packages, White Moss..... 0 34  
1-lb. packages, White Moss..... 0 35  
1-lb. packages, White Moss..... 0 36  
1-lb. packages, White Moss..... 0 37  
1-lb. packages, White Moss..... 0 38  
1-lb. packages, White Moss..... 0 39  
1-lb. packages, White Moss..... 0 40  
1-lb. packages, White Moss..... 0 41  
1-lb. packages, White Moss..... 0 42  
1-lb. packages, White Moss..... 0 43  
1-lb. packages, White Moss..... 0 44  
1-lb. packages, White Moss..... 0 45  
1-lb. packages, White Moss..... 0 46  
1-lb. packages, White Moss..... 0 47  
1-lb. packages, White Moss..... 0 48  
1-lb. packages, White Moss..... 0 49  
1-lb. packages, White Moss..... 0 50

**Condensed Milk**  
BORDEN'S CONDENSED MILK CO.  
Wm. H. Dunn, Agent, Montreal & Toronto.  
Cases, Doz.  
Eagle Brand Condensed Milk..... \$5 75 1 45  
Gold Seal Condensed Milk..... 4 75 1 20  
Challenge Condensed Milk..... 4 00 1 00  
Peerless Brand Evaporated Milk (five cent size (4 dozen))..... 2 00 0 50  
Peerless Brand Evaporated Milk (family size)..... 3 50 0 90  
Peerless Brand Evaporated Milk (pint size (4 dozen))..... 4 40 1 10  
Peerless Brand Evaporated Milk (hotel size)..... 3 70 1 85

**REINDEER, LIMITED**  
"Jersey" brand evaporated cream per case (4 dozen)..... \$3 50  
"Reindeer" brand, per case (4 dozen) 5 50  
"Reindeer" Condensed Coffee, case..... 5 00  
"Reindeer" Condensed Cocoa, case..... 4 80



**ST. CHARLES CONDENSING COMPANY.**  
Prices:  
St. Charles Milk, family size, per case..... \$3 65  
Baby size, per case..... 2 00  
Ditto, hotel..... 3 90  
Silver Cow Milk..... 5 05  
Purity Milk..... 4 90  
Good Luck..... 4 15

**EBY-BLAIN, LIMITED.**  
Standard Coffees  
Roasted whole or ground. Packed in damp-proof bags and tins.  
Club House..... \$0 32 Ambrosia..... 0 26  
Nectar..... 0 30 Plantation..... 0 23  
Empress..... 0 28 Fancy Bourbon..... 0 22  
Duchess..... 0 27 Bourbon..... 0 20  
Crushed Java and Mocha..... 0 18  
" ground..... 0 18 1/2

**Package Coffees.**  
Gold Medal, 2 lb. tins, whole or ground 0 30  
" 1 lb. tins, " " 0 31  
" 1 lb. tins, " " 0 32  
Anchor Brand, 2 lb. tins " " 0 31  
" 1 lb. tins " " 0 32  
German Dandelion, 1 lb. tins, ground 0 26  
" 1 lb. tins, " " 0 28  
English breakfast, 1 lb. tins, " " 0 18  
Grand Prix, 1 and 2 lb. tins, " " 0 30  
Dem-Tasse, 1 and 2 lb. tins, " " 0 30  
Flower Pot, 1 lb. pots, " " 0 22

**Confections**  
PEANUT BUTTER  
MacLaren's Imperial— Ontario prices Per doz.  
Small, 2 doz..... 0 95  
Medium, 2 doz..... 1 80  
Large 1 doz..... 2 75  
Pumpkins, 2 doz..... 1 35  
Talls, 24 lb. per lb..... 0 16

**WHITE SWAN SPICES AND CEREALS LTD**  
White Swan Blend.



1-lb. decorated tins, 32c. lb.  
Mo-Ja, 1/2-lb. tins 30c. lb.  
Mo-Ja, 1-lb. tins 28c. lb.  
Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.60  
Cafe l'Aromatique—1-lb. amber glass jars, per doz. \$4  
Presentation (with tumblers) \$3 per doz.



Ground or bean—  
W.S.P. R.P.  
1 and 0 25 0 30  
1 and 0 32 0 40  
1 and 0 37 0 50  
Packed in 30s and 50-lb cases. Terms—Net 30 days prepaid.

**Cheese**  
MACLAREN'S IMPERIAL  
Ontario Prices Per doz.  
Individual (each 2 doz)..... \$1 00  
Small (ea. 2 doz.) 2 40  
Medium (ea. 1 dz.) 4 50  
Large (ea. 1/2 dz.) 8 25  
MacLaren's Roquefort Small (ea. 2 dz.) 1 40  
Large (ea. 1 dz.) 2 40  
MacLaren's Canada Small (ea. 1 dz.) 0 90  
Medium (ea. 2 dz.) 1 30  
Large (ea. 1 dz.) 2 30



**FUSSELL & CO., LTD**  
London, Eng.  
"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases \$7.00  
"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases \$11.00

**Coupon Books—Allison's**  
For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Filz, Montreal.  
\$2, \$3, \$5, \$10, \$15 and \$20.  
All same price one size or assorted.

**UN-NUMBERED**  
Under 100 books..... each 04  
100 books and over..... each 03 1/2  
500 books to 1000 books..... 08  
For numbering cover and each coupon, extra per book 1/4 cent.

**Infants' Food**  
Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.



**Flavoring Extracts**  
SHIRRIFF'S  
1 oz. (all flavors) doz. 1 00  
2 " " " 1 75  
2 1/2 " " " 2 00  
4 " " " 3 00  
5 " " " 3 75  
8 " " " 5 50  
16 " " " 10 00  
32 " " " 18 00  
Discount on application.



**CRESCENT MFG. CO.**  
Mapleine. Per doz.  
2 oz. bottles (retail at 50c.)..... 4 50  
4 oz. bottles (retail at 90c.)..... 6 80  
8 oz. bottles (retail at \$1.50)..... 12 50  
16 oz. bottles (retail at \$3)..... 24 00  
Gal. bottles (retail at \$20)..... 18

**COFFEE** High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

# AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

**W. H. GILLARD & CO.,** Wholesalers **HAMILTON, ONT.**



## Ready Sellers in Winter!

The best line of stove polish for you to sell--- the line that will give you satisfaction and profit is

## Black Knight Stove Polish

It gives a brilliant, lasting shine and calls for but a fraction of the elbow grease required by other stove polishes.

Economical in use and will not stain the hands.

**THE F. F. DALLEY CO., LIMITED**  
HAMILTON, CAN. - - - BUFFALO, N.Y.



## Outside Appearance

adds prestige to your store in the eyes of your trade.

An awning affords protection from the sun and excessive light to the interior thus allowing your stock to retain its new appearance -- a point that will always make it saleable, and incidentally add to your profits.

Ask us for quotations.

**Raymond Bros. - London, Ont.**

## A TEMPTING DISH

is made more appetizing with the addition of salt. But it must be pure salt, clean, wholesome salt. In these respects the

## ONTARIO PEOPLE'S SALT

has won the charm of every household.

It is the faultless product of a faultless factory, which has won an enviable reputation among the elect through its unvarying quality.

Success to the merchant who handles this staple of tried merit is bound to follow.

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



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



## Talking to the Point

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

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

TRY A CONDENSED AD IN THIS PAPER

Bro

HAMIL

TWO

You can talk

LAPORTE, MARTIN & AGENCY, THESE F.O.B. MONT IMPORTED PEAS

|                 |           |
|-----------------|-----------|
| Sur Extra Fins  | flac      |
| Extra Fins      | tins kilc |
| Tres Fins       | " "       |
| Fins            | " "       |
| Mi-Fins         | " "       |
| Moyens No. 1    | " "       |
| Moyens No. 2    | " "       |
| Moyens No. 3    | " "       |
| Asparagus, Hari |           |

MINERVA PURE C

|              |         |
|--------------|---------|
| Case         | Ca      |
| 12 litres    | 6 50 24 |
| 12 quartas   | 5 75 24 |
| Tins         | Tir     |
| 5 gals., 2s. | 23 00   |
| 2 gals., 6s. | 29 00   |
| 1 gal., 10s. | 25 00   |
| 1 gal., 20s. | 26 00   |

BASSIN DE VICHY

|                             |  |
|-----------------------------|--|
| La Capitale, 10 qts.        |  |
| La Neptune, 50 qts.         |  |
| St. Nicolas, 50 qts.        |  |
| La Fontaine Sparkling 50 qt |  |
| " " 100 qt                  |  |
| " " 100 qt                  |  |
| Lemonade Savoureuse, 50's   |  |

CASTILE SOA

|                             |  |
|-----------------------------|--|
| La Soleil, 72 per cent. O   |  |
| Case 25 lbs., 11 lb. bars   |  |
| " 12 lbs., 24 lb. bars      |  |
| " 50 lbs., 1 lb. bars       |  |
| " 200 lbs., 34 oz.          |  |
| " La Lun., 65 per cent. Oli |  |
| Case 25 lbs., 11 lb. bars   |  |
| " 12 lbs., 24 lb. bars      |  |
| " 50 lbs., 1 lb. bars       |  |
| " 100 lbs., 34 oz. bars     |  |
| " 200 lbs., 34 oz. bars     |  |

Alimentary Pastes, Blanc Vermicelli, Animals, 8m

|                     |  |
|---------------------|--|
| Box, 25 lbs., 1 lb. |  |
| " 25 lbs., loose    |  |

DUFFY & CO. BE

|                          |  |
|--------------------------|--|
| Grape Juice, 12 qts.     |  |
| " 24 pts.                |  |
| " 36 splits              |  |
| Apple Juice, 12 qts      |  |
| " 24 pts.                |  |
| Champagne de Pomme, 12 q |  |
| " 24 p                   |  |

Brooms

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

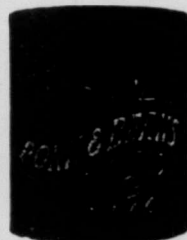
WALTER WOODS & CO.

HAMILTON

WINNIPEG

TWO CENTS PER WORD

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



LAPORTE, MARTIN & CO., MONTREAL. AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

|                     |                  |       |
|---------------------|------------------|-------|
| Sur Extra Fins..... | flacons, 40 Fou. | 11 00 |
| Extra Fins.....     | kilo 100 tins    | 15 50 |
| Trés Fins.....      | " 100 "          | 15 00 |
| Fins.....           | " 100 "          | 12 50 |
| Mi-Fins.....        | " 100 "          | 11 00 |
| Moyens No. 1.....   | " 100 "          | 10 00 |
| Moyens No. 2.....   | " 100 "          | 9 50  |
| Moyens No. 3.....   | " 100 "          | 8 75  |

MINERVA PURE OLIVE OIL.

|                    |                   |       |
|--------------------|-------------------|-------|
| Case.....          | Case.....         | 6 25  |
| 12 litres.....     | 24 pints.....     | 4 25  |
| 12 quarts.....     | 24 1/2-pints..... | 4 25  |
| Tins.....          | Tins.....         |       |
| 5 gals., 2s.....   | 20s.....          | 13 50 |
| 2 gals., 6s.....   | gal., 48s Sq..... | 17 00 |
| 1 gal., 10s.....   | gal., 48s Rd..... | 15 50 |
| 1/2 gal., 20s..... |                   | 26 00 |

BASSIN DE VICHY WATERS.

|                                |      |
|--------------------------------|------|
| La Capitale, 10 qts.....       | 5 00 |
| La Neptune, 10 qts.....        | 6 00 |
| St. Nicolas, 50 qts.....       | 6 00 |
| La Santé Sparkling 50 qts..... | 8 00 |
| " 100 pts.....                 | 9 00 |
| " 100 splits.....              | 4 00 |
| Lemonade Savoureuse, 50's..... | 7 50 |

CANTILE SOAP

|                                   |              |
|-----------------------------------|--------------|
| Le Soleil, 72 per cent. Olive Oil |              |
| Case 25 lbs., 11 lb. bars.....    | 0 07 1/2 lb. |
| " 12 lbs., 2 1/2 lb. bars.....    | 0 08 1/2 lb. |
| " 50 lbs., 1 lb. bars.....        | 3 50 case    |
| " 50 lbs., 3 1/2 oz. bars.....    | 3 75 case    |
| " La Lune, 65 per cent. Olive Oil |              |
| Case 25 lbs., 11 lb. bars.....    | 0 07 lb.     |
| " 12 lbs., 2 1/2 lb. bars.....    | 0 08 lb.     |
| " 50 lbs., 1 lb. bars.....        | 3 25 case    |
| " 100 lbs., 3 1/2 oz. bars.....   | 1 80 case    |
| " 200 lbs., 3 1/2 oz. bars.....   | 3 40 case    |

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

|                                 |          |
|---------------------------------|----------|
| Box, 25 lbs., 1 lb.....         | 0 07 1/2 |
| " 25 lbs., loose.....           | 0 07     |
| DUFFY & CO. BRAND.              |          |
| Grape Juice, 12 qts.....        | 4 75     |
| " 24 pts.....                   | 5 15     |
| " 36 splits.....                | 4 75     |
| Apple Juice, 12 qts.....        | 4 50     |
| " 24 pts.....                   | 4 75     |
| Champagne de Pomme, 12 qts..... | 5 00     |
| " 24 pts.....                   | 5 50     |

CLARK'S PORK AND BEANS in Tomato Sauce

Matts Golden Russett—Sparkling Cider, 12 qts..... 5 00  
" 24 pts..... 5 50  
Apple Vinegar, 12 qts..... 2 50

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA



Alimentary Pastes.

"Swallow Brand" (Hirondelle).


Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb..... 0 06  
Cases of 25 lbs., loose..... 0 06 1/2  
Egg noodles, cases of 50 pkgs., 1/2-lb. 0 06 1/2  
Egg noodles, cases of 10 lbs., loose..... 0 06  
Lasagnes, cases of 10 lbs., loose..... 0 06  
Marguerite, all varieties, pkgs. 0 06

Cereals.

Post Toasties—No. 22, \$3.00; No. 23, \$4.50.  
Post Toasties—No. T3, \$2.85.  
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.



Force, 36's..... 4 50  
Gusto, 36's..... 85

Mustard

COLMAN'S OR KEEN'S

|                           |                         |
|---------------------------|-------------------------|
| Per doz                   | Per doz                 |
| D.S.F., 1/2-lb. tins 1 40 | F.D., 1/2-lb. tins 1 45 |
| " 1-lb. tins 2 50         | Durham, 4-lb. jar 0 75  |
| F.D., 1/2-lb. tins 0 85   | 1-lb. jar 0 25          |

IMPERIAL PREPARED MUSTARD

Ontario Prices.

Small, case 4 dozen, per doz..... 0 45  
Medium, cases 2 dozen, per doz..... 0 90  
Large, cases 1 dozen, per dozen..... 1 35

Canned Haddies, "Thistle" Brand

A. F. TIPPET & CO., AGENTS

Cases 4 doz. each, flat, per case..... \$5 40  
Cases 4 doz. each, oval, per case..... 5 40



100 Boxes..... \$44 00  
24 No. 3 Jars..... 33 00  
12 No. 5 Jars..... 27 60

LARD

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

F.O.B. Montreal

Tierces, lb 0 10  
20-lb. pails \$2 10  
20-lb. tins \$2 00  
60-lb. tubs per lb..... 10 1/2  
3-lb. tins, 20 to case per lb..... 0 11  
5-lb. tins, 12 to case, per lb..... 0 10 1/2  
10-lb. tins 6 to the case, per lb..... 0 10 1/2



GUNNS "EASIFIRST" SHORTENING

Tierces.... 0 09 1/2  
Tubs.... 0 09 1/2  
30-lb. pails 0 10  
30-lb. tins. 0 09 1/2  
10-lb. " 0 10 1/2  
5-lb. " 0 10 1/2  
3-lb. " 0 10 1/2  
1-lb. cartons 10 1/2

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices

Per case

1 case of 4 doz \$5 x  
3 cases of 4 doz 3 R  
5 cases or more 5 35

Marmalade.

SHIRRIFF BRAND

"Imperial Scotch"

1-lb. glass, doz... 1 55  
2-lb. glass, doz... 2 80  
4-lb. tins, doz... 4 65  
7-lb. tins, doz... 7 35

"Shredded"

1-lb. glass, doz... 1 90  
2-lb. glass, doz... 3 10  
7-lb. tins, doz... 8 25



Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box "Special"..... per box 0 22  
8 lbs. " "Standard"..... " 0 44  
5 lbs. " "Standard"..... " 0 27 1/2  
10 lbs. " "Standard"..... " 0 55  
60 lbs. cases or 75 lbs. bbis..... per lb. 0 06  
25 lbs. cases 1 lb. pkgs (Vermicelli) " 0 06  
Globe Brand.

5 lbs. box "Standard"..... per box 0 30  
10 lbs. " "Standard"..... " 0 60  
25 lbs. cases (loose)..... per lb. 0 06  
25 lbs. cases, 1 lb. packages..... " 0 06

Jelly Powders



JELL-O The Dainty Dessert

Assorted Case, Contains 2 doz. \$1.50  
Lemon (Straight) Contains 2 doz. \$1.50  
Orange (Straight) Contains 2 doz. \$1.50  
Raspberry (Straight) Contains 2 d-z. \$1.50  
Strawberry (Straight) Contains 2 doz. \$1.50  
Chocolate (Straight) Contains 2 doz. \$1.50  
Cherry (Straight) Contains 2 doz. \$1.50  
Peach (Straight) Contains 2 doz. \$1.50  
Weight 8 lbs. to case. Freight rate, 2d class.



JELL-O ICE CREAM POWDER

FOR MAKING ICE CREAM

Pays 50¢ Print

Assorted Case, Contains 2 doz. \$2 50  
Chocolate (Straight) Contains 2 doz. 2 50  
Vanilla (Straight) Contains 2 doz. 2 50  
Strawberry (Straight) Contains 2 doz. 2 50  
Lemon (Straight) Contains 2 doz. 2 50  
Unflavored (Straight) Contains 2 doz. 2 50  
Weight 11 lbs. to case. Freight rate, 2d class.

IMPERIAL DESSERT JELLY.



PURE AND DELICIOUS

TRUE FRUIT FLAVORS

CARTONS EACH 1 DOZ.

Ontario Prices.

Assorted flavors, \$1.75 per gross.

IMPERIAL STERILIZED GELATINE.

Ontario Prices.

Cartons 1 doz, 90 cents per dozen.



THE CANADIAN GROCER

Strong, delicious Coffee can be prepared in one moment without trouble by using  
**SYMINGTON'S COFFEE ESSENCE**



Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

**Thos. Symington & Co., Edinburgh and London**

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



You cannot make a  
**Clean Sweep**

with a poor broom.

Every woman desires her house to be swept clean and it is therefore important that every dealer should supply his customers with the best Broom to be had.

There is no surer way than by handling only the

**Keystone Brand**

Manufactured by

**Stevens-Hepner Co., Limited**

PORT ELGIN

ONTARIO

DWIGHT'S



BAKING SODA

We can add little to all that has been said about the absolute purity and superiority of

**"Cow" Brand Baking Soda**

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is the BEST, and as such should always be found on your shelves.

**Church & Dwight, Limited**

MANUFACTURERS  
 MONTREAL

**FREQUENCY OF SAILINGS**

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

**PICKFORD & BLACK, Ltd.**

HALIFAX, N.S.



**Oakey's**

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

'WELLINGTON'

**KNIFE POLISH**

**JOHN Oakey & Sons, Limited**

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

**Wellington Mills, London, England**

**W. A. JAMESON COFFEE CO.**

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of "Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.  
 VICTORIA, B.C.

# SALT

FOR TABLE AND DAIRY  
FOR PACKERS AND HIDE  
DEALERS

**Verret, Stewart & Co., Limited**  
Salt Sellers **MONTREAL**



## A PLEASANT SURPRISE

it will be indeed to your customers when they open a package of Reception Wafers. Each package contains a wealth of goodies—the thin, flaky soda cracker with the distinctive flavor. They will come for more and the grocer will find a big demand for them.

Put up in "Aertite" packages, an excellent feature which insures their freshness.

**TELFER BROS., Ltd., Collingwood, Ont.**

Branches:

Toronto   Winnipeg   Hamilton   Fort William

# CA

Montreal: 701-702 Ba

VOL. XXVI.

holds pri  
use Keen  
family tr

# MAC



It is s  
well. Th