

# CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.  
London, Eng.: 88 Fleet St., E.C.

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

Winnipeg: 34 Royal Bank Building

VOL. XXVI.

PUBLICATION OFFICE: TORONTO, JANUARY 5, 1912

No. 1



Toronto Office:  
30 Church Street

## For Years in the Lead

## —Still Leading

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



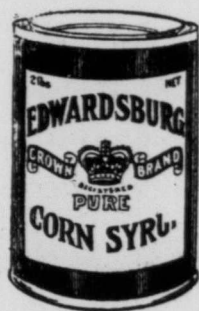
### COLMAN'S MUSTARD KEEN'S MUSTARD

Double Superfine Quality—In square tins.

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

### MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA  
403 St. Paul St. :: MONTREAL



## You Can Show Interest in Your Customers by Telling Them

things not in the cook book. These are the kind of suggestions your customers like to get from you. Now, there is Mrs. Brown, maybe, who prides herself on her pastry. Suggest to her that

### CROWN BRAND CORN SYRUP

brushed lightly over the top crust will give it that fine glaze that is considered so desirable.

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

THE CANADIAN GROCER



## The Best Proposition!

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

## UPTON'S Jams, Jellies and Marmalade

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

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

ORDER TO-DAY THROUGH YOUR JOBBER

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

## 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 UNCLEANLINESS 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

# **ANNOUNCEMENT**

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We have much pleasure in announcing to the

## **RETAIL TRADE**

That we have appointed

**The Jobin-Marin Co., Limited**

OF WINNIPEG

SOLE DISTRIBUTORS

OF

# **Mazawattee Tea**

IN THE PROVINCES OF

**MANITOBA and SASKATCHEWAN**

---

MAZAWATTEE is the STANDARD BRAND with a world-wide reputation. GENUINE only in SEALED PACKETS and TINS.

---

**The Mazawattee Tea Co., Limited, London**

And at COLOMBO, CALCUTTA, Etc.

BRANCHES, AGENCIES and DEPOTS throughout the WORLD

# THE NAME "FAIRBANK" MEANS SOAP SURETY

## GOLD DUST



GOLD DUST sells everywhere because our advertising reaches everywhere; it sells better everywhere than other washing powders because it is better, it has more cleansing power.

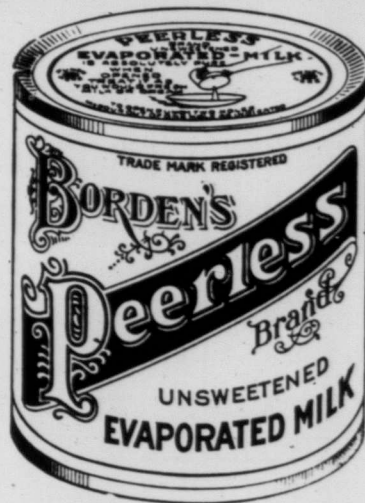
You can sell more GOLD DUST with less effort than any other washing powder because your customers can do more cleaning with less effort by using GOLD DUST.

"Just try pushing GOLD DUST."

"LET THE GOLD DUST TWINS DO YOUR WORK."

THE N. K. FAIRBANK COMPANY, MONTREAL

**BORDEN'S  
EVAPORATED  
MILK  
PEERLESS BRAND**



**Makes  
Your  
Customers  
Satisfied**

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

Sales Offices and Agencies:—

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

# COWAN'S CAKE ICING



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

**THE COWAN CO., Limited, TORONTO, Ontario**

# MOLASSES

**DOMOLCO**  
for the TABLE.

**GINGERBREAD**  
for BAKING purposes.

These two Popular Brands are Trade Winners. This is proved by the large increase in sales during the past few months.

We strongly advise your stocking both Gingerbread and Domolco.

The result will be

**Increased Trade and Satisfied Customers.**

For Sale by all Leading Wholesale Grocers.

**The Dominion Molasses Co., Ltd.**

HALIFAX, N.S.



## Something for You to Do

At the present time with these two quick-selling, delectable and wholesome edibles, is to suggest them to your patrons who may be preparing for luncheons or social functions.

TURKEY AND TONGUE is most appropriate just now and is deliciously appetizing. BLOATERS are also most delightful for those caring for fish foods, and displays thereof should be made which will add both prestige and profit to your trade.

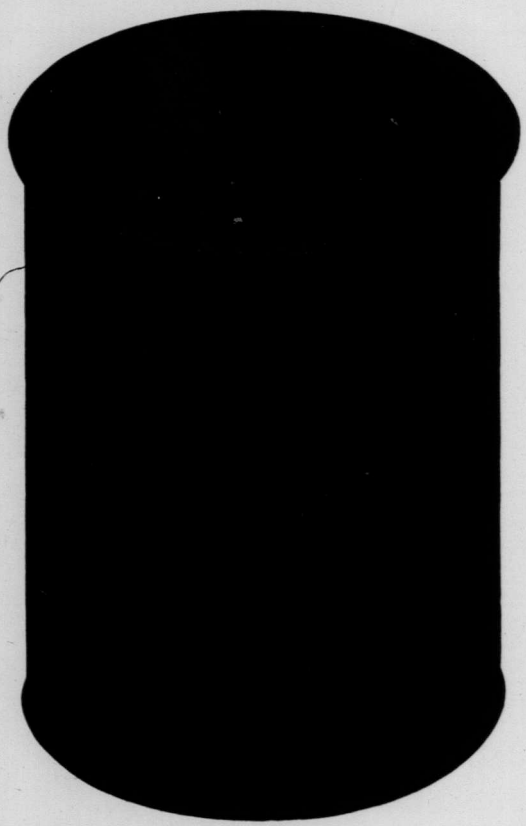
Get Busy Now.

**BRAND & CO., LIMITED**

Parveyors to H.M. the Late King Edward VII.

MAYFAIR, - - LONDON, ENG.

NEWTON A. HILL, 25 Front St. East, TORONTO.  
H. HUBBARD, 27 Common St., MONTREAL.  
MCLEOD & CLARKSON, VANCOUVER.



# SANITARY CANS

FOR

“**Winter Pack**”

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

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

Niagara Falls, Ont.



# PREMIUMS TO GROCERS

Their Boys and Girls or Clerks

Thousands of Them—\$1 to \$100 Each

We offer these premiums for Window and Store Displays.

They are offered as payments, not prizes. So every grocer may earn one.

Displays may be made of Quaker Oats, family size or regular size. Or they may include both.

All display signs, price cards, etc., must be supplied by the store. Quaker Oats advertisements clipped from magazines, etc., may be used to attract attention.

Displays must be made during December or January, the best selling season on Quaker Oats.

**MR. E. M. TROWERN, Toronto**

Dominion Secretary Retail Merchants' Association of Canada.

**Mr. J. L. MAUDE, Toronto**

Secretary Window Trimmers' Association of Canada.

The selling power of a display of this kind is its chiefest merit. Its purpose is to sell oatmeal. A hundred packages of Quaker Oats piled prominently inside the store, either on the end of the counter or on a table, with clever signs attached, is oftentimes a better selling display than the same goods placed in the window.

Displays will be judged by their power to sell Quaker Oats. Put your display where it will sell the most goods.

For the best display . . . . .	\$100.00
For the second best display . . . . .	50.00
For the third best display . . . . .	25.00
For the five next best displays . . . . .	10.00 each
For the twenty next best displays . . . . .	5.00 each
For every other display, containing three cases or more, of which a photograph is sent	1.00 each

In the case of a tie—where the judges cannot decide which display best deserves one of the larger premiums—the premium will be divided among the two or more whose displays seem of equal value.

## Special Contest Price

The unusual effort and publicity during this contest will sell more Quaker Oats for each grocer than ever before. For your additional requirements we make you a special price on

# Quaker Oats Family Size \$3.90 per case

(Except in the far West, where a shade of 10c. per case will be allowed from the regular price.)

This special of \$3.90 per case for Quaker Oats family size is in no sense a reduction in price, but is a special advertising allowance on this order to assist you in making a big selling display that will largely increase your business.

Place your order at once with your jobber (or with us) for Quaker Oats Family Size or Quaker Oats Regular Size, for delivery up to January 31st, as you wish it. Better make two orders—one for immediate delivery, and one for delivery in January.

## Has Your Boy or Girl a Camera?

If you don't care for yourself, you have a clerk who cares, or a boy or girl, perhaps.

Note that every display gets a premium if a photograph is sent. But no grocer gets more than one.

The lowest premium—one dollar—will buy a Brownie Kodak, with which the picture may be taken. So any grocer who makes a display—or his boy or girl—is sure of enough to pay for this camera. And he has an equal chance with the others for a larger premium.

Somebody around you wants to earn one of these premiums. Give that somebody a chance.

To you, Mr. Grocer, the best payment will come in increased sales of Quaker Oats. Let people know that you specialize in it. Let them know that you handle this favorite brand.

Nothing is more important—more trade-winning now—than a corking display of Quaker Oats. Make it now, while we offer to pay for it. Or let somebody around you make it.

Address all Photographs to

# The Quaker Oats Company

Window Display Dept., Peterborough

# PINK'S MARMALADE

We have the pick of the Season's Oranges. Special care is taken during the course of manufacture to retain the full natural flavour and aroma. Our Marmalade is universally known as

**"The Marmalade with the Orange Flavour"**

ORDER YOUR SUPPLIES AT  
ONCE FROM OUR SOLE  
CANADIAN DISTRIBUTORS

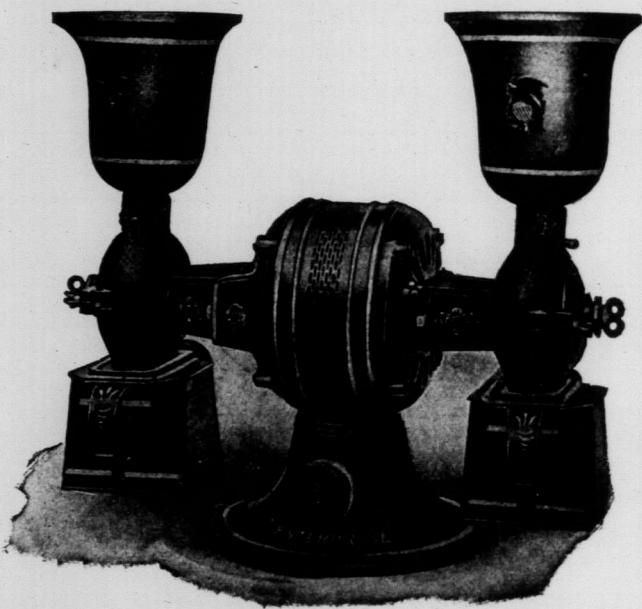
MONTREAL  
ST. JOHN, N.B.  
HALIFAX, N.S.  
BOSTON, U.S.A.

J. W. WINDSOR,  
S. CECIL IRVINE,  
C. E. CREIGHTON,  
GEN. SALES OFFICE,

22 ST. JOHNS STREET  
48 PRINCESS STREET  
BEDFORD CHAMBERS  
330 BOARD OF TRADE BLDG.

## "ENTERPRISE"

**MR.** Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

**The Enterprise Mfg. Co. of Pa.**

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

21 Murray Street, New York      544 Van Ness Avenue, San Francisco

# THE TIME TO STRIKE!

Now is the time to plan your campaign for 1912. Why not specialize on Baked Beans for a starter? Resolve to make your sales for 1912 double those of 1911. How can it be done? Push Simcoe Baked Beans, the family size, the can with more beans at the lower price. Point out Simcoe Baked Beans are cheaper than potatoes these days—food value considered. A meal for a family for 10c. Think of it! There are Beans and Beans.

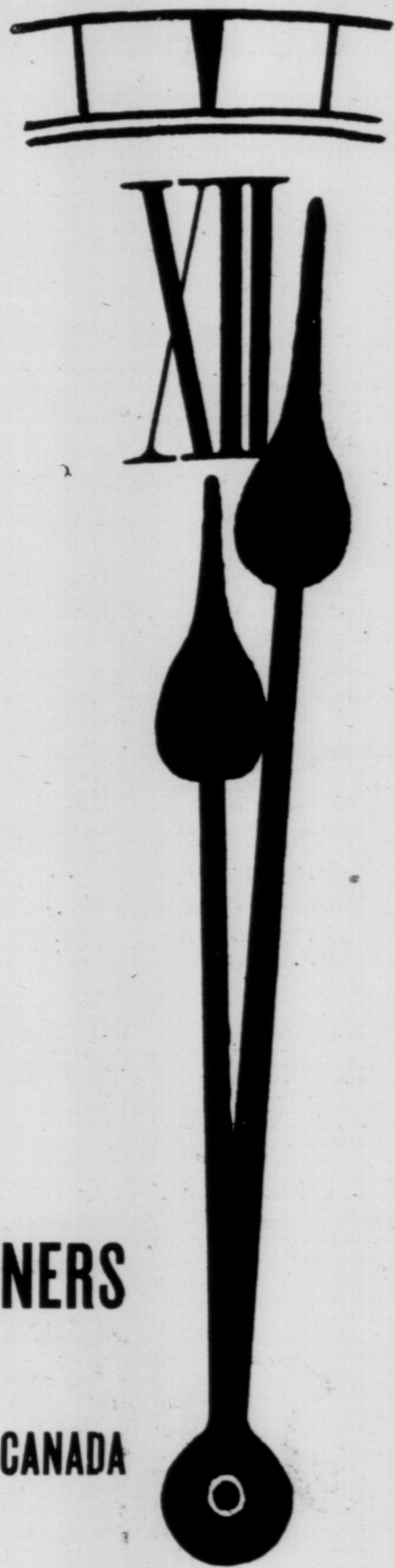
Simcoe Baked Beans are  
THE Beans



**DOMINION CANNERS**

LIMITED

HAMILTON, CANADA



# Cook's Friend Baking Powder

is made in Canada from the purest of Grape Cream Tartar and is equal to the best imported, selling at half the price.

**No Alum! Never Was!**



## You Get More

That is always a strong selling point in favor of any article. First appearances are lasting and quantity appeals strongly to customers when comparing brands.

## Chinese Starch

contains 16 ounces to the package, while other brands contain but 12.

The price is the same and the quality excels. Then why handle inferior lines?

GET PRICES

AGENTS.—

Standard Brokerage Co., Vancouver, B.C.; W.H. Escott Co., Winnipeg Man.; Green & Co., Toronto, Ont.; Norman D. McPhee, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J.J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

OCEAN MILLS

O. Lefebvre, Prop. . . . MONTREAL



## MINCE MEAT

If you study your mince meat trade, Mr. Grocer, you will push only **STERLING BRAND**, not only because it pays good profits and is the most delectable baking delicacy, easiest to sell, but because it always gives uniform satisfaction.

Pass it out.

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

Sterling Road, Toronto, Can.

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

Note change in Telephone numbers:

3595 } Sample Room and Order Desk.  
3596 }  
3597 Mr. Fred. T. Smye.  
3598 Mr. S. C. Balfour.  
748 Warehouse and Shipper.  
462 Long Distance and Mr. E. Leith.

To our Long Distance Friends—Kindly ask for No. 462, or just request connection with

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

# The Lines in Constant Demand!



## ROWAT'S PICKLES AND PATERSON'S SAUCE

Are you handling these ready sellers?

### 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. Tippet & Co., St. John, N. B.; C. E. Jarvis & Co., Vancouver, B.C.



### Three "Wonderful" Selling Points

The quantity of the soap you sell depends largely on these three points: **SAFE** to use on delicate fabrics; **SURE** the quality is such to insure repeat orders; and **SPEEDY** to produce results with little effort on the part of the housewife and the selling power of the dealer.

THE GUELPH SOAP COMPANY  
GUELPH, ONTARIO

## 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.

## WE BOUGHT SUGAR BEFORE THE RISE

and bought heavily, too. We are thus able to offer Grocers in Canada our world-famed Scotch Marmalade at the lowest prices. You and your customers get the benefit of our big and careful buying.

### John Gray & Co.'s Scotch Marmalade

is the acme of purity. Prepared only from fresh, ripe Seville oranges and pure refined sugar, it contains no Glucose nor preservatives. We have been making fine preserves in Glasgow for generations, and we stand back of every sale we make. Our guarantee of purity is on every jar.

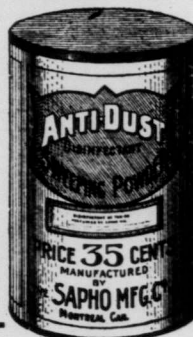
#### Prices of this popular and quick-selling line from our Agents

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. Mewburns & Co., Calgary, Alta.

# FARROW'S 'A-1' MUSTARD

**THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS**

In every market of the world FARROW'S "A-1" has forced its way. Write your nearest agent for a sample tin. Compare the **get up**, the **quality** and the **price**—then you'll know the reason why!

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 St., 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.

**THE  
NEW  
BROOM**



**THAT  
SWEEPS  
CLEAN**

**THIS IS THE PARKER BROOM**

With brooms of all kinds costing more, your customers will be more exacting. At current prices the only broom that will please is a first quality broom.

**QUALITY**

is our watchword. We specialize in fine brooms and whisks, janitors' supplies, etc.

**THE PARKER BROOM  
Company**

**692 Wellington St., OTTAWA**

**Your Reputation**

is in the balance if you are given to selling inferior sardines.



**"ESKIMO"  
Sardines**

Have been selling for several years, and the enormous demand which has been created by their known good quality has given them a sound footing among the high-grade stocks of a grocery.

The sardines are the finest, packed in a modern, sanitary factory, put up in pure French Olive Oil, making them an immensely popular line with all classes.

**ORDER TO-DAY FROM YOUR  
WHOLESALE OR WRITE TO**

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



**Sound Logic**

The logic of 'Camp' is irresistible. 'Camp' is splendid value, is extensively advertised, and pays a good profit. Therefore, there is sound business advantage in stocking 'Camp'

**Camp Coffee**

*R. Paterson & Sons, Ltd.  
Coffee Specialists  
Glasgow*

## Look Backward

a little — the past is the only lamp by which you can read the future. Can't you see where you overlooked a few lines which you can easily sell and thereby add a substantial amount to your weekly turnover?

### L'Etoile


**MACARONI    VERMICELLI    SPAGHETTI**

Are good Goods—Quality Goods. Goods which your customers will appreciate.

As good as the Imported. No Customs Duty—hence cheaper. Carried off the honors at the Quebec Exhibition, 1911. Hygienically manufactured. Employees all "men who know."

**Cie Francaise des Pates Alimentaires**

MONTREAL

By Royal  Letters Patent.

# NELSON'S

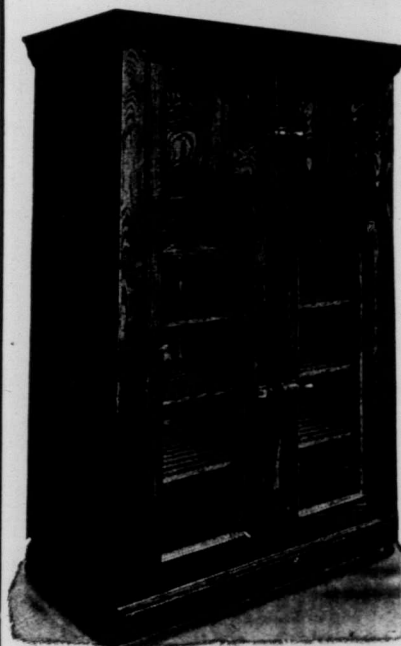
Gelatine and Liquorice

# LOZENGES

Should be in your confectionery department.

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

## "EUREKA"



Canada's Scientific and Sanitary  
**REFRIGERATOR**

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

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

WRITE FOR CATALOGUE AND PRICES.

**Eureka Refrigerator Co., Ltd.** 54 NOBLE STREET TORONTO

Montreal Representative  
**JAMES RUTLEDGE** Telephone St. Louis 3076  
Distributing Agents, **WALTER WOODS & CO.,** Winnipeg  
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon



**Pure Goods Bring Increased Custom**

**Give Your Customers**



**Extra Granulated Sugar**

and you link to your store the best class of trade.

No other sugar will compare with it.

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

Extra Granulated  
Extra Ground  
Powdered  
Golden Yellow.

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

**The Canada Sugar Refining Co., Limited**  
Montreal, Can.

Established in 1854 by John Redpath

**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 ELGIN National Coffee Mill**



The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinder.

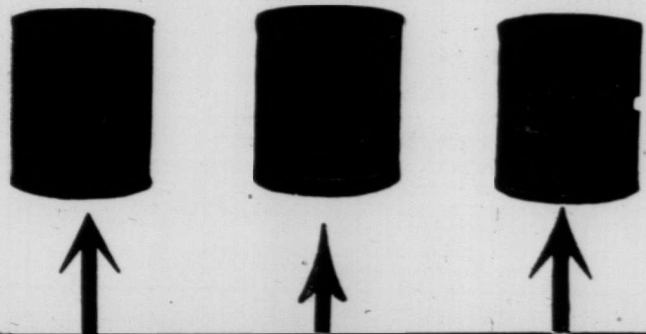
Equipped with the new style force feed grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue:

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

MADE BY

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



**Three Lines You Should Know and Introduce to Your Customers**

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

- 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

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.

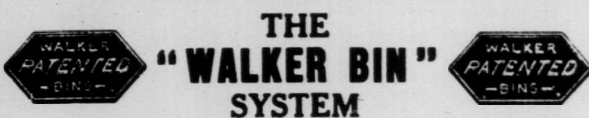
## PERSONAL SUPERVISION

is what makes the difference between a successful business and the other kind. Personal supervision is making our business successful! Nothing left to chance—our customers' requirements our first consideration!

OUR DIRECT REPRESENTATION of the manufacturers of goods of the highest quality is constantly increasing. WHY? Because manufacturers of such goods KNOW that we place their goods with the retail stores who appreciate high quality and who realize that permanent business must be built upon it. WE ARE AT YOUR SERVICE NOW to help to improve YOUR Business with OUR lines, which cover ALL your requirements.

## 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 & Truodale, 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.,

LONDON, Ont.

LIMITED  
WINNIPEG, Man.



## Have No Hesitation

in recommending to your best customer

## 'Bluenose' Butter

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

SOLE PACKERS

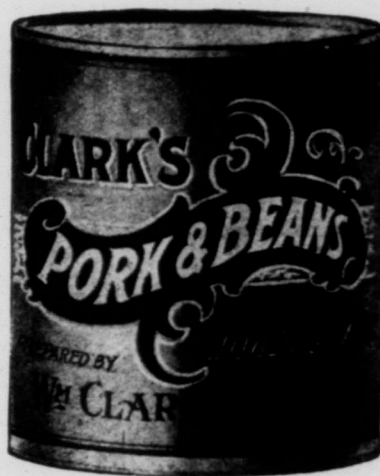
SMITH & PROCTOR, - HALIFAX, N.S.

### SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

# The Value



OF

## Clark's Baked Pork and Beans

as a staple food is fully realized by the Canadian Public.

## The Demand

for CLARK'S PORK AND BEANS has grown to its present immense volume, because the purity and perfection which made them famous has been intensified to such an extent that to-day each can is full of PORK AND BEANS, THE FLAVOR OF WHICH WAS UNDEARNT OF A FEW YEARS BACK.

## Clark's Pork and Beans Sell

That's why we pack them and you handle them.

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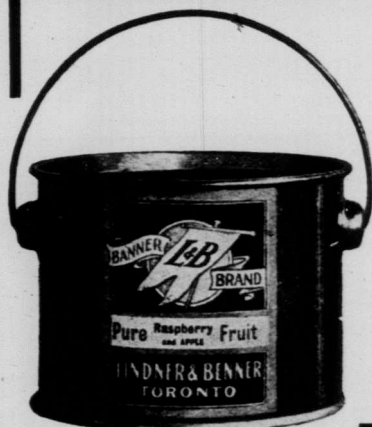
**W. CLARK, - - MONTREAL**

Manufacturer of the Celebrated MINCE MEAT with the NEW STYLE CAN

# JAPAN TEAS

being absolutely free from coloring matter, have met with a surprising increase in demand this season, so much so that stocks now in first hands are practically nil, which is unprecedented at this particular period.

## FURUYA & NISHIMURA, Montreal



### 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.



**Canada  
First**



**Evaporated  
Milk**

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely

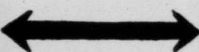
and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

**The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario**

Head Offices: Hamilton, Ontario

**BIG  
SALES**



**BIG  
PROFIT**

For every grocer  
who is handling

**BJELLAND'S  
Smoked Herrings in Bouillon**

Your Particular Customer will welcome your recommendation to try this line! None but small selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

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

Canadian Agents

**THE NAME**

*St. Lawrence*  
**Sugar**

guarantees absolute perfection of Quality. A pure Cane Granulated, testing 99<sup>99</sup>/<sub>100</sub> to 100 per cent. of Purity. This is the highest standard of sugar obtainable.

The St. Lawrence Sugar Refining Co., Ltd., 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  
Maple**

**Canada  
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

**JAMES**

THE BEST **DOMESTIC**  
STOVE POLISH  
YOU CAN BUY

SELLS EASILY

PAYS WELL

**BLACK**

**LEAD**

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

# 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**

**THE  
W.H. ESCOTT CO.**

Wholesale  
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING

Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

**WATSON & TRUESDALE**

Wholesale Commission Brokers and  
Manufacturers' Agents.

WINNIPEG, MAN.

Domestic and Foreign Agencies Solicited.

**WINNIPEG**

**H. G. SPURGEON**

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

270 Chambers of Commerce. P.O. Box 1812

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

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

**FRANK H. WILEY**

MANUFACTURERS' AGENT

and

IMPORTER

757 Henry Ave., WINNIPEG.

**WESTERN DISTRIBUTORS LIMITED**

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

SASKATOON, WESTERN CANADA

**G. C. WARREN**

Box 1036, Regina

IMPORTER, WHOLESALE

BROKER, and MANUFACTURERS'  
AGENT

Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

**DISTRIBUTORS, LIMITED**

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-  
chants, Warehousemen.

Track connection with all Railroads.

**TORONTO**

Wire us when

wanting a car of

Evaporated Apples.

**W. H. Millman & Sons**

Wholesale Grocery Brokers

TORONTO

**W. G. PATRICK & CO.**

Manufacturers' Agents  
and  
Importers

77 York Street, Toronto

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

TORONTO

Grocery Brokers and Agents.

Established 1885

**MacLaren Imperial Cheese Co.**

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale  
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

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

**LIND BROKERAGE CO.**

73 Front St. East - TORONTO

**LONDON**

**THE MARSHALL  
BROKERAGE COMPANY**

67 Dundas St., LONDON, ONT.

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

**MONTREAL**

**FOR SALE**

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

**J. T. ADAMSON & CO.**

Customs Brokers  
and Warehousemen

27 St. Sacramento Street, Montreal

TEL. MAIN 778

BOND 28

**MARITIME PROVINCES**

**J. W. GORHAM & CO.**

Manufacturers' Agents and Grocery  
Brokers

HALIFAX - NOVA SCOTIA

We are open for a few high class specialty  
lines

**H. R. SILVER, LTD.**

MANUFACTURERS' AGENTS  
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities.  
Correspondence solicited on Domestic and  
Foreign lines.

**J. A. TILTON**

**WHOLESALE GROCERY BROKER**

ST. JOHN, N.B.

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

**W. S. CLAWSON & CO.**

Manufacturers' Agents and Grocery  
Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

**NEWFOUNDLAND**

**T. A. MACNAB & CO.**

ST. JOHN'S, NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS

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

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

**BRITISH COLUMBIA**

**McLEOD & CLARKSON**

Manufacturers' Agents and Wholesale Commission  
Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

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

**MANUFACTURERS' AGENTS AND  
BROKERS' DIRECTORY**

(Continued.)

**LONDON, ENG.**

**Jam Manufacturers and Confectioners' Sundriesmen.**

Specialty:—Fruit Pulp of all Kinds.  
*Correspondence invited.*

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

**The GRAY, YOUNG & SPARLING CO., Limited**  
**SALT  
MANUFACTURERS**

Granted the highest awards in competition with other makes.

**WINGHAM ESTABLISHED 1871**

**THE PEOPLE OF  
JAMAICA**

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

**KINGSTON**

**"GLENER"**

might bring inquiries. Better write for rates to

**I. C STEWART, Halifax**

**SUCHARD'S COCOA**

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

**O. E. Robinson & Co.**

Manufacturers and Buyers of Dried Evaporated and Canned

Apples  
*Ingersoll, Ontario*  
**ESTABLISHED 1886**

The  
**Condensed Ad.**

page  
will interest you



Not like Noah's Dove, which could not find a rest for the sole of its foot.

**WHITE DOVE  
COCOANUT**

finds a resting place in almost every store in Canada.

**THE BIG DEMAND**

resulting from the recognized purity of our goods makes it hard for us to fill all orders. Yet we will divide our output and let you have a share.

*Let Us Know Your Wants*

**W. P. Downey**  
**MONTREAL**



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 everywhere. 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.

**McDOUGALL**

Insist upon having them  
**D. McDOUGALL & CO. Ltd., Glasgow, Scotland**

**CLAY PIPES**

**WINDSOR SALT**

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

**TORONTO SALT WORKS**  
**TORONTO, ONT. GEO. J. CLIFF, Manager**

**DEAD**

Yes, the dealer who was told about a certain line which offered him splendid opportunities for working up a satisfactory business, and turned it down simply because he might have to introduce it to his customers, is now dead to the grocery business.

**CLUB  
JELLY  
Powder**

offers you a similar opportunity, and we feel that you are wise enough to take advantage of it. Every carton is value for the money—more than value, indeed, because with it the purchaser receives a delicious

**Gustard Powder FREE**

*ASK FOR PRICES  
GIVE US A TRIAL*

**S. H. Ewing & Sons**

Montreal - Toronto

**Financial Writer—**

We propose increasing our staff of editors and will consider confidentially applications from men who can furnish evidence of high character and good ability. They should have some knowledge of investments and preferably be university graduates with newspaper experience. State age, experience and salary wanted. Address

The Financial Post of Canada,  
143 University Ave.,  
Toronto.

# Here is the SOUP

that is rapidly becoming one of the best sellers in the grocery.

The Advertising Campaign for

## EDWARDS' DESICCATED SOUP



is now in full swing. Mrs. Edwards (the famous Trade-mark) greets you from the billboards, while big space in the daily papers is making EDWARDS' DESICCATED SOUP widely known all over the Dominion. You can take advantage of this advertising by stocking up now, displaying the Soup prominently, and mentioning it to your customers.

Novel Display Cards, Window Sheets, and other Sales Stimulants, are liberally supplied. Write for each variety of Soup with prices to grocers.

**W. H. DUNN, 396 St. Paul St., Montreal; W. G. PATRICK & CO., Toronto; W. H. ESCOTT, & CO., Winnipeg.**



ALL GROCERS SHOULD STOCK

### Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country. Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins. Economical and Reliable.

**George Borwick & Sons Limited**  
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333  
Cristine Building, MONTREAL



**YOUR BUSINESS WILL INCREASE**

if you carry and push the sale of **DOMINION SILENT MATCHES**. They are silent and sure lighters, the stems are made of good quality wood and are attractively boxed, making attractive shelf stock.

TRY THEM

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

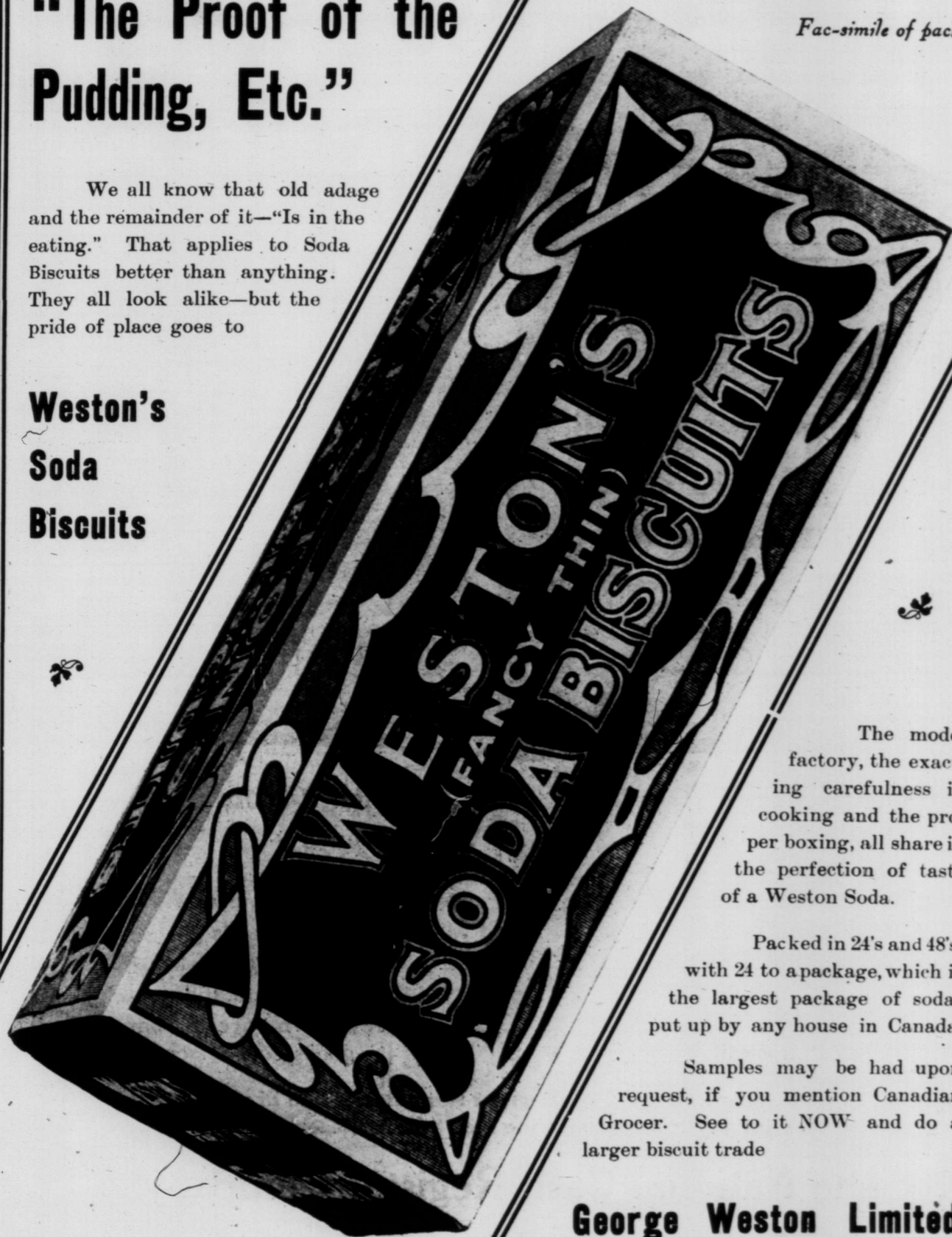
Or The Canada Brokerage Company, Limited, Toronto, Ont.  
The A. Macdonald Co., Winnipeg, Man.  
Snowdon & Ebbitt, Montreal, Que.



# "The Proof of the Pudding, Etc."

We all know that old adage and the remainder of it—"Is in the eating." That applies to Soda Biscuits better than anything. They all look alike—but the pride of place goes to

**Weston's  
Soda  
Biscuits**



*Fac-simile of package*

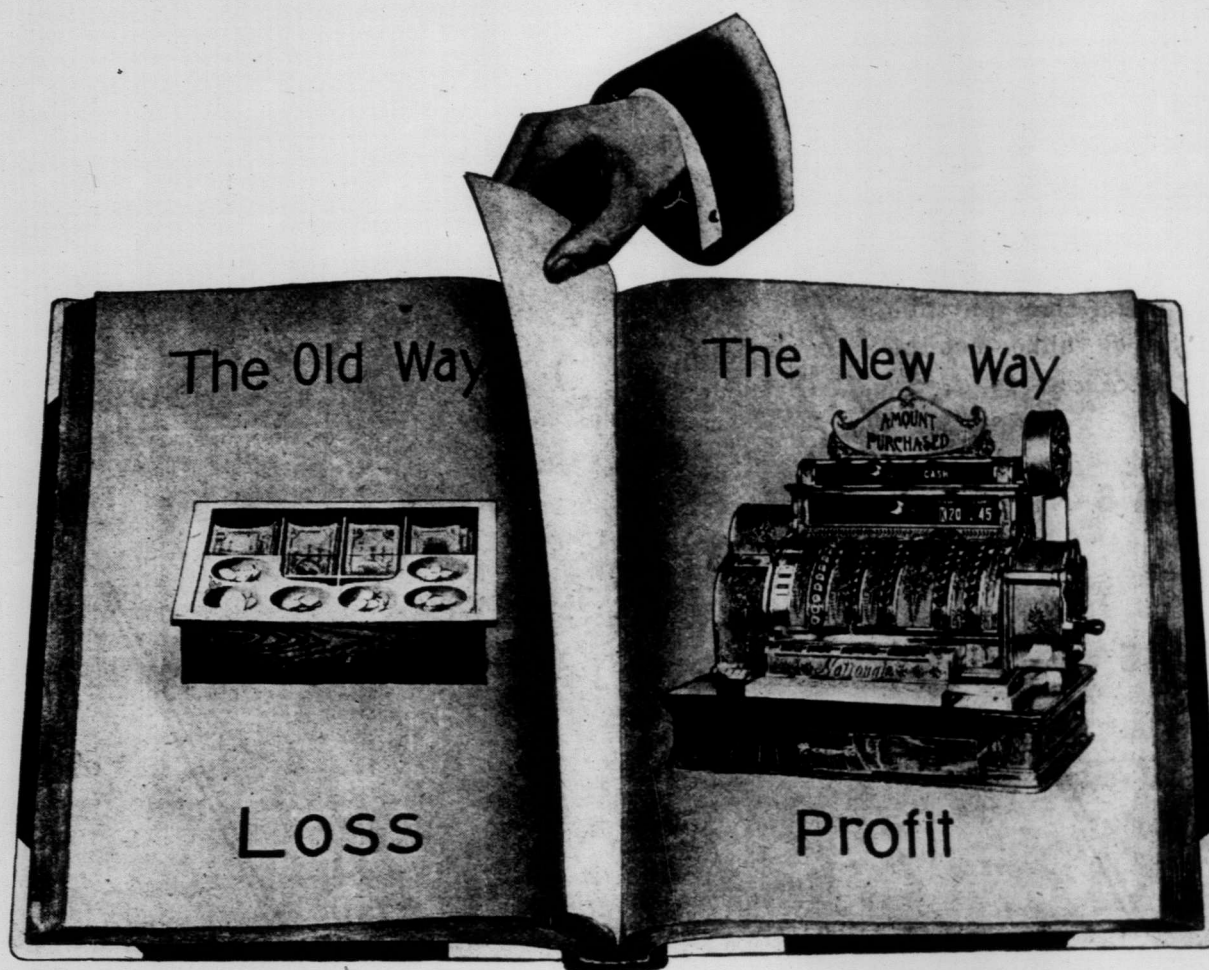
The model factory, the exacting carefulness in cooking and the proper boxing, all share in the perfection of taste of a Weston Soda.

Packed in 24's and 48's, with 24 to a package, which is the largest package of sodas put up by any house in Canada.

Samples may be had upon request, if you mention Canadian Grocer. See to it NOW and do a larger biscuit trade

**George Weston Limited  
TORONTO**

# Turn a New Leaf



## Because of:—

- Mistakes
- Arguments
- Dissatisfied customers
- No check on clerks
- No credit for good work
- Temptation of employees
- Forgetting to charge goods sold on credit

## Resulting from:—

- Accuracy
- Harmony
- Pleased customers
- Enforced records
- Shows value of clerks
- Removes temptation
- Prevents failure to charge goods sold on credit

A modern National Cash Register turns Losses into Profits.  
Ask for particulars about the new "Get a Receipt" plan.

## The National Cash Register Company

285 Yonge Street, Toronto  
Offices in all principal cities

Canadian Factory, Toronto  
F. E. MUTTON, Manager for Canada

# 50 TON OF TEA FOR SALE

Some lines at less than present cost of IMPORTATION.

CHINA Black and Green Teas in 1/2-Chests and Caddies	- -	at 12 1/2 to 15c.	per lb.
CEYLON Black and Green Teas in 1/2-Chests and Chests	- -	at 16 1/2 " 18 1/2c.	"
INDIAN Black and Green Teas	- - - - -	at 16 1/2 " 18 1/2c.	"
High Grade Ceylon Black and Green Teas in 1/2-Chests and Chests	- -	at 24 " 26 1/2c.	"

You will find these Teas difficult to match at above quotations.

*Samples submitted upon application.*

## COFFEES—SPECIAL OFFER

We will sell 1 Ton of Choice Whole Roasted Rio Coffee at 20c per lb.

High Grade Coffees, to retail at 40c. per pound, Whole or Ground in 25-lb. and 50-lb. tins, - - - - - at 26 1/2c. per lb.

**We Get the Business Because We Have the Values**

### R. SIMPSON & CO.

Importers of Teas, Coffees, Spices and Wholesale Grocers

**29-31 Charles Street, - HAMILTON, ONTARIO**

Telephone No. 3541.

# FIRE

## To The Trade:

We are pleased to advise you that in spite of the disastrous fire which occurred on Friday, December 15th, and which partially destroyed our factory, we have made arrangements which will enable us to fill orders for Biscuits and Confectionery as usual after January 1st.

We appreciate the many expressions of sympathy we have received from our customers and friends in consequence of the loss occasioned by the fire.

Thanking you for all past favors, and wishing you a prosperous New Year,

We are,

Yours truly,

**D. S. Perrin & Company, Ltd.**

LONDON,

CANADA

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# PRIZE WINNERS IN "MELAGAMA" Tea and Coffee Contest

The completed name for which the prizes were offered is "CONNAUGHT"

Prize No.		Prize No.	
1.	Mrs. Katie O'Rourke, 80 Burris St., Hamilton - \$25.00	11.	Beatrice Aubrey, 42 Sophia St., Ottawa - - \$2.50
2.	H. G. Robertson, 115 Spadina Rd., Toronto - 15.00	12.	M. E. Curry, 776 Dufferin St., Toronto - - 2.50
3.	Mrs. W. D. Mutch, 269 Brunswick Ave., Toronto 10.00	13.	Mrs. C. M. Seiber, 77 Pembroke St., Toronto - 2.50
4.	Miss I. E. Curry, 1198 Bloor West, Toronto - 5.00	14.	Mrs. Thos. Bennett, Havelock, Ont. - - 2.50
5.	Mrs. A. Fee, 513 Broadview Ave., Toronto - 2.50	15.	Mrs. W. J. Chambers, 93 Waverley Rd., Toronto 2.50
6.	Mrs. J. Sib, Dundas, Ont. - - - 2.50	16.	Eileen M. Wilson, 344 Sunnyside Ave., Toronto 2.50
7.	Mrs. Jno. Clyne, 77 Cobourg St., Ottawa - - 2.50	17.	Dorothy Hirlehey, Bradford, Ont. - - - 5.00
8.	Mrs. Thos. Stephenson, Claremont, Ont. - - 2.50		(Next to last answer)
9.	Mrs. J. P. Laidlaw, Caledonia, Ont. - - 2.50	18.	J. E. Newton, 1213 Danforth Ave., Toronto - 10.00
10.	Jas. Walter Powis, 140 Elizabeth St., Toronto 2.50		(Last answer received)

"We, the undersigned, having acted as judges in the "Melagama" contest, hereby certify that the same was conducted in a perfectly fair manner, and our decision is final."

Mr. W. H. MILLMAN, of W. H. Millman & Sons, 27 Front Street East, Toronto  
Mr. R. J. GAY, Representing The Canadian Grocer, 143 University Avenue, Toronto

We wish to thank all who participated in this contest, and hope that you have found "Melagama" Tea and Coffee so good that you will insist on having "Melagama" always.

**Minto Bros., - - - Toronto**

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**

**TEA LEAD**

(Best Inocorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

**ISLAND LEAD MILLS. LIMITED**

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

**McLEAN'S**



Last week we said that "White Moss," the original, is "just a little better than the other fellow's best." We have since been told by users that it is "a great deal better."

THE CANADIAN COCOANUT COMPANY. MONTREAL

**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.

# 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	-	-	4800 Cases
WE HAVE DELIVERED	-	-	4800 Cases

---

---

**Hudon, Hebert & Cie.**  
Limited

MONTREAL

Established A.D. 1839

*The Most Liberally Managed Firm in Canada*

The Increase alone of  
**"SALADA"**

in 1911 over 1910 amounted to one million ninety thousand five hundred and eighty-nine pounds (1,090,589)—that means eleven thousand four hundred (11,400) chests of tea. As the average consumption of tea throughout Canada amounts to 4 1/4 lbs. per head per annum, this means that we have added 64,152 families (the average family being four) to the consumers of "SALADA." This is equal to the combined populations of

London	St. Thomas	Belleville	Smith's Falls
Brantford	Owen Sound	North Bay	Sudbury
Peterboro	Brockville	Kingston	Welland
Guelph	Collingwood	Barrie	Port Hope
Berlin	Chatham	Sault Ste. Marie	Goderich

Because of the enormously advanced price of tea, we had to economize by cutting out seven-eighths of all our advertising in 1911 and yet we had the largest increase in sales we ever had—and this in our nineteenth year.

**"SALADA" TEA COMPANY**

NEW YORK	BUFFALO	BOSTON	CHICAGO
DETROIT	PITTSBURG	PHILADELPHIA	CLEVELAND
	TORONTO	MONTREAL	

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WHO  
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1 an  
2-lb.  
Seale  
Tins  
Only.

E

Adamson & C  
Allison Coup  
American Ca  
Aymer Cond

Baker, Walte  
Balfour-Smye  
Benedict, F.  
Bickle, J. W.  
Borden Cond  
Borwick Baki  
Bovril, Ltd.  
Bowser, S. F.  
Brand & Co  
Brown Mfg.

Campbell Bro  
Canada Sugar  
Canadian Coc  
Canadian Pre  
Canadian Sal  
Carter Co. H  
Catelli, C. H.  
Cie Francaise  
Clark, W. . . .  
Clawson & C  
Clements Co.  
Coles Mfg. Co  
Common Bro  
Continental I  
Cowan Co . . .  
Crescent Mfg

Dalley, F. F.  
Distributors,  
Dominion Ca  
Dominion Ma  
Dominion M  
Downey, W. F

Eby-Blain, L  
Eckardt, H. F  
Edwardsburg  
Enterprise M  
Epps, James  
Escoff, W. H  
Eureka Refrig  
Ewing & Son



# 'Tis Ever Increasing—

The volume of the sales of our "GOLD MEDAL" COFFEE each month shows marked increase over the preceding month. There must be some good reason for it. We can show you good reasons why you should push the sale of

WHOLE  
OR  
GROUND

# "GOLD MEDAL" COFFEE

1 and  
2-lb.  
Sealed  
Tins  
Only.

PACKED IN AIRTIGHT TINS—making a convenient package to handle. It reaches the consumer with all its aroma, strength and delicacy of flavor unimpaired.

It pays you a handsome margin, and with its steadily-increasing sale is the most profitable coffee on the market.

Our name is on every tin—a guarantee of unequalled quality.

A CARD WILL BRING YOU A SAMPLE, QUOTATIONS AND FULL PARTICULARS.

# EBY-BLAIN, LIMITED

WHOLESALE GROCERS  
TORONTO

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Allison Coupon Co. .... 50	Farrow & Co., Jos. .... 12	McVitie & Price. .... 52	
American Can Co. .... 47	Fearman, F. W., Co. .... 48	McWilliam & Everist. .... 56	<b>S</b>
Aylmer Condensed Milk Co. .... 18	Furuya & Nishimura. .... 18		St. Lawrence Sugar Refining Co. .... 19
<b>B</b>	<b>G</b>	<b>M</b>	Salada Tea. .... 16
Baker, Walter, & Co. .... 50	Gillard, W. H., & Co. .... 66	Magor, Son & Co. .... outside front cover	Sanitary Car Co. .... 6
Balfour-Smye & Co. .... 10	Gillett, E. W., Co., Ltd. .... 51	Malcolm, Jno. & Son. .... 15	Sapho Mfg. Co. .... 12
Benedict, F. L. .... 21	Gorham, J. W., & Co. .... 28	Maple Tree Producers. .... 19	Silver, H. R. .... 20
Bickle, J. W., & Greening. .... 18	Gorman, Eckert & Co. .... 16	Marshall Brokerage. .... 20	Simple Account Salesbook Co. .... 44
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Carter Co., H. W. .... 14	Isaac, Robert. .... 50	Nicholson & Bain. .... 47	Tippet, Arthur P., & Co. .... 1
Catelli, C. H. .... 46	Island Lead Mills Co. .... 45	Nickel Plate Store Potliah Co. .... 63	Tomlinson Co., The J. J. .... 20
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Clark, W. .... 17	<b>J</b>	<b>O</b>	Tuckett, Geo. E., & Son Co. .... 63
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# The Management of a Retail Business

No. 2—Stocktaking—Continued

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

It is unnecessary, and it would be useless, to attempt to set down any hard and fast rules of method in taking stock. The object to be attained is, of course, the same in all cases, but a certain plan might be adaptable to one class of business, and yet prove totally unsuited to some others. In no case, however, should the work be delegated to under-clerks, and, when possible, it should be undertaken by those highest in responsibility. This point would receive special emphasis in the event of an auditor being called in to make a report, or in settlement of a fire claim should such an occasion unfortunately arise. Nor should any old, half-used book be requisitioned in which to make the stock record. Suitable stock sheets, prepared for the purpose, may be obtained, at little cost, from almost any commercial stationer, and the use of these will serve to facilitate an intelligent classification of the stock, which is most desirable, though often overlooked. The use of ordinary lead pencil in making the record should be strongly discouraged. It presents too many opportunities for after-manipulations, and detracts from the permanent value of the document. Fountain pens are cheap now, and obviate former objections to ink, on the score of inconvenience, but failing ink, pencils that are indelible should be resorted to. When the stocktaking has been completed, the sheets should be arranged in classified sequence, then numbered consecutively, and locked in a binder procured for the purpose. The next step is to ascertain the value of the stock, and this should be carefully done, and just as carefully checked. The total of one sheet should not be carried forward to the next, and so on, until the grand total is made to appear at the foot of the last sheet. Such custom not only causes loss of time, but in the event of an error being found later, necessitates the correction of all the sheets following the error. The better plan is to bring the total of each sheet forward to a recapitulation sheet, each total being identified by the sheet number and the class of merchandise listed. The total of the recapitulation sheet will, of course, represent the total value of the stock, and should be certified correct, as to totals. Each individual sheet should likewise be signed as to calling out the stock, taking it down, inserting the prices and extending the values. None of these suggestions would entail any difficulty or hardship, and their adoption would not only prove a satis-

faction to the owner whose desire is to ascertain his true position, but would enhance the credibility of the work in the eyes of the bank and creditors, and the auditor and fire underwriters as well.

## The Value of the Stock.

It is appropriate to discuss here the principle that should be followed in pricing the stock. Opinions vary, somewhat, some claiming that market value should be taken, irrespective of cost, while others contend that the reverse process is the more correct. The writer adheres to the latter system for the reason that no matter how market values may fluctuate, neither profit nor loss can be determined prior to sale. A merchant with say 100,000 yards of cotton goods on hand, might feel tempted to take advantage of a rise of a cent per yard in market value, for that would mean an advance of \$1,000 in the value of his stock. But if he shows the profit or rather gain, in this year's business, and prior to the sale of the goods, it follows that next year's business, during which the goods would be sold, would be deprived of its legitimate profit. Supposing further, that the market on these same cotton goods declined a cent per yard after January 1st, it likewise follows that the new year's business would be saddled with a loss of \$1,000 at one stroke, and without the semblance of justification. There can be no question that as a general rule and under ordinary circumstances, actual cost, less an allowance for depreciation through shopwear or other causes, if such exist, should govern in the valuation of stock on hand.

## What Constitutes Cost.

But what constitutes actual cost, is sometimes asked? In the opinion of the writer, the invoice of purchase, after deducting trade discount if any, and adding cost of freight, and drayage charges, would show the actual cost of goods. Discounts secured for cash should not be deducted from the cost, nor should railway charges for demurrage be added. The one is a reward earned through diligence, and the other a penalty suffered through negligence, and both constitute items of the current profit and loss account. Packing charges, which, in the case of chinaware or glassware, for instance, amounts to a serious item, are, of course, included in the invoice and form a legitimate part of the actual cost, but the cost of unpacking, if any, or of

warehousing, have no proper place in the cost, and should be charged direct to the profit and loss account. Shortages and breakages, if not recovered from the shipper, should also be debited to profit and loss, and not to the cost of the remaining goods as is often done. It has been claimed by some authorities, and not without some show of reason and equity, that the cost of the buying department should be charged to the cost of the goods purchased, on the ground that economies are effected thereby, and the goods placed on the shelves at a lower cost than they otherwise would. The writer fails to see the conclusiveness of the argument, however, because, if lower prices are obtained then longer profits are made possible, and the profits should therefore bear the burden.

## An Equipment Inventory.

With reference to fixtures and equipment, these should never be joined to the merchandise stocks, as is sometimes done. A separate inventory should be taken, and at a valuation, annually depreciated, until they reach a figure that would entail no loss in the event of realization of assets.

## Bills Receivable and Payable.

The next talk will deal with bills and accounts, receivable and payable, and other assets and liabilities that usually find a place in the average balance sheet. Before closing this talk, however, it might not be amiss to suggest an easy method for ascertaining the value of goods purchased by the gross, with only the gross price available. The writer happened to enter a drug store one day and found a clerk laboring over the cost each of a stock of tooth brushes which had cost varying prices per gross. Here was his process:—Divide the gross price by 144 to ascertain the cost each, then multiply by the number of brushes to find the cost. For instance 9 brushes at \$20.  $\$20.00 \div 144 = 138.9$  cents each.  $138.9 \times 9 = \$1.25$ , cost of 9 brushes. A tedious process this, and likely to exhaust the patience and ruffle the temper of any stocktaker, if much of it had to be done. The following method is much simpler, and though not mathematically accurate, is sufficiently exact for all purposes—seven times 144 equals slightly over 1,000, therefore seven times the price per gross, divided by 1,000, equals the cost each. Seven times \$20.00—\$140.00. Move the deci-

(Continued on page 36.)

How

In raising the retail articles the average has a few years ago been known. When the new line of taken, the —the winning general pul

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It is no soups made now they their field. However, part of the covered. M confident o vidual effort with a feeling both t must be r was the customer. If t ed, for it quality of to give a t to mention food, he or chase at opp one or more tive display. played a p. To the retailer credit in thi campaigns.

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Another work is in fruits and vegetables attention to canners went sult is found ed fruit in g cally identical idea, but as people have mode of living there was an men who either preserve fruit So the grocer tomers whom and day after peated it. H mark that fruit has a la steadily augm

## How Retailer Raises Standard of Quality

Evolution of High-class Goods Now Found on Shelves of Canada's Best Stores—Wherein Lies the Retail Dealer's Power to Sell Such Goods—Trend of the Times.

By Harry Theobald.

In raising the standard of groceries the retailer has played a prominent part. Articles that are now going into the average household were unheard of only a few years ago. They are now occupying a conspicuous position on the grocer's shelves alongside goods that have been known to the trade for a long time. When the manufacturer turned out some new line only the first step had been taken, the uncertain work still remained—the winning of the goodwill of the general public.

### Success of a New Line.

It is not so long ago that prepared soups made their first appearance. Just now they are having a wide sale, but their field is only partially covered. However, the most doubtful or difficult part of the road to success has been covered. Manufacturer and retailer are confident of the future, and their individual efforts henceforth will be made with a feeling of security that will enable both to attempt greater things. It must be remembered that the retailer was the court of last resort for his customer. If they enquired, he recommended, for it was his confidence in the quality of the goods that induced him to give a trial order. When they failed to mention this new idea in canned food, he or his clerks suggested a purchase at opportune times. He gave over one or more of his windows to attractive displays and his counters likewise played a part in the general scheme. To the retailer belongs a great deal of credit in this, as in many other similar campaigns.

### Raising the Standard.

Another example of the retailer's work is in preserved fruits. As canned fruits and vegetables turned the public's attention to the quality of these goods, canners went a step further, and the result is found in the increase of preserved fruit in glass. The jars were practically identical with the old homemade idea, but as in many other directions, people have been departing from the old mode of living; so it was felt that there was an opening to appeal to women who either would not or could not preserve fruit as did their grandmothers. So the grocer whispered to those customers whom he thought would buy, and day after day he or his clerks repeated it. Hardly is it necessary to remark that the high-quality preserved fruit has a large sale, and grocers will steadily augment it.

### The Watered Oyster.

It is likewise not so long ago that the watering of oysters was prohibited, and the new regulations caused an advance in price, but the public profited by receiving better quality, and, furthermore, they were paying for oysters and not for water. But the majority of purchasers overlooked the latter point, thinking only of the higher price. It remained for the retail grocer to make the necessary explanations, and to point out that oysters would no longer be water-soaked, but that they would be delivered with practically no loss of the freshness they possessed when taken from the beds.

And, note the rows of pickles, sauces, etc., that adorn the shelves of the average grocery. These, with many specialties, have been introduced by the retail trade. A customer may read about a new article, but she has never seen it and knows next to nothing about it. Her grocer, however, is asked his opinion, and as far as the individual woman is concerned, that is generally sufficient.

Grocers will affirm that some women are always skeptical about innovations

in foodstuffs. A customer does not say, "I see you have plum pudding now, Mr. Brown. Give me a two-pound tin." No, it is, "What's this plum pudding like, Mr. Brown?" Then it is probable that she will remark upon the vast amount of food that may be secured in tins. She will also want to know if many are buying it, or she may ask the price, depending upon her personal traits.

### Initiative of Some.

And so it goes. Many grocers wait for the manufacturer to produce a new line, but not a few scour the country for special or fancy lines that are sold elsewhere. Instances could be mentioned of those who visit the large cities in the United States for suggestions in the matter of new goods. Fancy biscuits, cakes and confectionery furnish sufficient examples in themselves of the advancement that grocers have made in the raising of the standard of their goods. The strongest evidence on this question, however, is to be gained from the older grocers. Those who have been thirty or forty years in the business can trace the evolution of the old-time store so dear to cartoonists down to the present-day emporiums found throughout the country.

In all the retailer has played a prominent part, and there is no likelihood of his losing the important position he holds in his relations with the manufacturer on the one hand, and the customer on the other.



Some Clerks Show a Disposition to Grumble When They Have a Little Extra Work to Do. This is not Giving Proper Service.

# Methods to Make January Busy Month

Strive to Maintain January Sales at Good Average—Should Not Invite Dullness by Stopping Advertising—Flour Should be Featured During Month—The Time to Start in on Season's Fish Campaign—Many Reasons Why Canned Goods Should be Pushed—Keep up Display of Nuts.

By W. J. Bryans.

January is regarded by many grocers as a quiet month. The very fact that they regard it as such has the tendency to make them listless and unambitious to make the first month of the year a good one in point of sales. Business during January should not be poor. The grocer has so many things at hand which may be brought into play in assisting sales that January trade should be appreciable in volume.

Dealers accustomed to fall back on their oars and allow January sales to sag below the average have in numerous cases admitted it was their own fault. By a change of attitude on their part and the expenditure of some real effort during this month, they have made January bear its full burden of the year's work. Others by swinging themselves into the line of aggressive dealers will also be able to keep the cash register working full time.

## Don't Neglect the Advertisement.

The mistaken idea exists that advertising during what is considered a quiet period is a waste of money. The fact that interest in the dealer's goods is at a low ebb is taken as a sign that interest cannot be aroused. Far from the truth. The quiet period is the time the dealer should advertise to maintain interest and sales at desired level. The dealer cannot afford to invite a dull season by discontinuing his advertising.

Flour should be given its share of attention during January. It has been neglected during the holiday season and now should be a splendid time to feature it.

## Cater to Farming Trade.

In country districts, the fall supply of flour put in by some farmers will be running low and they should be induced to replenish the stocks. The present is rather a slack season with majority of farmers—and they have more time to read your advertisements. A good flour ad. in the local paper should serve to arouse interest. Point out the features of your flour that will appeal to customers. Look up the advertising phrases that the flour manufacturers themselves use to induce sales for their product. They are valuable material for your advertising. Co-operate with the publicity being given to the flour you handle by the manufacturers. Do not forget the

sales impelling force of personal talks to customers about your flour when they visit your store.

The city grocer does not sell the same volume of flour. However, the baker is far from being supreme even in the larger centres. There still lingers with the city people the desire for the home made bread and a good window display may be turned to good advantage in making that desire so strong that it will create sales for flour. Pastry flour should also be given its share of attention, and as in bread flour, quality should be made the keynote.

## A Splendid Fish Season.

Real winter has now descended upon Canada to stay. The weather is now most favorable for the handling of fish and the retail grocer should give this department the prominence to which it is entitled. Fish are comparatively easily handled. They give a good profit. They attract customers to the store. The inducement for handling them is therefore strong. There is also a good reason for getting started at once, in the fact that if you get a customer's trade now you will probably retain it throughout the season and before the close of Lent trade is bound to be large.

## Push Canned Vegetables.

There are several good reasons for pushing canned goods this month. They are almost self apparent. Green goods and dry vegetables are scarce and high in price. Canned vegetables should therefore sell easily. Given attention to tomatoes, peas and corn, the three big lines, but don't forget beans, asparagus, beets, spinach, succotash, etc.

The dealer knows the amount of fruit put up by the housewife last year was comparatively small. He knows that his canned fruits and jams are prepared in a strictly sanitary manner and that they compare favorably with the home-made preserves. These are the arguments which he should use in selling canned fruits, jams and marmalades.

Now that more seasonable weather has set in, syrups and molasses should not be forgotten. Condensed and evaporated milk under the present scarcity and high price of the fresh article should sell well. It is not a well-known fact among consumers that condensed milk possesses all the advantages of the

fresh milk. This should be impressed upon them.

## Fruits and Nuts Will Sell.

The holiday season is over, but this does not mean that the sale of fruits and nuts is over. Indeed during January, sales in these lines should be good. Supplies and varieties are large enough for good display. Navel oranges will be improving in quality. Grapefruit, bananas and Malaga grapes are in ample supply. Lemon sales under the present weather should be large.

The retailer should not allow the sale of nuts to drop after the holiday. This used to be a common practice among nearly all grocers, but more and more they are coming to recognize that nuts will sell all year round. They possess a high food value that should be impressed on customers. They should not be shifted to the background but displayed where customers will see them.

Now, while the year is yet young, is the time to make a start towards a record year's showing. If the mid winter sales are kept up to a good standard it will assist materially in the year's total.

## GIVE ATTENTION TO WINDOW DISPLAYS.

Vancouver, B.C., Jan. 4.—(Special).—Vancouver grocers are noting much more than in the past the value of window display. This is especially so on the principal streets, notably Granville, where the west end trade is catered to, and a displayed article suggests a delicacy for the meal. The London Grocery, the A. & C., McDowell's and McTaggart's are instances of where the fullest advantage is taken of the store front. Another is May's Pantry Grocery. With perhaps smaller frontage on the street, an excellent pattern is followed. Entrance may be had to store on either side of a display with a square area, while against each wall are glass cabinets which give opportunity of view, while keeping the goods protected from the wind and weather.

A new feature is a silent salesman, not detached, just between the entrances, which commands the attention of those who stop to look for a moment. All these are attractive with glass and white tile.

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## Drummers Enjoy Song, Speech and Story

Snack Club Holds Annual Christmas Holiday Dinner—About Fifty in Attendance—President Geo. Smye the Toastmaster—Some of the Incidents.



ONCE upon a time—but before the stories begin it is necessary to say they were told by members of The Drummers' Snack. The occasion was their annual dinner at the Walker House, Toronto, last Friday evening. No further introduction is needed to express the intimation that there was a good time, not coming, but then and there.

William Algie, of Alton hamlet—"The Father of the Club"—is responsible for this appropriate 1911 yarn. Morning after the 21st—the September equinox, as he put it—Michael and Patrick met. Mike said to Pat: "Michael, did you vote against reciprocity?" "No," returned Patrick, "shure an' I did not." "Well, be jabbers," said Michael, "somebody did."

Sol Walters recited a story about "Pete Sousa's Bear Hunt." According to Sol it is one of Drummond's (unpublished) poems. Pete went out one day "for wan big bear." But the bear saw Pete first and, and—, but the shorthand notes on this story got lost so that the conclusion is necessarily omitted.

There is much talent among the members of the Drummers' Snack. Colonel Stoneman is a master in the art of elocution, and at the dinner told in true dramatic fashion, the story of how Bill Adams won the Battle of Waterloo—as related by Bill. Bill credits himself with searing off Bonaparte with a million behind him, while he—Bill Adams—had but a hundred picked men. Anyone who can believe Bill Adams henceforth is himself a true son of Ananais.

A Scotch boy one time was offered a gummy by a preacher if he would prevent his father from sleeping through the sermon. The boy was ambitious enough to give his services, and the first Sunday he earned his penny. The "meenester" was so encouraged over the success of the experiment that he made a deal with the boy to pay him a penny for every Sunday he prevented his father from disturbing the sermon by his

snoring. Next Sunday went by, but the father slept. The same thing was repeated the following Sunday. The "guid mon" met the lad during the week and wanted to know why he was not earning his penny. He had lost money, he thought, and wondered, because he was a Scotch boy. "Why, me fayther gies me tupence each Sabbath to le' him alone." That story goes to Wm. Algie's credit.

Michael Malone spoke to the toast, "Manufacturing and Commercial Interests," and touched upon some important national questions, such as technical education, which he strongly favored, Canada's natural resources and her possibilities. "Make technical education as thorough and broadcast as the collection of taxes," he said, and that means it will have to be pretty thorough.

"The Great Force" and "The Force Behind The Force" discussion between W. Pringle and Robt. Algie at the banquet table lost these drummers their "Tomato Bouillon with Whipped Cream en Tasse," part of their "Thedford Celery" and a portion of the "Broiled Restigouche Salmon Steak." They finished the argument, however, in time for "Venison Chop Farei" (whatever that means), and the "Frozen Egg Nogg." But whether a centrifugal force controls the universe or a force behind that again or the force behind the force behind the force behind the centrifugal force that controls it, is a conundrum for us all.

J. A. Willoughby, of Georgetown, Ont., the home secretary of the great and only annual Drummers' Snack outing, was there, and extended to the boys an advance welcome on their 1912 visit.

Robt. Algie became quite reminiscent, and referred in poetic terms to the infant days of The Snack at Alton. He very touchingly, as the dramatic critic might say, brought back to memory the picture of Alton School boys and girls proudly waving their Union Jacks through Alton streets. He hoped the good fellowship feeling among the boys would ever exist.

Here is another from Wm. Algie's story book: If our memory serves us right, it was about a Scotchman traveling from Edinburgh to Inverness. He handed some money through the wicket to a ticket clerk, who on passing back

the piece of pasteboard, ventured the following information: "Change at Aberdeen." "No, sir," replied the traveler, "eef you don't min' I'll tak' my change noo."

Charley Silver responded to toast to the Drummers' Snack Club. As he had been elected to the board of the Commercial Travelers' Association during the week, he was naturally quite elated and profusely thanked the Snack Club for their assistance. M. Matthews championed the cause of the ladies.

Speaking of talent among the drummers, one must not overlook Table 2, where the bagpipe band, led by Charley Smye, furnished fightin' music. Jack Wildfong and Geo. Campbell did parts of the skirlin'.

Billy Dore—Harry Lauder's double—and a great baseball player at the annual outings, performed well as usual. Lauder was out-Laudered, all right and—we'll get him to tell you the Scotch meenster's version of the ball game when no Sunday school students are about.

When Jack Wildfong's name was called for a song some decided to leave the room under the leadership of Sol Walters. But when Mr. Wildfong announced a recitation it was different. Those that came to scoff remained to listen. And it was something extra good—a medley.

Jack Charles looked the very picture of health in his patriotic Canadian song. Nothing seems a worry to him. W. Pringle and W. N. Shaver were other appreciated singers.

President Geo. Smye performed the arduous duties of toast master, ably assisted by Vice-President Billy Meen. In E. Jules Brazil, the club secured a premiere performer on the piano.

### On the Side.

Wm. Algie has a story on the origin of the Kandy Kid. Get him to tell it. Table No. 1 was too quiet for Walter Madill. So he left it.

In the bagpipe selections, Geo. Campbell kept time with a white handkerchief. He neglected to bring his plaidee.

Michael Malone has improved wonderfully in his method of delivering addresses from a year ago. No local option memory in his make-up.

Ernie Bowles, the club's official accompanist, was unavoidably absent.

To attend the Snack Dinner, Wm. Algie had to forego the pleasure of a dance with his wife which he regretted very

much. They have been married a long time too. Good fellowship strong there all right.

"Casey at the Bat," by Colonel Stoneman. Sufficient hath been said.

The Club's motto:

Here we stand,  
Bagmen, in a band,  
Knights of the grip are we,  
We greet our King,  
With a three cheer ring,  
For loyal Princes are we.

More poetry:

But pleasures are as poppies spread,  
You seize the flower, the bloom is shed;  
Or like the snowfall on the river.  
A moment white then gone forever.

## 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 COOKERY.

Editor Canadian Grocer.—Can you advise us of any firm in Canada from whom we can procure paper bags for cooking purposes; if not, where we can buy them in the States?

CHRISTIE & BENSON.

Nelson, B. C., Dec. 23.

Editorial Note.—These may be secured from Edward Lloyd, Ltd., Eastern Townships Bank Building, Montreal, and Jno. Dickinson & Co., 214 Lemoine Street, Montreal. The advertisement of Edward Lloyd, Ltd., appeared in The Grocer the same day as the enquiry was written.

### AUTO DELIVERY.

Editor Canadian Grocer.—In the Fall Campaign number of November 3, on page 109, is an interesting comparison of the cost between horse and motor delivery service.

I would like to have the names of two or three retail grocers who are using the motor delivery. Also some names of companies selling motor delivery wagons.

My annual turnover is from \$50,000 to \$60,000. Do you think it would pay to establish a motor delivery service? Aside from quality in the goods, I consider the delivery service the most important factor in building up a good grocery business.

I have been a constant reader of The Grocer for the past two years, and have received some very helpful suggestions from it. I do not see how any grocer who makes any pretensions of being up-to-date can get along without it.

Wishing The Grocer a prosperous New Year.

J. E. NIX.

Edmonton, Alta., Dec. 28.

Editorial Note.—Here are some names of retail dealers who have established motor car delivery: Stevens & Allan, Kamloops, B. C.; J. Ingham, Jr., 5 Market Street, Toronto; F. Simpson & Sons, 736 Yonge Street, Toronto, and Gallagher & Co., 107 King Street East, Toronto.

Among manufacturers of auto delivery wagons are following: Menard Motor Car Co., Windsor, Ont.; Commercial Motor Car Co., Windsor, Ont.; American-Abell Engine & Thresher Co., Toronto, and Ontario Motor Car Co., Bloor Street East, Toronto. We would judge auto delivery would be advantageous to your business.

### MOTOR DELIVERY AGAIN.

Editor Canadian Grocer.—In your Fall Campaign number, November 3, 1911, on page 109, you give an article on Motor and Horse delivery. Would you please give the address of manufacturers of motor delivery wagons? Saskatoon, Sask., Dec. 27, 1911.

McGILL & CO.

Editorial Note.—Answer to above query applies to this also.

### WATCH FOR THE GYPSIES.

A band of Gypsies has been traveling along the Lake Ontario shore and St. Lawrence river, extorting money from merchants, which bordered closely on stealing. Their mode of campaign in telling fortunes was to get merchants to produce money which they placed on the palms of their own hands, and went through some sort of seance, leaving, of course, with the money. In Belleville two of the Gypsy women were arrested for stealing various sums of money, totalling \$29. They pleaded guilty and, besides making restitution, they were assessed \$44 for officials' fees, court costs, etc.

### BETTER HOTEL ACCOMMODATION.

C.T.A. Pass Strong Resolution—Officers for 1912.

Toronto, Jan. 3.—Commercial travelers seem determined to secure recognition in the fight for better hotel accommodation throughout Ontario. At the annual meeting of the Commercial Travelers' Association of Canada, held in St. George's Hall last week, the question was thrashed out. The meeting found the members in fighting trim. A petition has been put into circulation

asking the Ontario Government to improve hotel accommodation, especially in local option towns.

The petition, which will be signed by nearly 8,000 commercial travellers, will be presented to the Government through the Provincial Secretary, Hon. W. J. Hanna. The Association passed a resolution that if the petition is again ignored, the members of the C.T.A. would then demand a Royal Commission to investigate hotel conditions and to suggest a remedy for the protection of the health and lives of the traveling public in all municipalities, whether under local option or license law. James Summers recommended that the Association march in a body to the Parliament Buildings to make this demand—if the petition were slighted by the Government.

W. H. Scott said the Association would expect the Government to adopt either of the two policies—to directly license and control all hotels and insist on proper accommodation, or pass legislation which would require municipalities under local option to provide proper hotel accommodation.

The officers for 1912 are as follows:—President, Robert Gemmell; first vice-president, S. Stirling; second vice-president, Jas. G. Kane; secretary, James Sargent; treasurer, E. Fielding.

Montreal has won the Chinese egg case now well-known to Grocer readers. The Court of Appeal has reversed the decision of Justice Weir.

Beginning on Saturday, Jan. 6, grocers of Port Hope, Ont., will close their places of business at 10 o'clock, and no orders for delivery will be taken after nine o'clock.

Wentzells, Limited, Halifax, Nova Scotia, has been reorganized through Canadian Investors, the new company including some prominent investors. The management will be divided between H. W. Wentzell and J. J. Penny. The board of directors is composed of H. W. Wentzell, president; O. E. Smith, vice-president; Joseph J. Penny, R. Moulten, M.H.A., and G. F. Ring.

### MANAGEMENT OF RETAIL BUSINESS.

(Continued from page 32.)

mal to the left three more places, to divide by 1,000, and we have .140 or 14 cents each and \$1.26, the cost of 9. The difference is so fractional as to be inconsequential, and the method involves only a slight mental effort. There are many quick methods of figuring, reference to which will be made from time to time in the course of these talks, and all of which will prove helpful in reducing the labor incident to the transaction of business.

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# 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 12060.  
 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.

## PLAN FOR THE FUTURE.

The beginning of a new year suggests to the dealer a time for planning ahead. In business the man who allows to-morrow to take care of itself is not the man to make any great success. The future should be well taken care of and this is true in the grocery business as well as in any other.

A resume of the past year will furnish the basis for consideration of improvements in 1912. Mistakes occurred last year which should not be repeated. By planning ahead and watching the business, closely errors and small leaks that have caused loss before can be avoided.

How many times in the past have you said: If I had only foreseen this earlier I would have saved some money! Losses have occurred through not buying at the proper time. There are leaks in bookkeeping, in weighing, in losing goods through unsanitary methods, in delivery, etc., which can be eliminated with forethought.

Advantage should be taken of holidays, special occasions, and seasons to sell extra goods. Methods for doing this should be thought out well ahead of time and the most made of them.

Some writer has said every great institution is the lengthened shadow of a single man. What has made these institutions great has been the ability of the men behind to see into the future and to make the necessary plans to meet the coming conditions.

## WESTERN WHEAT SITUATION.

Threshing has again been checked, throughout the West owing to the extremely cold weather which has arrived with the new moon. During the last week the thermometer has been in the neighborhood of 20 below zero and in many places falls of snow have put a stop to threshing for a week at any rate. As long as the weather remained mild threshing went forward at many points and would have been more general had there appeared to be any chance of getting the grain to the head of the lakes within a few days after it was threshed.

It is now recognized by all that it is unsafe to store newly threshed grain in local elevators for more than

a few days owing to the quantity of snow and ice which is mixed with the grain when it comes from the machine. If this cold weather lasts and if storms are now to be of frequent occurrence, there is little doubt that there are many thousands of bushels which will never be threshed in Western Canada.

A conference was held at Fort William recently between those interested in the grain trade and railway representatives, and many important promises were made by the railroads as to remedying unsatisfactory existing conditions.

Several comments are being made regarding the possibility of shipping through southern ports in bond in order to relieve the congestion at the present time. As yet, however, no definite move has been taken, and conditions are being watched with interest.

## CONDEMNED BY HER OWN GOODS.

Early in December when some dealers had not received new goods they were selling last year's. The quality of these was not always of the best. Particularly was this true in the case of walnuts in the shell. The Grocer's attention was brought to a specific case which happened in a Western Ontario city, and which bears a somewhat humorous tinge.

A woman customer had purchased some walnuts in an Italian store, the majority of which were found to be of inferior quality. Next time she was on a purchasing trip in this store she wanted more walnuts, but stipulated they must be good, as the last were practically all worm-eaten.

"Oh, yes," said the Italian saleswoman, "these nuts are all good, and just to show you I'll crack one or two."

The first was bravely opened, but it turned out to be bad.

She broke another with a little less confidence, but it, too, had seen better days.

Looking up at the customer with a half smile, and unconscious of any presence of wit, she remarked: "These nuts make me lie."

## POINTED EDITORIALS.

The lobster catch of Nova Scotia, which began December 15, is expected to show an increase over that of last year. The season runs to June 15, 1912.

The export of molasses from Barbados up to the middle of October of the years 1910 and 1911 averaged 77,000 puncheons for each year. Of this total of 154,000 puncheons, Canada received 105,000.

No matter how small your business is now, there is no limit to its possible growth and development if you study the best methods of getting more business. Guess-work has no place in the business world of to-day.

Production of eggs is increasing and prices on new laid are easing off. Warm December weather had something to do with this, but so also had the educational campaigns among the farmers. Scientific retailing will bring results just as will scientific farming.

The Commercial Travelers' Association of Canada are united for better hotel accommodation in Ontario. Their campaign is a worthy one, and let us hope their demands will be met. Travelers should have the same protection in hotels as at home, and they are entitled to much better accommodation than they now receive in many Ontario towns and villages.

## New Year Plans for Advertising

Retailer Asks How Publicity Can be Made Most Profitable—  
Suggestions on How Circular Should be Written to Produce  
Best Returns—Should Contain Straight Business Talk, No  
Strictly Personal Matter and No Flippancy.

\*By Henry Johnson, Jr.

This letter opens up a vein of thought which should result in our realizing extra profits during 1912. Judicious advertising will help us just as much as any other one thing we can do. Maybe I shall touch on some things I have said before, but, also, maybe, they will bear repetition. It is a thoughtful letter:—

Editor Store Management, Canadian  
Grocer:—

Dear Sir,—We are looking for advice as to the best means of advertising so as to increase our business. We are located in a neighborhood at the outskirts of the city; beyond and around us are about 1000 homes. We have the largest, best stock in the neighborhood, notwithstanding we have four other stores about us. With the amount of stock we carry we feel our business should be larger. Located, as we are, newspaper ads would not give returns in proportion to the amount invested. For the past two years we have been sending out postal cards every two weeks, changing the line as well as the heading with each issue. Five hundred is the number sent out last two weeks. This, while we receive some returns, does not seem to be just what is wanted to catch business. Any suggestions you may offer will be appreciated.

Yours truly, J. D. & Son.

I feel sure of one thing—that the ads sent out by J. D. & Son are readable, snappy, lively, to the point. For here in just a few lines they have told me all about their own situation; what advantages they have and what competition is in their way. There is the ring of conviction, of complete faith, in what they say about their store. They have advantages to offer and they know what those advantages are.

### Arrange Careful Mailing List.

The problem, then, would seem to be: How to present these points to each of the housewives of those thousand homes so as to carry complete conviction to all of them—as nearly as may be.

The present method, all things considered, is not bad. In fact, I think, such direct, personal appeals, with some modification, will be best for them to continue to use. I should say, first make up your mailing list very

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

carefully so that you may send your cards to just the right people and to all the right people. If there are a thousand homes that you would like to reach, whose occupants would make desirable customers, let your list be 1000. If only 500 are "your kind," limit your list to 500; and if any number between those two will best cover the ground, take that number. Remember, that the cost of getting up 500 cards is about the same as printing 1000; while, if it pays to spend \$5 for postage, it may pay twice as well to spend \$10—and it may not.

Let us next consider the matter to be used. They have not sent me a sample of the cards. Had they done that I might be able to suggest improvements in their present matter. I should like to have one; but now I should suggest the change from cards to circular letters enclosed in envelopes and mailed for 1c. postage. The only difference in cost will be a trifle for stationery and a little more composition. As the circulars will go out every two weeks, there will be no trouble about getting up enough interesting matter for each letter.

### Make Business Offer.

Make no attempt to make these appear as individual, or personal letters. Everybody is now "onto" the imitation letter, in the first place, and, secondly, it is very difficult to make things "hitch" in getting up such a letter. I can illustrate what I mean. Let us say you begin your letter with the suggestion that hitherto you have not been successful in creating interest, as: "We are surprised, and troubled, that we are not able to interest you in our offerings," and send this to a lady who has been trading with you pretty regularly for a year; you can see that the resulting impression might not be happy. But if, making no attempt to appear personal, you began: "We offer for the next three days," you would appeal to every reader, whether customer, occasional buyer, or utter stranger, alike.

Begin the series—and now I have in mind the man who is going to adopt this method January 1, as much as I think of the present correspondent—with simple, plain offerings of seasonable, up-to-date, interesting items. Your inventory will have revealed some things you should make special effort to clean up—at "any old price" to turn them into

live capital. This does not mean that those things need be old, undesirable or in any way inferior; they are simply not moving rapidly enough, and here is your chance to make a fair inducement in such a way that the concession in price will legitimately go into your advertising, sales-promotion expense. You can thus "turn defeat into victory," reaping a good harvest from what would otherwise be a field of thistles. Lead off with one or two of those things—do not make a big bargain-list of any letter. The plan is to educate the readers to take interest in every letter because of some distinct price-inducement, and then to use that interest to talk about your regular goods and service.\* This plan will make your letters an institution whereby you and your customers will be kept steadily in touch with each other. I mean to say that you should always follow the special item or two with offerings at your regular prices, but right prices, of seasonable goods with brief, pithy descriptions, and "talky"—not windy—suggestions as to their special uses, particularly if there be some timely reasons for their purchase and use NOW.

### Use Convincing Talks.

Let me emphasize that matter of describing goods. It is of primary importance. We are so accustomed to picture any item in our stock to ourselves from the barest quotation that we are very apt to forget that our customers think of many things besides groceries; hence such quotations may mean very little to them. On such a staple as canned corn, about which every woman should seem to know, do not say "B & M Sugar Corn, 14c per can." Say: "Extra tender, very sweet, richly-flavored Sugar Corn; grown in Ontario, the district famous the world over for this particular article; B & M packing, which means the very highest grade possible to pack; per can, 14c; dozen, \$1.65—for this week only." Feature such goods as you may yourselves control—laying stress on their character and quality always. You can talk of these things regularly, steadily, running different items in every letter. A slight concession may often be made, but never offer these at any price which does not pay you a good margin. You are in business for profit, largely, and advertising which does not sell goods at a PROFIT is not properly advertising, nor will it really build trade. It is slower to build than to tear down, but trade-building pays. You expect to stay in business, remember that.

### A Snappy Reader.

Here, however, is an example of special offerings that is too snappy for me to pass up: A bright grocer who  
(Continued on page 43.)

POINTEF

Hallow's  
Valencia  
Shelled  
Pecans—

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" " 10

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" " "

Red Seal, in ca

Crystal diamor

" " "

" " "

Crystal Diamor

" xtra ground,

" " "



# 1912 Grocery Trade Opening Up Well

First Week Compares Favorably With Other Years—Sugar Still Holds Weak Position—Dates Display Easier Tendency—United States Tomatoes Still Climbing—Primary Market on Shelled Walnuts Higher—Prunes Firm On Coast—Brazil Nuts Well Cleaned Up on Most Markets.

## QUEBEC MARKETS.

### POINTERS:—

- Hallow'ee Dates—Price lower.
- Valencia Raisins—Firm.
- Shelled Walnuts—Up 2 cents.
- Pecans—Up 1 cent.

Montreal, Jan. 4.—The grocery trade has already left behind another milestone and is putting forward a bold foot in the highway of 1912. The various houses report a good year with a splendid holiday trade, and it only remains now for collections to come in promptly and jobbers will have no regrets for the splendid business that was felt during the past few months of the year. The extensive stocks were ordered, arrived, carted about, sent out to the retail trade, and all this work will be forgotten when the books will show a complete settlement. The present week has been quiet. A few travelers are out, but they are not numerous. Then, again, Monday was a holiday, and Saturday, the feast of the Epiphany, will find many of the houses closed for the day. Thus, only four days remain for active business, and last week was disturbed by the holiday spirit. However, the coming week will find a noticeable return to the former commercialism, and the thoughts of the trade will be bent upon an effort to suppress the records and figures established in 1911. Undoubtedly there has been an advancement in the trade during the past year, particularly among retailers. The next twelve months should find the trade progressing in proportion, following the grocery markets closely and doing their share toward elevating the business to the plane it deserves.

**SUGAR.**—The holiday trade overlooked sugar to a certain extent, and while an ordinary demand was felt this market was otherwise quiet. Prices have remained at the \$5.65 basis, although it is difficult to tell how long it will remain at that figure. Expectations of lower prices prevail and buying is of the light order that is noticeable at such times.

Granulated, bags	5 65
" 50-lb. bags	5 70
Imperial	5 50
Beaver	5 55
Paris lump, boxes, 100 lbs.	6 35
" 50 lbs.	6 45
" 25 lbs.	6 75
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls.	6 35
" 100 lb. boxes	6 45
" 50 lb. "	6 55
" 25 lb. "	6 75
" 5 lb. cartons, each	0 37 1/2
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 1/2
" xtra ground, bbls.	6 10
" 50-lb. boxes	6 00
" 25-lb. boxes	6 80

Powdered, bbls.	5 90
" 50-lb. boxes	6 10
Phostix	5 65
Origan coffee	5 40
No. 2 yellow	5 40
No. 1 "	5 25
Bbls. granulated and yellow may be had at 5c. above bag prices.	

**SYRUP AND MOLASSES.**—The molasses market remains firm with prices steady. As the winter season advances stocks should run low before the first shipments of the summer. Syrup is enjoying a good run now and, to the retailer, offers but little difficulty for a seasonable selling effort at any time.

Fancy Barbados molasses, puncheon	0 38	0 40
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45
Onitoe Barbados molasses, puncheon	0 34	0 36
" " " barrels	0 37	0 39
" " " half-barrels	0 39	0 41
New Orleans	0 25	0 26
Antigua	0 30	0 31
Porto Rico	0 41	0 42
Corn syrups, bbls.	0 03	0 03
" 1-bbls.	0 05	0 05
" 1-bbls.	0 03	0 03
" 25-lb. pails	1 70	1 70
Case, 2-lb. tins, 2 doz. per case	1 25	1 25
" 5-lb. " 1 doz.	2 75	2 75
" 10-lb. " 1 doz.	2 65	2 65
" 20-lb. " 1 doz.	2 60	2 60

**DRIED FRUIT.**—Valencia raisins are quite firm, and will likely be quoted at a higher price should the demand be sustained. Supplies are said to have passed entirely out of first hands. Dates of the new crop are quoted a little lower this week with the passing of holiday season. Currants are firm in sympathy with the stronger reports from Greece. There is not a great deal of interest in apricots and peaches these days. Prunes are firm, and in short compass. One report says that out of a crop of 160,000,000 to 170,000,000 pounds there are left but 350 cars or approximately 7,000 tons.

Evaporated apricots	0 21	0 24
Evaporated apples	0 94	0 16 1/2
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filigras, per lb., not cleaned	0 07	0 07 1/2
" " cleaned	0 07 1/2	0 08
" 1-lb. packages, fine filigras, cleaned	0 08	0 09 1/2
" Patras, per lb.	0 09	0 09 1/2
" Voetizas, per lb.	0 09 1/2	0 10
Dates, 1-lb. packages	0 07	0 07 1/2
Dates, Hallowee, loose	0 05 1/2	0 05 1/2
Figs	0 11	0 11
Figs, 3 crown	0 07 1/2	0 10 1/2
Figs, 4 crown	0 08	0 10 1/2
" 5 crown	0 08 1/2	0 10 1/2
Figs, 6 crown	0 09	0 14
Glove boxes, 16-oz., per box	0 10 1/2	0 11 1/2
Glove boxes, 10-oz., per box	0 07	0 07 1/2
Prunes—		
30-40	0 16	0 18
40-50	0 14	0 16
50-60	0 13	0 14
60-70	0 12	0 13
70-80	0 11 1/2	0 12
80-90	0 11	0 11 1/2
90-100	0 10	0 11
Bosina prunes	0 08	0 09

Raisins—		
Choice seeded raisins	0 09 1/2	0 10 1/2
" fancy seeded, 1-lb. pkgs.	0 10 1/2	0 11 1/2
" loose muscatels, 3-crown, per lb.	0 08	0 08
" 4-crown, per lb.	0 09	0 09
Seedless, new, in packages	0 10	0 10
Seleot raisins, 7-lb. box, per box	0 63 1/2	0 63 1/2
Sultana raisins loose, per lb.	0 12	0 12
Sultana raisins, 1-lb. cartons	0 14	0 16
Malaga table raisins, clusters, per box	2 50	2 75 1/2
Malaga table raisins, clusters, per box	0 80	1 90
Valencia, fine off stalk, per lb.	0 07 1/2	0 08
" select, per lb.	0 08 1/2	0 09
" 4-crown layers, per lb.	0 08 1/2	0 09

**NUTS.**—There are several changes to be noted in this market for the week. Shelled walnuts are up two cents a pound and pecans up at least one cent a pound. Prices should surely go higher before the new crop is on the market. The holiday trade was reported a good one and it was apparent that the old custom is not dying out.

In shell—		
Brazil	0 21 1/2	0 22 1/2
Filberts, Sicily, per lb.	0 10 1/2	0 12
" Barcelona, per lb.	0 10 1/2	0 12
Tarragona Almonds, per lb.	0 16	0 17 1/2
Walnuts, Mayette Grenobles, per lb.	0 15 1/2	0 17
" Marbots, per lb.	0 13	0 14
" Cornes, per lb.	0 10	0 11
Hungarian	0 13 1/2	0 15
In shell—		
Almonds, 4-crown selected, per lb.	0 36	0 37
" 3-crown "	0 32	0 34
" 2-crown "	0 31	0 32
" 1-crown standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 33	0 35
Walnuts	0 15	0 17
Peanuts—		
American—		
J. patense roasted	0 08 1/2	0 09
Coon, roasted	0 08 1/2	0 09
Diamond G, roasted	0 09 1/2	0 10
Sun, roasted	0 11 1/2	0 12
Sun, roasted	0 10	0 10
Spanish, No. 1	0 18	0 19
Virginia, No. 1	0 18	0 19
Pecans, jumbo	0 19	0 21
Pistachios, per lb.	0 19	0 21
Walnuts—		
Bordeaux halve, bright	0 35	0 37
Broken	0 28	0 30

**PEEL.**—There is nothing important in this market now that the holiday season is over. There will be a little trading now and then but not in the same volume.

Orange	0 11	0 14 1/2
Lemon	0 10	0 14
Citron	0 17	0 18

**RICE.**—The market is steady under conditions that have existed for some time. Demand is steady and the strength that was given the market some months ago shows no signs yet of being withdrawn.

Rangoons—		
Rice, grade B, bags, 250 lbs.	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
" " " 1 1/2 lbs.	3 55	3 65
" " C.C., bags, 250 lbs.	3 55	3 65
" " " 100 lbs.	3 55	3 65
" " " 50 lbs.	3 65	3 75
" " pockets, 2 1/2 lbs.	3 65	3 75
" " " 1 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
Japans—		
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
Tapioa, medium pearl, lb	0 07	0 08
Seed, lb	0 07	0 08

**PEAS AND BEANS.**—It might be well said that there is none firmer than this market. A good demand usually prevails at this season but when supplies are short a setback is received. Just now prices are firm and supplies quite limited.

Split Peas, per bag, 98 lbs.	3 50	4 00
Whole Peas, per bus, 60 lbs.	1 80	2 00
Pot Barley, 98 lb. bag	3 67	3 67
Pearl Barley, 98 lb. bag	4 75	4 75
Beans, white, per bus, 60 lbs.	2 40	2 55

TEAS.—Practically nothing new can be said about tea. The market has been firm and it remains so.

Japan—			
Choicest	0 40	0 50	
Choice	0 35	0 37	
Fine	0 30	0 35	
Medium	0 16	0 30	
Good common	0 21	0 24	
Common	0 17	0 21	
Ceylon—Broken Orange Pekoe		0 21	0 40
Pekoes	0 30	0 23	
Pekoe Souchongs	0 30	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—Pingsuey gunpowder, low grade	0 14	0 18	
" " pea leaf	0 20	0 30	
" " pinhead	0 30	0 50	

COFFEE.—The coffee market continues in its old position with no particular change to interest the trade. The question now appearing more than ever in regard to coffee is whether there is any noticeable decrease in consumption.

Mocha	0 25	0 28	Santos	0 22	0 24
Rio	0 21	0 23	Maracaibo	0 23	0 26
Mexico	0 25	0 28			

CANNED GOODS.

MONTREAL.—Jobbers who have run short of prominent lines of canned goods filled up with purchases from across the border. Golden wax and Refugee beans, for instance, ran short, but were replaced by imported goods. Likewise tomatoes and peas were purchased with a view to tiding over the coming year's demand. However, with raspberries, blueberries, etc., lines that are higher than the rest, some will not try to replace them, considering such a move but a loss of money, unnecessarily. Present enquiry is not heavy.

FRUITS		Group A
2s—Cherries, black, pitted, heavy syrup	1 92	1 95
2s—Cherries, black, not pitted, heavy syrup	1 52	1 55
2s—Cherries, red, pitted, heavy syrup	1 92	1 95
2s—Cherries, red, not pitted, heavy syrup	1 52	1 55
Gal—Cherries, red, pitted	8 12	8 55
Gal—Cherries, red, not pitted	2 02	2 50
2s—Cherries, white, pitted, heavy syrup	1 62	1 65
2s—Cherries, white, not pitted, heavy syrup	1 97	2 00
2s—Currants, black, heavy syrup	2 27	2 30
Gal—Currants, black, standard	5 27	5 30
Gal—Currants, black, solid pack	8 27	8 30
2s—Currants, red, heavy syrup	1 97	2 00
2s—Currants, red, preserved	2 27	2 30
Gal—Currants, red, standard	5 27	5 30
Gal—Currants, red, solid pack	8 27	8 30
Gal—Gooseberries, heavy syrup	2 25	2 27
Gal—Gooseberries, standard	7 00	7 02
2s—Lawtonberries (blackberries), h. syrup	1 97	2 00
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
Gal—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	1 80
Gal—Rhubarb, preserved	2 50	2 50
Gal—Rhubarb, standard	3 90	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	1 10
3s—Apples, preserved	1 80	1 80
Gal—Apples, standard	3 05	3 05
Gal—Apples, preserved	5 30	5 30
2s—Blueberries, (huckleberries) standard	1 50	1 50
2s—Blueberries, (huckleberries) preserved	1 50	1 50
Gal—Blueberries, (huckleberries) standard	5 30	5 30
Gal—Blueberries, (huckleberries) preserved	2 00	2 00
Gal—Gooseberries, solid pack	8 80	8 80
Gal—Grapes, white Niagara, preserved	1 55	1 55
Gal—Grapes, white Niagara, standard	3 55	3 55
2s—Peaches, white heavy syrup	1 90	1 90
2s—Peaches, white heavy syrup	2 57	2 57
3s—Peaches, white heavy syrup	2 90	2 90
1s—Peaches, yellow flats, heavy syrup	1 55	1 55
2s—Peaches, yellow flats, heavy syrup	1 90	1 90
2s—Peaches, yellow flats, heavy syrup	2 60	2 60
3s—Peaches, yellow flats, heavy syrup	2 90	2 90
3s—Peaches, whole, yellow heavy syrup	2 10	2 10
3s—Peaches, pie, not peeled	1 50	1 50
3s—Peaches, pie, peeled	1 70	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
2s—Pears, Bartlett, heavy syrup	2 15
2s—Pears, Bartlett, heavy syrup	2 40
2s—Pears, Flemish Beauty, heavy syrup	2 15
2s—Pears, Flemish Beauty, heavy syrup	2 40
2s—Pears, light syrup, globe	1 35
3s—Pears, light syrup, globe	1 75
3s—Pears, pie, not peeled	1 40
3s—Pears, pie, peeled	1 55
Gal—Pears, pie, peeled	4 55
Gal—Pears, pie, not peeled	4 10
2s—Plums, Damson, light syrup	1 30
3s—Plums, Damson, light syrup	1 05
2s—Plums, Damson, heavy syrup	1 45
Gal—Plums, Damson standard	3 55
2s—Plums, egg, heavy syrup	1 45
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	4 05
Gal—Plums, green gage, standard	4 05
2s—Plums, Lombard, light syrup	9 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 45
1-lb. flats, per dozen	1 55
1-lb. flats, per dozen	2 51
After December 1st prices advance 2 1/2 cents per dozen.	
Other salmon—all talls—	
Red Sockeye, per doz	2 25 2 35
Red Spring, per doz	2 0 2 10
Ochoes, per doz	1 80 1 90
Pinks, per doz	1 25 1 35
Lobster—	
1-lb. flats, dozen, \$2.90, \$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 26 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

ONTARIO MARKETS.

POINTERS—  
Hallowee Dates — Third shipment lower.

Prunes—Strong on Coast.  
Shelled Walnuts — Primary market higher.

Brazils—Market bare of stocks.

Toronto, Jan. 4.—Another successful year for the Canadian grocery trade has been left behind and entry made into another period of endeavor. With a great many dealers, both retail and wholesale, it not only marks the opening of another calendar year but of their business year as well. A good many jobbers have taken advantage of the temporary lull after the holiday rush to take the annual inventory, while this has not been uncommon in the retail trade either.

This week, trade has shown a tinge of quietness, especially when compared with amount of business that has been rolling in during the previous weeks. Holiday goods have seen their day and interest has not yet been revived in staples.

Compared with other years, however, 1912 has opened up well. Travelers are again back on the road and orders should soon be coming in from the country.

SUGAR.—Sugar situation to-day is practically a repeat of that of last week with lower prices being looked forward to. One sugar man stated it was felt New York was pitted for another easing off and that it was quite possible

such decline would start Canadian prices downward.

Extra granulated, bags	5 75
" " 20 lb. bags	5 85
Imperial granulated	5 55
Beaver granulated	5 55
Yellow, bags	5 35
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.	6 15
" " 50-lb. boxes	6 35
" " 35-lb. boxes	6 45
Powdered, bris.	5 95
" " 50-lb. boxes	5 95
" " 35-lb. boxes	6 35
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 65
" " in 50-lb. "	6 75
" " in 25-lb. "	6 95

SYRUPS AND MOLASSES.—These two lines have not come in for great deal of attention of late except that molasses was featured by retailers for Christmas baking. With arrival of new year and more reasonable weather retailers will find good results from pushing these goods.

Syrups—	Per case	1 gal. 24 to case	5 40
2-lb. tins, 2 doz		Pinta, 24 to case	3 00
in case	2 40	Maple Syrup—pure	
5-lb. tins, 1 doz		1 gal., 6 to case	6 60
in case	2 75	1 gal., 12 to case	7 25
10-lb. tins, 1 doz		Quarts, 24 in 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	New Orleans	
Half barrels, lb.	0 03	medium	0 30 0 35
Qtr. barrels, lb.	0 03	New Orleans	
Pails, 3 1/2 lbs. ea.	1 75	barrels	0 28 0 32
Pails, 2 1/2 lbs. ea.	1 25	Barba-los, extra	
Maple syrup—Compound		fancy	0 45
Gallons, 6 to case	4 80	Porte Rico	0 45 0 52
1 gal., 12 to case	5 40	Muscovado	0 30

DRIED FRUITS.—Immediate changes in dried fruits are practically nil this week but there are several lines which display features of interest, mostly all denoting strengthening tendency. Dates are an exception however, for although prices remain the same, arrival of the third shipment is expected soon and prices will rule somewhat easier on Hallowees.

Spot currants hold steady under strong statistical position held. Steadiness is also apparent in Valencia raisins. A report from the Coast says that prunes are held at a material advance this week over last by all operators. Nearly all holders are firm at the outside quotations.

Demand for peels with the passing of the holiday will form but a small item.

Prunes—		
30 to 40, in 25-lb. boxes	0 16	
40 to 50 " "	0 15	
70 to 80, in 25-lb. boxes	0 10	
80 to 90, in 25-lb. boxes	0 09	
90 to 100, in 25-lb. boxes	0 09	
Same fruit in 50-lb. boxes 1/2 cent less.		
Apricots—		
Choice, 25 lb boxes	0 23	0 24
Fancy, " "	0 25	0 25
Candied Peels—		
Lemon	0 10	0 11
Orange	0 10	0 12
Fig, 2 to 2 1/2 inches, per lb.	0 10	0 13
Tapnets	0 04	0 04
Bag figs	0 04	0 07
Dried peaches	0 17	0 18
Dried apples	0 08	0 09
Evaporated apples	0 09	0 10
Currants—		
Fine Filletas	0 07	0 08
Patras	0 08	0 08
Uncleaned 1/2 cent less		
Raisins—		
Sultana	0 11	0 13
" fancy	0 14	0 14
" extra fancy	0 16	0 17
Valencia selected	0 08	0 08
Seeded, 1 lb packets, fancy	0 09	0 09
" 16 oz. packets, choice	0 08	0 08
New Dates—		
Hallowee		Package dates, per 1 lb. 0 07
Full boxes	0 06	Farda choicest 0 09
Half boxes	0 07	

COFFEE statistical strong. The market feels be doing a

Rio, roasted	
Green Rio	
Santos, roasted	
Maracaibo	
Bogotas	

NUTS.—  
ed in nuts on. Shells receive just Shelled were quote price at has been on are most li as stated of continue practically

Almonds, Formi	
" Targa shells	
Walnuts, Greno	
" Bordes	
" Marbot shelled	
Pilberts	
Pecans	
Brazils	
Peanuts, roasted	

SPICES.—  
largest dem age trade is ets are gen turning out

Allspice	
Cassia	
Cayenne pepper	
Cloves	
Cream tartar	
Curry powder	
Ginger	
Mace	
Nutmegs	
Peppers, black	
Peppers, white	
Poultry spice	
Pickling spice	
Turmeric	

Range for pure 2 cents per lb. bel Mustard seed, per lb Celery seed, per lb Shredded coconut

RICE AN  
been no p markets rice lines. The crops of las that Standa at \$3, is no is normal f

Standard B, from	
Montreal	
Rice, standard B.	

Rangoon	0
Fancy rangoon	0
Patna	0
Japan	0
Java	0
Carolina	0

BEANS.—  
quiet and w Dominion w down from who believe tained are n small stocks and the fac Canada is

adian prices

.....	5 75
.....	5 85
.....	5 55
.....	5 55
.....	5 35
urnished	
.....	6 15
.....	6 35
.....	6 45
.....	5 95
.....	5 95
.....	6 35
.....	7 10
.....	7 60
.....	6 75
.....	6 95

ES.—These great deal t molasses Christmas year and ailers will ing these

ase ....	5 40
ase ...	3 00
ip—pure	
case....	6 60
o case..	7 25
case....	7 25
ase....	4 00
to case	3 50
er gal—	
1s.....	0 30 0 35
1s.....	0 28 0 32
tra.....	0 45
.....	0 45
.....	0 30

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y under Steadica rais-says that advance perators.e outside

assing of all item.

.....	0 16
.....	0 15
.....	0 10
.....	0 09
.....	0 09

0 23	0 24
.....	0 25

0 16	0 18
------	------

0 10	0 13
0 04	0 04
0 04	0 07
0 17	0 18
0 08	0 09
0 09	0 10

0 10	0 12
------	------

0 11	0 12
0 14	0 14
0 16	0 17
0 08	0 08
0 09	0 09
0 08	0 08

0 07	0 10
0 09	0 10

COFFEE.—The year has opened with statistical position of coffee at least strong. There is no change in the chief market features. The retailer seems to be doing a good trade in this beverage.

Rio, roasted.....	0 22 0 23	Mocha, roasted.	0 30 0 32
Green Rio.....	0 20 0 21	Java, roasted...	0 32 0 35
Santos, roasted.	0 24 0 25	Mexican.....	0 27 0 28
Maricaoibo, "	0 24 0 25	Guatemala.....	0 24 0 25
Bogotas.....	0 26 0 27	Jamaica.....	0 24 0 25
		Chicory.....	0 10 0 12

NUTS.—Much less interest is displayed in nuts than prior to the festive season. Shelled varieties are expected to receive just as much prominence as ever. Shelled walnuts for January shipment were quoted considerably below to-day's price at one time, but primary market has been on upward trend, so that prices are most likely to rule steady. Almonds as stated before, are not without signs of continued steadiness. The market is practically bare of Brazils.

Almonds, Formigetta.....	0 15 0 15
" Tarragona.....	0 16 0 17
" shelled.....	0 34 0 38
Walnuts, Grenoble.....	0 15 0 16
" Bordeaux.....	0 12 0 13
" Marbots.....	0 13 0 14
" shelled, new.....	0 35 0 38
Pilberts.....	0 11 0 12
Pecans.....	0 17 0 18
Brazils.....	0 21 0 21
Peanuts, roasted.....	10 0 13

SPICES.—This is not the season of largest demand for spices, but an average trade is in evidence. Primary markets are generally firm. Cloves are not turning out as well as first estimated.

	Tins	4-lb. pkgs.	4-lb. tins
Allspice.....	15-18	60-70	70-80
Cassia.....	24-32	85-115	95-125
Cayenne pepper.....	22-31	80-105	90-115
Cloves.....	22-29	75-95	85-110
Cream tartar.....	28-40	90-100	
Curry powder.....	25-40	65-85	75-95
Ginger.....	50-80		00-2 75
Mace.....	35-60	90-100	1 50-2 50
Nutmegs.....	22-40	67-75	80-90
Peppers, black.....	29-00	90-1 05	1 05-1 15
Peppers, white.....	17-27	65-95	75-110
Pastry spice.....	18-22	75-90	75-100
Pickling spice.....	16-00		
Turmeric.....			

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

Mustard seed, per lb. in bulk.....	0 12
Celery seed, per lb. in bulk.....	0 20
Shredded cocoanut, in pails.....	0 19 0 22

RICE AND TAPIOCA.—There have been no price changes. In primary markets rice holds a firm position in all lines. The effects of the decreased crops of last year is shown in the fact that Standard B, quoted one year ago at \$3, is now \$3.75 per cwt. Demand is normal from retailers.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal.....	3 65
Rice, standard B.....	3 75

Per lb.		Sago, medimm	
Rangoon.....	0 03 0 04	brown.....	0 05 0 06
Pancy rangoon.....	0 05	Tapioca.....	
Patna.....	0 05 0 06	Bulet, double.....	
Japan.....	0 05 0 07	roat.....	0 08
Java.....	0 06 0 07	Medium pearl.....	0 06 0 07
Carolina.....	0 08 0 10	Flake.....	0 08
		Seed.....	0 06 0 07

BEANS.—The market for beans is quiet and while dealers in some parts of Dominion think prices should come down from their high position, those who believe that they will be well maintained are not few. They point to the small stocks held at producing centres and the fact that the consumption in Canada is steadily growing larger.

There are reports of imports into Canada of foreign beans.

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

EVAPORATED APPLES.—“Evaps” are steady in price with the steadiness more marked of late as there has been more enquiries from European sources with some business resulting. Quotations rule at 9½ to 10 cents.

TORONTO.—There are no special features to report in canned goods this week. Most lines are considered good property. In fact, there are few, if any, likely to lose money for their possessor.

Trade in canned goods is quiet. It has been among the neglected staples during the holiday rush. Retailers, while not holding overly large stocks, are buying lightly just now. With the completion of stock-taking, purchasing will probably become heavier.

No relief in tomatoes can be expected from the United States. Prices are still climbing there and \$1.15 is the price for spot 3's of desirable pack as against as low as 82 to 85 cents early in the fall.

MANITOBA MARKETS.

POINTERS—

- Sugar.—Weaker.
- Syrup.—Firming up.
- Prunes.—Firmer.
- Coffee.—Steady.
- Split Peas.—Firm.

Winnipeg, Jan. 4.—Last week for first time in many months the local wholesale houses had what might be termed “a week off.” As stated in last week's issue, on account of holiday season salesmen were off the road. The result is that wholesalers have had to depend on mail orders this week and while these have been exceptionally heavy when conditions are taken into consideration, yet of course they were not heavy enough to keep all staffs busy.

Now that the Christmas rush is over spring lines are being looked after and a general revision of the trade for the year is being summed up. No detailed information could be secured as regards the exact conditions as yet, but it is understood that the volume of trade transacted will be considerably ahead of what it was last year.

SUGAR.—The sugar market continues to show signs of weakness, although no decline has taken place during week. Wholesalers feel very pessimistic regarding strength of market and they are looking for a decline in the near future owing to existing market conditions.

Montreal and B.C. granulated, in bbls.....	6 30
" " in sacks.....	6 25
" yellow, in bbls.....	5 40
" " in sacks.....	5 85
Ice sugar, in bbls.....	6 65
" " in boxes (25 lbs.).....	6 90
Powdered sugar, in bbls.....	6 45
" " in boxes.....	6 45
" " in small quantities.....	6 20
Lump, hard, in bbls.....	7 15
" " in 4-bbls.....	7 25
" " in 100-lb. cases.....	7 15

SYRUP.—Prices are strengthening considerably in this line and as this season is what might be termed the syrup season, sales are good.

Syrups—	
24 2-lb. tins, per case.....	2 18
12 5-lb. tins, per case.....	2 05
6 10-lb. tins, per case.....	2 45
3 20-lb. tins, per case.....	2 47
Half barrels per cwt.....	3 90
Barbados molasses, in half barrels, per gallon.....	0 45
New Orleans molasses, half barrels, per gallon.....	0 30 0 31

EVAPORATED APPLES.—Owing to tightening of supplies in the east, market here has firmed up considerably and higher prices are looked for shortly. As yet, however, the price of 10c flat Winnipeg is still in existence.

NUTS.—The busy season for these lines is of course over but still there is a fair demand from retailers for all kinds. It is expected that an increase will also be seen in volume of trade transacted in these lines when this year's trade is compared with last year's.

New Filberts, large.....	0 11	Tarragona Almonds.....	0 14
Marbot Walnuts.....	0 13	Aberness.....	0 14
Brazil Nuts.....	0 18	Pecan Choice.....	0 17
Grenoble walnuts.....	0 16		

DRIED FRUITS.—There is little new in the dried fruit market this week except that prunes have advanced ¼c per lb., and in the opinion of the local wholesalers they will soar to much higher prices in immediate future. There was an exceptionally heavy Christmas demand in all these lines, especially raisins, but prices hold steady at last week's quotations.

New prunes.		Per lb.	
90-100s, 25s, s.p.....	0 28	70-80s, 25s, s.p.....	0 09
90-100s, 10s, s.p.....	0 09	60-70s, 25s, s.p.....	0 09
80-90s, 25s, s.p.....	0 09	50-60s, 25s, s.p.....	0 10
80-90s, 10s, s.p.....	0 10	40-50s, 25s, s.p.....	0 11
New Figs—			
Camel 3-crown table figs.....			0 10
" 4-crown table figs.....			0 11
" 5-crown table figs.....			0 11
" 6-crown table figs, about 10 lbs.....			0 12
" 6-crown table figs, about 50 lbs.....			0 12
" 7-crown table figs, about 10 lbs.....			0 14
" 8-crown table figs, about 10 lbs.....			0 15
Emmanuel 3-crown.....			0 08
" 4-crown.....			0 08
" 5-crown.....			0 09
" 6-crown.....			0 10
" 7-crown.....			0 11
Club box figs.....			0 06
Cooking Figs			
Choice boxes.....			0 05
Half boxes.....			0 05
Half bags.....			0 04
Valencia Raisins—			
Fine, f.o.s., 28s, s.p., per box.....			2 60
Fine, selected, 28s, s.p., per box.....			2 10
4-crown layers, 28s, s.p., per box.....			2 30
4-crown layers, 14s, s.p., per box.....			1 2
4-crown layers, 7s, s.p., per box.....			0 58
Ne plus ultra, 28s, s.p., per box.....			2 30
Currants—			
Dry clean, per lb.....			0 07
Washes, per lb.....			0 13
1-lb. package.....			0 08
2-lb. package.....			0 17

COFFEE.—The coffee market shows a firmer tone and is if anything a trifle stronger than it was last week. Prices are holding steady and while there are some different quotations offered by different firms, yet they all range within a ¼ of a cent.

Roasted Rio, lb.....	0 22	Green Rio, 5s, lb.....	0 17
		Green Rio, 7s, lb.....	0 16

PEAS AND BEANS.—A difference of opinion also exists in prices quoted on split peas at present time. Last week reference was made to one large wholesaler stating that this line was worth 4½c a lb. This week, however, another wholesaler quoted them at 4c a lb. and



## Turkeys Took a Drop in British Columbia

**End of Christmas Week Saw Plenty on Market—Dealers Anxious to Get Rid of Them—Potatoes Take Another Advance—Eggs on the Downward Path—Now Coming from California.**

Vancouver, B.C., Jan. 4.—(Special)—Holiday business this year was good, perhaps a little better than last year. Grocers generally shared in the larger trade. The supply of goods arrived in fine condition and the excellent quality attracted customers. Japanese oranges this season came in smaller boxes, jobbing at 40 cents. A larger box was quoted at 45 cents. This difference created some dissatisfaction, because buyers of the larger box thought they were being charged more when they compared their purchase with buyers of the smaller. The difference in price was not taken into account at first. The reason given for the two sizes is to have a smaller box on the market as a more attractive buy. It has not worked well, for it is felt that the difference in price has not compensated for the difference in size. Many patrons did not know of the two sizes until they complained to their dealer that the box this year was smaller than last year.

### Potatoes Going Up in B. C.

Potatoes have gone up another peg, and retail now at \$2.25 per sack. It is confidently expected that by spring they will be away high, as usual. The nip of frost at the beginning of November, accompanied by several inches of snow, caught many potatoes, and it is estimated that in the Chilliwack district 5,000 bags were damaged.

With the last steamer from Australia, New Zealand butter arrived in some quantity and of good quality. It jobs at 40 cents. This butter is from the fresh grass, and coming at this time of year is specially welcome. Some find fault with it because it lacks in salt. New Zealand eggs are coming by the boat that will arrive early in January.

Eastern butter is quoted at 34 cents wholesale, rising from 32 to 33 cents. Demand from retailers is strong. All butters are high. Vancouver creamery stands at 38 cents, and Cowichan at 48. Cowichan is sold at 60 cents retail.

Eggs are coming down a little. After Christmas, the demand is not so heavy, and eggs start to come in from the south. Californias are already on the market, quoted at 48 cents, and eggs will be here from Kansas ere long. Fresh new laids can be had by dealers at 60 cents, retailing at 70, while eastern are at 30 cents.

### Plenty of Turkeys.

The price of turkeys did not remain altogether at 35 cents retail. The supply

was unlimited, and choice birds were easily obtained. In all the leading stores they were quoted at 35 cents, with 30 cents in some of the departmentals, and on Saturday evening before Christmas, the price was dropped several cents in an effort to clear out as much stock as possible. One large provision firm is under contract with an Eastern Canadian shipping house to take one million pounds of fowl annually. This would give an idea of how many fowls come to Vancouver, for this firm, while doing a large trade, are not the only large dealers, several merchants, especially grocers, doing a handsome business along this line.

## NEW YEAR PLANS FOR ADVERTISING.

(Continued from Page 38.)

does a cash business and does not deliver, says - "Do you read my circulars? I am going to find out next week, so I am placing on sale 35 cases of extra standard Tomatoes, regularly sold (and fully worth) 12c the can. These I shall sell—next Wednesday, July 11—for 7c the can. Remember—Wednesday only—and for 7c." You need not copy the price, but you might profitably use that gingery talking style, and work in some of those expressions on special offerings. It is great to depart from the hackneyed, labored phraseology; but you will carefully note that flippancy is even worse. There is nothing flippant about this example; it would not offend anybody's sensibilities. This dividing line is often hard to draw, but in any good advertising is so unmistakably there that nobody can miss it.

All of which always finally leads me to the remark that true advertising is the highest form of written art. To the earnest student, who gives it time and thought, it will yield richly; but it is a jealous mistress and will have no trifling.

## STANDARD WEIGHT FOR POTATOES.

**Hamilton Dealer Wants it 75 Pounds—His Reasons for Same.**

Editor Canadian Grocer.—Some time since I noticed through the press that the government had decided to pass an act applying to the whole Dominion, legalizing the weight of a bag of potatoes at 80 lbs. Now with all due deference

to their wisdom in adopting this course, and no doubt it was done after due deliberation, I think that available information might have been produced which would show that the public of Canada were more in favor of a measure making 75 lbs. the standard.

Various reasons may be advanced for the latter proposition, two of which are the convenience of handling by big boys and elderly men, and the using of the hundred pound sugar bags which are now practically worthless to all. These will hold 75 lbs. of potatoes nicely, and when the farmer delivers his load, fresh bags may be given him, thus saving both his and the grocer's time, as emptying bags of potatoes has ever been a source of trouble to the merchant. This will be appreciated both by the farmer and himself, and as soon as the farmer tries the new weight at 75 lbs. I think he will be delighted to think that the merchants of Canada have been progressive enough to advocate such a bill.

This question has been thoroughly discussed by the Hamilton Retail Grocers' Association and resolutions passed in its favor; a committee was appointed to wait on the local members, Messrs. Barker and Stewart, both of whom pledged themselves to give it their hearty support, admitting that from the reasons advanced it appealed to them as a bit of legislation that would be a benefit to all, farmer, merchant and consumer.

It appears to me that if every merchant in Canada who goes into this question thoroughly and sees the benefits to be derived therefrom, he will take the trouble to at once see the member for his riding and get his pledge to support the same. It will then soon be settled that 75 lbs. is standard weight for potatoes all over Canada; and if the bill is passed, the benefits to be derived will be such that the grocers and their clerks will bless the man who originated the idea and who has spent hours of his valuable time in promoting the same; and when they decide to honor him in whatever form it may take, the inscription should be for Adam Ballentine, of Hamilton, Ont.

C.

Hamilton, Ont., Jan. 1, 1912.

Fred Newman, Picton, Ont., is moving his wholesale grocery business to the Wilcox store, about 30 rods east from present premises on opposite side of street.

Robt. Simpson, of Robt. Simpson & Co., wholesale grocers and importers, Hamilton, Ont., was presented with a gold-headed cane as a Christmas gift from his employees.

## 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

## Sweetheart Brand Jelly

Makes a perfect Dessert.

Easily prepared and a favorite with all.



Trade-mark

of QUALITY

Choice materials, finest fruit flavors, and perfect art in making, ensure our Jelly Powder a winner.

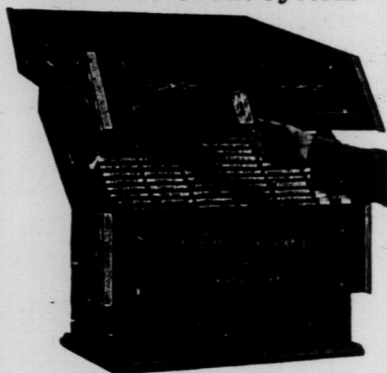
Your sales increased and satisfaction guaranteed.

**I X L SPICE & COFFEE MILLS,  
LIMITED**

LONDON,

ONTARIO.

### New 1911 Model Keith Account System



As convenient to operate as a roll-top desk.

## Another Victory for the Keith Account System

The New Pittsburg Coal Co. adopts this ever-popular Account Register in all of their stores

THE KEITH SYSTEM DISPLACES OTHER SO-CALLED ACCOUNT REGISTERS AFTER FAIR AND IMPARTIAL TRIAL.

### HERE ARE THE FACTS:

Mr. H. S. Mervin, Auditor of the New Pittsburg Coal Co., whose wide experience qualifies him as a competent judge of account systems, after having given a competing register a fair trial, came to this conclusion, viz., that to hunt a customer's name under a glass, find a number, locate a page, then to open the register and search out a small spring bearing a corresponding number, was a waste of valuable time for a corporation such as The New Pittsburg Coal Co.

THE KEITH SELF-INDEX SYSTEM is free from the above complications. Any number of salespeople may operate it at the same time if necessary.

Mr. Mervin saw its advantages.

The New Pittsburg Coal Co. are saving money and time with the Keith Self-Index System.

If this company saves money by the use of this fire-proof up-to-the-minute system, would it not be good policy for you to drop in line right now?

JUST DROP US A LINE AT ONCE AND LET US GIVE YOU FULL INFORMATION

## THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS. ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE  
1926 Depot St., FREMONT, OHIO.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.  
Sydney McKeever, Box 167, Brockville, Ont.



One-writing. Self-Indexing.  
Fire-Proof.



BRANCHES:

7 Front St. E., Toronto  
156 Lombard St., Winnipeg

T. H. ESTABROOKS CO., LIMITED  
St. John, N.B.



*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



## Partnerships and Limited Companies

Important Question Submitted by Reader—Why Limited Liability Corporation is Safer To Shareholders Than a Simple Partnership—Former is Secured Through Legal Operations.

Editor Canadian Grocer: — Will you kindly explain the meaning of the word "Limited" as applied to a limited company; also how limited companies are formed and what are the necessary legal proceedings, etc.

The above information and any thing else that may occur to you in connection with same will much oblige.

S. J. MILLER.

Toronto, Ont.

Editorial Note.—This reader raises a very interesting question well worth discussing. There are many dealers who do not appreciate the difference between a simple partnership and a limited liability company.

Any member in a partnership is liable for all the debts of a firm, no matter what member or agent of the firm contracts them. Limited liability or joint stock companies are, as the name implies, namely, any member of the company is liable only for the amount of stock which he has bought. That is, if he has bought and fully paid for \$500 worth of stock he cannot be held for any more no matter if the firm should fail for many thousand dollars. Banks are, of course, not limited liability companies, as there is a double liability in this case. For example, if a man buys \$100 (par value) of stock he is liable, in case the bank fails, to a further payment of \$100.

### Necessary Proceedings.

To form a limited liability company proper forms have to be secured from the Provincial Secretary of Ontario, and five shareholders are necessary to make application to the Ontario Government for a Provincial charter. For a company up to \$40,000 capital a fee of \$100 is payable. If you intend to form a company it would probably be wise to consult your solicitor so that everything might be done in order. If you do not wish to do this, if you secure or borrow a copy of Ward's "Shareholders and Directors Manual," it will give full information.

The company is always to give public notice in its advertising and elsewhere that it is a limited liability company, so that creditors may know that the partners are not individually liable for the debts of the firm.

In case of partnership, therefore, an error in business judgment on part of any partner; a contract signed or even an oral agreement made by a partner through haste, inadvertence or mistake; the error of a clerk, or carelessness of an employe, may mean the loss of everything.

A company's creditors, however, cannot make its shareholders bankrupt because of that company's liabilities. If it gets into difficulties it will be wound up voluntarily or otherwise, and the creditors can take the company's property and assets, but nothing more.

### Meaning of a Company.

By a company is meant an association of many persons who contribute money or its worth to a common stock and employ it in some trade or business and who share the profit or loss arising therefrom. The common stock so contributed is denoted in money and is the capital of the company. Those who contribute it are Members or Shareholders. The proportion of capital to which each member is entitled is his Share. Shares are always transferable although the right to transfer them is often more or less restricted. A company cannot be formed like a partnership merely by the agreement or contract of the parties. Its creation must be expressly authorized by law and evidenced by an act, letters patent or certificate granted by the state.

A Corporator is one of those to whom a charter is granted or of those who file a certificate of incorporation under a general incorporating statute. A Subscriber is one who has agreed to take stock from the corporation. A Shareholder in Canada means the same thing as a stockholder and the terms are used interchangeably to indicate one who owns stock in a company and has been accepted as a stockholder.

Any other definite information will be gladly furnished by The Grocer except where it stands as a matter of law.

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

## Make Clear

your "shelves for the" best goods during 1912, and you will not regret it.

### Macaroni of the "Swallow Brand"

has absolutely no superior, and it is therefore the line for you to handle. Our prices are right and you will find the goods just the same.

WRITE ABOUT SPECIAL PACKAGE WE ARE NOW PLACING ON THE MARKET

**The G. H. Catelli Company, Ltd.**  
MONTREAL CANADA



**YOUR GOODS KEPT  
PROMINENTLY BE-  
FORE THE WHOLE-  
SALE TRADE**



## Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

*It's Your Move*

## Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

# American Cans

IN 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.



## REINDEER

THE Ladies' Journal tells of a Gentleman from the Canadian West, while visiting in Washington, was asked by a lady "If there were any Reindeer in Canada." He said: "Oh, yes, there must be, when there are two large factories condensing Reindeer Brand Milk, and most people seem to prefer Reindeer to any Milk they can buy, as it was known to be so much richer and better, even as a food for delicate children.

### REINDEER LIMITED

Factories at

Truro, N. S.

Huntingdon, P. Q.

**BOVRIL**

The Reason Why

**BOVRIL**

Let us have a straight talk with you. When a traveller calls with samples of a line you or your customers never heard of before you are justified in hesitating about stocking them until you hear more about their quality. But when you are shown goods which have

**AN OLD-TIME REPUTATION**

**A GENUINE GUARANTEE OF QUALITY**

**A GOOD NAME WITH THE PUBLIC**

then it will pay you to put in a strong stock, because you can sell them and make a good profit.

**That is WHY**

you should always have BOVRIL in stock and push it.

Write for Show Cards

**BOVRIL**

**BOVRIL, LIMITED**

Montreal, Que.

**BOVRIL**

The hen in the season is beginning much earlier weather during cember, no this, but ed on among must also increase is l country po larger marke year.

A goodly c into Canada British Colum ing. New Ze while Califo market, and long. The should induc

The butter none of its try points, enough to s ments. Rece tinue irregul centres stock Columbia is New Zealand

Pork produ quietness. L hogs have week, but re most points.

Poultry sit at different I week. For market was in some case especially for in Montreal, plies increase ens eased of the limited s sales. On the poultry trade

PROVISIO has been rat few weeks un season. Live dressed at fro be a brisk det any time no changed.

Pure Lard— Boxes, 50 lbs., p Cases, tins, each " " " Pails wood, 20 Pails, tin, 10 lbs Tubs, 50 lbs. net Tierce, 3,5 lbs., One pound brick

## Early Increase in Egg Production

Educative Work Among Farmers Has Helped Great Deal—United States Eggs Come to Canada—Butter Loses None of its Firmness—Pork Products Not Brisk During Past Few Weeks—Last Week's Poultry Situation Varies at Different Centres.

The hen is getting industrious early in the season this year. Egg production is beginning to show an increase at a much earlier date than usual. The mild weather during the greater part of December, no doubt, accounts in part for this, but educative work being carried on among the farmers in recent years must also receive some credit. This increase is hardly discernable at some country points, but receipts at the larger market centres are ahead of last year.

A goodly quantity of eggs are coming into Canada from United States points. British Columbia reports an easier feeling. New Zealand stock is now coming, while California's are already on the market, and Kansas' expected before long. The easier prices on new-laid should induce much larger sales.

The butter market seems to have lost none of its steadiness. At many country points, dealers are receiving barely enough to supply their own requirements. Receipts of creamery also continue irregular, and at the large market centres stocks held are light. British Columbia is now receiving supplies from New Zealand.

Pork products are as yet inclined to quietness. Lard is in fair request. Live hogs have varied little during past week, but receipts were quite light at most points.

Poultry situation varied considerably at different Dominion centres during last week. For instance, at Toronto the market was almost completely cleaned, in some cases at slightly higher prices, especially for turkeys. On the contrary, in Montreal, with colder weather, supplies increased, and turkeys and chickens eased off, but geese, on account of the limited supply, held up under good sales. On the whole through the holiday poultry trade has been quite gratifying.

### MONTREAL.

PROVISIONS.—Trade in provisions has been rather quiet during the past few weeks under the influence of holiday season. Live hogs are firm at \$6.75 and dressed at from 9½ to 9¾. There should be a brisk demand for pork, beginning at any time now. Lard is steady and unchanged.

Pure lard—	
Boxes, 50 lbs., per lb.	0 12½
Cases, tins, each 10 lbs., per lb.	0 12
" " " " " " " " " " " "	0 12
" " " " " " " " " " " "	0 12
Pails, wood, 30 lbs. net, per lb.	0 12
Pails, tin, 30 lbs. gross, per lb.	0 11
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 3,5 lbs., per lb.	0 12
One pound bricks	0 13

Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08½
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09
" " " " " " " " " " " "	0 09½
" " " " " " " " " " " "	0 09
Pails, wood, 30 lbs. net, per lb.	0 09
Pails, tin, 30 lbs. gross, per lb.	0 08½
Tubs, 50 lbs. net, per lb.	0 08
Tierces, 3,5 lbs., per lb.	0 08½
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Beano 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. bbls.	7 50
" " 300 "	14 50
" " 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
" " small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	6 75
" " dressed, per cwt.	9 75

BUTTER.—The butter market occupies practically the same position as that of week ago. Prices are unchanged, there is a steady demand, particularly local and district, and the tone of firmness remains with the situation. Receipts are comparing favorably with a year ago, the present figures being larger.

CHEESE.—There has been little or no movement in cheese during holiday week. The market is strong for reasons already referred to decreasing stocks, a fairly steady export demand and a good local trade being responsible.

Quebec, large	0 16	0 16½
Western, large	0 16	0 16½
" " twins	0 16	0 16½
" " small, 9½ "	0 16	0 16½
Old cheese, large	0 16½	0 17½

EGGS.—As was intimated in last week's report of the market, eggs have declined at least five cents. Reports are beginning to come in quite freely with advices in regard to sending in supplies of new laid which appear to be in more liberal supply, and coming in earlier than usual this year. The market will soon lose its strong position if these conditions of supply are continued as is expected. The demand for eggs is steady and considerable, and goods are moving freely as supplies are more numerous. The price is fairly firm at the new figure.

New laid	0 55
Selects	0 33
No. 1	0 27

POULTRY.—There proved to be an ample supply of holiday poultry at prices that should have proved acceptable to the majority of buyers. Prices were fairly well maintained, but previous to New Year's the price eased off slightly.

On the whole the market may be called satisfactory. It was generally understood beforehand that supplies would be fairly free and besides it is believed that few if any retailers were caught, as the conditions of the market suggested caution. The recent colder weather has helped the market.

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.—The market remains quiet and steady under a routine enquiry. Prices are unchanged.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

### TORONTO.

PROVISIONS.—As natural for this time of the year, briskness is lacking in the provision trade. Even lard which has been going out freely is quite quiet. Smoked hams are reduced ½ to 1 cent per pound this week. This is by no means a season of brisk sale for smoked products. Live hogs are resting at last week's level but receipts are comparatively light.

Smoked meats—	
Light hams, per lb.	0 14½ 0 15
Medium hams, per lb.	0 14 0 14½
Large hams, per lb.	0 13½ 0 14
Backs, plain, per lb.	0 17 0 18
" pea meal	0 18½ 0 19
Breakfast bacon, per lb.	0 15 0 17
Roll bacon, per lb.	0 10½ 0 11½
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb.	0 11½ 0 12
Heavy mess pork, per bbl.	19 00 20 00
Short cut, per bbl.	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb.	0 11½ 0 11½
" tubs	0 11 0 12
" pails	0 12 0 12½
" compounds, per lb.	0 09 0 09½
Live hogs, at country points	5 25
Live hogs, local	6 20
Dressed hogs	9 60 9 25

BUTTER.—The fact that butter production has been on a small scale for some time is well known. Demand from retailers has been fairly good and stocks held are small, accounting for a firmer tendency which has amounted to an advance ranging around 1 cent per pound on most lines. There seems nothing at present to break the firmness.

Fresh creamery print	Per 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	

EGGS.—The delivery of new laid eggs continues quite freely and is somewhat

WE WANT

# Turkeys

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

heavier than at this time other years, explainable by the mild weather of December, while the educative work that is being carried on among the farmers is also probably partly accountable. Prices which for a time were practically prohibitive have now come down within the reach of the fairly well to do household-er and more business will no doubt be induced.

Storage eggs hold fairly steady as stocks can by no means be said to be heavy. Prices in United States markets just now will not any more than allow them to be imported so as to bring a profit.

Storage eggs..... 0 27 0 29  
New laid eggs..... 0 35 0 40

**CHEESE.**—Cheese holds a similar position to that which has prevailed for several weeks past. Purchases by retailers are rather small.

New cheese..... New twins..... 0 16 0 16½  
Large..... 0 15½ 0 16 Old Stiltons..... 0 17  
Old cheese..... 0 17

**POULTRY.**—Following a fairly close clean up of stocks of poultry previous to Christmas Day came good demand for supplies for the New Year's trade. Sales were perhaps better than us usual for New Year's. No doubt the colder weather helped considerably in this regard. As result decks were well cleared, in some cases particularly turkeys at slightly increased prices.

Turkeys, geese and ducks will now be shifted to background, the Christmas holiday seemingly being their special season. However, they will find a certain demand. Chickens will no doubt be in keener request and are expected to rule steady.

Poultry—dressed— Ducks..... 0 12 0 14  
Fowl..... 0 08 0 09 Geese..... 0 12  
Chicken..... 0 10 0 12 Turkeys..... 0 17 0 20

**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 Marcan St.,  
MONTREAL  
Agents Wanted

**TANGLEFOOT**



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

**FINEST  
ENGLISH KIPPERS  
AND  
EUROPEAN GAME**

*Venison  
Exporters*

CORRESPONDENCE INVITED

**ROBERT ISAAC, Ltd.**

23 Gt. CHARLOTTE ST.  
LIVERPOOL, England

**SALESMEN WANTED**

Trained Salesmen earn from \$1,200 to \$5,000 a year and expenses. There are hundreds of such positions now open. No former experience needed to get one of them. We will teach you to be a Salesman in eight weeks by mail and assist you to secure a position where you can earn good wages while you are learning Practical Salesmanship. Write today for full particulars, list of good openings, and testimonials from over a thousand men we have recently placed in good positions. Address nearest Office Dept. 143  
National Salesmen's Training Association  
Chicago New York Kansas City Seattle New Orleans Toronto

53 Highest Awards in Europe and America

**WALTER BAKER & CO.'S  
CHOCOLATE  
& COCOA**



Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

**Walter Baker & Co. Limited**

Established 1780

Montreal, Can. Dorchester, Mass.

**YOU CAN'T GET AWAY FROM CREDIT  
BUSINESS—BUT YOU CAN MAKE  
SUCH BUSINESS SAFE**

You can "stop the leaks"—avoid disputes, misunderstanding, ill feeling—prevent accounts running too long or growing too large—by using

**ALLISON COUPON  
BOOKS**

which also PAY FOR THEMSELVES by saving time and work in bookkeeping alone without counting the main features of safety, accuracy and that all important point—stopping the leaks." Furthermore, the customer LIKES the system because it is a system HE can understand.

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 on 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.

**Allison Coupon Company**  
INDIANAPOLIS, IND.



**Holidays**

Users of ANCHOR BRAND FLOUR always enjoy an outing, because they do not fear return to HOME DUTIES; its quality invites work and makes BAKING DAY a pleasure.

12

**Anchor Brand Flour**

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



## Millions of People Use Gillett's Lye.

The fact that Gillett's Lye is so favorably known and well advertised makes it the best cleaner to sell.

# GILLETT'S LYE EATS DIRT!

It cleans baths, sinks, pans, cans, dishes, drains, closets, etc., and everything pertaining to the home. It is a fine disinfectant.



GILLETT'S CHEMICAL WORKS ESTABLISHED 1852.

## 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 correspondence 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

## 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.

## Order Now

### Italian Peeled Tomatoes

Something rich; will be appreciated; the flavor is there.

### Spanish Peppers

1-lb. tins, 50 to a case


### Pickled Peppers

Nothing half as good ever brought into Canada. A regular treat. Your better class customers will purchase readily. They are a small green pepper, pickled by experts—each a mouthful of deliciousness.

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

### H. E. VIPOND

197 St. Paul St., - MONTREAL

CANADA :  
No better  
Country

MOTT'S :  
No better  
Chocolate

---

**“Elite”**

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

**Diamond**

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

Ask your jobber.

---

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

SELLING AGENTS:

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

# BISCUITS

## from the Old Country

Notice to Grocers and Stores in Canada

### M<sup>C</sup>VITIE & PRICE

are now sending regular supplies of their biscuits to Canada.

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

All goods packed in hermetically sealed tins.

AGENTS : Manitoba and Saskatchewan  
**RICHARDS & BROWN, James Street, WINNIPEG**

Ontario and Quebec:  
**W. G. PATRICK & CO. :: TORONTO**

# ROYAL



# BAKING POWDER

**Absolutely Pure**  
**The only baking powder made with Royal Grape Cream of Tartar**  
**No Alum, No Lime Phosphate**

**ALL grocers should carry a Full Stock of Royal Baking Powder.**

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

**THERE IS NO SUBSTITUTE**

## Confe

Durin  
ing :  
Their  
Decli

The holiday generally conceals the year. Retailers are pleased, stocks are up. Manufacturers of the past year are sweetmeats in an increase every year. The increasing goods.

Now is the time to make his plans. Confectionery business should not be a passing fancy during January. The results are

Neither flour change in price week's decline, it has probably during the past year. The results are quiet even yet. The flour market must be Argentine. Confidently come forward

The International Institute's report on a drop of 114,000 bushels compared with the 1911 report. The 1911 report so far reported a drop of 98.6 per cent.

Broomhall's estimate the profit at 120,000,000 bushels against his August report of 136,319,000 bushels.

**MOUL**  
**FLOUR.**—No change in the flour market steady at former seasonable demand to have a strong for a while at an Winter wheat patents, in straight rollers, in bags... Manitoba 1st Spring wheat straight patents strong bakers, in second, in bags.

**CEREALS.**—Last year's crop was 100 cents a barrel in unexpected in view of the primary market the situation is good seasonable



## KO-KO-BUT TALK NO. 5

Mr. Grocer, think this matter over. We are ready to do some free advertising for you in your locality and amongst your customers. We have a product which is bound to please the housewife, and if you simply cooperate with us a little we can create sales for you.

## KO-KO-BUT

### The Perfect Cooking Butter

is not an imitation. It is a discovery and means economy in the household. Being pure vegetable fat and free from water, you can readily see why 1 lb. of it goes as far as 1½ lbs. butter or lard.

FOR ONE CENT  
you can  
GET DOLLARS  
SEND A CARD

THE DOMINION COCOANUT  
BUTTERS LIMITED  
MONTREAL

TRY A  
**Condensed Ad.**  
IN  
**This Paper**

When writing advertisers kindly mention this paper.

## Merchants and Salesmen!

Would you be willing to pay \$2.00 to hear some of the leading authorities on salesmanship express their opinions on this all-important subject? In

### BRAIN-POWER BUSINESS MANUAL

125 Presidents, Vice-Presidents, General Managers, Sales Managers and Star Result Getters, have contributed of their knowledge and experience on such phases of the subject as:—  
The Selling Profession.  
Education and Training.  
Before the Interview.  
Getting Interviews.  
The Approach.  
Selling Talk.  
Answering Objections.  
Selling Tactics.  
Closing Sales.  
Cash with Order.  
Samples.  
Getting the Price.  
Credits and Terms.  
Cancelled Orders.  
Territory.  
Long vs. Short Trips.  
Finding New Customers.  
Salesmen's Relation to House.  
Salesmen and Advertising.  
Expense Accounts.  
Promotions.  
Bribes.  
Conduct Toward Customer.  
Special Tactics.  
Character and Conduct.  
183 pages, 5¾ x 8¾ inches.

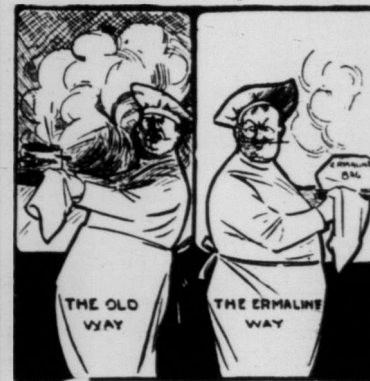
PRICE \$2.00

TECHNICAL BOOKS.  
143-149 University Ave.  
TORONTO

## AT LAST

you have an opportunity to offer your customers a real time-saver and economizer, something that will cut down expenses all right and yet not interfere with your accounts, something which will again add a nice sum to your receipts.

## The ERMALINE Cooking Bag



(Quite a change, isn't it?)

Deserves your immediate attention, because it is now being generally adopted throughout Canada. Act now and show your customers that you are out to meet every requirement. Don't have them suggest that "you get them in." That's "second fiddling" on your part.

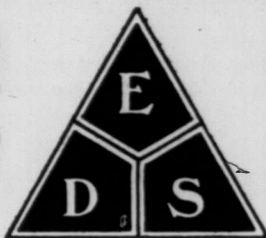
**FEWER GREASY UTENSILS  
SMALLER GAS BILLS  
TASTIER MEALS  
LESS COOKING ODORS  
NEW CUSTOMERS**

Ask your wholesaler  
or write direct to

**EDWARD LLOYD, LIMITED**  
MONTREAL, QUE.



A FEW OF THE  
LONG LINE OF



PURE, DELICIOUS,  
UNADULTERATED

Fresh Fruit Products



THEY are trade producers the year round. E.D.S. Catsup, Preserves, Jams, Marmalades, etc., give more than satisfaction, they please the consumer.

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.



THE DELICIOUS FLAVOR  
OF

**"Kit" Coffee**  
CANNOT BE COPIED

That is why anyone who compares "Kit" Coffee with its imitations keeps using "Kit" right along.

The manufacturers of "Kit" Coffee have the secret of obtaining in bottled form a highly concentrated essence of the finest coffee and chicory with a delightful flavor and aroma.

It will pay you to get full information from our  
CANADIAN AGENTS:

ALEX. TYTLER.....Temple Building, London, Ont.  
J. A. CROOKS.....Bedford, Halifax, N.S.  
KIRKLAND & ROSE.....312 Water Street, Vancouver, B.C.  
G. C. WARREN.....Regina, Sask.

**KIT COFFEE CO., Govan, Glasgow**



She wouldn't take as a gift any other salt but

**WINDSOR SALT**

FOR TABLE OR DAIRY

She knows that "Windsor" Salt is pure, that no adulteration is added to keep it from caking—and that it gives a delightful savour to the food, the butter and the cheese.

She knows, too, that no other salt is "just as good."

**THE CANADIAN SALT CO., LIMITED**  
WINDSOR, ONTARIO.

## Lull Follows in Wake of Holiday Rush

First Week in January Finds Temporary Quietness in Fruit Trade—Cold Weather in California Frosts Some Orange Groves and Affects Celery—Florida Celery Expected Around Middle of Month—Potatoes Hold Steady — Staples Should Now Come to Front.

Like the proverbial calm after the storm, a lull in the fruit and vegetable trade after the rush during the festive season is only a natural result. New Year's trade as gleaned from reports from various sections of the Dominion was appreciable in volume. Consumptive demand for fruits this week sagged off, while retailers are endeavoring to clear out any odd lots which may have been left. No doubt trade will shortly react to normal again.

One news feature this week is the cold weather which has been prevailing in California. Several of the orange groves were nipped and there will probably be some damage. Adverse effects were particularly felt in the low lands.

Celery was also frosted in California. This line was already none too plentiful, so that now no abundant supply can be looked for. Prices are high and the amount of celery imported into Canada will no doubt be limited until Florida is ready, which is expected to be about the middle of January. This is earlier than usual for shipments to Canada. Although Florida stock is usually on United States markets by this time, Canada generally prefers California as long as possible on account of the size of the heads. Florida in sympathy with California stock will rule high.

More interest should from now on be taken in the more staple lines. Onions have been neglected. Home grown variety are inclined to scarcity, so Spanish should later meet with good sales. In Europe under the quietness there is a slightly easier tendency in Spanish onions.

Potatoes in Eastern Canada hold steady. In Manitoba prices are slightly firmer, while they have recently moved up another notch in British Columbia. Early frosts caught a considerable quantity in the sunset province.

### MONTREAL.

GREEN FRUITS.—Prices of green fruits are fairly liberal following the holiday. The range of prices for apples is lower and also for lemons and oranges. The market has been rather quiet following New Year's, but soon showed signs of reviving.

Apples—	Grape fruit, Florida, case..... 4 00
Spies..... 4 25 5 00	Jamaica, case..... 3 50
Fameuse..... 3 75 5 50	Grapes, Malaga, per keg..... 5 00 5 80
Baldwins..... 3 50 4 50	Lemons..... 2 50 3 25
McIntosh reds..... 6 00	Limes, a box.... 1 25 1 50
Greenings..... 3 50 4 50	Oranges—
Bananas, crated. 2 00 2 50	Navels..... 3 25 3 50
Cocoanuts, bags. 4 00 4 50	Valencia..... 3 75 4 00
Cape Cod cranberries in bas. 21 qts..... 3 25 3 50	Jamaicas, box.... 1 75 2 00
Cranberries, N.S. bbls..... 9 00 9 50	Mexican..... 1 75 2 00
	Pineapples—
	Cuban, case..... 4 50 5 00

VEGETABLES.—The vegetable market shows but little change during the week. Onions and potatoes are firm and the imported specialties are disappearing.

Beans, green, hamper 3 00	Lettuce, Boston, per box of 2 doz.... 2 25
Brussels sprouts, per qt..... 0 25	Leeks, doz..... 1 50 1 75
Carrots, bag..... 0 30	Onions—
Cabbage, doz..... 0 47	Spanish, crated..... 3 75
Cauliflower, doz. 1 75 2 00	Half crate..... 2 25
Celery, Cal. 6 doz to crate, crate 6 00 6 50	Canadian reds, 100 lbs..... 3 75
Cucumbers, doz..... 2 25	Radishes, doz..... 0 45
Garlic, 2 bunches.... 0 25	Sweet potatoes, per basket..... 2 50 3 00
Green Peppers, bushel basket 1 75 2 25	Montreal potatoes, new, bag. 1 40 1 50

### TORONTO.

GREEN FRUITS.—The early January lull which generally follows in wake of festive season is making itself felt just now. There was an appreciable demand from retailers for fruits for the New Year's trade, but this week opened quite quiet.

The cranberry supply continues to acquire smaller proportions and prices accordingly continue to harden up. From \$14 to \$15 is being asked this week for Cape Cods and Jerseys. Nova Scotias are quoted at \$8 per barrel.

Pineapples are firmer at \$4 per case. Navel oranges will receive the major portion of attention from now on.

Bananas..... 1 25 1 75	Jamaica, case... 3 50 4 00
Lemons—	Grapes, Almeria per keg..... 5 00 6 00
Messina, new crop 3 00 3 50	English hot house grapes, lb..... 0 65 0 75
Limes, box..... 1 50	Cranberries, Cape Cod, brl. 14 00 15 00
Oranges—	Nova Scotia..... 8 00
Florida..... 3 00 3 25	Jersey long keepers..... 14 00 15 00
California navels 3 00 3 50	Apples, brl.... 2 25 4 00
Mexicans..... 3 25 3 50	Pineapples, case..... 4 00
Valencias, 714's.... 5 50	
Valencias, 420's.... 4 75	
Grapefruit—	
Florida, case... 4 50 5 50	

VEGETABLES.—Like fruits, vegetables are not receiving a great deal of attention this week. Staples, with the revival of trade, will once more come to the front. General lines hold a position of steadiness. In this respect might be mentioned potatoes, carrots, beets, cabbage, parsnips and home-grown onions.

Boston cucumbers, doz..... 2 25	Onions—
Boston head lettuce, doz..... 1 25	Spanish, case... 3 50 3 75
Canadian beet, per bag..... 0 50 0 90	Spanish, 1 cases. 1 85 2 00
	Canadian, 75-lb. .... 2 00

## VOLUNTEER (Sunkist) NAVEL ORANGES

Our first car has arrived. Stock is fine, will have other cars arriving every few days. Lemons are now arriving in fine shape, prices are low, full lines of Almeria Grapes, Nuts, Dates, etc.

McWILLIAM  
**Mc. AND E.**  
EVERIST

25-27 CHURCH TORONTO  
are Largest Receivers

## Don't forget this

There's no doubt why  
the demand

"St. Nicholas"

"Home Guard"

"Puck" or

"Kicking"

It's the Quality!

**J. J. McCABE**

AGENT

TORONTO, : : ONT.

Cabbage, Canadian, dozen, barrel.....  
Carrots, bag...  
Turnips, bag...  
Celery, per doz.  
Parsnips, bag  
Potatoes, N. I.

FRESH Christmas

FRE

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ST. J

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Sale

Cabbage, Canadian, dozen... 0 50	0 65	stock, bag... 1 50
barrel... 1 50	1 75	Potatoes, Ontario, bag... 1 40
Carrots, bag... 0 80	0 90	Sweet potatoes, hamper... 1 75
Turnips, bag... 0 50	0 50	Mushrooms, 1-lb. boxes... 0 70
Celery, per doz... 0 40	0 40	Can. hot house tomatoes, lb... 0 30
Paranips, bag... 0 90	0 90	
Potatoes, N. B.		

**WINNIPEG.**

FRESH FRUITS.—Trade during Christmas season for fresh fruits has

**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.**

20 William Street, Montreal

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.

**FANCY HALIBUT**

**A Most Delicious Fish**

No Waste, all Beautiful White Meat.

Selling case lots 8c. less, 90¢ lb.

Full line of Frozen, Smoked, Salted,  
and Pickled Fish.

**WHITE & COMPANY, LIMITED**

Wholesale Fish, Fruit and Produce

HAMILTON

TORONTO

**“GOLDEN ORANGE”**

BRAND

**Southern California Navels**

Our first car of Golden Orange Brand Navels, due to arrive this week. Commence the New Year right and buy this reliable brand. All Southern Fruit so far is running largely to small sizes. We have the large sizes in other Fancy Brands.

THE HOUSE OF QUALITY

**HUGH WALKER & SON**

Established 1861

GUELPH, ONT.

**MAKEPEACE Evaporated Cranberries**

Grown, prepared and packed by A. D. Makepeace & Co., Wareham, Mass. This product retains all the Delicious Flavor, Piquancy, and well-known Medicinal Properties of Fresh Cranberries. These properties can be obtained in no other way than by this process. It brings to the consumer Fresh Cranberries throughout the year. Cannot freeze, no decay, no waste, more convenient and economical than Fresh Fruit, will keep in any climate. Order a sample case from your wholesaler.

Sales Agent

**W. B. Stringer**

Toronto





## "Yes. I have found them First Class"

When a retailer looks pleased and makes this statement the wholesaler smiles and so does the producer. Those lines which please should be your lines.

Just Arrived **Newfoundland** Just Arrived  
**Frozen Herring**

These goods are of the very highest quality and should be featured right now because the housewife is looking for supplies which will afford an appetizing meal and help her at the same time to combat the high cost of living. You can be a Fish Man as well as a Grocer. Nothing pays so well as an extensive fish trade.

### WHEN WRITING

Ask about Ocean Brand Haddles, Kippers, Bloaters

Boutillier's Brand Smoked Fillets

Canada Brand Pure Boneless Cod

## The Halifax Cold Storage Co., Limited

47 William St.

Selling Branch

MONTREAL

## Money In Other People's Coughs



A suggestion, when you hear a cough, that

### MATHIEU'S SYRUP

### OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer. "Many mickles make a muckle."

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

Where fever accompanies a cold,

### Mathieu's Nervine Powders

the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

## "CAN'T BE TRACED"

That's what Donald said with reference to Alum when analyzing

### Quaker Brand Baking Powder

We anticipated the abolition of Alum in Baking Powder and are furnishing an absolutely pure article under the QUAKER BRAND at reasonable prices:

1 lb. - \$2.00 per dozen  
 6 ozs. - .90 per dozen

## MATHEWSON'S SONS

WHOLESALE GROCERS

202 MCGILL ST., - MONTREAL

and some of the steamers have been laid up for overhauling. The wholesale price ranges from 7 to 9 cents, the highest quotation yet for halibut. It is not at all probable that the halibut is being thinned out, for the boats have to go further north than ever after the fish, and where big catches were once made none can now be caught. At this season of the year, however, halibut are never so plentiful as a little later on. The habits of this fish have never been studied on this coast, but it is presumed that they must go off into deeper

water, perhaps for spawning purposes. Halibut are fished all the year round, so it is little wonder if the supply in time becomes exhausted.

Frozen halibut is plentiful, since catches in the fall were large. It is quoted at 7 cents.

Frozen salmon is not in plenty, the quotation ranging from 8 to 12c. The season of 1911, and high price paid by canners. Canned salmon calls for a good price, and every effort was made to get as many fish as possible. That left fewer for frozen fish industry.

window red apples might be placed. This would tend to make an effective color scheme—oranges, prunes, red apples—the contrast being marked.

In the inverted V shaped space at bottom lemons are suggested which with cranberries between them and the oranges, should enhance the general appearance. Malaga grapes, table raisins or nuts can be used in the lower corners.

**V Shape for Small Window.**

For a small window the W shaped space allowed for oranges' could be changed to a large V with a smaller one in the top centre and the sides and lower corners filled with something red or black. The effect is sure to attract attention.

By using display cards and one or two price tickets the selling value of the window will be enhanced.

This suggestion may call to mind some similar arrangement that can be used with advantage. The point is that the dealer should make January a better month than last year; it should be better than it would be if demand is simply waited for. If the windows are carefully attended to, as during the weeks prior to Christmas, business will be given an extra stimulant worth while.

**OPPOSITION TO PHONE RATES.**

**Winnipeg Merchants Say the New Tariffs Are an Imposition.**

Winnipeg, Jan. 4. — (Special.) — The Retail Merchants' Association has come out against the new telephone tariffs as proposed by the telephone commission and seconded by the provincial ministry.

The chair was taken by President John Dyke and the meeting was simply a protest against the proposed rates. The unanimous opinion of the members as revealed in the many speeches and the warm endorsement given remarks condemnatory of the proposal was that the rates were an imposition and injurious to the best interests of business.

A motion that W. T. Devlin, J. B. Coyle, John Dyke and G. J. Hyndman be appointed to enquire into the proposed rates and to report back at the earliest possible moment was carried unanimously. The next meeting will have the same business to consider and will be at the call of the president.

After the meeting members of the association went over to the Garry exchange and for two hours toured the building and watched the detailed workings of telephone administration. They were interested in what they saw and the committee will get down to its labors with a much more intelligent interest than would otherwise be possible.

**January Fruit Window Will Sell Goods**

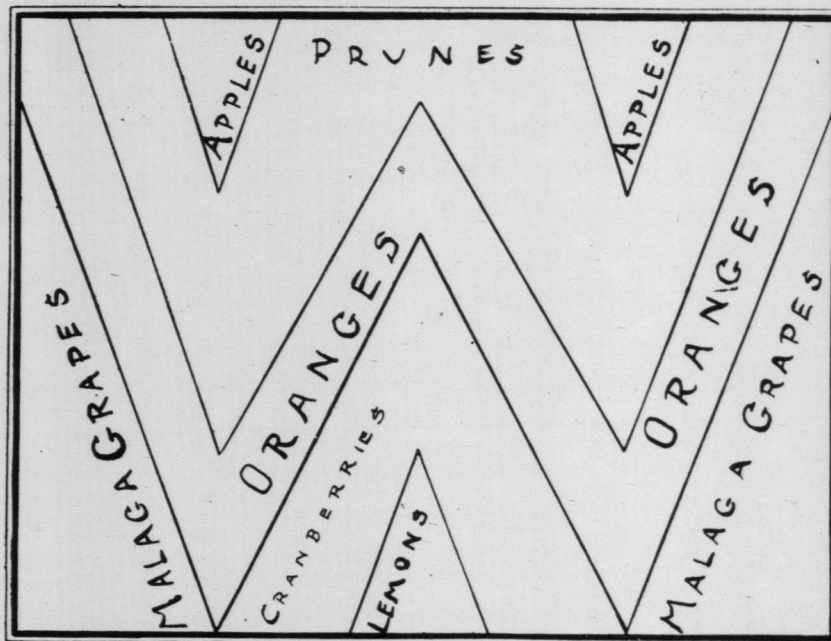
**A Suggestion Submitted That Can be Worked Out With Little Trouble—Give Some Attention to Color Effects—Make Window a Stimulant to Sales This Month.**

During January the dealer should continue to keep everlastingly at window displays. The policy of resting on the oars after the holiday rush because things are naturally a little quiet is a poor excuse. Trade will come to your

comes permanent when it is changed—make it a permanent asset.

**Simple, But Attractive Display.**

Herewith is suggested a January display of green and dried fruits. During



Green and Dried Fruit Window Which can be Easily Arranged and Which will Look Particularly Well.

store if you meet it a little more than half way. Every large successful dealer knows that had he waited for actual demand instead of getting busy and creating business he would not be in the financial position he is to-day.

Attractive windows always are necessary to best selling results. Change the window at least every week. Lead customers to expect something new, tasty and worth studying. Give them a change. Elbert Hubbard says there is nothing permanent but change. Applying this to the grocery window, it be-

the month there are plenty of opportunities to sell oranges, lemons, prunes, cranberries, malaga grapes, table raisins, apples, etc. This design will be found to look particularly well.

The oranges arranged three wide on the floor of window with two row on top between will form a striking setting with a color that immediately attracts attention. Care should be taken to have them neatly placed showing no ragged edges.

Above the oranges, prunes are suggested and in the V shaped spaces at top of

# BRUNSWICK BRAND SEA FOODS

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

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

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

THE "QUALITY" BRAND  
**CONNORS BROS., Limited**  
 Black's Harbor, N.B.

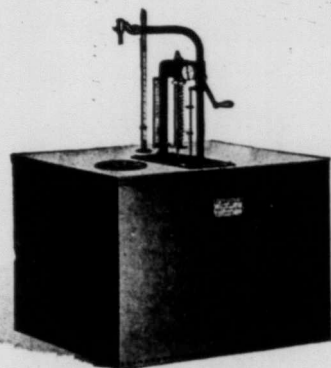


AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James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



## Long Winter Nights Mean More Kerosene

Your kerosene sales for the next five months will be double what they have been for the last seven. The winter season is the kerosene season. Are you letting any of the profits slip through your fingers? If you are using the old measure and funnel method you are losing money—you know that.



Cut 19. First floor outfit

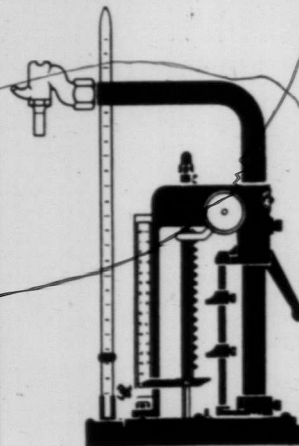
## BOWSER Self Measuring Systems

will not only save every cent of profit but will do away with dirty measures and funnels, oil odors, contaminated merchandise, oil soaked floors, etc.

Thousands of merchants around you are using Bowsers and making money by it. If it is a good investment for them it must be for you.

Send a card for our illustrated book on self-measuring systems. All styles and sizes. Ask for book No. 5.

**S. F. BOWSER & CO., Inc., 66-68 Fraser Ave., TORONTO**



## You Can Win a Larger Family Trade



After you have sold the first can of Kitchener Brand Pork and Beans you can rest assured your customers will bring you many repeat orders. After once proving the quality of Kitchener Brand Pork and Beans, they will never go back to the ordinary kind again.

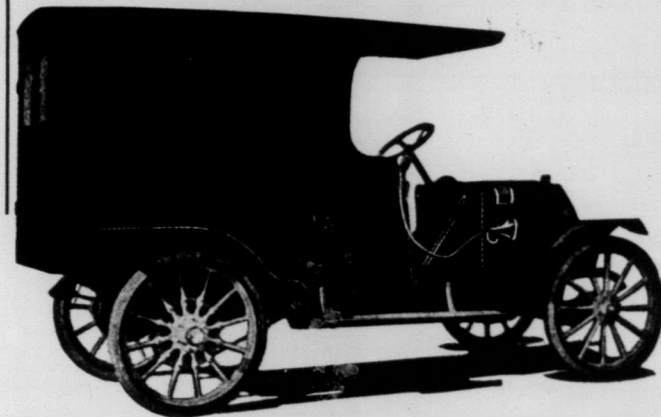
The careful selection of Beans, combined with the keen watchfulness of experts in cooking and flavoring, make Kitchener Brand Pork and Beans a table delight for all classes.

Put up in 5c and 10c packages---Ask for quotations.

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

## Auto Delivery Curtails Delivery Expenses

Service is one of the main features which determines a merchant's patronage, with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery, because it brings them more business and because it is cheaper than any other method.



## The Menard Commercial Car

has been designed to meet the demand, and is a quiet car of great reliability, reasonable speed, with a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1500 lbs. weight.

The design of tires used on the Menard Commercial Cars reduces the cost of maintaining tires to a nominal sum. There are many other features of the Menard that will impress it upon merchants for its superiority above all others.

Send for prices and full particulars.

**Menard Commercial Motor Car Co'y**  
WINDSOR, ONT.



## Master Mason King George's Navy

Two good brands of tobacco which you should see about this year. They are good enough to produce repeats and profitable enough to make the dollars come.

### Maple Sugar Chewing Tobacco

is another of our lines which has become most popular. You should not have the slightest hesitation about stocking tobacco when you have lines like ours which are bound to please.

DROP A LINE

**The Rock City Tobacco Co.**  
Quebec      Winnipeg

**JAN. 15th**  
1912

We will double the  
size of our tins.

SAME  
QUALITY

SAME  
PRICE

We could not improve the polish.  
We doubled the size of the tin.

**THE "NUGGET" POLISH CO., LTD.**  
TORONTO,      ONT.

## BLACK JACK

THE BEST FAMILY POLISH MADE



TRY IT.

SOLD BY  
ALL  
JOBBER

4-lb. tin—3 doz. in case.

## Tuckett's Orinoco Tobacco

NO BETTER  
JUST  
A LITTLE Milder  
THAN



## Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

**TUCKETT LIMITED**

Hamilton,

Ont.

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

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

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

**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 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 VACANT.**

**EXPERIENCED SPECIALTY SALESMAN** wanted—advertising experience desirable. This is good position and offers splendid opportunity for advancement. State fully age, experience and salary expected. **MACLEAN PUBLISHING CO., LTD.,** 143 University Avenue, Toronto.

**WANTED**—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.**

**ADDING TYPEWRITERS** write, add or subtract in one operation. **Elliott-Fisher, Ltd.,** Room 314 Stair Building, Toronto.

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

**ACCURATE COST KEEPING IS EASY** if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. **International Time Recording Company of Canada, Limited,** Office and factory, 29 Alice Street, Toronto.

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

**BUSINESS-GETTING TYPEWRITTEN LETTERS** and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for 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.

**COPELAND-CHATTERSON SYSTEMS**—Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

**COUNTER CHECK BOOKS**—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. **Business Systems Limited, Manufacturing Stationers,** Toronto.

**MISCELLANEOUS.**

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

**DOUBLE** your floor space. An Otis-Pensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." **The Otis-Pensom Elevator Co.,** Traders Bank Building, Toronto. (tf)

**EGRY BUSINESS SYSTEMS** are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. **Egry Register Co.,** Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

**FIRE INSURANCE. INSURE IN THE HART-FORD.** Agencies everywhere in Canada.

**FROM NOW TILL THE END OF THE YEAR** we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. **THE MONARCH TYPEWRITER COMPANY, Limited,** 46 Adelaide Street West, Toronto.

**MOORE'S NON-LEAKABLE FOUNTAIN PENS.** If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. **W. J. GAGE & CO., Limited,** Toronto, sole agents for Canada.

**OUR NEW MODEL** is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. **The Ontario Office Specialties Co.,** Toronto.

**PENS**—The very best Pens made are 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.

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

**THE "Kalamazoo" Loose Leaf Binder** is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. **Warwick Bros. & Rutter, Ltd.,** King and Spadina, Toronto. (tf)

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

**TECHNICAL BOOKS.**

**CANADIAN MACHINERY AND MANUFACTURING NEWS,** \$1 per year. Every manufacturer 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.

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

When writing advertisers kindly mention having seen the advertisement in the Canadian Grocer.

**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  
Diamond w. H. G. 1-lb. tins, 2 doz. in case 1-lb. tins, 3 " " 1-lb. tins, 4 " " IMPERIAL MA  
Cases. 10 6- 12- 12- 2- 5-  
4-dozen..... 10  
5-dozen..... 6-  
1-dozen..... 12-  
3-dozen..... 12-  
4-dozen..... 2-  
1-dozen..... 5-



or more of "Magic Ba



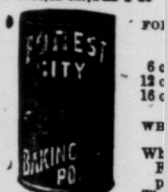
WHITE SWAN SPICES  
White Swan Baking  
\$3.25; 1-lb. tins, \$2; 1  
tins, \$1.20; 6-oz. tins,  
5c. tins, 40c.

**Borwick Baking**

Sizes—  
Borwick's 1-lb. tins....  
" 1-lb. tins....  
" 1-lb. tins....



Cakes— Per doz  
No. 1, 1-lb., 4 doz 2 40  
No. 1, 1-lb., 3 doz 2 50  
No. 2, 5-oz., 4 doz 0 80  
No. 2, 5-oz., 3 doz 0 85  
No. 3, 3-oz., 4 doz 0 45  
No. 10, 12-oz., 4 doz 2 10  
No. 10, 12-oz., 3 doz 2 30



DOMINION GANZ  
Almer Jans  
Per doz  
Strawberry..... 1 95  
Raspberry..... 1 95  
Black currant... 1 95  
Red currant.... 1 75



**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.**

## BANNER COLD BLAST LANTERN



### Notice to Dealers

Every purchaser of a

## Banner Lantern

can get a

### CALENDAR for 1912

by filling in and mailing the coupon found in the

## LANTERN

### Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL AND WINNIPEG

## You Are Being Robbed

By allowing the sun's rays to beat upon fruit and other perishables which you may choose to display in front of your store.

A new awning costs practically nothing, in comparison to your yearly losses of spoil or damaged stock.

Ask us for quotations to supply your store with awnings for next season.

**Raymond Bros.**

London

Ontario

## 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

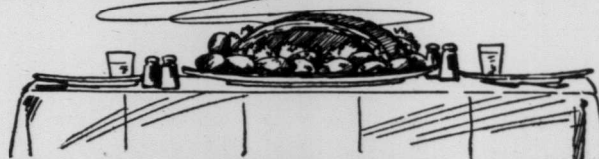
### ONTARIO PEOPLE'S SALT

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



## The Bulk of Your Trade

Is done with women. They are directly responsible for the appearance of the home.

## BLACK KNIGHT STOVE POLISH

is the household favorite for polishing the stove. It gives a brilliant, lasting shine with little exertion and does not stain the hands.

Your profit is assured if you stock this popular household requisite.

**F. F. Dalley Co., Limited** HAMILTON, Canada  
BUFFALO, N.Y.

Bro

HAMIL

TW

You can ta

LAPORTE, MARTIN  
AGENCIES, THE  
F.O.B. MO  
IMPORTED PE

Sur Extra Fins	.....	6
Extra Fins	.....	5
Tres Fins	.....	4
Fins	.....	3
Mj-Fins	.....	2
Moyens No. 1	.....	1
Moyens No. 2	.....	1
Moyens No. 3	.....	1
Asparagus, H	.....	1
MINERVA PURI	.....	1

Case	.....	6 50
12 litres	.....	5 75
12 quarts	.....	5 75
Tins	.....	5 00
5 gals. 2s.	.....	23 00
2 gals. 6s.	.....	29 00
1 gal. 10s.	.....	25 00
1/2 gal. 20s.	.....	26 00

BASSIN DE VICE	.....	100
La Capitale, 50 qts.	.....	100
La Neptune, 50 qts.	.....	100
St. Nicolas, 50 qts.	.....	100
La Sanitas Sparkling, 50	.....	100
" " " " 100	.....	100
Lemonade Savoureuse, 1	.....	100

CASTILE	.....	100
Le Soleil, 72 per cent	.....	100
Case 25 lbs., 11 lb. bars	.....	100
" 12 lbs., 2 1/2 lb. bars	.....	100
" 50 lbs., 1 lb. bars	.....	100
" 200 lbs., 3/4 oz.	.....	100
" La Lun., 65 per cent	.....	100
Case 25 lbs., 11 lb. bars	.....	100
" 12 lbs., 2 1/2 lb. bars	.....	100
" 50 lbs., 1 lb. bars	.....	100
" 100 lbs., 3/4 oz. bars	.....	100
" 200 lbs., 3/4 oz. bars	.....	100
Alimentary Pastes, Blar	.....	100
Vermicelli, Animala, 1	.....	100
Box, 25 lbs., 1 lb.	.....	100
" 25 lbs., loose	.....	100

DUFFY & CO.	.....	100
Grape Juice, 12 qts.	.....	100
" 24 pts.	.....	100
" 36 splits	.....	100
Apple Juice, 12 qts.	.....	100
" 24 pts.	.....	100
Champagne de France, 1	.....	100

Brooms

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

TWO CENTS PER WORD

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

CLARK'S PORK AND BEANS in Tomato Sauce

Per doz  
No. 1, 4 doz. in case... 0 50  
No. 2, 2 doz. in case... 0 90  
No. 3, flat, 2 doz in case 1 0  
No. 3, tall, 2 doz in case 1 25  
No. 6, 1 doz. in case... 4 00  
No. 12, 1 doz. in case... 6 50

LAPORTE, MARTIN & CO., MONTREAL. AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

Sur Extra Fins.....	50	40 Bou.	11 00
Extra Fins.....	100	100 tins	15 50
Tres Fins.....	100	"	15 10
Fins.....	100	"	14 00
Mi-Fins.....	100	"	12 50
Moyens No. 1.....	100	"	11 00
Moyens No. 2.....	100	"	10 00
Moyens No. 3.....	100	"	9 50
Asparagus, Haricots, etc.			

MINERVA PURE OLIVE OIL.

Case.....	6 50	24 pints.....	6 25
12 quarts.....	5 75	24 1/2-pints.....	4 25
Tins.....			
5 gals., 2s.....	23 00	1/2 gal., 20s.....	13 50
2 gals., 6s.....	29 00	1/2 gal., 48s Sq.....	17 00
1 gal., 10s.....	25 00	1/2 gal., 48s Rd.....	15 50
1/2 gal., 20s.....	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.....	5 00
La Neptune, 50 qts.....	6 00
St. Nicolas, 50 qts.....	7 00
La Sanitas Sparkling, 50 qts.....	8 00
" " " " 100 qts.....	9 00
" " " " 100 split.....	4 00
Lemonade Savoureuse, 50s.....	7 50

CASTILE SOAP

Le Soleil, 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 1/2
" " 12 lbs., 2 1/2 lb. bars.....	0 08 1/2
" " 50 lbs., 1 lb. bars.....	3 50
" " 200 lbs., 3/4 oz. bars.....	3 75
" La Lune, 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 1/2
" " 12 lbs., 2 1/2 lb. bars.....	0 08 1/2
" " 50 lbs., 1 lb. bars.....	3 25
" " 100 lbs., 3/4 oz. bars.....	1 80
" " 200 lbs., 3/4 oz. bars.....	3 40
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 split.....	4 75
Apple Juice, 12 qts.....	4 75
" " 24 pts.....	4 75
Champagne de Femme, 12 qts.....	5 00
" " 24 pts.....	5 50

Matta Golden Russett— Sparkling Cider, 12 qts..... 5 00  
" " " " 24 pts..... 5 50  
Apple Vinegar, 12 qts..... 2 50

Pastes.

THE C. H. CAPELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets M.L.D.I.

Cases of 25 packages, 1 lb..... 0 06  
Cases of 25 lbs., loose..... 0 05 1/2  
Egg noodles, cases of 50 pkgs., 1 lb. 006 1/2  
Egg noodles, cases of 10 lbs., loose..... 0 06  
Lasagnes, cases of 10 lbs., loose..... 0 06  
Marguerite, all varieties, pkgs. only. 0 05

Cereals.

Post Toasties

Grape Nuts

Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.  
Post Toasties—No. T3, \$2.85.  
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

FORCE

Force, 36s..... 4 50  
Gusto, 36s..... 85

Mustard

COLMAN'S OR KEEN'S

Per doz.	Per jar
D.S.F., 1-lb. tins 1 40	F.D., 1-lb. tins.. 1 45
" " 1-lb. tins 2 50	Durham, 4-lb. jar 0 75
F.D., 1-lb. tins.. 0 85	" " 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen.....	0 45
Medium, cases 3 dozen.....	0 90
Large, cases 1 dozen.....	1 35

Canned Haddies, "Thistle" Brand

A. P. TIPPETT & CO., AGENTS

Cases 4 doz. each, flat, per case.....	\$5 40
Cases 4 doz. each, oval, per case.....	5 4



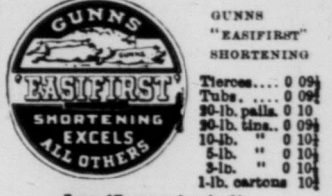
100 Boxes..... \$44 00  
24 No. 3 Jars..... 33 60  
12 No. 5 Jars..... 27 60

LARD

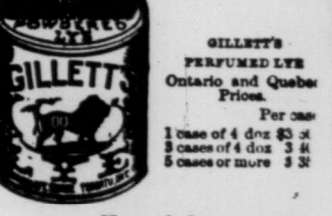
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

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



Lye (Concentrated).



GILLETTE'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	\$3 4
2 cases of 4 doz	3 4
5 cases or more	3 3

Marmalade.

SHERIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz.....	1 55
2-lb. glass, doz.....	2 30
4-lb. tins, doz.....	4 65
7-lb. tins, doz.....	7 35
"Shredded"—	
1-lb. glass, doz.....	1 90
3-lb. glass, doz.....	3 10
7-lb. tins, doz.....	5 35

Vermicelli and Macaroni.

D. SPINELLI C.Y. MONTREAL.

Fine.

4 lb. box "Special".....	per box	0 23 1/2
8 lb. " " "Standard".....	"	0 44
5 lb. " " "Standard".....	"	0 27 1/2
10 lb. " " "Standard".....	"	0 55
60 lb. cases or 75 lb. bbls.....	per lb.	0 05
25 lb. cases, 1 lb. pkgs (Vermicelli) "	"	0 06
Globe Brand.		
5 lb. box "Standard".....	per box	0 30
10 lb. " " "Standard".....	"	0 60
25 lb. cases (loose).....	per lb.	0 06
25 lb. cases, 1 lb. packages.....	"	0 06 1/2

Jelly Powders

JELL-O

The Dainty Dessert

Assorted Case, Contains 2 doz. \$1.80

Lemon (Straight) Contains 2 doz. \$1.50

Orange (Straight) Contains 2 doz. \$1.50

Raspberry (Straight) Contains 2 doz. \$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

Assorted Case, Contains 2 doz. \$2.40

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 JELLY DESSERT

IMPERIAL

PURE AND DELICIOUS

Assorted Cases—gross 10.75.



# LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON.

JAMAICA

EXPORTERS OF

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

The Grocer Who Can Supply and Who Pushes  
**SNAP**

is sure to bring custom to his store and satisfy his patrons. You know what satisfied customers mean to a healthy business—"Success," and success means money. See that Snap is prominently displayed and introduced, and you will then appreciate our enthusiasm over this wonderful hand cleaner—cleans the hands of all kinds of soil, paint, grease, tar, etc.



**Snap Co.**  
Limited  
Montreal, Que.

**A SLIGHT DIFFERENCE**

IN PRICE ON A CHEAP ARTICLE LIKE

**Sal Soda**

SHOULD NOT COUNT WHEN QUALITY IS CONSIDERED

**BRUNNER, MOND & CO.'S  
ENGLISH SAL SODA**

is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold.

**WINN & HOLLAND, LIMITED**  
SOLE AGENTS MONTREAL

**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.**  
Agents  
HALIFAX, N.S.



**OAKEY'S**

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and rs. 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

**Queen City Water  
White Oil**

GIVES PERFECT LIGHT

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

FOR SALE EVERYWHERE

Tons  
THE "MALADA"  
TRA CO.  
Wholesale Retail  
only.  
... \$0 25 \$0 30  
... 0 27 0 35  
... 0 30 0 40  
... 0 32 0 50  
... 0 44 0 60  
... 0 55 0 80



... 0 21 0 26  
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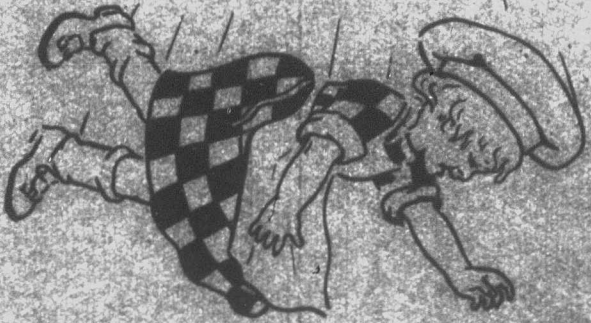
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F. C. Harkness (DH)  
34 Royal Dr. Bldg.



## Sales MUST Repeat

Over nine hundred thousand housewives now use FIVE ROSES—Because it has the *Selling Ability*. The same difference that exists between a counter attendant and a good salesman.

Do YOU know what that means? Just this—That the first bag must sell the second.

Advertising has a tremendous driving force—yet it can sell only one bag.

Your own salesmanship can make only *first* sales—trial orders.

The flour itself must have the compelling *magnetic* influence that draws irresistibly the customer back in spite of price and fever.

Twenty-three years ago there were all told—only 800 barrels of FIVE ROSES flour sold in the world.

Today there flows out of the big FIVE ROSES mills a constant uniform stream—10,500 barrels a day. Can any sane person deny in the face of such brutal facts that FIVE ROSES must possess a compelling sales force?

FIVE ROSES will not sell itself—no flour will.

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 28, 49, and 98 lbs. Daily capacity, 10,500 barrels.

But once introduced, Brother Grocer, your trade is riveted for time.

A woman can no more give up the FIVE ROSES habit than she can abandon her keen ambition for better baking.

Consider merely the dollar-and-a-half side—just think how safe your trade might be—

If YOU could sell FIVE ROSES flour.

Maybe you can—maybe you can't for we don't sell everybody's remarks that.

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