

CANADIAN GROCER

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

Montreal: 791-793 Avenue Tupper
London: Reg. 10 Fleet St., E.C.

Toronto: 14-15 University Ave.

Winnipeg: 211 Union Bank Building
New York: 115 Broadway.

VOL. XXIV.

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NO. 50.



ROBINSON'S PATENT BARLEY

You, Mr. Grocer, are the right man to handle all food products, and our Patent Barley is a ready seller which in many parts is handled only by the druggists. Get to work selling it! There's money in it for you. Write for particulars and sample.

Agents for Dominion

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Every live grocer is now selling Syrup. Syrup is reasonable and a good seller. Of all brands on sale there is ONE that makes for satisfaction and profit to dealer all the time.

"CROWN BRAND" CORN SYRUP

For table use, made from the finest selected white corn. A suggestion to your customers for a trial tin will make steady business. For sale by all jobbers in Canada.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Warka, Cardinal, Ont.

164 St James St., Montreal

THE CANADIAN GROCER

MACONOCHIE'S

PAN YAN SAUCE

A PERFECT APPETIZER

DELICIOUS WITH—FISH
MEAT
GAME
SALADS
AND
SOUPS

SMALL SIZES (6oz.) CASES 4 doz. \$1.80 doz.

MEDIUM " (10") " 4 " 3.00 "

IN 12 DOZEN LOTS 5 CENTS A DOZEN LESS



MACONOCHIE'S

PAN YAN PICKLE

A PREPARATION OF A MILD, PIQUANT CHARACTER
UNSURPASSED FOR HOT AND COLD LUNCHEONS

GLASS STOPPERED BOTTLES, MEDIUM, CASES 4 DOZEN \$2.30 DOZ.

" " " " LARGE, " 3 " 3.30 "

IN 12 DOZEN LOTS 5 CENTS A DOZEN LESS

FOR SALE BY ALL FIRST CLASS JOBBERS

ALSO MACONOCHIE'S—PICKLES, PEELS, FISH, WORCESTER SAUCE, BLOATER PASTE, JAMS,
MARMALADE, Etc., Etc.

Canadian Representatives

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO

CANADA

THE CANADIAN GROCER

No Spoiled Pastry



COCO FRUITINE

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

PURE
PROFITABLE **PALATABLE**

First---It is superior to Butter, Oil or Lard, owing to its extremely delicate taste and flavor.
Second---It is peculiarly nourishing, being superior to any other similar product.
Third---It is extremely easily digested and assimilated by the most sensitive stomachs.

Will send sample free on application.

ARTHUR P. TIPPET & CO., Sole Agents

MONTREAL

TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory

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.



Winnipeg Office

<p>R. B. Colwell BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS E. D. Smith Lowneys Toblers</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, N.B. Open for a few more first-class lines</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents of Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p>J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies Highest references.</p>	<p>Recognized headquarters for Evaporated Apples, White and Lima Beans.</p>	<p>ON SPOT. Finest 4 and 5 Crown Table Figs, 10 lb. boxes. New Selected 3 Crown Shelled Almonds Prices Right. Lind Brokerage Company 73 Front St. E., Toronto</p>
<p>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</p>	<p>W. H. Millman & Sons Wholesale Grocery Brokers TORONTO NEWFOUNDLAND T. A. MACNAB & CO. ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C. 5th edition, and private</p>	<p>WANTED A live firm in each of the Provinces of Canada to take the selling con- trol of Invalid Fluid Beef. Address replies to (Invalid Oxvil) 309-311 King Street West, Toronto WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, MAN. Domestic and Foreign Agencies Sought.</p>
<p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Sought</p>	<p>— WINNIPEG — H. G. SPURGEON Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Sought. 230 Chambers of Commerce. P.O. Box 181</p>
<p>WESTERN DISTRIBUTORS LIMITED Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehoused and Forwarded. Warehouse on Transfer Traek. Business solicited. Our posi- tion is your opportunity. SASKATOON, - WESTERN CANADA</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885</p>	<p>DISTRIBUTORS, LIMITED P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Mer- chants, Warehousemen. Track connection with all Railroads</p>
<p>BUCHANAN & AHERN Wholesale Commission Merchants and Importers QUEBEC, P.O. Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grains, Mill Feed, Fish, Fish Oil, Etc. Correspondence Solicited. P.O. Box 79</p>	<p>If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is The Irish Grocer, Drug, Provi- sion and General Trades' Journal. 10, Garfield Chambers, Belfast, Ireland</p>	<p>A. Francois Turcotte COMMISSION MERCHANT Room 16 Morin Block Quebec City, - Canada</p>
<p>M. Allan Deans GROCERY BROKER AND MANUFACTURERS' AGENT Bank of Hamilton Chambers, 34 Yonge St., Toronto On Spot Gallon Apples and Marrowfat Beans</p>	<p>W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</p>	<p>Open for one or two more agencies. Black Tea Agency Wanted. Good Openings here for Lard, Oats, Boiling Peas. HAVE YOU ANY TO OFFER?</p>

The last call for Christmas trade---

CAMEL
BRAND

ELEME FIGS

DIANA
BRAND

4 crown, 5 crown, 6 crown, 7 crown—10-lb. boxes.

LOCUMS - 2 and 5-lb. boxes. MONTE CARLO - 2-lb. baskets.

WASHED - - 5-lb. boxes. 9 Crown Umbrella boxes.

We are clearing all lines of

TABLE RAISINS

Our assortment is unbroken—from \$2.00 to \$5.00 box.

You should see our

JAPAN JUMBO PEANUTS

Finest Quality—Rock Bottom Prices.

ALL ORDERS SHIPPED SAME DAY AS RECEIVED.

EBY-BLAIN, LIMITED

WHOLESALE GROCERS : : : : TORONTO

It Will Pay You to Handle

“RAM LAL'S PURE TEA”

The Consumers will like
it, because it is reliable,
and is a firm favorite
when once used.

Ram Lal's Pure Tea Co., Limited

MONTREAL, P.Q.

OVER
30%
 CLEAR PROFIT

Have you stopped to consider
 what profit you will realize
 by selling ∴ ∴ ∴ ∴

"CANADA BEST"

At Five Cents Straight?

STUDY THESE FIGURES:

WHAT IT COSTS YOU

25 Boxes "Canada Best" at \$3.90	- -	\$97.50
Rebate	- - - - -	1.50
		<hr/>
		\$96.00

COST TO CONSUMER

25 Boxes "Canada Best" at 5c a bar, \$125.00

Profit---\$29.00, or over **30⁰**

We want you to learn about our REBATE
 and "C.B." Premium Systems.

Write immediately and ask for our free 1911 Calendar at the same time.

The United Soap Company of Canada

Montreal

Canada



Grocers of Northern Saskatchewan!

You save freight when buying from our new Prince Albert Warehouse—



PACKERS OF
"TRIAN"
BRAND

PURITY
GUARANTEED

You get the full advantage of the carload rate on all your purchases—small and large.

Figure out how much freight charges add to your cost of doing business.

Then communicate with us at our Prince Albert Warehouse and see what a big saving you can make by placing all your orders with us at this point.

YOUR INQUIRY WILL RECEIVE OUR IMMEDIATE ATTENTION

CAMERON & HEAP, Limited

Importers and Wholesale Grocers

REGINA, SASK. FORT WILLIAM, ONT. KENORA, ONT. PRINCE ALBERT, SASK.



BALAKLAVA BRAND BAKED BEANS

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

WRITE FOR PRICES AND INFORMATION.

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

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

Solid Aluminum Scoops Free!

WITH

COMFORT SOAP

“It’s All Right.”

These Solid Aluminum Scoops are the best in the world. They are not only the most attractive in appearance, giving a touch of brightness and neatness to your store that customers appreciate, but they are practically indestructible and positively have no equal. They do not bend, split, break or corrode nor have any of the objections common to ordinary scoops. Secure these Solid Aluminum Scoops **FREE WITH COMFORT SOAP.**



No. 0

SIZE - - 3 x 8½ inches
CAPACITY - ¼ pound

IMPORTANT

To prevent mistakes, be sure to mention "ALUMINUM" when ordering these scoops, as we carry cheaper kinds in stock.



No. 1

SIZE - - 4 x 11 inches
CAPACITY - 1¼ pounds



No. 2

SIZE - - 5 x 12 inches
CAPACITY - 2½ pounds

These Capacities are in relation to Granulated Sugar

No. 0 is given FREE with 5 boxes Comfort Soap.

No. 2 is given FREE with 10 boxes Comfort Soap.

All three Scoops, Nos. 0, 1 and 2, given FREE with 25 boxes Comfort Soap.

(Note---No other combination of sizes can be given with a 25-box lot.)

Send For Our Illustrated Price List.

Address:—

COMFORT SOAP, Toronto

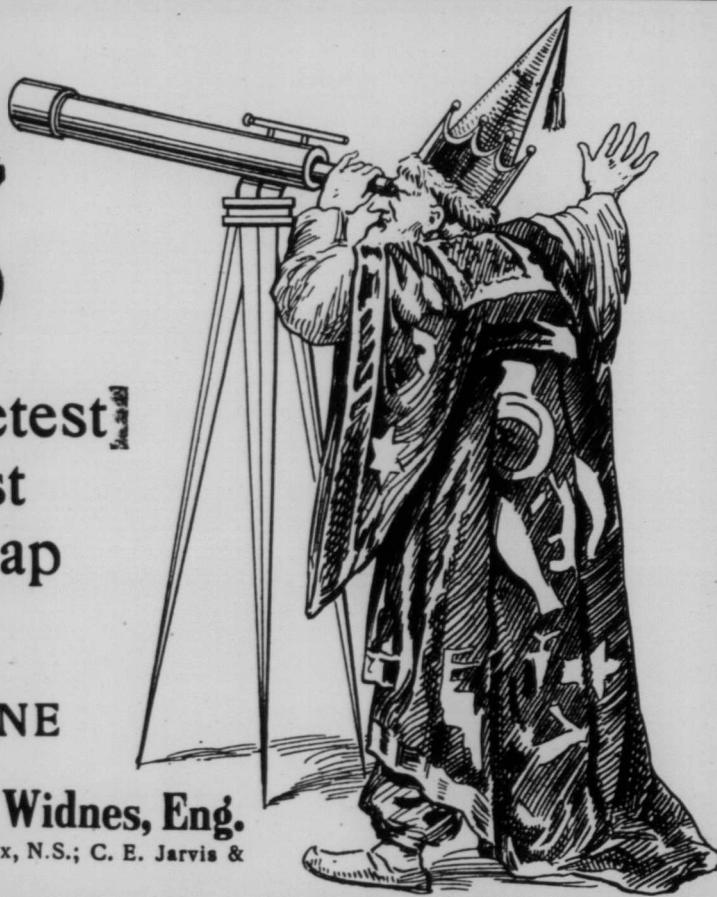
Gossages' Magical Soap

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

GUARANTEED GENUINE

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

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



SANITARY CANS

FOR

WINTER PACK

OF

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

"THE BEST" FOR THE LEAST MONEY

ONLY Seven more shopping days. Be ready for the big Xmas rush. We are in a good position to fill your Xmas Stock. GET BUSY.

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

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

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

Enquiries from Ontario to our Toronto office.



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



You Do Need This!

Every grocer needs the "Ideal" Fruit and Vegetable Rack.

It's a space-saver, a business-getter and a preventer of waste.

The story of the

"IDEAL" Fruit and Vegetable Rack

is told by the picture. It is a neat little appliance that is nailed to the ends of original fruit boxes, allowing the boxes to be stacked, thus saving floor space, and giving your fruit and vegetable stock exceedingly attractive display.

PRICE, ONLY FIFTY CENTS EACH

Cash with Order.

F O.B. Toronto.

Order some to-day.

EUREKA NOVELTY CO., 88 Colborne St., TORONTO

Handle
Satisfaction-Givers!
SELL



Here's the full line of Richards Profitable Soaps

Richards Pure Soap—Quick Naptha Soap—Snowflake
Soap Chips—

Ammonia Powder—100% Pure Lye—Toilet Soaps

They will increase your business and hold the best class of trade for you.

The Richards Pure Soap Co., Limited

Woodstook - - Ont.

Agent for Hamilton and Toronto:
A. HUTCHISON, Omand Mfg. Co.
76 Colborne Street, Toronto

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.





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

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

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

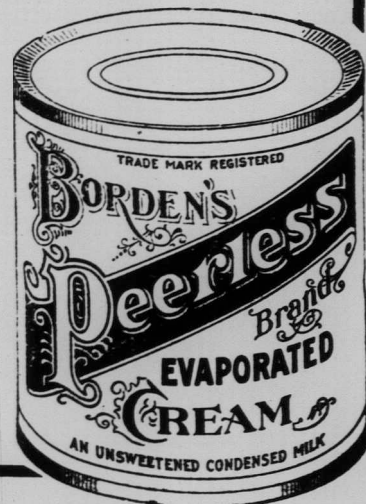
"Eagle Brand" Condensed Milk
and "Peerless Brand" Evaporated Cream.

Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

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



nd!

No Broken Eggs

The right title for our book about

Star Egg Carriers and Trays
For Safe Egg Delivery

NO BREAKAGE.

SAVE TIME.

NO SETTING-UP (Always Ready).

TAKE NINE SECONDS TO FILL---ONE TO EMPTY.

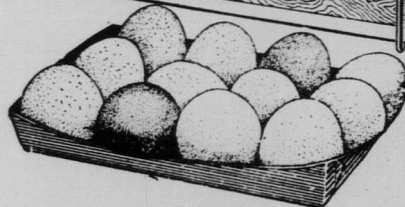
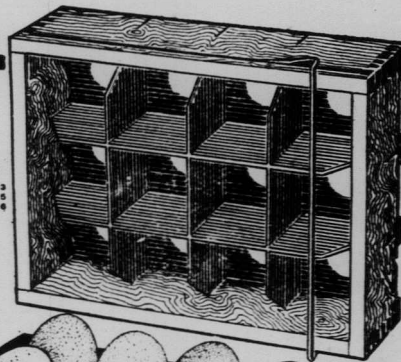
STAR EGG CARRIERS LAST A LIFE-TIME.

ONE CENT (per dozen eggs delivered) CHEAPER TO USE THAN PAPER BAGS OR BOXES.

ASK YOUR JOBBER, OR WRITE US.

YOUR AD. ON EVERY STAR EGG TRAY WINS TRADE.

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



MADE IN ONE AND TWO DOZ. SIZES

LYONS & MURPHY, COREY, PA., write:—

"We have used your Carriers and Trays for the past three years and they have given us the best of satisfaction. We have not broken an egg in the three years. We consider the carrier a good egg seller, as the customers can always depend upon getting the number of eggs they order, in good shape."

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

CENTURY

Ho!
Mr. Grocer.

The Salt your Customers will call for again and again--if you'll just stock it--is the purity-sure

CENTURY SALT

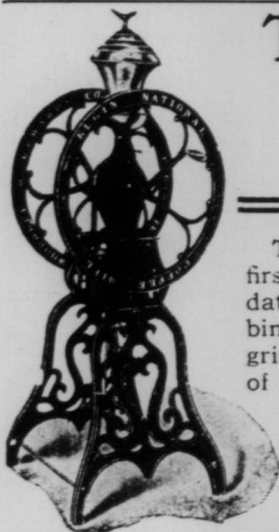
We're advertising it brightly. We're shipping it promptly. Just get our price list and try us.

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA, - ONT.

SALT



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 grinding.

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

Ask any of the following jobbers for our descriptive 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.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches.)
EDMONTON, ALTA.—The A. MacDonald, Co.

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

A FOOD LUXURY

IS BOUGHT FOR
ITS QUALITY

Flour, meat, sugar and salt are staple necessities, but pickles, condiments and sauces are luxuries.

No one buys these luxuries except to make food taste better and add zest to appetite. Hence, if the quality does not please, there will be no repeat orders.

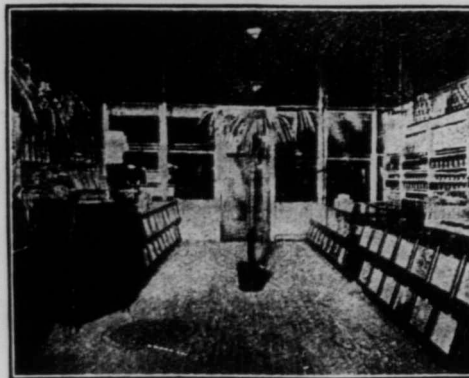
HEINZ 57 VARIETIES PURE FOOD PRODUCTS

have been approved by the public for forty years and their popularity is growing. Superior quality is the reason.

Heinz Products are free from Benzoate of Soda and all other drugs. They are safe to sell and guaranteed to please your customers, or money back.

H. J. HEINZ COMPANY

Members of American Association for the
Promotion of Purity in Food Products



A Strong Combination :

UTILITY CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the
Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

Berlin, 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

Donald says :

" There is no alum present in

Quaker Baking Powder

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

Report of analysis by Dr. J. T. Donald, Dominion Gov't Analyst.
November 26, 1910.

MATHEWSON'S SONS
WHOLESALE GROCERS
202 MCGILL ST., - MONTREAL

Your particular customers will be delighted with their flavor and freshness.

QUEEN QUALITY PICKLES



They are a line that reach you always in perfect condition, and are made from the finest vegetables and other ingredients only. Put up in 10-oz. and 20-oz. bottles. Send to-day for discounts and prices.

Taylor & Pringle Co., Ltd, Owen Sound, Ont.

BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain, TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited.

All Codes Used.



Branches:
TORONTO HAMILTON WINNIPEG FT. WILLIAM

ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit stock—stale biscuits will antagonize your most friendly customer. Protect yourself by ordering

TELFER'S GRAHAM WAFERS

and other plain and fancy biscuits. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

TELFER BROS., Ltd., - Collingwood, Ont.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

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

St. George Evaporated Cream
(Unsweetened)

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

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

J. MALCOLM & SON
ST. GEORGE,
ONT.

Protect Your Merchandise

from water, damp and damage

by shipping it in

"H and D"

Corrugated Fibre Board Boxes

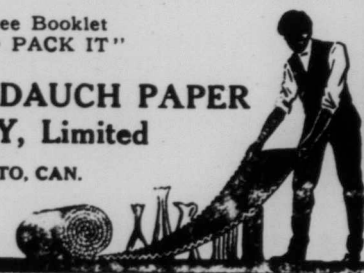
They are five times as strong and have greater carrying power than the best wooden cases, and in every case are guaranteed to save freight, save packer's time and save storage space.

Why not insure the arrival of your product in the same clean, fresh and attractive condition that it leaves your factory? An "H and D" packing box will do this for you! Write to-day for details.

Ask for free Booklet
"HOW TO PACK IT"

THE HINDE & DAUCH PAPER COMPANY, Limited

TORONTO, CAN.



Absolute Safety

is a leading feature of our Gasoline Lighting System, the light being instantly put out or lit by a pull of the chain. Gives a splendid, steady, white, brilliant light.

Is cheaper than coal oil and better than electricity or city gas. Investigate this proposition. More light means more business!

Write now for circular and special price to merchants direct.

MacLaren & Co., Merrickville, Ont.
GOOD AGENTS WANTED.

NATION'S CUSTARD POWDER

Noted
for its Flavor and Purity.

Attractively Packed
in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND CO TORONTO

You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made it a prime public favorite, and its retailing price of 40c. leaves you a "well-worth-while" profit. See to your stocks.

W. H. GILLARD & CO., Hamilton, Ont.

BRANCH—SAULT STE. MARIE



The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "Redpath" Sugars first place.

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

Cut this out for Reference

**BRITISH COLUMBIA
COMPANIES ACT
1910**

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C.,
Edmonton and Calgary, Alta., and Winnipeg, Man.

McLean's Cocoanut

ALWAYS SELLS WELL BECAUSE IT IS
PURE AND OF EXQUISITE FLAVOR.

The
**Canadian
Cocoanut
Co'y**



**Sole Makers,
Montreal,
Quebec**



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN
THIS PAPER

DO YOU KEEP THE BEST?

Some merchants make the mistake of handling a second-class sugar because they can buy it a little cheaper. This is not good business. The consumer is dissatisfied and the merchant afterwards loses custom.

ST. LAWRENCE GRANULATED

is the standard of high quality. You can always rely upon its being absolutely perfect.

ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL

The Demand for **SAUERKRAUT**
is daily Increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT
ONTARIO SEED CO., SUCCESSORS, WATERLOO, ONT.

We Wish Our Friends and Customers

A Merry Christmas
and a
Happy New Year

THE
Dominion Molasses Co.
LIMITED

HALIFAX, NOVA SCOTIA



The Festive Season Shortly Due

is the time of many extra dishes for the housewife, in which essences play an important part!
How are your stocks?

SHIRRIFF'S ESSENCES

Combine purity and strength; they will help to obtain and retain the family trade for you. Order to day

Imperial Extract Co., 8, 10, 12 Matilda Street
TORONTO

If your Jobber can't supply you, write us direct.

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



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

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**"The
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**of All
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THE ENEMY OF DIRT

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Would it be worth \$1.50 to you to be able to figure the cost price of your estimates and invoices in one-third the usual time, and to know that all the work was correct?

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White Dove Cocoanut

Impossible to beat it at any price

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FRANK L. BENEDICT & CO., Montreal Agents

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Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Gum, etc., etc.
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TORONTO, ONT. GEO. J. CLIFF, MANAGER

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\$3.00 a dozen, or \$2.75 per crate of 5 dozen.
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Makers of High Class Gums at
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is a rapid seller because, apart from its delicious flavor, the package contains a powder for sauce to be served with the jelly.

This unique feature has had a big influence on the sale of "Club" Jelly Powders! Send along a trial order and give "Club" Jelly Powders prominence.

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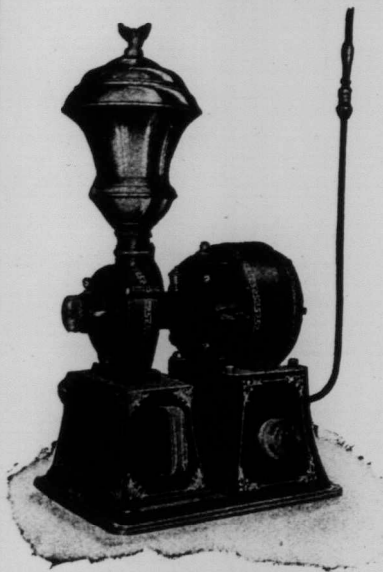
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All agree that Pickless add a zest to the plainest fare, but too little care is often taken of the pickle quality.

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If you want a rapid seller - one that will appeal to your women customers all the year around, just order

MINUTE TAPIOCA

You couldn't have a better selling line than Minute Tapioca. It requires no soaking, and in fifteen minutes a delicious pudding can be made, ready to serve. Minute Tapioca is made in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity

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Minute Tapioca

Minute Tapioca Co.

ORANGE, MASS.

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SYRUP**

of Tar and Cod Liver Oil has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name. It has been so successful in effecting cures that every user is a publisher of its excellent qualities. Its sales have increased wonderfully everywhere. It is a sure seller.

**MATHIEU'S
NERVINE POWDERS**

are needed wherever colds are attended with pains and fever. See that you are well supplied with both, as the season of Colds is now on.

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CANADA FIRST EVAPORATED CREAM

THE RICHEST

BY GOVERNMENT TEST

See Bulletin No. 208, Dept. of Inland Revenue

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THE AYLMER CONDENSED MILK CO., Limited,

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The Brand of the Very Finest

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VEGETABLES

and

CANNED FRUITS

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The Most Liberally Managed Firm in Canada.

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GOODS OF HIGH QUALITY HUNT BROS., SAN FRANCISCO

JUST RECEIVED INTO STORE

150 CASES PINEAPPLES "HAWII"

Sliced and Grated. 2s and 2½s tins.

APRICOTS AND PEACHES

In rich, heavy syrup. 2½s tins.

LARGE VARIETY

BEVAN'S TABLE RAISINS AND CAMEL FIGS

Just drop a line for prices. We have the largest assortment without exception. PRICES RIGHT.

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Wholesale Grocers and Importers, :: MONTREAL



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AND

A DROP IN MAPLE

SYRUP
MIXTURE



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CAKE ICING

We are now packing a Maple Mixture and Maple Flavored Syrup under "Habitant" and "Pancake" Brands at a price to compete with cheap Mushroom Brands that are sure to spring up when Sugar and Glucose are cheap. HABITANT BRAND is of a heavy texture, rich reliable, high grade in every respect. Prices are delivered to all Railway Points in Canada East of the Soo THROUGH JOBBERS' ONLY.

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Quart bot., 12 to case .. \$2.30	Half-gal., 12 to case .. \$4.60
Pint tins, 24 to case 2.40	1-gallon, 6 to case 4.30
Quar.-gal., 24 to case ... 4.60	2½-gallon, 2 to case ... 3.80

"PANCAKE" BRAND FLAVOR.

Quart bot., 12 to case .. \$2.30	Half-gal., 12 to case .. \$4.55
Pint tins, 24 to case ... 2.40	1-gal., 6 to case 4.25
Quar.-gal., 24 to case .. 4.55	2½-gal. Imp., 2 to case. 3.75

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Exchange Ltd.

MONTREAL
Molasses and Syrup
Refiners.

The following Brands are Standard world over for last 32 years. No change.

"SMALL'S SELECTED PURE."

Quart bot., 12 to case .. \$3.40	Half-gallon, 12 to case .. \$7.25
Pint tins, 24 to case .. 3.90	1-gallon, 6 to case 6.50
Quar.-gal., 24 to case .. 7.25	2½-gal. Imp., 2 to case.. 6.50

"SMALL'S STANDARD"

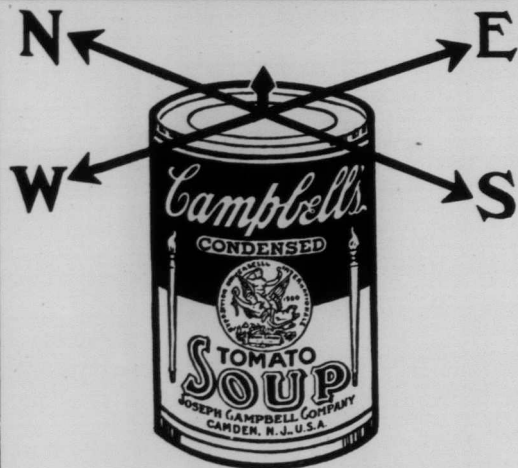
Quart bot., 12 to case .. \$2.35	Half-gal., 12 to case ... \$4.70
Pint tins, 24 to case ... 2.50	1-gal., 6 to case 4.40
Quar. gal., 24 to case .. 4.70	2½-gal. Imp., 2 to case.. 3.90

Opening New Accounts

Your business will not grow unless you do add new customers constantly. The old ones will drop out with surprising regularity and those that remain will not increase their purchases materially.

Have a good live talk about your goods in THE GROCER every week. All the best grocers in Canada will read it, and if what you say is worth while, they'll steadily be influenced in your favor.

You will find THE GROCER the most powerful agent at your disposal in the cultivation of new accounts.



North, East, South & West

Campbell's
SOUPS

Sell the best

Extensive and persistent advertising, added to the absolute purity, fine flavor and high food value of CAMPBELL'S SOUPS, has made them wonderful sellers everywhere. What are you doing to take advantage of this established demand? Do you realize that all the trade you secure on CAMPBELL'S SOUPS will stay with you? It will, because CAMPBELL'S SOUPS will please your customers. Our guarantee of "satisfaction or money back" is as much a part of every can of CAMPBELL'S SOUPS as if it were printed on the label.

Joseph Campbell Co., - Camden, N.J.

"21 Kinds—Look for the Red-and-White Label."

ROSE & LAFLAMME, Limited, 400 St. Paul St., Montreal, Sales Agents for Provinces of Quebec and Ontario.

INVALID OXVIL

Used in large Hospitals and recommended by all the leading Physicians.

Invalid Oxvil is in a class by itself, and as a stimulant it is superior to any seasoned Fluid Beef.



THE PERFECT FLUID BEEF

INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts. INVALID OXVIL is now being sold by all the leading grocers and chemists in Canada on the strength of its Purity and Genuine Beef Flavor.

Manufactured and Guaranteed by

The F. L. BORTHWICK CO., Kingsland Rd., London, England

Write for Illustrated Price Lists to our Canadian Agents:

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This Carton Answers The Only Objection

How many customers do you sell dates to? Probably not one out of 25. This though dates are delicious, healthful and generally liked.

Do you know why? Because dates in bulk *cannot* be made to look clean and sanitary. A bundle of dates from which some have been broken away looks pretty unappetizing.

When you sell **Dromedary Golden Dates**, you answer the only objection anybody can possibly have against dates. They are packed in cartons, are selected, clean and sanitary and will keep moist and fresh indefinitely.

We are advertising these goods to your customers. Help yourself to this trade.

All jobbers sell **Dromedary Dates**.

We also pack **Royal Excelsior** and **Anchor** brand package dates.

The Hills Brothers Company
Beach and Washington Streets, :: New York

For the Holidays

You should be prepared to meet the demand from the most exacting trade by keeping in stock a full line of the following standard products:

PIPER-HEIDSIECK Champagne

The best vintage. First of all, unexcelled.

Mitchell's Irish and Scotch Whiskies

The best product of Ireland and Scotland distilleries.

Sherry of Diez Hermanos

The most select wine of the sunny land of Spain.

Clarets and Sauternes

From the cellars of the castle of Vigneau & Cambours.

Port Wines

From the Real Companhia Vinicola of Portugal.

Table Water "Sun Ray"

A crystal, pure, spring water.

Brandy "Ph. Richard"

A brandy made from pure wines.

"Gold Finch" Gin

A liqueur with the exclusive guarantee of Schiedam authorities.

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From the celebrated vineyard of Morin, Père & Fils.

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A select lager for select people.

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Trayder's Brand.

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Liqueurs from France are pure and superior in quality to any.

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We have a few cases of the 1895 production. No other distillery can offer such old rye. Our "Red Letter" Rye is always standard and a favorite everywhere.

We offer the best prices on all these standard products.

Write, wire or 'phone for quotations at our expense.

LAPORTE, MARTIN & CO., LTD.

Wholesale Groceries, Wines and Liquors

568 ST. PAUL STREET

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Telephone Bell: Main 3766

At South River—"his first lesson in successful merchandizing."



The Lesson is simple.

Stock only goods of undoubted quality.

Buy often—and in small quantities.

Put your goods out where they will suggest purchase.

In tea—sell "SALADA."

"SALADA" packages have standardized value.

"SALADA" has made possible small stocks—quick turnovers—frequent purchases.

"SALADA" is sold quickly—conveniently—profitably.

You know what you are selling—your customer knows what she is buying. Satisfaction and confidence are established.

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Is the "Library Voting Contest" a Fake?

Letter From Retail Merchant Who Places It Under Trading Stamp Act—How the Scheme Is Worked—Piano Contest Arranged to Counteract it in Uxbridge—The Value of These Contests to the Promoters.

Editor of the Canadian Grocer.—Allow me a small space in your journal to say a word about a scheme that is being exploited through Ontario at present, and which is without doubt a very profitable one to the promoters. It is called a "Library Voting Contest." An agent canvasses a town for 25 or 30 merchants to subscribe about thirty dollars each for which they are given small ballots that entitle the customers free of charge, to mark for any church, institution or hospital that they wish.

The promoters give two bookcases or one, according to the size of the town and the amount subscribed, comprised of three sections, and containing from 100 to 150 miscellaneous books. This bookcase and books are to go at a certain time to the winning institution with the highest number of ballots. The total cost of bookcases and books would be to the promoters from \$75 to \$100, leaving a net profit of say \$500 on a week's work; and yet it is said there is no profit in the book business. Think of it: five hundred per cent., and yet in every town where it has been offered, so far as is known, the merchants have entered the scheme and put up their good money to establish what is nothing but a trading stamp business, a thing that they all complained of bitterly until the government had it stopped and made a criminal offence. I should say that this "Library Voting Contest" is an infraction of the law, and that those using it must lay themselves open to a charge and fine for doing it. If any of these merchants would buy thirty dollars' worth of books and give part to a church and part to a hospital I am certain they would derive more benefit and business than by this profitable scheme to the promoters.

This letter is written with the hope that merchants in Ontario will give it a cold shoulder, as it is without doubt a very profitable one to the men getting it up, and exactly the opposite to the merchants in it. Thirty dollars spent in good advertising would be far better and would keep away that old trading stamp iniquity that the business men suffered from for years.

RETAIL MERCHANT.

This letter should call a halt to those who have been contemplating entering this proposition. The promoters are gradually extending their operations over Ontario and reports have come in that already Ingersoll, Newmarket, Burlington, Oshawa, Uxbridge and North Bay have been canvassed.

It is a question whether this is a legal undertaking or not. Whether it is or

isn't, merchants should proceed slowly or they will find themselves in a hole.

Opposition in Uxbridge.

A Grocer representative was in Uxbridge during the week where, as noted above, the Library Voting Contest is in progress. The promoters secured the co-operation of 9 merchants in their project, each of whom advanced about \$25 in support of the library. That would amount to \$225. Some of those who are not in the scheme say that the library will be worth to the individual or institution getting it about \$25 or \$30. Apart from the cost of the library, ballots and probably a book case, who gets the balance? Does it remain in Uxbridge? Supposing the entire cost of the books and paraphernalia is \$50, do the merchants get any benefit from the other \$175? You say the nipe may, but what about the town taken as a whole?

To counteract this scheme on the part of the nine in conjunction with the promoters, the other merchants claim to have hit upon something novel. They joined together and bought a piano for some \$250—a piano made in Uxbridge. It didn't cost each as much as \$25. There is a voting contest on this piano now going on, and since the recipient gets \$250 value—almost 10 times the value of the library—everybody is much more interested in it than in the library. The piano is being shown in one of the windows. Since it is made at home, the money all remains at home—none of it goes to enrich any promoter from another country.

Trading Stamp Act.

The question is whether the scheme is illegal or not. It was stated some time ago in these columns that in the estimation of E. M. Trowern, secretary of the Retail Merchants' Association, and the city solicitor of Ingersoll, it came under the Trading Stamp Act passed by the Ontario government in 1901.

The Statutes of Ontario of that year refer to this Act as follows:

TRADING STAMPS, COUPONS, ETC.

41. For prohibiting the giving, selling, distributing or receiving of trading stamps, coupons, or other similar devices, and for prohibiting the giving, selling or dealing therewith by any person, firm, or corporation engaged in trade or business.

(a) No such by-law shall apply to any merchant or manufacturer who places in or upon packages of goods, or delivers to the purchasers of goods sold or manufactured by him, tickets or coupons to be redeemed by such merchant or manu-

facturer either in money or merchandise."

This law came into effect on January 1, 1902.

Test Case Necessary.

No person, of course, can say definitely that this Library Voting Contest is illegal until a test case has been made. The expression of an opinion is the limit, and until some person or municipality decides to test its legality, these promoters will have a free hand in their operations.

Apart from the legal point of view, is it good business? A merchant gives away \$30 to aid in the purchase of a library, and to pay the promoters who have little or no interest in the well-being of the town. The merchant expects to get more business from the interest created in the coupons. Let us suppose he makes a net profit of 6 per cent. on his turnover; what value of goods must he sell in order to get back in profits his \$30? This makes a simple question in mathematics—\$6 is the profit on \$100 sales; \$1 is profit on \$16 2-3 sales; therefore, \$30 is the profit on \$500 in sales. Remember that this \$500 worth of goods must be sold to new customers—customers who are buying from the merchant in consideration of the fact that he is carrying library coupons.

Is it worth it? Supposing that the \$30 had been spent in advertising, to create a good-will—a reputation—for the business; or that it had been used to purchase a better assortment of goods for the Christmas trade! Wouldn't it have done more good than giving these promoters say 80 per cent. or \$24 of it?

If the merchants of a town or city desire to stamp out any such scheme as this, how are they to do it? The solution lies in a committee to deal with all advertising propositions which might be called a "Fake Advertising Committee." This is the method used in Winnipeg.

Let every merchant think over the matter.

CONTEST ON IN GUELPH.

Guelph, Ont., Dec. 15.—The library voting scheme has reached this city, and firms representing almost every line of business, including grocers and hardwaremen, dry goods and druggists, have taken up the scheme. The voting has been fairly heavy, but from an outsider's point of view, it does not seem very attractive, especially during the regular Christmas trade, when variety of offerings, with quality, seem to be better trade getters.

Christmas Window a Picture or Salesman

Reasons Why the Merchant Should Aim to Make the Window Talk for Him Rather Than Have It Simply Shout A "Merry Christmas"—In Order to Make It Pay for The Labor and Expense in Designing, It Ought to Get Business.

By Victor Lauriston.

Was that elaborate Christmas window worth the trouble?

That's the question you'll likely ask when the rush is all over, and from the doldrums of January you look back upon the time and labor—and money—you spent in designing that Christmas Eve display, putting it together, and making it the most gorgeously Christmassy thing of its kind in town.

And the answer to that question of yours will depend entirely upon what you got out of that window display; and that in turn will depend upon what you put into it.

Merchants have told me, time and again, that the beautiful, elaborate and generally admired Christmas displays have as a rule proven more trouble than they're worth. They have given hours to the task of devising window displays that were not merely window displays, but veritable panoramas of Christmas, with Santa Claus, the reindeer, the sleigh, the snow-flakes, the chimney, the holly, the evergreens, in fact, the whole tradition of Christmas depicted to an accompaniment of Christmas trees a Christmas bells—and at the end of all, they've asked: "Was it worth trouble?" and answered: "No." A there's a whole mountain range of trouble in that.

Should be a Business-Getter.

After all, what is a window-display—what is its basic purpose? You've long since flung away to the four winds of heaven that old idea that a show window was merely a place to store goods for which you couldn't find room upon the

shelves. That window, you know, as every merchant nowadays knows, possesses big possibilities as a business-getter. But have you grasped the conception of your window display as an extra salesman for your business—a hustling clerk, standing always at the front of your store, telling passers-by what they ought to purchase, and what you have to sell—and convincing them that now is the time, and here is the place to buy?

Just here many Christmas windows fail; elaborate, beautiful windows, too. Your Santa Claus display tells the wayfarer that this is the Christmas season—but who in Canada doesn't know that mid-December is the Christmas season? What the display tells him is superfluous. And it goes no further than that. It does not tell him what he would like to know—what he should buy for Christmas, and what you offer to satisfy his needs.

Make Appeals Specific.

Just as in your newspaper advertising, your special Christmastide letters and printed booklets, so in your Christmas window display, you chat with the present and prospective customer. The more specific, definite and appealing your line of talk, the more effective its results. Don't be satisfied merely with talking Christmas. Talk Christmas goods as well. What is more, be specific. Talk your own Christmas goods. Make your window individual in its distinction from all other Christmas windows; and make it convincing. If you have a Christmas specialty that the other fellows aren't

featuring, feature it yourself. If you've a new Christmas line of goods, push that line to the front.

Don't be content with a Christmas window display that just shouts "Merry Christmas!" to the passers-by. Put in something also which says: "Come in and see me."

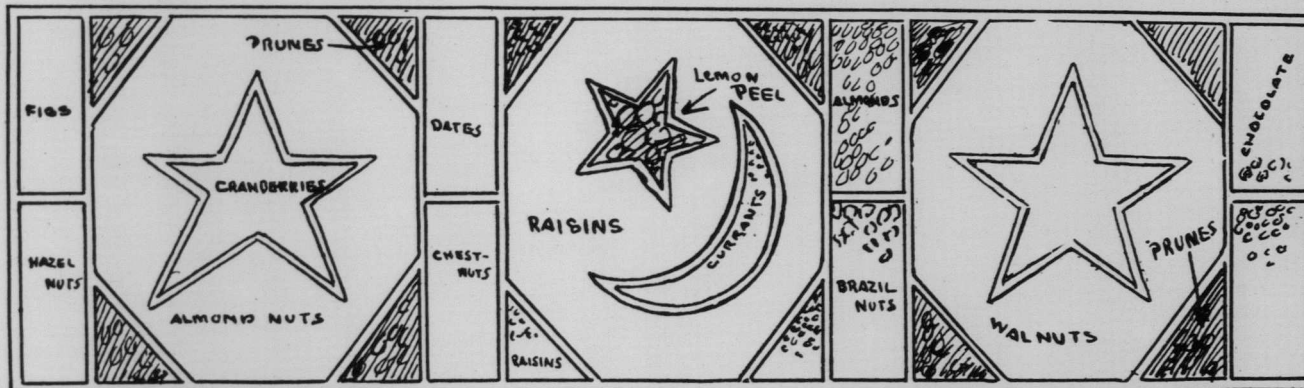
That's the ideal of a Christmas window display, or of any other window display. Not just a picture; but a suggestive chat with the man in the street, and an irresistible invitation to him to come in and purchase. That's the ideal. It's for the window-designer to spell out his arguments in goods, show-cards and price tags, in such a plain, appealing and convincing way that all who run may read, and cannot help but halt and buy there.

Chas. Rishor, wholesale grocer, Peterboro', Ont., was in Toronto during the week.

A jury in a district court at Des Moines, U.S.A., recently returned a verdict favoring a woman creditor and gave her judgment of \$142 against the Des Moines Retail Grocers' Association for the wrongful suing out of an attachment. The jury held that the action of the Grocers' Association was wrong and that she should be given damages for the value of the furniture which had been taken from her and sold.

A retail concern advertised that every twentieth sale would be given free to the lucky purchaser, regardless of the value of the purchase made. As a special feature of the sale a loud gong on top of the building was wrung whenever the twentieth sale was made. While some of the sales donated were large, the total increase in business was so great that it became a permanent feature of the firm's advertising policy.

DRIED FRUIT AND NUT WINDOW.



The above drawing illustrates an outline for the floor of a Christmas window. The partitions are made from slats measuring 1 x 3/4 inches, and cut to suit the different lengths.

The centre star is filled with lemon, orange and citron peel, and the moon with currants, both being surrounded

with a bed of raisins. The corners contain Sultana raisins. The outside stars contain cranberries, and are surrounded with almond nuts on one side and walnuts on the other, the corners being filled in with prunes. The long strips forming the partitions are filled with figs, dates, Brazil nuts, hazel nuts, shelled al-

monds, chocolates and chestnuts. The rear of the window may be arranged with oranges, grapefruit, etc., so as to make an attractive background. A few price tickets would also be acceptable. A window of this character was arranged for the Xmas season by J. W. Island, Toronto.

Practical Methods in Retail Stores

Montreal Retail Grocery Firm Packs Cases of Christmas Goods Which are Purchased by the Wealthy and Given to Poor Friends — New Brunswick Dealers Advertise Goods to be Sold at 25 Cents — Ottawa Grocers Charge Frauds in Apple Packing—Merchants Fined Under New Food Standards—London Dealer Uses Blackboard in Front of His Store.

Pack Cases of Xmas Foods.

Montreal, Dec. 15.—Last year at the request of a number of the customers of Fraser, Viger & Co., that firm placed on the market special holiday cases of groceries and provisions to sell at certain prices. These were sold to those who had friends not in a position to spend a large sum in the Christmas goods that bring good cheer into the home.

The idea worked so well that Fraser, Viger & Co. are doing the same thing this year, and advertise the list of goods that go to make up the case. For instance, Case No. 4 at \$5.50, contains a plum-pudding, tea, coffee, table raisins, mixed nuts, crackers, figs oranges, jam, extract of beef, basket of apples, salmon, cocoa, sugar and pickles, the quantity in each case being named.

Cases are also sold costing \$10 and \$15. These cases are delivered free by express to any point in Quebec, Ontario and the Maritime Provinces.

In their ad. they say: "There is many a poor family who would greatly appreciate getting one of these cases of groceries and provisions about Christmas time."

Advertise a 25 Cent List.

Moncton, N. B., Dec. 17. — In the course of a well-written ad. in a local paper, The Two Barkers, Ltd., retail dealers, give a lengthy list of articles which they offer for sale at 25 cents. In the list are the following: 3 cans fresh clams; 6 cans domestic sardines; 6 packages assorted jelly powder, etc. There were 28 articles in all mentioned, each for 25 cents.

In the section of the ad. referring to cigars, they say: "If you want a box of cigars for either yourself or your friends, see our line and get our prices. We can save you about one-half on cigars by the box." This was followed by the prices, making a good advertisement.

Criticism might be made of the manner in which the ad. was set; heavy, large black type used at the top, one side and bottom announcing an auction sale. Smaller type and straight rather than wiggly rules would tend to make the entire appearance more dignified.

Frauds in marking of Apples.

Ottawa, Dec. 15.—At the last meeting of the local Retail Grocers' Association, members voiced complaints against the marking of apples, alleging dishonesty. A McNeill, head of the Fruit Division, Dept. of Agriculture, Ottawa, was present, and listened to the statements made.

The law requires that all barrels of apples must be marked: Fancy; No. 1; No. 2; or No. 3, as the case may be.

F. W. Forde remarked that almost every day the grocers are buying apples marked No. 1, which when opened would not grade above No. 2.

The number or classes of the apple is supposed to be placed on the outside of the barrel by the packer. However, one grocer stated that he bought a barrel on the market marked No. 1: When it came to the store and he began to open it the paint with which the number was stamped rubbed off, showing that it had only been put on a few hours, certainly not when the apples were packed. Inside were small inferior apples, which would not pass as No. 2's.

Other grocers gave similar experiences of being the victims of dishonest marking, where apples marked No. 1 were sold to them at high prices this year and were not No. 1 by any means.

The high price of apples this year makes any fraud in marking an important feature, and the Grocers' Association will further discuss ways and means of protecting themselves and the public against it.

Report Good Results.

Owen Sound, Dec. 15.—While it may be rather late to refer to the question of exhibits of retail dealers at the fall fairs, yet the experience of Prentice & Sproule, of this town, will be interesting to those who have had such advertising under consideration and who have never tried it out.

"We have had good results from our exhibit," say Prentice & Sproule. "We might add that we have sold goods and had enquiries for others which we exhibited at the fair and which prior to that time had never been asked for."

"In fact some of our customers have told us that they had no idea we handled some lines we demonstrated."

Blackboard for Advertising.

London, Ont., Dec. 15.—Harry Rana-han, Richmond street, is one of the few if not the only grocer in London who uses a blackboard outside for advertising. It carries a large heading: "Quality Store," and being about four feet high has plenty of room for bulletins of special offerings or seasonable goods. In the absence of anything very special it announces: "Our prices are right;" "No trouble to show goods or quote prices," and other little statements of the kind.

French & Co., fruit and confectionery dealers on Dundas street, near Richmond, make a practice of cutting layer figs across the rows with a common

knife, displaying sections about six inches long, one row wide, and as deep as the figs are packed in the box. These cross-sections make an inviting display of an article which is not always of an attractive appearance, and it is always easy to find a section that will be of the size a customer wishes. The computing scale tells at a glance what the value is.

Food Standards Violated.

St. John, N.B., Dec. 15.—The retail stores of the city have taken on their Christmas garb and are very attractive. Many of the grocers are handling a larger line of fancy confectionery, Christmas crackers and cosagues, etc., than ever before and these vari-colored packages give the show windows and store interiors a bright appearance.

The first cases of violation of the new food standards for meats to come before the court in St. John were heard last week. As a result of information laid by Dr. Murray, inspector, of Ottawa, a meat and a grocery firm were fined \$200 each. The offence in the first case was for exporting uninspected pork to the West Indies and for wrongfully using government labels on the shipment, and in the second case for attempting to ship uninspected pork and labelling it as fish.

Early Closing in Berlin.

Berlin, Ont., Dec. 15.—There was some real "early closing" in Berlin last Saturday. Almost every store closed at exactly 10 o'clock, and the remainder a few minutes later. Merchants on King street report that business was transacted considerably earlier, and that it might not be impossible to close at 9 o'clock. Chief of Police O'Neill announces that the early closing-by-law will be enforced in future.

GODERICH GENERAL DELIVERY

In last week's issue there was an item regarding the establishment of a General Delivery in Goderich, Ont., in which it was stated that some of the grocers had to resort to their own deliveries on Saturday night on account of the rush. A reader in Goderich writes to say that there was a slight error in this. The facts are that those in charge of the General Delivery, wishing to use an extra horse, secured one from a merchant. The new system, he further states, is giving good satisfaction.

A. J. H. Phasey, grocer, Toronto, has assigned to J. P. Langley.

Geo. E. Bristol, Hamilton, Ont., with Mrs. Bristol, has gone on a two or three months' holiday trip to Florida and the West Indies.

SHORT TALKS TO CLERKS

By An Ex-Clerk

The personal appearance of the retail clerk is important enough to cover the space I am going to use in this Journal; in fact, important enough to cover many times the space.

Since I was a retail clerk and went into another line of commerce, I was compelled to take a schooling. At first I naturally thought I knew a good deal about taking care of myself and my appearance etc.; but by making comparisons with others, I concluded that I had simply been conceited—and I had this all knocked out of me.

Among the first instructions I received were:

- A shave every morning.
- A shine every morning.
- Clean linen, cuffs and collar.

Many of you who read this little talk realize how important personal appear-



A Shave Every Morning, Among the First Instructions.

ance is. I have gone into retail stores almost daily, and many a day I have seen clerks with a two days' growth on their face, soiled aprons, soiled collars, and an excuse for clean cuffs.

Do you ever stop to think what an impression this must make—what an advertisement it is for you? I mean a BAD advertisement. Well, I will tell you. You wait on probably one hundred people a day. You have just made one hundred bad impressions! Do you think that is a good thing? I don't.

Now, I know that I am talking to a body of men who have to work, and not to a bunch of Bank Presidents and other

members of the high-hat-and-frock-coat brigade. However, that does not make the question of personal appearance any less important to you.

Now, on reading this, ask yourself the question, "How many of the boys in the store had a shine this morning?" "How many are wearing linen that rightfully should be reposing in the laundry bag, instead of exhibiting itself behind a grocery counter where particular ladies are buying things to eat?"

How long since you had a hair-cut? Does your face show that it has recently had a nice, clean shave? Some of you say, "What has that to do with selling groceries?" Well, let me tell you it has a lot to do with it.

Mrs. Blank, who happens to be of a particular disposition, enters the store and wants half a pound of your best cheese. She probably stands and watches you cut it. Remember she has to eat this cheese—not you! And she cannot help noting your dirty apron, dirty linen, the two days' growth on your face, and whether your hands are clean or not, and whether your nails were ever clean.

Her sense of delicacy will prevent her from passing any comment. She will take the cheese, pay for it and walk out. It would be worth a good deal of money to your employer could he be a mind-reader and analyze that lady's thoughts.

People make a mental memo of bad impressions—a much stronger memo than they do of good ones. The motto is, avoid the bad ones!

Now, don't think that this applies only to the purchase of cheese. It might in your mind, but it won't in hers. She will think the whole store is run on the same plan. She will think your delivery boxes and baskets are dirty; she will think you are careless with your wrapping paper. She will think the shelves are covered with fly-specks. Well, she will just think so many things about it that probably she won't come back, and she may mention her experience about your store to her friends.

I have heard these comments myself. I have been fortunate enough to be able now to mingle with people of the class which I have described, such as the particular housewife. I have a wife of my own who is somewhat particular—in everything, possibly, but her choice of a husband. However, I have heard her many times comment on the unclean appearance of clerks in certain stores.

Now for a comparison. You go into a store where every clerk has the interests of the store at heart. You meet a clerk with a clean collar, a clean apron, clean face and hands, and tidy looking. That makes a good impression.

Remember, you never know who is

looking at you; you never know who is watching you. There is one man watching you all the time, although a great many of you seem to think he does not. That is your employer. He sees everything.

A tidy appearance helps to hold trade, is pleasing to the eye,—so that personal appearance is a very important thing in the life of any retail clerk. You may argue that your employer would refuse to pay for the laundering of clean aprons, or a white linen coat if you happen to use one in the store—and it is a good thing to use. If he does, he is a shortsighted employer. He will spend in advertising hundreds of times the cost of laundry, and not get the same result.

Now, boys, you will have to agree with me that your personal appearance is a very important thing in the life of the retail clerk. And more than that, let me tell you that the greatest educator in the world to-day is HABIT. You create a habit, and it will follow you all your life.

And don't forget one thing: The first impression is often the lasting one. A new customer walks into the store. Probably she has just moved into the



The Particular Customer Will Scrutinize Your Personal Appearance.

neighborhood. The first impression she gets is the one that will stay with her, and on that impression depends whether she will stay with the store or not.

Don't let it make any difference to you how the other clerks look—just you take care of yourself; and if the rest are negligent, you will stand out so prominently in comparison that not only will the others be ashamed of themselves, but your employer will take quick notice—and most likely some other employer as well. Good business men are always looking for ambitious employees.

Whom do you think would be picked out first for a better job than what you have?—the untidy clerk, as described, or the clean and tidy clerk as described?

If it pays any merchant in the world to advertise, it will pay YOU to advertise—and your best method is your appearance.

Differences in Special and Cut Prices

Story of a Price Cutting Incident Which Reflected on the Originator—Washing Powder Had Regular Price of 25 Cents—Cut to 22 and 20, and Eventually 18 Cents—Profit All Given Away—Ads. Suggested Illustrating Special Prices.

By Henry Johnson, Jr.

Special Prices.

Special prices and cut prices are two different things. Special prices are right, correct, legitimate; cut prices are demoralizing to merchant and customer alike. Let me illustrate.

When I went behind the counter in 1878 I think I remember a certain brand of washing powder as a staple, and I know that B—'s was there. These were in small packages, designed, I think, to sell at 10 cents each. But it is like yesterday that I recall the day in about 1883, when I saw G—t washing powder for the first time. Here was a package of "Washing Powder" of such generous size as to carry the impression that there was enough for a wash, and to scrub with, and to use for cleaning, without necessitating a continual running to the store for more. In other words, this was a package that seemed really worth while. And the selling price, as the salesman so well put it, was the popular figure of 25 cents—easy to learn, to remember, and to make change for. It seemed all right, and we stocked it and sold a lot of it. I should premise here, however, that, as I have said before in these columns, our business was of a staple character, far removed from fancy fruits, shelled nuts and olive oils; and the elder Johnson had some old-fashioned notions about selling at legitimate prices, irrespective of what might be called "regular" prices.

How the Prices Were Cut.

Hence it was not long before G—t was sold by us at 22 cents; in fact I think that was the price at which we started it. Well, the result was that almost immediately everybody was selling at 22 cents; then those who did not know, as the elder Johnson did know, just what was a legitimate, businesslike margin, cut the price to 20 cents, then 18 cents, and the profit was a minus quantity. That is price-cutting.

Use of Special Prices.

Now here is the difference. Special prices are legitimate, and a valuable feature for the advertiser, because the concession is made on goods and brands under his own individual control. When you advertise Smith's 30 cent coffee for a week at the special price of 28 cents, 5 pounds for \$1.15, you are advertising Smith and only Smith. You are not demoralizing anybody's business. You are not working up any demand on which the other fellow can trade. You are not trading on anybody else's work or good will. Your neighbor cannot gain any advantage from what you do, for obviously he cannot sell Smith's goods, nor even say his goods are "the same

as Smith's," because the densest competitor will see that thus he would only be playing your game for you. So the special price, named for a certain definite time, or on certain quantities, applies to your business only. The reduced or special price has its proper uses, and the live merchant will use it regularly in building his trade.

Suggestion for Coffee Ad.

I have told you that "Mother" knows values, and she certainly does. She may not, however, have tried your service in certain lines—probably coffee, as coffee is one of the things about which she is characteristically conservative. You may have got her to try your cranberries, and uncolored Ceylon tea, and various other things, by your snappy little ads.; but she still holds off on coffee, because coffee either makes or unmakes the breakfast, and "Father likes his coffee just so, or his day is spoiled, etc." As you progress in this work of planning out little catchy evening readings for the family, you will inevitably get around to your coffee department; you will kind of wake up to the fact that the coffee trade should be yours, and that you can get it if you go after it. Thus you will say:

Smith's Bokava Coffee at 30 cents a pound is really out of the ordinary; rich, mild, full "bouquet," very flavory. This week, per pound, 28 cents. By all means try it.

And as "Mother" reads that over—and goes back over it a second time, as she has got used to looking for your talks by this time, she concludes to take the plunge, and next morning she does try it. It is up to you, then, as a good merchant, to see that the coffee is right; and, if you do, you will have added one good customer to your list.

Retain Purchaser's Confidence.

The right way to do this is to offer one coffee at a time, at a special price, for the period stated, and never be guilty of extending the time by a day, nor give anybody the special figure after the time has expired. This will gain you the confidence of your readers, who respect a man in just the proportion as he shows plainly that he means just what he says.

Say:

Smith's pure Ceylon tea, regular 60 cents, special at 54 cents this week. You, who are familiar with Smith's teas know how cheering is the cup of pure Ceylon, when properly selected for flavor and body—not for looks. This is the kind you want. Order it this week.

All of which does not mean for a

minute that you shall not quote a company's tea you are selling; no, not at all. But when you quote such a brand, name the price fixed on it by the company, and back up the work those people are doing to give you an assured, legitimate margin. When you name prices on such things you are indicating to all the "Mothers" in your town that "Smith has everything." And you are also taking proper advantage of the money the importer is spending to establish a demand of which you are entitled to reap your share of benefit. You can greatly increase your share by backing up the importer's general advertising by your own local advertising in this way.

In this way you build your business on legitimate demand, honestly cultivated. Your house is not founded on sand, but on the rock of solid facts. You are in a position to make good any time on your representations. And you are not harming a single legitimate business interest. This is a good deal to say, when you come to think of it. It contravenes a good deal of what we hear about it being impossible to get business unless you offer "inducements"—"inducements" in this case meaning cut prices. For really the man who depends on that kind of inducements to his trade is working on sorry lines. He will have no following but the chronic bargain hunter; and the bargain hunter never did any grocer any lasting good.

Enforcing of Fixed Prices.

It is a question both of law and of ethics, to what extent it is feasible, practicable and good public policy to enforce the maintenance of prices such as the manufacturer or producer names on his brands. I feel very strongly that the manufacturer should be backed up by every grocer. I am satisfied, too, that I can show that the owner of a trademark or trade-name, can protect his goods against the cutter.

But simply as a matter of farsighted business, the retailer will fare best who adopts the policy of upholding the established price on every article on which the maker is broad enough to fix a price. Think over the case of a certain company's brand of tea, as sketched above. Think of the careful planning and thought which has gone into the establishment of a demand based on quality at the prices named by the importer. Think of the skill behind the blends. Is not such a line entitled to your support; and will it not pay you to support it?

When a new catalog comes in, or a new number of a trade journal, have the head clerk go through it and mark the things he thinks ought to be considered by you. You will get a new point of view in that way.

Nothing in the way of selling helps is cheaper than price tags, and not one merchant in a thousand uses as many of them as he ought.

The Canadian Grocer

Established 1886

THE MACLEAN PUBLISHING Co., LIMITED
JOHN BAYNE MACLEAN - PRESIDENT

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

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

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MONTREAL - Rooms 701-702, Eastern Town-
 ship Bank Building
 Telephone Main 1268
 J. J. Gallagher
TORONTO - 142-149 University Ave.
 Telephone, 7324 Main
WINNIPEG - 511 Union Bank Building
 Telephone 3728
VANCOUVER, B.C. - H. Hodgson,
 11 Hartney Chambers
 W. E. Hopper
ST. JOHN, N.S.
UNITED STATES—
NEW YORK - R. E. Huestis
 115 Broadway, New York, N.Y.
 Telephone 2282 Cortlandt
GREAT BRITAIN—
LONDON - 55 Fleet Street, E.C.
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 Subscription, Canada and United States - \$2.00
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THE TIME TO ACT.

This week a delegation of 500 western Canadian farmers call upon Sir Wilfrid Laurier and his Cabinet at Ottawa. Today, Friday, is the time appointed.

These farmers will make five requests. Among the number is: "The passing of a law to permit the formation of Co-operative Societies." They are out after the Retail Merchants' Association, says a despatch, which was the most active body in having the Co-operative Bill knocked in the head at the last session of Parliament.

This deputation represents 28,000 farmers in that powerful organization known as The Grain Grower's Association.

What will likely happen?

Can it be that the merchants of Canada have tarried too long a time on this Co-operative Bill question? Do these farmers realize the effect on the building up of western towns should a bill go through giving special privileges to promoters of co-operative societies? Would it not mean the depletion of towns, the removal of the backbone of commercial centres if these privileges were carried to the extreme?

How easy it is for some firebrand promoter to incite those unfamiliar with trade conditions to an antagonistic feeling against the merchants by preaching "robbery," "hold-ups," etc., on the part of the middleman!

When the fact is learned that the merchants of the country are just as important to the general welfare as the farmer; that the importance and value of a community is dependent upon its proximity to a thriving town or city and that the thrift of the town or city is

dependent upon the merchants, then will there be a better understanding between the two.

Co-operative joint-stock companies not responsible to parliament tend to wildcat promotions where the promoter gets the fleece of the innocents.

The time to act is now. Personally interview or write your member in the Dominion House of Commons and ask him to reflect upon the future results of such a bill.

WATCH THE PARCEL POST.

The Parcel Post fever is again in the air. President Taft, of the United States has stated in his address to the people that the Government would urge a change in the law whereby parcels could be sent by post cheaper than is now the case. It would mean that a great deal of the express business would be eliminated or rather shifted over to the post office.

Looking on the surface of such a change, one is apt to conclude that it is a popular move since those ordering goods by mail would get them cheaper.

But the point is: Who is behind this? And the answer comes through the United States press which makes no bones about it—"The Mail-Order Houses." They are the institutions that will derive the great benefit and at, not only the expense of the retail merchant, but at the expense of the general welfare of the country.

For, looking broadly into the question of Parcel Post, one is bound to come to the conclusion that every extra dollar sent from a certain community to a mail-order house on account of this system, will only injure the community to that extent. That dollar spent at home tends to enrich and build up the community; when it goes to the mail-order house it enriches an institution which has no more respect for the community than the man in the moon and which would bleed it for every dollar there is in it if it had the opportunity.

This is the question our legislators must look squarely in the face if, when they are dead and gone, their names are to be placed on the statesman's roll of fame. "The greatest good for the greatest number" must be their banner and not, "How many votes will this get me if I support it?"

Parcel Post is talked about in Canada again. Mail-order houses want to be able to distribute goods cheaply by mail; they want to have the permission to send a parcel from Toronto to Halifax or Vancouver as cheaply as to Port Hope. They are seeking a national rate.

What are Canadian merchants going to do about it? Stand idle and let it

come? No, this must not be. Let every association in Canada oppose it by resolution which will be sent to the proper authority; this resolution must not merely object, but it must state the reasons. Let the question be treated fairly and on a broad basis and those legislators who pride themselves as statesmen and not of the "party-heeler" stripe, will soon see the wisdom of the opposition.

The question will be in Canada for certain—get in your work ahead of it.

SUGAR TEMPORARILY FIRM.

With the visible supply of raw sugar in Europe and America amounting to almost 300,000 tons in excess of last year at this time, yet the refined market went up 20 to 30 cents in New York during the week.

The cause is a temporary scarcity in raws and relief may not come until the first week in January when new Cuba shipments will arrive. In the meantime U.S. jobbers are in a quandary. They have been caught with light stocks in the face of this big advance and do not know just when lower prices will be realized.

Hand to mouth buying is the order of the day and just at present it looks as if ruling prices will hold until the first or second week of the new year.

TO TAKE IN CIVIL SERVANTS.

It is difficult for anyone who thinks, to understand why it is that civil servants are exempt from the responsibility of paying their debts. The Canadian law of garnishment which permits a creditor collecting over \$25 of a debtor's wages does not apply to them.

What good purpose does this serve? There is certainly none in sight. It is merely placing a premium on dishonesty on the part of government employes and is something that shouldn't be.

A bill has been introduced into the House of Commons by one of the Quebec members, aiming to place civil servants on the same plane as the remainder of mortals. Every merchant hopes to see it become law and particularly those in such places as Ottawa, Moncton, N.B., etc., who have to suffer the greatest. Ask your M.P. to lend his support.

If you sell plum-puddings of good quality run an ad. in your advertising space something like this:

"Yes, it's delicious—made from the choicest ingredients—couldn't be made finer—ideal Plum Pudding for Christmas. Finest flour, fruits and seasoning, and the utmost care given to every detail in making."

Be sure to quote retail prices.

Markets - Dried Fruits Much Firmer

All Down the List There is a Feeling of Strength in Primary Markets That May Extend to Retailers—Evaporated Apples are Steadily Becoming Dearer—Sugar Market Shows Temporary Strength—Coffee and Spices are Decidedly Firm and New Quotations May be Made in Some Lines Before Long.

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

ONTARIO MARKETS

POINTERS—

“Evap” Apples—Prices advanced.

Coffee.—Market firm.

Cloves and Ginger.—Very firm.

Toronto, Dec. 15.—The near approach of the holiday season and the first of the new year finds the wholesale trade beginning to prepare to wind up another twelve months' business and turn over to the unused page of a new year of fresh endeavors. There is still a fairly good amount of business passing, but it seems to be in odds and ends. The twelfth hour purchaser of a supply of nuts or fruit, and the unusual everyday demand for necessaries that must be carried no matter what season is passing.

Dried fruits are all particularly strong. Early in the season when news from the different vineyards and orchards of the world's crops were being received it was felt that the coming year would find prices ruling high. The opening lived up to expectations, but since then currants and raisins have been easier but have come back again with additional strength and are even stronger now than before their lapse.

In this respect evaporated apples are certainly strong and purchases now made at the factory at ten cents are considered good buying. It is not so long ago that these same evaps were quoted to the retailer at that price.

Sugar is temporarily firmer but with the new crop supplies exerting their influence it is expected that it will drop to the level generally felt under this influence.

Sugar.—The winding up of old crop stocks recently, sent prices up 20 to 30 cents in New York, but refined sugars were untouched here. The market is expected to remain about in its present condition until probably the middle of January when the new crop will begin to exert an influence and prices should begin to decline to the usual opening level. This is what usually happens, and what is expected this season following the usual course. The market here is steady with a normal activity. From hand to mouth is the character of the most of the business in sugar just now.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 55
Beaver granulated	4 55
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, bris.	4 90
" " 50-lb. boxes	5 10
" " 25-lb. boxes	5 30
Red Seal, cwt.	7 18
St. Lawrence Crystal Diamonds	7 66
Paris lumps, in 100-lb. boxes	5 60
" " in 50-lb. "	5 78
" " in 25-lb. "	5 90

Syrup.—Jobbers say there is considerable syrup going out just now but there is nothing unusual about the trade. For this season the demand is good and business is considered quite satisfactory.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.	2 35	Gallons, 5 to case	4 80
" in case	2 35	" " 12 "	5 40
5 lb. tins, 1 doz.	2 60	Quarts, 24 "	5 40
" in case	2 60	Pints, 24 "	3 00
10 lb. tins, 1 doz.	2 50	Molasses—	
" in case	2 50	New Orleans,	
20 lb. tins, 1 doz.	2 45	medium	0 30 0 35
" in case	2 45	New Orleans,	
Barrels, per lb.	0 03	bbls.	0 28 0 32
Half barrels, lb.	0 03	Barbados, extra	
Quarter "	0 03	fancy	0 45
Falls, 32 1/2 lbs. ea.	1 70	Porto Rico	0 45 0 82
" " 25 "	1 20	Muscovada	0 30

Dried Fruits.—The feeling in dried fruits seems to be one of general strength. Prunes are dearer and in regard to all California fruit, European buyers who have already taken half the crop are now coming back for more and are buying at a high price. Seeded raisins are quoted at an advance in the primary markets, but the wholesalers have not yet heard of it as far as they are directly concerned. Peaches are firm, apricots are nearly cleaned up and the whole situation is one of strength. Currants and raisins are both decidedly firm and the advance in primary quotations in each case is accompanied by an interesting bit of news. Not long ago Valencias were dragging along with enquiry dull and business almost at a standstill. Some buyer dropped his quotations a little, others followed and at the lower price buying brightened and there has been since a steady trade, with prices regaining their old position and they are now higher than before the decline. The situation has in fact greatly improved.

Currants are much stronger. The crop was considerably underestimated, consumption is greatly increased as the result of the short crop of other dried fruits, the retention of 35% of the crop under the new law was carried out and for ordinary use the amount of currants left is admittedly too small. The result is that the market is firm and the new law receives its first real test with results that must be gratifying to those who advocated it.

Prunes—	
30 to 40, in 25-lb. boxes	0 19 0 13
40 to 50 " "	0 11 0 12
50 to 60 " "	0 11 0 12
60 to 70 " "	0 11
70 to 80 " "	0 11
80 to 90 " "	0 8 0 09
90 to 100 " "	0 08 0 09
Same fruit in 50-lb. boxes 1 cent less.	
Apricots—	
Standard	0 15 0 16
Choice, 25 lb boxes	0 16 0 17
Fancy	0 19 0 20
Candied Peels—	
Lemon	0 09 0 11
Orange	0 10 0 12
Citron	0 15 0 17
Figs—	
Element, per lb.	2 1/2 " 0 11 0 12
1 1/2 inches	0 05 0 10
" "	0 04 0 10
2 "	0 04 0 10
2 1/2 "	0 04 0 10
Umbrella boxes	0 12 0 14

Tappets, "	0 04 0 04
Bag figs	0 04 0 06
Dried peaches	0 09 0 10
Dried apples	0 08 0 09
Currants—	
Fine Filiatras	0 07 0 08
Patras	0 08 0 08
Uncleaned to less	
Vostizas	0 10 0 12
Raisins—	
Sultans	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08 0 09
Seeded, 1 lb packets, fancy	0 08 0 09
" 16 oz. packets, choice	0 07 0 08
" 12 oz. "	0 07 0 07
Dates—	
Hallowees—	
Full boxes	0 05 0 05
Half boxes	0 06 0 06
Sairs	0 04
Package dates,	
per 1 lb.	0 06 0 06
Fards choicest	0 09 0 10

Nuts.—The market continues firm. With the exception of a few orders here and there the trade has been rather quiet. Orders have been delivered for the most part and the bulk of the business is now in the retailers' hands.

Almonds, Formigetta	0 15 0 15
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 14 0 16
" Bordeaux	0 14
" Maribou	0 18
" shelled	0 39 0 40
Pilberts	0 12 0 13
Pecans	0 18 0 20
Brasils	0 15 0 15
Peanuts, roasted	0 09 0 12

Spices.—Cream of tartar is firm, and ginger and cloves are also holding a strong position. There has been no material change but jobbers consider that if conditions continue as at present, it will not be long until there will be higher prices quoted.

	Bulk	Pails or Boxes	Tins	1 lb. pkgs. ds	1 lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 91
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	0 90
Curry powder		0 25			
Ginger	0 22	0 24	0 26	0 80	0 80
Mace		0 75		2 75	
Nutmegs		0 30		3 00	2 00
Pepper, black	0 18	0 18	0 17	0 75	0 80
Pepper, white	0 24	0 25	0 26	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric		0 15			
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Coffee.—The situation in coffee has apparently lost little of its strength. The world's visible supply is now said to be about 3,000,000 bags less than at the same time last year. Some of the big coffee jobbers say that additional advances in some lines are not far ahead and already prices have been boosted considerably.

Rio, roasted	0 18 0 20	Mocha, roasted	0 25 0 28
Green Rio	0 15 0 16	Java, roasted	0 27 0 33
Santos, roasted	0 22	Mexican	0 25
Marralho	0 20	Gautemole	0 18
Bogotas	0 22 0 25	Jamaica	0 20

Rice and Tapioca.—The market is ruling quietly with but few evidences of briskness.

Standard R. from mills, 500 lbs. or over, f.o.b. Montreal	2 90
Rice, stand B.	0 05 0 05
Pangeon	0 05 0 05
Patna	0 05 0 05
Japan	0 04 0 06
Java	0 06 0 07
Carolina	0 10 0 11
Sago, medimm brown	0 05 0 06
Tapioca—	
Bullet, double	
goat	0 08
Medium pearl	0 05 0 06
Flake	0 08
Seed	0 05 0 06

irmer

THE CANADIAN GROCER

Evaporated Apples.—The price to the retail trade not long ago was 10 cents a pound, now brokers are selling evaps at that price at the factory. The situation in evaps. has certainly taken on new strength and is very firm.

One carload recently sent to Winnipeg cost the buyer ten cents at the factory.

Beans. — The situation in beans is firmer. Business is fairly good, demand being about the normal.

Prime beans, per bushel..... 1 85 1 90
Hand-picked beans, per bushel..... 2 00 2 10

CANNED GOODS

MONTREAL.—“We are bound to see higher prices,” said a dealer this week, when questioned about tomato prices. “There are none now in first hands, in fact nearly every line of canned goods is cleaned up.”

Advices from the Pacific Coast report an alarming shortage in salmon, and only 50% of the orders taken will be filled.

Higher prices are looked for after the first of the year.

Peas, standard, dozen.....	\$1 20
Peas, early June, dozen.....	1 35
Peas, sweet wrinkled, dozen.....	1 35
Peas, extra sifted, dozen.....	1 14
Beans, dozen.....	1 18
Pumpkins—3 lb., 25c.; gallon, \$3.00.....	9 00
Corn, dozen.....	0 97 1/2
Tomatoes, dozen (Ontario and Quebec).....	1 00
Strawberries, dozen.....	1 90
Raspberries, 2 1/2 dozen.....	1 77 1/2
Peaches, 2 1/2 dozen.....	1 90
Pears, 2 1/2 dozen.....	1 90
Plums, Greenidge, dozen.....	2 40
Plums, Lombard, dozen.....	1 60
Lawtonberries, 2 1/2 dozen.....	1 60

Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen.....	2 07 1/2
1-lb. flats, per dozen.....	1 22 1/2
1-lb. flats, per dozen.....	2 25
Other salmon—	
Humpbacks, dozen.....	1 40
Cohoos, dozen.....	1 80
Red Spring, dozen.....	1 90
Red Sockeye, dozen.....	2 10
Lobster Futures—	
1-lb. flats, dozen, \$2.75; 1-lb. talls, dozen, \$4.25.....	
1-lb. flats, dozen, \$5.75.....	
Compressed corned beef, 1 lb.....	2 00
Compressed corned beef, 2 lb.....	3 35
French brown 2 lb.....	3 15
Homeless pie's feet, 2 lb.....	3 15
Ready lunch veal loaf 1 lb.....	1 50
Ready lunch veal loaf 1 lb.....	2 60
Roast beef, 1 lb.....	2 60
Roast beef, 2 lb.....	3 35
Stewed ox tail, 1 lb.....	1 60
Stewed kidney, 1 lb.....	1 50
Stewed kidney, 2 lb.....	2 85
Minceed collops, 1 lb.....	1 40
Minceed collops, 2 lb.....	2 50
Corned beef hash, 1 lb.....	1 60
Corned beef hash, 2 lb.....	2 80
Tallied hocks, 2 lb.....	3 00
Tallied hocks, 6 lb.....	12 00
Paragon ox tongue, 1 lb.....	7 50
Paragon ox tongue, 2 lb.....	8 50
Paragon ox tongue, 2 lb.....	9 50
Paragon lunch tongue 1 lb.....	4 00
Tongue lunch, 1 lb.....	3 50
Sliced smoked beef, 1 lb.....	1 50
Sliced smoked beef, 1 lb.....	2 50

TORONTO.—Gallon apples are firm, owing to the scarcity of stocks. The condition of tomatoes, peas, etc., is about the same. Owing to the lightness of the supply on hand, holders are doing about what they like. A jobber said recently that he intended to go the rounds of the retailers and pick up a few of the bargain snaps that were being offered. By reselling them he knew he could make a profit. Peas going at ten cents and a few other lines almost as easy are particularly enticing to him. On the street it is said the demand continues appreciable and no one is heard speaking of disappointment.

VEGETABLES		Per doz
Asparagus tips, 2 1/2 lbs. talls.....	2 87 1/2	2 85
Beans, Golden Wax, 2 1/2 lbs. talls.....	0 97 1/2	1 00
Midgots, 2 1/2 lbs. talls.....		1 30

Refugee or Valentine (Green) 2 1/2 lbs. talls.....	1 37 1/2	1 40
Refugee Midgots 2 1/2 lbs. talls.....	0 52 1/2	0 96
Beets, sliced, blood red, 2 1/2 lbs. talls.....	0 97 1/2	1 00
whole, blood red, 2 1/2 lbs. talls.....	0 97 1/2	1 00
whole, blood red, 3 1/2 lbs. talls.....	1 32 1/2	1 35
whole, Rosebud, 2 1/2 lbs. talls.....	1 37 1/2	1 40
Cabbage, 3 1/2 lbs. talls.....	0 97 1/2	1 00
Carrots, 2 1/2 lbs. talls.....	0 97 1/2	1 00
Corn, 2 1/2 lbs. talls.....	0 97 1/2	1 02 1/2
on cob, gal.....	1 05	1 07 1/2
Peas, standard, size 4, 2 1/2 lbs. talls.....	0 77 1/2	1 00
Early June, size 3, 2 1/2 lbs. talls.....	1 27 1/2	1 30
Sweet Wrinkle, size 2, 2 1/2 lbs. talls.....	1 32 1/2	1 35
Extra fine sifted, size 1, 2 1/2 lbs. talls.....	1 87 1/2	1 90
Pumpkin, 3 1/2 lbs. talls.....	0 97 1/2	1 00
Spinach, table, 2 1/2 lbs. talls.....	3 02 1/2	3 05
Spinach, 3 1/2 lbs. talls.....	1 27 1/2	1 30
Tomatoes, 2 1/2 lbs. talls.....	1 77 1/2	1 80
Turnips, 3 1/2 lbs. talls.....	5 02 1/2	5 05
Turnips, 3 1/2 lbs. talls.....	1 05	1 07 1/2
Turnips, 3 1/2 lbs. talls.....	1 85	1 88
Turnips, 3 1/2 lbs. talls.....	3 62 1/2	4 02 1/2
Turnips, 3 1/2 lbs. talls.....	1 12 1/2	1 15

FRUITS

Apples, standard, 3 1/2 lbs. talls.....	1 07 1/2	1 10
Blueberries, standard, 2 1/2 lbs. talls.....	3 25	3 50
Cherries, black, not pitted, heavy syrup, 2 1/2 lbs. talls.....	1 27 1/2	1 30
black pitted, heavy syrup, 2 1/2 lbs. talls.....	1 52 1/2	1 55
red, not pitted, heavy syrup, 2 1/2 lbs. talls.....	1 92 1/2	1 95
red pitted, heavy syrup, 2 1/2 lbs. talls.....	1 52 1/2	1 55
white, not pitted, heavy syrup, 2 1/2 lbs. talls.....	2 17 1/2	2 27 1/2
white pitted, heavy syrup, 2 1/2 lbs. talls.....	1 62 1/2	1 65
red pitted, gal.....	2 62 1/2	2 05
Gooseberries, 2 1/2 lbs. talls.....	8 52 1/2	8 55
Lawtonberries, 2 1/2 lbs. talls.....	1 77 1/2	1 77 1/2
Peaches, 2 1/2 lbs. talls.....	1 27 1/2	1 30
2 1/2 lbs. talls.....	1 87 1/2	1 90
Raspberries, black, heavy syrup, 2 1/2 lbs. talls.....	1 77 1/2	1 80
black standard gal.....	7 02 1/2	7 05
red, heavy syrup 2 1/2 lbs. talls.....	1 77 1/2	1 80
red, standard gal.....	7 02 1/2	7 05
red, solid pack, gal.....	9 27 1/2	9 30
Rhubarb, preserved, 2 1/2 lbs. talls.....	1 62 1/2	1 65
standard, 3 1/2 lbs. talls.....	2 27 1/2	2 30
Strawberries, heavy syrup, 2 1/2 lbs. talls.....	3 27 1/2	3 30
Clover Leaf and Horseshoe brands salmon.....	1 77 1/2	1 80

1-lb. talls, dozen 2 05 2 07 1/2.....	Cohoos, per doz.....	1 77 1/2	
1-lb. flats, dozen 1 30 1 32 1/2.....	Red Spring, doz.....	1 87 1/2	
1-lb. flats, dozen 2 22 1/2 2 25.....	Lobsters, halves, per dozen.....	2 65 2 75	
Other salmon prices.....	Lobsters, quarters, per dozen.....	1 60	
Humpbacks, doz 1 20 1 25.....	Northern River Sockeye.....	1 95	
Pinks.....	1 30 1 35.....		
Northern River Sockeye.....			
Chicken.....	4 00.....	Soup, 2 1/2 lbs.....	1 60
Turkey.....	4 00.....	Soup, 1 lb.....	1 40
Ducks.....	4 00.....		

QUEBEC MARKETS

POINTERS—
Syrups and Molasses—Good demand.
Dried Fruits—Still firm.
Coffee—Weaker tone.

Montreal, Dec. 15.—In the past month or so there has been a material change in the tone of many grocery markets. One of the principal items displaying weakness was sugar. Among the items which continue high are dried fruits. Cream of tartar is another in which distinctly higher prices prevail.

Generally speaking, the grocery market requires watching and in many lines buyers should be careful.

Sugar.—There is no change in the sugar market and things are quiet. In view of the prospectively larger sugar crop during the present campaign, the buying of sugar in large consuming countries has been of a hand-to-mouth character and this fact coupled with the unsettled feeling in the U.S. and European markets has been responsible for the general easier feeling in raw sugar values. Temporarily sugar is firm on the N.Y. market.

Granulated, hard.....	4 60
26-lb. bags.....	4 70
Imperial.....	4 45
Beaver.....	4 45
Paris lump, boxes, 100 lbs.....	5 50
20 lbs.....	5 50
25 lbs.....	5 70
Red Seal, in cartons, each.....	6 35
Crystal diamonds, bbls.....	5 30
100 lb. boxes.....	5 40

60 lb. cartons, each.....	5 50
25 lb. cartons, each.....	5 70
5 lb. cartons, each.....	0 37 1/2
Crystal Diamond Dominoes, 5-lb. cartons, each.....	0 37 1/2
Extra ground, bbls.....	5 05
50-lb. boxes.....	5 28
25-lb. boxes.....	5 45
Powdered, bbls.....	4 85
50-lb. boxes.....	5 10
Phoenix.....	5 10
Bright coffee.....	4 55
No. 3 yellow.....	4 45
No. 2.....	4 35
No. 1.....	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—Some dealers are surprised at the fair demand for both syrups and molasses, as there are generally few inquiries for them at this time of the year. The outlook is now more encouraging than anticipated and there will probably be a fair demand for molasses until Xmas.

Fancy Barbadoes molasses, puncheons.....	0 86	0 86
barrels.....	0 88	0 39
half-barrels.....	0 40	0 41
Opais Barbadoes molasses, puncheons.....	0 81	0 33
barrels.....	0 84	0 34
half-barrels.....	0 36	0 38
New Orleans.....	0 37	36
Antigua.....	0 30	
Porto Rico.....	0 40	
Corn syrups, bbls.....	0 03	
1-bbls.....	0 02	
2-bbls.....	0 04	
38-lb. pails.....	1 70	
25-lb. pails.....	1 20	
Cases, 2-lb. talls, 2 doz. per case.....	2 25	
5-lb. 1 doz.....	2 60	
10-lb. 1 doz.....	2 50	
20-lb. 1 doz.....	2 45	

Dried Fruits.—There seems to be a great scarcity of prunes at the present time. Latest advices from California say that the prune crop is practically all cleared up. Prices are now higher than they have been for the past ten years.

Direct importations of Valencia raisins are being well cleaned up and stocks are not large. No change in prices, however, is expected as a new crop will be on hand about January.

Stocks of figs and dates are being reduced owing to heavy Xmas demand.

Currents, fine filistras, per lb., not cleaned.....	0 07 1/2
cleaned.....	0 07 1/2
Patras, per lb.....	0 06
Vostizma, per lb.....	0 09
Dates.....	0 05 1/2
Figs, 4 crown.....	0 09
6 crown.....	0 11
8 crown.....	0 12
5 crown.....	0 10
9 crown.....	0 13
10 crown.....	0 14

Prunes—	
30-40.....	0 12
40-50.....	0 11
50-60.....	0 10 1/2
60-70.....	0 10
70-80.....	0 09 1/2
80-90.....	0 09
90-100.....	0 08 1/2

Raisins—	
Choice seeded raisins.....	0 08
fancy seeded, 1-lb. pkgs.....	0 09
loose muscatels, 3-crown, per lb.....	0 07 1/2
4-crown, per lb.....	0 09 1/2
Malaga table raisins, clusters, per box.....	2 40
Valencia, fine off stalk, per lb.....	0 07 1/2
select, per lb.....	0 08
4-crown layers, per lb.....	0 08 1/2

Nuts.—Almonds are in a strong position owing to light supplies from the other side and the market is firm with somewhat unsettled but without quotable change. The Pecan crop is turning out shorter than expected and higher prices are looked for. Walnuts are scarce and are firmly held.

In shell—		
Brazils.....	0 15	0 16
Filberts, Italy, per lb.....	0 11	0 12
Barcelona, per lb.....	0 10	0 10 1/2
Tarragona Almonds, per lb.....	0 18	0 18
Walnuts, Grenoble, per lb.....	0 16	0 19
Marbits, per lb.....	0 18	0 18
Corses, per lb.....	0 11 1/2	
Shelled—		
Almonds, 4-crown selected, per lb.....	0 35	0 37
3-crown.....	0 32 1/2	0 35
2-crown.....	0 31	0 31
(in bags), standard, per lb.....	0 27	0 28
Cashews.....	0 35	0 17

PUBLIC AUCTION OF FREEHOLD CITY PROPERTY

INCLUDING FACTORY, MACHINERY, ETC.

Under and by virtue of the powers contained in a certain mortgage, in which Malta Vita Pure Food Company is the mortgagor, and which mortgage will be produced at the time of sale, there will be offered for sale by public auction on Saturday, the 7th day of January, 1911, at the hour of 12 o'clock noon, at the auction rooms of C. J. Townsend & Co., 68 King Street East, in the City of Toronto, the property described in the said mortgage as follows:—

"All and singular the following described properties situate, lying and being in the City of Toronto, in the County of York, and Province of Ontario, Canada, to wit: That certain parcel or tract of land and premises situate, lying and being in the City of Toronto, in the County of York, and Province of Ontario, Canada, and being composed of Lots One and Two according to Plan "684," filed in the Registry Office for the Western Division of the City of Toronto, together with all factory buildings, shops, dwellings, and other structures thereon or hereafter to be placed thereon, also all railroad tracks to be constructed thereon, and all engines, boilers, belting, shafting, fixed and movable machinery and machines, with their separate parts and attachments, fans, blowers, awnings, steam, gas and water pipes, blast pipes, steam and heating apparatus, gas fixtures, ovens, furnaces, stacks, forges, fire extinguishers, hose and other fire apparatus, electric light, power, heating apparatus, operating machines, with their separate parts and attachments, gearing, dies, office and shop furniture and factory implements, tools of trade and tools used in repairing buildings or machinery, draught animals, harnesses, stable furniture, wagons, carts and trucks, kept for use, and all other fixtures, implements and apparatus, being and intending to

include all of the chattels now situate upon said described parcel of real estate, which said parcel of real estate, together with said personal property constitute its factory and plant in the said City of Toronto, used in carrying on its business of manufacturing and dealing in cereal food; also all licenses or letters patent issued by the Dominion of Canada owned and used by said mortgagor in and about its said business or otherwise, and all interest, right or claim of said mortgagor in and to any other letters patent, or in and to any interest, right or claim in any application for letters patent, now or hereafter applied for by the said Company, also all trade-mark or trade-marks registered or otherwise, and all common law trade-name or trade-names used by the said mortgagor in and about its said manufacturing business, including any and everything commonly denominated "good-will," so far as the same relates to the Dominion of Canada; also all plates and designs for labels and cartons, also all the other real, personal and mixed property of which the mortgagor is seized or possessed in the Dominion of Canada. Together with all and singular the tenements, hereditaments, rights, franchises, powers, privileges, immunities and appurtenances to any of the said property belonging or in any wise appertaining, and all the rents, profits, and issues arising or to arise therefrom, and all additions to any of said property when and as the same may be in any manner hereafter acquired, whether the same be for replacing or renewing that now in use or otherwise."

The property is situated on the southeast corner of King Street West and Mowat Avenue, in the City of Toronto, and has a frontage on King Street of one hundred and eight feet four and one-third inches (108'

41-3") by a uniform depth of one hundred and twenty-five feet (125'), and there is erected thereon a large three-storey solid brick factory, with a one-storey boiler house in addition. The main building is one hundred feet (100') in length on King Street by forty-three feet (43') on the east side of Mowat Avenue, and the boiler house addition immediately joins the main building on the south and towards the east thereof. The building has a large freight elevator situated immediately to the south of and attached to the main building. On the property is a return tubular boiler, 54' 3" flues, full flush front, with brick setting, and all standard fittings, made by Buckeye Engine Co., Salem, Ohio, and there is also a single eccentric automatic piston valve engine, with 54"x18" belt wheel pulley, made by Taylor Manufacturing Co., Chambersburg, Pa., R. M. Beck's Patent. The factory also contains the necessary working plant for the manufacture of Malta Vita, the well-known cereal food. The factory and equipment are said to be in good condition, and the business is now being carried on and Malta Vita being made therein at the present time in the usual manner.

The property will be sold subject to a reserved bid.

Terms—10 per cent. of the purchase money to be paid down at the time of sale and the balance of the purchase money to be paid within two weeks from the date of sale, after which the purchaser shall be entitled to immediate possession.

For further particulars and conditions of sale apply to the Solicitors of the Mortgagee.

MESSRS. DENTON, DUNN & BOULTBEE.

Solicitors, 20 King Street East, Toronto.

Dated at Toronto this 5th day of December, 1910.

There's a Big Difference Between Thinking a Thing and Doing It

THAT is why merchants and their clerks should write at once for full particulars of The Canadian Grocer's competition on **CONSTRUCTIVE SALESMANSHIP.**

By entering this contest you will not only have an opportunity to win one of nine medals, but by telling us how you have built up your present business you will understand it better and appreciate more your methods. You will see how these methods can be systematized and perfected.

Then you don't even have to write an article unless you so desire. Let us have a list of the practical devices you are using to develop your selling power, to create a wider demand for staples, to raise the standard of those staples and to introduce new goods.

A POST CARD WILL BRING PARTICULARS.

The Editor—The Canadian Grocer
143-149 University Avenue, Toronto



THE CANADIAN GROCER
 DIRECTORY OF
**Manufacturers, Manufacturers' Agents,
 Brokers, Etc.**
 BRITISH COLUMBIA

**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.

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
 VANCOUVER, B.C.

Wholesale Brokers
 GROCERIES, PRODUCE, FRUITS, GRAINS
 Importers and Exporters

Reference—Bank of Montreal.
 Write us for information about B.C. trade.
 Cable Address—"Robin," Vancouver.
 Codes—A B C, 5th Edition; Revised Economy; Modern
 Economy; Utility and Dowling's.

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

**VICTORIA
 FRUIT GROWERS' ASSOCIATION**

The largest packers and shippers of first-
 class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
 COR. WHARF AND YATES STS. - VICTORIA
 Branch at 140 Water Street, Vancouver.

Do you want live representation?
 We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and
 Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
 VANCOUVER, B.C.

Correspondence Solicited Highest References

The
Condensed Ads.

on page 64

will interest you

The Condensed Ads. in this
 Paper will bring good results

WILLIAM W. DUNCAN
 Broker and Manufacturers' Agent
DISTRIBUTING
 Free and Bonded Warehouses
 VANCOUVER - VICTORIA

McLFOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
 Agents

144 WATER ST., VANCOUVER, B.C.

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

Are you interested in any of the
 lines that are advertised?
 A Post Card will bring you price
 list and full information.
 Don't forget to mention this
 paper.

NORTHERN ONTARIO MERCHANTS

IF PROFITS COUNT IN
 YOUR BUSINESS, it means at least 5% and as high as 10%
 MORE PROFIT TO YOU, when buying from your Local Jobber.
 Moreover, it means QUICK DELIVERY and FEWER DISAP-
 POINTED CUSTOMERS. We have the goods and at right prices.

Write, wire or phone us to-day.

THE YOUNG COMPANY, Limited
 North Bay and Sudbury, - - Ontario

Success Makes Imitators

Prominent Firms Copying Red Rose Tea Methods

The other day one of the great public service corporations in Toronto was advertising in big type,

"The ___ Co.'s service is good service."

A leading dairy is publishing the motto,

"The ___ Dairy's milk is good milk."

A long, narrow store hanger of unusual attractiveness and original shape was issued not long ago by Red Rose Tea, and the idea was promptly copied by a firm well known to the grocery trade.

The phrase "is good tea" appears on every package of Red Rose Tea, and has been for so many years so largely and continuously used in connection with the advertising of Red Rose that in the public mind it has become practically a part of the name. The great success of the use of this phrase has evidently induced another large tea firm to make prominent use of the word "good" in several of their recent advertisements.

It is very encouraging to see the success of our methods so openly acknowledged. It shows you that wide-spread attention is being attracted by the remarkable success of Red Rose Tea. This success has been won by tea of such superior quality it has made the advertising worth while.

Imitation is the sincerest flattery. These imitations of Red Rose methods proclaim to you the honest opinion of these firms that Red Rose Tea is a good leader. It will pay *you* to make Red Rose your leading package tea. Its high quality will help you increase your business.

Red Rose Tea

Branches
Toronto, Ont.
Winnipeg, Man.

"is good tea."

T. H. ESTABROOKS
ST. JOHN, N.B.

nts,

successful
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dvertises
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As I pick
of these
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Ads.

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THE CANADIAN GROCER

Country market is slightly deficient in salt. It is finding good sale, however. If this butter could be brought direct from New Zealand it would be imported in large quantities. It cannot come by the regular boats from Australia, as there is no room, and the Australian government will not agree to a boat calling at a New Zealand port. The reason of this is obvious. With preferential trade relations between New Zealand and Canada, Australia would lose trade, particularly in butter and mutton. The Australian butter, which will commence to arrive soon, will, if it is like what it has been for a couple of years past, be of inferior quality to that of either New Zealand or Eastern Canadian.

Apples, cooking	0 90	2 25	Prunes	0 52	0 07 1/2
Apples, local (gray)	1 75		Currants	0 06 1/2	0 08 1/2
Beans, per lb.	0 03 1/2	0 04 1/2	Dried apricots	0 11	0 13
Butter, Eastern			Eggs, Eastern	0 33	0 25
dairy in tubs	0 25		Eggs, local	0 70	0 75
Butter, Eastern			Flour, Standard		
dairy, choice	0 28	0 29 1/2	bb1		6 80
Butter, local			Tapioca, per lb.	0 03 1/2	
creamery	0 40		Canteoupes, crate	4 25	
Bacon	0 23	0 30	hyponitric		
Canned Goods—			apples	0 06 1/2	
Pears, Early June	1 35		Ham, cooked	0 18	0 20
Tomatoes	1 50		Lard, pure	6 1 1/2	
Corn	1 17 1/2		Lard, compound	0 17	
Apples	3 42 1/2		Potatoes—		
Strawberries	1 75		Anchotta, ton.	40 00	
Raspberries	2 02 1/2		Potatoes, local	32 4 0	
Canned salmon	6 50		King, per ton	85 00	75 00
Cornmeal, p. 100			Sugar, standard		5 45
100	2 60		granulated		5 25
Cheese, Ontario 0 14 1/2	0 15 1/2		Sugar, imported		4 60
Manitoba	0 14		Sugar, light yellow		4 60
Dried Fruit—			Sugar, dark yellow		4 50
Wal. raisins, lb.	0 05 1/2				
Cal.	0 07 1/2				

NEW BRUNSWICK MARKETS.

St. John, Dec. 15.—There were few changes in the local markets last week. Lard is lower, pure lard in tubs being quoted now at 14 1/2 cents, and compound at 12 1/2 cents. This is the lowest figure for some time. Domestic pork is also lower than for some time past, present quotations being \$24 to \$25. American clear is offered at \$24 to \$26.

NOVA SCOTIA MARKETS.

Halifax, Dec. 15.—The wholesale grocery jobbers say that business continues good, and the retailers report that the Christmas rush is starting in earlier this season than last.

Some of the Annapolis Valley fruit growers are now putting up apples in bushel boxes for the Christmas trade. The fruit is of good quality, but the supply is scarce, and the price high. Apples in barrels are now coming on the market, and the shipments to England are practically nil. All the dealers report a heavy demand for apples, but they say that this is usually the case when there is a scarcity of anything.

DECLINE OF EGG EXPORTS.

Not an egg has left Canada this year for foreign markets although eight years ago we exported twelve million dozen representing a value of \$1,733,242. The gradual decline in export is shown by the following returns:

	Dozens	Value.
1902	11,635,108	\$1,733,242
1903	7,404,100	1,436,130
1904	5,780,316	1,053,396
1905	2,601,427	712,886

1906	2,921,725	495,176
1907	2,591,205	556,557
1908	1,365,890	301,818
1909	552,850	124,315

The home demand has developed with great rapidity to the extent of the supply, and it looks as if the hen will have to do overtime to keep this demand satisfied.

Geo. Long, for many years a traveler, has opened a grocery store on Bloor street, Toronto.

A Drop in
Maple Syrup
Compound

See Advertisement of
Canada Maple Exchange

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S

CHOCOLATE
& COCOA



Registered
U. S. Pat. Off.

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., Ltd.

Established 1780

DORCHESTER, MASS.

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

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edm. nton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Torontc, O. t.
St. John N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

Successful
Businesses

are built on Quality, System and Advertising—the three are necessary. These were success elements of Fels-Naptha Soap. And in selling Fels-Naptha Soap (which does all and more than the makers claim) you take a step toward permanent success.



WINNIPEG

We maintain track warehouses in all these cities, and we have an unrivalled connection among practically the entire wholesale trade of Western Canada with perfect facilities and sound financial standing. We are open to push the sale of deserving grocery lines in this territory.

These five cities are the centres of

CALGARY

commerce in Western Canada—the points from which wholesale trading

EDMONTON

can most effectively be accomplished. Manufacturers and shippers in United States, Europe and Eastern Canada who

REGINA

wish to tap the rich markets of this wealthy territory should be represented aggressively in these cities. :: :: :: :: :: :: ::

SASKATOON

If you are shipping goods of this nature we shall be glad to communicate with you and give you expert assistance. Write us for full information and details.

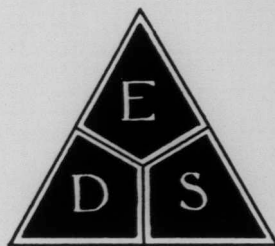
Nicholson & Bain

Wholesale Commission Merchants

Head Office - Winnipeg, Man.

WINNIPEG REGINA SASKATOON EDMONTON and CALGARY

Good Enough for
the Government



is not good
enough for us!

We're not "ag'in the Government," but we DO want you to realize that their standard of purity in fruit preserves is not good enough for us!

"E.D.S." Brand Jams, Jellies and Catsup

are ABSOLUTELY PURE, and contain no dyes, no preservatives and no excess of water; these chemicals are present in many other makes, and yet they are pronounced GENUINE by the Government.

Do you realize the value of this PURITY feature when recommending a line of preserves? You can't say the same of any other Canadian make.

Made only by

E. D. Smith

at his own Fruit Farms,

Winona, Ont.



AGENTS:

- N. A. Hill, Toronto
- W. H. Dunn, Montreal
- Mason & Hickey, Winnipeg
- R. B. Colwell, Halifax, N.S.
- J. Gibbs, Hamilton

GUNNS



MADE OF THE CHOICEST
VEGETABLE FATS

Satisfies the æsthetic taste
of the vegetarian—and the
stomach of the dyspeptic.

EASILY DIGESTIBLE—PURE
—SWEET—WHOLESOME

GUNNS, Limited
Packers Toronto

CHRISTMAS

Orders should be in not later than
this week. Kindly send them in
promptly. We would suggest a
liberal order for

“STAR BRAND” HAMS
ENGLISH BREAKFAST BACON
and
OLD ENGLAND MINCE MEAT

F.W. Fearman Co.
LIMITED
Hamilton



Talking
Points

For Grocers and Clerks!

Have you told your customers—
That Jersey Cream is wholesome, fine-flavored, rich and
always uniform in quality—always reliable;
That, being sterilized, Jersey Cream is absolutely free
from the germ life common to raw milk, and is a
nourishing food for children;
That, being unsweetened, Jersey Cream is superior to
raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts
shortly about Reindeer Condensed Milk, Reindeer Coffee and
Reindeer Cocoa.



TURKEYS

GEESE

DUCKS

CHICKENS

We want large quantities of the
right kind. Correspond with
us.

The W.M. RYAN, Limited

Packing House
FERGUS

70 Front St. East, TORONTO

A Review of the Poultry Situation

Jobbers Say Farmers Seem to Be Withholding Supplies, and That There is Likely to be Sufficient Turkeys to Go Around—Price Estimated by Some to Rule Between 20 and 25 Cents to Retailers—Provision Market is Down Again With Lard Dropping $\frac{3}{4}$ Cent. a Pound During the Week—New Laid Eggs are Dearer.

Poultry has advanced to the centre of the market stage, and will hold the spot-light for the next two weeks. The question of supply at this season is always of concern to the jobbing and retail trade, especially the latter, upon whom customers are depending for their Christmas turkey or whatever the demand centres upon. It is now stated by jobbers who have carefully covered the country in search of the different fowl that in their opinion the farmers are holding back their supplies to unload at the last minute when they would expect prices to be high. Some of the large houses are bringing in their supplies early in order that their customers may get them early. They have no doubt that they will easily dispose of their stocks. Retailers will likely have to pay from 20 to 25 cents for their goods, although some may get them even lower than that.

Geese and chickens are fairly plentiful, and although prices are likely to be a little steep this year, owing to the general high prices ruling, still the supplies are believed to be fairly plentiful, and will be sufficient to meet the demand. The whole question is hard to judge accurately, but jobbers have carefully gone into the matter, and their opinions are worth something.

Provisions are down again this week. Farmers are receiving \$6.50 for live porkers at country points. Lard is down another $\frac{3}{4}$ c, and several lines of pork products are also cut again. The whole market is easier, and those in the trade are wondering when the boomerang action is going to begin. There have been no particular indications that would lead one to suspect a change in the immediate future.

Dairy butter is plentiful and easier in price. New laid eggs are scarcer, and they are dearer. Other markets are normal.

TORONTO.

Provisions.—The market is still on the down grade, and during the past week has been traveling at a fairly good clip. The extent of the decline in some pork products may be understood best by a glance at the price of cooked hams. It is now down to 22 cents, as compared with 28 and 29 cents not so many moons ago. Lard dropped $\frac{3}{4}$ cents during the past week, and live hogs at country points are down to \$6.40. Just how long this movement is to continue is more than the ordinary person even guesses at. "Well, I don't think it

will go much further," is a remark that has been made more than once, but prices continued sliding with the same measure of speed. It is beginning to look, however, as if the bottom is in sight.

Long clear bacon, per lb.	0 12 $\frac{1}{2}$
Smoked breakfast bacon, per lb.	0 18
Pickled shoulder	0 09, 0 11 $\frac{1}{2}$
Roll bacon, per lb.	0 12 $\frac{1}{2}$
Light hams, per lb.	0 16
Medium hams, per lb.	0 15 $\frac{1}{2}$
Large hams, per lb.	0 15
Cooked hams	0 22
Fresh shoulder hams	0 12
Shoulder butts	0 14
Becks, plain, per lb.	0 18
" pea meal	0 18 $\frac{1}{2}$, 0 19
Heavy mess pork, per bbl.	23 00 24 00
Short cut, per bbl.	25 00 26 00
Lard, tierces, per lb.	0 12 $\frac{1}{2}$
" tubs "	0 12 $\frac{1}{2}$
" pails "	0 12 $\frac{1}{2}$
" compounds, per lb.	0 11 0 11 $\frac{1}{2}$
Live hogs, at country points	6 40 6 50
Live hogs, local	6 75 7 00
Dressed hogs	9 00 9 25

Butter.—The quantity of dairy butter coming in has greatly increased of late, and as a result prices are down a little. The closing of the cheese factories has turned the milk supply into the butter channel, hence the increase in the output of this kind. Creamery prints are firmer. The demand is maintained at a healthy figure, but the stocks have been none too heavy. Creamery is therefore firm, in contrast with the situation in dairy butter.

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

Eggs.—New laid eggs are still extremely scarce, and holders can secure practically any sum for good stocks. Jobbers find it next to impossible to meet present demands. The past month has brought a greater call for eggs, but the supplies were found wanting. The general price for new lays is 50 cents, although some houses are paying as high as 55 cents.

New laid eggs	0 50 0 55
Selects, storage	0 31 0 32
Fresh eggs, doz., storage	0 28 0 29
Pickled eggs	0 27

Cheese.—The cheese market is firm, but as far as business is concerned it is rather quiet. The demand from consumers is steady, and prices are holding firmly.

New cheese—		New twins	0 12 $\frac{1}{2}$ 0 12 $\frac{1}{2}$
Large	0 12 $\frac{1}{2}$ 0 12 $\frac{1}{2}$	Stiltons	0 14
Old cheese	0 14 0 15		

Poultry.—From now until after the new year's first day the consumption of poultry will reach a great figure. Dealers have practically made all their purchases by this time, although the country has by no means been cleared of stock. After the holiday season, however, the farmers' yards will present a vacant appearance. It seems to be a general opinion among the jobbers that the country people are holding back their

stocks, and that next week there should be a pretty fair supply. Jobbers are for the most part securing their supplies early, so that those who want them may get them early. Many large contracts have been filled, and it is generally believed that the supply for the holiday will be liberal. The price to the retailer is likely to be about 20 or 21 cents for ordinary stock, but for the choicer goods it will likely go beyond that.

Supplies of geese, which are in demand for New Years, are reported fairly plentiful, all of which is encouraging.

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

Honey.—Market is normal, and market is rather featureless. The demand is rather quiet, although dealers state that it is quite healthy.

Clover honey, extracted, 60 lb. cans	0 10 $\frac{1}{2}$ 0 11
" " " 10 lb. pails	0 11 $\frac{1}{2}$ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb.	0 07

WINNIPEG.

Eggs.—Guaranteed fresh eggs are selling at 35c a doz., and candled goods at 30c. There is a good demand for eggs, and next week considerably higher prices are sure to be quoted. Most of the stock comes from the South and the East, as the Manitoba production is light.

Butter.—All creamery butter is jobbing at 32c. This includes Eastern Townships and local stocks. Dairy butter is 27c per pound. The prices on creamery and dairy butter will be higher soon, and jobbers claim that the market is sure to go as high as that of last year, when creamery reached 38c.

Cheese.—The market on cheese is good, and prices are gradually getting firm, as the demand has been greatly stimulated within the past few weeks, and local factories have been unable to supply the demand for the Manitoba production. Ontario stocks are not being called for to the same extent as formerly. With price and quality considered, there is no discount on the Manitoba stock.

Manitoba large, lb.	0 11 $\frac{1}{2}$	Ontario twins, lb.	0 14
" twins, lb.	0 12	" large, lb.	0 13 $\frac{1}{2}$

McLaurin & Dow, grocers, Fort William, Ont., are selling their business.

In order to impress its customers with the advantages of buying there, a large store has adopted a sales slip with a special column ruled in red and headed. "What you pay elsewhere." A paragraph at the bottom of the slip urges customers to fill in the usual price paid opposite the cash price on the sales slip and then add up and note in a specific way, what they have saved on the bill. Comparisons left good impressions.

Unless you so run your store that the public will have confidence in it, price reductions and special offers will have little effect upon the class of people whose trade you want.

A Pretty Face
Does it sell goods?

"Chocolate Bordo"

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

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

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

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

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

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

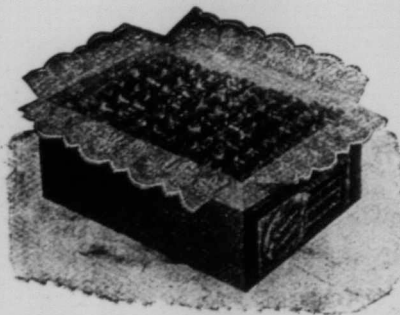
You will find it such a helpful line to have in your confectionery department.

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

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

The Montreal Biscuit Co.
(The Originators)
MONTREAL

Attracts Trade



Gallon Eggs in Bulk from China Brought to Canada

Montreal, Dec. 15.—One of the Atlantic liners arrived here recently with a large consignment of "gallon" eggs from Russia and China.

The majority of the eggs brought to the ports of China come from the up-country districts, and it is hardly likely that after the journey on the slow Russian railways the eggs are in the best possible condition. Consequently they are broken by the Chinese and sent here in bulk form. The mixed liquid is called the "gallon" egg and will no doubt be analyzed sooner or later by medical experts. Part of the ten thousand tins shipped has found a resting place in New York which is in the midst of a panic owing to investigations commenced by

the Pure Food authorities into what the city's egg supply consists of.

There are about ten dozen eggs in a gallon of the product which sells at from a dollar to a dollar and quarter a tin of four quart measure.

New York, Toronto and other cities have received a supply, the remainder being kept in cold storage here by a Montreal firm.

Although the prices of eggs are high at present, there is no demand for the "gallon" egg as a food stuff, but it is not at all unlikely that bakers and confectioners will snap it up as they can thereby mix eggs with their flour at ten cents a dozen.

Should Russia and China find a steady demand for this mixture in Canadian and United States markets, the demand for eggs in shell will be curtailed while the purity of cakes and other baked wares in which these eggs are used may or may not be improved.



An
all-the-year-round
Success!

Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

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

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

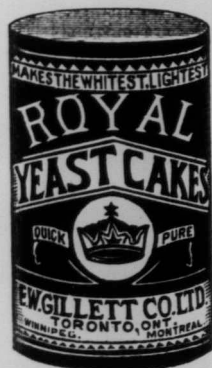
Huntley & Palmers, Ltd.
Reading
Eng.

THE PROFIT

The experienced Grocer knows that his profit comes from the handling of branded articles with which the public is familiar, and satisfied. The inexperienced Grocer gains this knowledge when he takes stock.

ROYAL YEAST CAKES

Most Perfect Made.



E. W. GILLETT CO. LTD.

TORONTO, ONT.

Winnipeg

Montreal

WHAT OF 1911?

Will you keep books next year in the same manner as did your father and grand-father? Will you permit yourself to be subjected to the

losses, errors, disputes, delays, the thousand and one vexations arising from the antiquated methods of handling accounts? Or will you install

Account Register System The McCaskey Gravity

First and
Still
the Best

which with *ONE WRITING* will handle every detail of your business from the time the goods are purchased until the money for them is in the bank.

If, next year, you want to stop the leaks and losses in

your business, prevent disputes with customers over their accounts, draw new trade, improve your collections and intelligently and scientifically set credit limits on your patrons, write to-day for full and free information.

So you do not forget—we repeat—write that letter or postal card to-day.



**Dominion
Register
Company**
Limited
Toronto, Canada
Agencies in all
Principal Cities.

Manufacturers of Surety Non-Smud Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties.

Clark's Concentrated Soups

(Chateau Brand)

While the usual retailing price of high class soups is 25 cents for two tins, Clark's Chateau Brand is to be retailed at only 10 cents a tin, giving the dealer a good profit.

Jobbers not yet supplied should write at once.

A campaign of general advertising to the public, in newspapers and street-cars, has been started. There will be a large demand for Clark's Chateau Brand Concentrated Soups.

Wm. Clark - Montreal

Manufacturer

y&s

Stick Licorice
AND
Pepsin Chewing Gum

(NOTE THE BRAND)

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

and a full range of
LICORICE SPECIALTIES

for Grocers, Confectioners
and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you!

ORDER FROM NEAREST AGENT

CARR & CO. CARLISLE
& ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

**Tear out this Ad. and
Mail it to us to-day**

Write your name and address in the margin. By return mail you will receive full particulars of a new and better way of selling cereals.

A way that is the "happy medium" between the wasteful, slow-selling bulk system and the advertised carton nuisance.

A way that will give you bigger cereal sales and better profits on each sale made.

A way that makes new customers by giving more for the money with quality guaranteed.

Don't put it off. Don't let a moment's time and a two-cent stamp stand in the way of a profitable possibility. Shrewd men always investigate. Do it now.



THE CHISHOLM MILLING COMPANY,
LIMITED

TORONTO,

ONTARIO

The Consumption of Cereals is Heavy

Manufacturers Report a Good Demand—Prices are Steady and Some Millers are Inclined to Look Forward to an Advance—But Indications to That End are not Very Apparent—Flour is Quiet and the Whole Market Does Not Show Much Briskness—Situation at Present not very Clear.

The flour and cereal markets continue rather uneventful. Dealers state that there has been no material change from a week ago and then it was stated that flour was simply marking time. It is not meant that flour is dull or that trading in cereals is quiet. The present season is not the best for trade in flour but at the same time there is a good demand. Mills are busy and flour seems to be pursuing an even tenor that keeps the trade guessing.

The wheat market has been wavering, up and down over a rather confined area, and beginning this week it showed some firmness as the result of rather unfavorable news from India, Argentina and other grain centres.

Whatever the tendency of the flour market actually is, dealers state that they are not looking forward to any reduction of prices just now. From the standpoint of the retailer there is nothing to indicate what way the market is likely to move. The close of navigation is considered an extra expense to the millers and according to them tends to strengthen present quotations.

Rolled oats are firm. Millers are busy meeting present orders and they say an advance in prices would not surprise them. In this connection it might be said that some such statements were made before and the reverse action was the result. This indicates the uncertainty of the market. Millers themselves admit at times their inability to forecast future movements and just at present it is difficult to say what the future will bring. Cereals are moving out well and there is a good general demand.

The surplus of Argentina wheat is estimated all the way from 112 million bushels down to 65 million. It was stated last week that a clique was at work to boost wheat prices but as yet the rise has not been significant.

MONTREAL.

Flour.—The flour market is without any new feature, prices being about steady with only a small volume of business passing, as the demand from local and outside buyers is principally for lots to fill actual requirements. The stock of flour in store on spot on Monday last showed an increase of 19,132 barrels compared with a week ago, and a decrease of 14,198 with a year ago.

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

Rolled Oats.—A fair volume of business is passing in rolled oats and cornmeal, there being a steady demand for small lots at unchanged prices.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated "	2 40
Bolton oatmeal, 100-bags	1 80
Rolled oats, bags, 90 lb.	2 15
" barrels	4 55

TORONTO.

Flour.—Quietness prevails in the wheat centres. Business is fairly good but millers declare that there is nothing indicating a near change. They say they do not expect lower prices just now.

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

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

Cereals.—Activity is apparent in cereal circles. The demand is good and evidently consumption is heavy. Prices are holding firmly and manufacturers say they would not be surprised at the announcement of higher prices any time now.

Rolled oats, small lots, 90 lb. sacks	2 20
" 25 bags to car lots	2 10
Standard and granulated oatmeal, 68 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. bris.	2 85
" 5 bris. to car lots	2 75

ADDRESS ON "THE RETAIL CLERK."

At the next meeting of the Grocers' Section of the Retail Merchants' Association, Toronto, an address will be given by W. J. Irvine, on "The Retail Clerk." The meeting will be held on Monday evening, Dec. 19th, in the Association's rooms, 21 Richmond St., west.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Bovril, Limited, Montreal, have recently sent out a small leaflet to dealers in Canada entitled "Some Bovril Pointers." The leaflet gives some opinions by eminent medical doctors as to the food value of Bovril, and several other pointers that will assist the retail dealer in selling this article.

The Toronto offices of Frank Magor & Co., Montreal, have been moved from 34 Church Street to 30 Church Street, just two doors south. The new offices are attractively and comfortably fitted, and are more commodious than the former. Something that adds materially to the home-like appearance these days is an inviting grate fire. The Toronto representative is E. W. Pyke, and the manner in which he has arranged everything, particularly the Christmas confectionery display, is worth while seeing.

Soda Cracker Logic

Any baker can make an ordinary Soda Biscuit but it requires the specially fitted bakeries of the

MOONEY BISCUIT & CANDY CO.

to produce a "PERFECTION" biscuit.

All Soda Crackers are food, but you want the Soda Cracker that is highest in food values, as well as crispest in freshness.

That Soda Cracker is the

"PERFECTION"

Order from your jobber.

The Mooney Biscuit & Candy Co.
Stratford and Winnipeg 18



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto

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

Advertising in a Country Village

System Used by One Merchant Where There is no Local Paper But Where Three Outside Newspapers Have Equal Circulations—To Reach Every Prospective Customer He Would Have to Use All Three Mediums He Says—A Circular He Recently Sent out Which Brought Good Results—Some Criticisms.

By J. T. Emmerton.

Editor Canadian Grocer. — Having noticed your note in a recent issue soliciting ads from readers of your valuable journal, I take pleasure in submitting for criticism a plan I have considered wise to adopt, which ought to meet the demands of country stores similarly situated.

The plan so far as I am concerned is original and having done but very little advertising, I shall be pleased to learn as to whether or not my judgment is good or bad in this respect, as I feel ability in this department is a valuable asset. I am also pleased to have the opportunity of being able to obtain the opinions of others in this important part of our labors, for if poor, it is well to know it; likewise if good, encouragement will be the reward.

The Local Conditions.

I wish to mention local conditions necessary to contend with, which are no doubt somewhat similar in many country store localities, by way of the absence of a local paper.

In our village there are three local newspapers coming in from neighboring towns which have almost equal circulations. Therefore to secure anything like a complete canvass of prospective customers it would be necessary to advertise in all three papers. This would be very expensive. To overcome this expense and at the same time to reach directly every prospective customer of the village I purpose to appeal directly by letter, three or four times during the year. I herewith enclose a sample of my letter recently sent out, as well as a blotter, and small bill in an envelope. By this means I am able to directly reach every prospective customer of the village and surrounding country at a cost of less than two cents each.

I have also made use of the same printed blotter as an advertising medium by supplying all of the surrounding schools with all they need. They therefore go in and out of the homes performing a double duty by way of being useful to the scholars and at the same time keeping my ad before the parents and at a mere trifle of expense.

Secured Good Results.

I am very pleased to be able to say that I have already benefited very much from the enclosed sample recently sent out, and have noticed beyond any doubt, that this method of advertising has done good work for me. Having noticed the advertisement from Vancouver recently, suggested the idea of offering mine, which I hope is at least worthy of some notice, and if from a wise advertising method it is considered

No Good, it might be the means of helping some other earnest toiler to avoid the rocks and help him as well as myself to reach a harbor of safety in the great ocean of successful advertising.

Editorial Note.—The best feature of this circular is the panel in the centre showing the cost of various articles and the amount saved the purchaser in buy-

ing at Emmerton's store. The fact that on a \$5 purchase \$1.37 can be saved would beyond any doubt bring direct business. In this respect the ad. was a splendid one and the writer struck the right key when he placed this information on his circular.

Criticisms, however, might be made of the ad. on the ground that there is too much in it and that the various statements are set up in a broken fashion. Beginning, for instance, with "You are busy, yet there are little things, etc." down to "Emmerton's Store" there are 6 different faces of type used. The copy might be termed jerky and in some cases readers would have difficulty in connecting it up properly.

The most scientific advertisers of the present day maintain that the simpler

Good Goods **Emmerton's Store** Right Prices

POST OFFICE - TELEPHONE OFFICE - SAVINGS BANK

You are Busy

BERVIE, ONT.

So are We

Yet there are little things in this great game of life which even the "Busiest of Us" can well afford to

PAUSE AND NOTE

A SUGGESTION—Sample of a BILL OF GOODS

Many Others) BOT AT (Our Store

"Emmerton's Store"

School Supplies
Wall
Papers
Papeteries, Etc.
IN STOCK

FRESH, CLEAN
Up-to-Date
Stock of
GROCERIES
Always on Hand
GIVE US A CALL

A LARGE
SHIPMENT
OF.....

FALL and
WINTER
Dry
Goods

JUST OPENED UP

A Good Range of
Unshrinkable
All Wool

Underwear

FOR
MEN, WOMEN
and CHILDREN

PRICES .. RIGHT

AMOUNT OF PURCHASE	COST	AMOUNT SAVED
6 lbs. Rice.....	\$ 25	\$ 05
6 " Barley.....	25	05
4 " Tapioca.....	25	05
3 pks. Corn Starch.....	25	05
3 " Laundry Starch.....	25	05
4 lbs. Laundry Starch.....	25	07
3 btls. Extract, any flavor.....	25	05
3 lbs. Icing Sugar.....	25	05
5 " Ceylon Bk. Tea, reg. 25c	1 00	25
5 btls. Cough & Cold Cure, "	1 00	25
3 " Sweet Nitre.....	25	05
3 lbs. Raisins.....	25	05
3 " Currants.....	25	05
3 " Salt Petre.....	25	05
	\$5 00	\$1 12
Discount off for cash, 5% on \$5.....		25
Look Amt. of Purchase. Amt. Saved.		1 37
\$1.37 Saved on a \$5.00 Purchase		

NEW STOCK
of the

Kant Krack
HEAVY
RUBBERS

... and ...

Dainty Mode
FINE
RUBBERS

... for ...

Men, Women
and Children

The "Best Rubber" Made
Just Received

PRICES .. RIGHT

For Good Reliable SHOES Give Us a Call We Invite Inspection of Our Stock

A Large Stock of "The Standard Patent Medicines" Always on Hand
We Can Save You Money.

We Sell **Dr. Hess'**

(STOCK FOOD
PANACEA
LOUSE KILLER
ETC., ETC.

For Fresh
EGGS 25c doz.
We Pay

We Sell (HARDWARE
S. W. P. PAINTS
HORSE BLANKETS
ETC., ETC.

Men's Overcoats—Bargains in Men's Overcoats, all good sizes, 10 only left, navy blue beavers, dark grey tweed, Irish freize, in prices from \$4.00 to \$6.00, entire balance of stock, going for less than cost.

Ladies' and Men's Cravenette Coats—Balance of the stock of Ladies' and Men's Cravenette Coats, going at Cost price, a few only left.

Underwear—Entire balance of stock of Men's All Wool Unshrinkable Underwear. Medium weight. Regular Price 60c To Clear at 89c—Extra Good Value.

Butter 21c lb. **EMMERTON'S - BERVIE** Your trade Solicited

Reproduction of Circular Used Where There Was no One Newspaper Covering All Prospective Customers.

This Wintry Weather



the laying of a solid breakfast foundation is important to the health of every one of your customers.

Recommend
Tillson's
Pan-Dried
Oats

A Food, Not a Fad

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

It is the food with the real nourishment value — the genuine builder of nerve, bone and muscle.

TILLSON'S OATS are 'quality' goods right through and never fail to please.

Get the benefit of our extensive consumer and billboard advertising by featuring TILLSON'S OATS.

**Canadian Cereal &
Milling Company, Limited**

Head Office:—Lumsden Bldg., TORONTO

By Royal



Letters Patent

NELSON'S POWDERED GELATINE

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

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

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

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

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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

the copy the more will the ad. be read. Therefore, if it had begun somewhat after this fashion—"We want to show you how to save \$1.37 on a \$5 purchase etc."—the interest of every house-keeper would immediately be secured providing you point out to her how it can be done as in this case. If you can convince her you are sure to get results, that is, if your stock has a quality reputation and your store an inviting appearance.

Instead, therefore, of having the statements scattered about, the majority of advertisers would agree upon having them systematized so that each would appear separate and therefore would be more easily read.

For instance, when one looks at the

accompanying ad. his attention is immediately directed to the panel in the centre. Yet to get the exact meaning of the figures in this panel he would have to begin at the first. His attention might then drift to the small panels containin the information about 'school supplies,' and 'fresh, clean groceries,' and the important feature forgotten. The talks about men's overcoats, ladies' and men's cravenette coats, and underwear at the bottom illustrate nicely what is generally conceded to be the proper method to pursue. There is no doubt that, if advertisements are well written and goods and prices are named that will appeal to the people of the community in which the advertising is done, the dealer will find his selling power greatly increased.

business has advanced in recent years and is now on a much better basis. It is rather early to talk of cutting under the new prices; price cutting is really dying out. There are some grocers practicing a cheap philanthropy, giving away profits they might be putting in their own pockets but it is not likely that they will continue. It may last until the end of January, until the stocks now held are exhausted and they have to buy at the new prices; you have not given the new plan sufficient time to work out on its own basis."

At Jobbers' Discount.

D. W. Clark asked if the retailers on the jobbers' list were bound to sell at a fixed price. The manufacturer replied that they were under an agreement to sell at not less than the wholesale price, but at present a plan was being drawn up whereby they would be required to sell at five bars for 25 cents. This will likely be put in force when it is thought the old stocks of soap are disposed of.

Some one remarked that this in itself should settle the whole trouble.

Another manufacturer stated that his firm had instructed their travelers to put the problem to the grocers that they should sell soap at the new price. "One large department store said they would not do so if they had to pay \$10 a box. After a kindly talk they promised to sell at not less than six for 27 cents and it was possible that they would sell at five cents straight. I have twelve jobbers in Toronto to look after and have tried since 1891 to stop them from cutting but failed. They have an agreement, but—(a jobber here interposed with; "It is the fault of the agreement; sue one of them and they will soon stop it.") I asked my travelers how the soap prices were operating and they told me 90% of the grocers were selling at five cents. Others who bought previous to the raise in price would, if they have not already done so, fall into line when their stocks declined. The manufacturers are trying to help. The retailers must get together and work for a better understanding. It can then be easily done but give us a little time. When the manufacturers figure their prices they do not intend that the retailer shall work for a pittance. A fair profit is allowed retailers as their agents but it is often the retailer himself who gives this away to his customers."

Seven for a Quarter.

One of the manufacturers told of a grocer who sent in a complaint that a competitor was selling at six bars for a quarter. Upon investigation it was found that the complainant was himself selling at seven bars for 25 cents. He also cited instances of difficulties such as retailers and wholesalers refusing to handle the soap after an advance has been made.

There was, of course, no final decision arrived at but the conference succeeded in bringing about a better understanding between retailer and manufacturer and the soap situation was made clearer to both.

Conference on the Cutting of Soap Prices

Body of Retailers Ask That It Be Placed on the Contract Selling Plan Basis—Say That Some Will not Maintain Prices Otherwise—Trouble not so Acute in Brantford and Hamilton — View-Point of the Manufacturer.

Toronto, Dec. 15.—The conference to discuss the soap situation as arranged by the Toronto branch of the retail grocers' section of the R.M.A. was held in their rooms last week. As stated in last week's issue, this meeting had as its purpose the pointing out to soap manufacturers the desirability, so far as the Toronto grocers were concerned, of adopting some policy that would prevent the practice of some grocers here and there who persist in cutting the price of soap. The retailers suggested as a remedial measure the Contract Selling Plan and in making their representations they pointed out that they desired to have the handling of soap placed on a "sound basis."

The conference was attended by members of all three sections of the trade—retailer, wholesaler and manufacturer. Frankness and courtesy in speech was a feature of the discussion and as one prominent retailer stated after the meeting, if the question has done nothing more thus far than to create a better feeling in the trade, it has served a good purpose and he had strong hopes that it would lead to measures which would be entirely satisfactory to all concerned.

John F. Holloway, retail dealer, King St. West, was appointed chairman and briefly introduced the subject at issue by explaining the purposes of the meeting. A number of retailers spoke first, enumerating some of the difficulties that have arisen in selling soap. F. C. Higgins, D. W. Clark, T. Clarke, and D. McLean were among the Toronto grocers who spoke; J. W. Mellen represented the Brantford Grocers' Association; John O. Carpenter represented Hamilton; J. A. Beaudry, Montreal, and Barrie grocers lent their support to the petition by a telegram from S. G. Caldwell.

Organization in Brantford.

It was shown that price cutting in soap

was more common in Toronto than in any of the other cities represented. In Hamilton and Brantford where organization is more perfect the price cutters are few, but still there are some. J. W. Mellen, Brantford, thought that grocers should pay more attention to organization than has been evident in the past. He mentioned an instance or two in which trade evils had been eradicated in Brantford simply through the strength of the association and a round of applause showed that the organization in the two western Ontario cities represented, was fully appreciated.

A representative of the wholesale trade supported the contentions of the retail trade that protection of prices by the manufacturer would solve the problem for the grocer who had no wish to cut prices. The manufacturer, he claimed, was in control of the situation and could demand the maintenance of certain prices by those who handled his goods. Price cutters created ill-will among ninety-five per cent. of the trade throughout the country. The manufacturer has the right, he said, to bring action against those retailers who thus injure his business. Some retailers receive soap at the same price as wholesalers. They are in a position to sell at a price which their less favored neighbor can not offer and make money. The manufacturer should make it a condition that these grocers should not sell soap at less than five cents a bar.

The Other Point of View.

In reply one manufacturer stated that his firm had the interests of the retailer at heart, but the latter must not think he alone had troubles. It must not be understood, he said, that no efforts had been made to stop price-cutting. Great efforts had been made but it seemed that there would always be some one ready to cut prices in spite of attempts at prevention. Continuing he said, "The soap

LITTLE FLOUR CHATS FOR YOUNG GROCERS UNDER EIGHTY



*How Long Did You Say That
Flour Lasted?*

You don't say—

Now there's Mrs. Brown—very good customer—big family.

Just left this minute, as you came in.

Maybe you know Mrs. Brown—No?

Well, she ordered some FIVE ROSES some time ago, and for the fun of the thing kept careful tab of all the loaves she made.

Such fine, big loaves, too, she said.

However, Mrs. B. came in to-day for more. I asked her what she thought of my FIVE ROSES.

Honest, Madam, you never saw such a pleased look. Said it saved her money, and bother. Lasted a full week longer.

Spite of the fact that her luck was so much better and her folks ate a whole lot more.

Maybe I wasn't delighted!

That's another customer who will always insist on FIVE ROSES.

Imagine one whole week's bread for almost nothing. Talk of the baker's dozen—I call it solid economy. FIVE ROSES lasts longer because it's so strong you use less.

You are better pleased with yourself and you save money.

Couldn't possibly take *two* barrels, Madam?

Roads are getting so bad, you know.

Five Roses

Packed to suit your trade—barrels and halves

Bags of 7, 14, 24, 49, 98 pounds

Ask your Jobber

LAKE OF THE WOODS MILLING COMPANY, LIMITED, MONTREAL, "THE HOUSE OF CHARACTER"

Holiday Trade is Promising Well

Wholesale Fruitmen are Well Supplied With Fancy Stocks, and Have Been Meeting a Good Demand Thus Far—Are Importing Fresh Vegetables From Louisiana—Oranges and Lemons a Little Easier—Cranberries Firm, as Are Potatoes Also—The Outlook.

Christmas is in the wholesale fruit districts, as is evidenced by the wreaths of holly in their open boxes, the heavy consignments of nuts, dates, figs, and seasonable fruits and vegetables. Truly, if the holiday does not find everybody well supplied with the good things which form such an important part of the festive season, the wholesale dealer cannot be blamed. He has shown considerable aggressiveness in collecting a tempting array of goods. Prices are for the most part liberal, and it is expected that stocks will be pretty well stripped by the Christmas demand.

Such is the roseate hue of the dreams the wholesalers have been having of late. There is a chance that they may come true, but the reckoning will not be made until after Jan. 1st. Prices have not changed much. Oranges seem to be a little easier, although recently from New York a report was received to the effect that there was new strength. The holiday demand is expected to boost prices, but as yet the tendency has not been very marked. Cranberries are firm. Pines are quoted at a strong figure. Oranges are in good condition, say the trade, and Santa Claus will find them of the best quality. Wholesalers are also well supplied with nuts, layer raisins, dates, figs, etc. Holly wreaths are offered at \$1.25 a dozen. They are exceptionally good in color, and are plentifully supplied with berries.

Imported vegetables are now coming from Louisiana.

MONTREAL.

Green Fruits.—Business in all lines is brisk, and supplies are large enough to meet holiday requirements. Early in the season a shortage of Fameuse apples was talked about. Recently a local dealer stated: "There is no shortage, but the demand is pretty slow. The price is too steep. There are large supplies held in storage."

Cranberries are well maintained at the advance, and there is some talk of a further rise.

Apples, bbl. 5 00 6 00	Holly, case 4 00
Bananas crated, bunch 2 00 2 25	Wreaths, bale. 1 65
Cranberries, bbl. 10 00 12 00	Oranges—
Cocoanuts, bags. 4 25	California, late
Calif. Malagas 3 00	Valencia 4 00 5 00
Lemons 3 00 4 50	Pineapples—
	Florida, case 4 00 4 50
	Pluma, crate 2 00 2 25
	Pears, bbl. 7 00 10 00

Vegetables. — Although it was expected that there would be a move in the market this week, things remain dull, and dealers are not at all satisfied. A good supply of Bermuda parsley has arrived, and is in good condition. Tomatoes show an increase of 10c, while cucumbers and sweet potatoes also show an upward tendency.

Beans, American basket 12 00	Boston, doz. 1 35
Beets, bag 0 75 0 90	Onions—
Carrots, bag 0 75 0 90	Spanish, cases .. 2 75 3 00
Cabbage, doz. 0 40 0 50	Red, bag 1 25
Cabbage, bbl. 1 00 1 50	Potatoes, bag .. 1 00 1 10
Celery, crate 4 00 4 25	Sweet potatoes, basket 1 85
Cauliflowers 2 50 3 00	" " bbl. 4 00
Cucumbers, doz. 2 00 2 50	Parsley, dozen. ... 0 75 0 80
Garlic, 2 bunches 0 25	Parsnips, bag. ... 1 00 1 25
Green Peppers, small basket 0 75	Radishes, dozen bunches. 0 50 0 60
Green Peppers, large basket 2 50	Spinach, bbl. 3 00 3 50
Leeks, doz. 1 50	Tomatoes, crate 4 00
Lettuce—	Tomatoes, hot-house, lb. 0 35
Curly lettuce, box 1 30 1 40	Turnips, bag 0 75 0 80

TORONTO.

Green Fruits.—The market is running along steadily before a good trade. Everything points to a general demand of the usual holiday proportions, if not even better than in the past. Trade is confined to the seasonable lines that are now on hand, but altogether business is reported satisfactory. Lemons and oranges are about the same in price. Cranberries are decidedly firm, according to the dealers, and other lines are about normal.

Apples, bbl. 3 50 6 00	Jamaica, case. 3 50
Apples, box 2 00 2 50	Lemons—
Bananas 1 50 2 00	Messina 2 75 3 25
Citrons, doz. 0 60 0 75	Limes, box 1 25
Cocoanuts, sack 4 00 4 50	Oranges—
Cranberries, bbl 9 00 11 50	Tangerines, a strap 5 50 6 00
Cranberries, case 4 00	Florida 2 50 3 00
Grapes, case 2 25	Navals 3 00 3 95
Malaga bbl. 5 00 6 00	Mexicans 2 00 2 25
Almeria, bbl. 5 00 6 50	Pomegranates, doz. ... 0 75
Grape Fruit—	Pineapple crate 4 00 4 75
Florida per case 4 00	

Vegetables.—Naturally at this time of the year the demand for the different vegetables takes on a new life. Dealers are now importing carrots, tomatoes, beets, etc., and, as might be expected of these delicacies, they are not being given away. The price is at a delightful feeling, and those consumers who are fortunate in being able to buy them should find them doubly delicious. Potatoes are firm, and following the line mentioned some time ago. The general aspect of the trade is a holiday tinge, and will likely continue thus until after the old year has spent itself.

Beets, Louisiana doz. 1 25	Endive, 12 heads 1 00
Canadian beet, bag 0 60 0 75	Lettuce, Canadian head. 0 30
Cabbage, case—	Boston head lettuce, doz. 1 50
Canadian 0 75 1 50	Onions—
Cabbage, per 100 3 50	Spanish, large. . 2 50 2 75
Carrots, Canadian, bag. 0 50	Spanish, 4-cases 1 50
Carrots, Louisiana, doz. 1 00	Yellow, per bag 1 25 1 35
Cauliflower, dz. 0 75	Potatoes, Ontario, bag. 0 85 0 90
Celery, dozen 0 30 0 40	Sweet, hamper. 1 25 1 50
Celery, California, case. 4 50 5 00	Sweet, barrel. 5 00
Cucumbers, Boston, doz. 2 50	Parsley, per doz 0 75
	Parsnips, bag. 0 60
	Red pepper 0 50 0 75
	New turnips, per 11-qt. basket. 0 50

WINNIPEG.

Green Fruits.—This week there is not a large turnover in fresh fruit lines, but jobbers and retailers are well stocked with high class lines in anticipation of a good movement from now until after

EXTRA FANCY CALIFORNIA
NAVELS

ROSE, VOLUNTEER
and
GOLDEN FLOWER
BRANDS

CALIFORNIA CELERY, PINE-
APPLES, HOLLY

also full lines of all kinds of

FRUITS, NUTS, DATES, Etc.
for Holiday Trade.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas
Home Guard

PACKER:
FRANC TRACUZZI

Nothing
Better

AGENT:
J. J. McCABE, Toronto

Puck

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doz. 1 35
cases 2 75 3 00
g. 1 25
s, bag 1 00 1 10
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pepper... 0 50 0 75
turnips, per
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the holiday season. Apples, grapes, cocoanuts, and cranberries are the chief items on the market this week. The following prices show an advance on cranberries of \$2, and a reduction on lemons of \$1, and a reduction on pineapples of \$1. Apples in barrels are going out well.

Apples—	Cocoanuts, doz. 0 90
Ame. J hnathans... 2 25	Cranberries, Jersey,
Ontario, No. 1, bri 5 50	per bbl. 12 00
Northern Spy... 6 50	Lemons, Cal. 7 00
Bananas, 2 50	Or nges, Navel. 3 75 4 50
Grapes, Mal., keg 6 50 8 00	Pears, case... 4 00
Gra efruit, Cal.,	Pineapples, case 5 00
case... 6 00	

Vegetables. — It is remarkable the large trade that is going on in all kinds of vegetables, notwithstanding the stiffness of the prices. Every item on the following list is much in demand, and even cucumbers at \$3 a dozen are moving off well. Potatoes are 90c a bushel, which is reasonable for this time of the year.

Cabbage, new, lb 0 02	Onions, im-
Celery, doz. 0 60	ported... 0 02 1/2
Cucumbers, doz. 3 00	Potatoes, bush 0 90
Lettuce, doz. 0 40	Parley, per doz. 0 30
Mint, doz. 0 40	Radish, dozen... 0 40
Onions, green,	Tomatoes, Cal.
per dozen... 0 50	case... 4 00

A NEW CLOCK CONTEST.

One merchant tried out a unique clock contest with good results. On Monday of each week for four and a half months a six day clock was wound up and placed in his window. After being in plain view for a short time, the face of the clock was covered and during the week with every 50 cent purchase each customer was given a small card bearing the picture of a clock dial, no two cards showing the same time. At three o'clock each Saturday the dealer removed the mask from the clock and as the spring had run down before that time, the hands pointed to a definite time. The person holding the card showing the time nearest to that at which the clock stopped was awarded the prize.

STANDARD POTATO BARREL.

A bill to amend the Inspection and Sale Act, respecting the size of a barrel of potatoes has been introduced into the House of Commons, Ottawa. The bill asks that when potatoes are sold or offered for sale by the barrel, it should contain 160 pounds.

SPECIALTIES FOR XMAS

Cucumbers, Pineapples, Head Lettuce, Red and Yellow Bananas, Tomatoes, Tangerines, New Beets and Carrots, Strawberries, Cauliflower, California Celery, Mushrooms, Sweet Potatoes, Holly, Holly Wreaths, Wreathing.

ORANGES—Navels, Valencias, Floridas.

We are at your service for prompt shipment. Sorting up orders a specialty this week.

MERRY XMAS TO ALL

WHITE & CO., Limited

Branch at HAMILTON

TORONTO

P.S.—Don't Forget to Send Us Your Oyster Order.

HEADQUARTERS

FOR

Fancy Navel Oranges

GRAPE FRUIT,
ALMERIA GRAPES,
BANANAS, LEMONS,
CRANBERRIES,
OYSTERS, NUTS,
FIGS, DATES

Write, phone or wire your orders.

HUGH WALKER & SON
(Established 1861)
GUELPH, ONTARIO

BUSTER BROWN

LEMONS



W. B. STRINGER,
Canadian Agent, Toronto

You should always buy because they will show you the maximum profit on your investment.' The grading and selection are positive proof of the quality. Order Lemons packed by



FOLLINA BROS.,
Italy



Fish - Oysters



Brisk Demand for all Kinds of Fish

Advent Stimulates the Fish Business — Haddock Becoming More Plentiful, but Halibut is Scarcer — Supply of Oysters Seems to be Decreasing—Better Weather Conditions on the Atlantic Coast—Home Demand so Heavy That Export Trade is Decreased.

Reports from coast points indicate much improved conditions as far as supplies are concerned. Demand is good from the interior, and also from the United States. The result is that export trade is not heavy, for the reason that home demand seems to leave no surplus. Weather conditions have improved somewhat, enabling the fishermen to get on the banks. Prices are firm in all markets.

NOVA SCOTIA.

Halifax.—There is considerable improvement in the receipts of fish this week, mostly cod and haddock. Halibut is scarce, and no fresh stock is arriving. The weather conditions improved somewhat, and the fishermen have been able to get on the banks.

According to reports reaching here, herring have struck in abundantly on the west coast of Newfoundland. The waters are said to be teeming with the fish. The facilities for storing them are limited, and those that are not sold fresh to vessels are salted. The smelt season will open in Newfoundland next week, and it is expected that the season will be a good one.

Everything is now in readiness for the opening of the lobster season on the western coast of Nova Scotia on Thursday, December 15. The canning factories are preparing for a busy season. All prices of fish are firm, but there are no changes of special note since last report.

QUEBEC.

Montreal.—Favorable weather and the Advent season have had quite a stimulating effect on the fish market lately. The demand is now abating, but there has been a rush up to now. Stocks have been much affected and decreased, and the outlook is for scarcity in some lines, and therefore higher prices.

Haddocks and haddies are coming a little more plentifully on account of better fishing on the coast.

There is a feeling that frozen salmon and frozen halibut are going to be a good stock, and higher prices are expected before long.

Stocks of pickled and salted fish are greatly reduced, but prices are just the

same as last week, as every dealer has got his supplies for the next two months.

From now on frozen fish will be greatly in demand, but quiet trade is looked for.

Prepared boneless and smoked fish in general are in good demand. The crop of small herring which is used for smoking purposes has been but fair this year. Consequently, stocks are not procurable this year.

Oysters both shell and bulk are in good demand, but the supply is getting short.

FRESH		SEA BASS	
Perch.....	0 10	Sea bass.....	0 15
Steak cod.....	0 06	Smelts.....	0 12
Market cod.....	0 04	Haddock.....	0 05
Sturgeon.....	0 10	Halibut.....	0 10
Sea trout.....	0 12	Bullheads.....	0 09

FROZEN		FLOUNDERS	
Codfish.....	0 04	Flounders.....	0 08
Dore, winter caught, per lb.....	0 08	Pike.....	0 07
Haddock.....	0 04	Salmon, B.C., red 10 lb.....	0 13
Halibut, per lb.....	0 08	Gaspesalmon, per lb.....	0 20
Herring, per 100.....	1 80	Smelts, 10 lb. boxes.....	0 12
Market cod.....	0 04	Whitefish, large, lb.....	0 09
Steak cod.....	0 05	Whitefish, small.....	0 07
Mackerel.....	0 12		

SALTED AND PICKLED		LAKE TROUT	
Green cod, No. 1, bbl.....	7 50	Lake trout, half bbl.....	6 00
Labrador herring, bbl.....	5 50	Salmon, B.C., red, bbl.....	14 00
Labrador sea trout, bbl.....	12 50	" " pink, bbl.....	12 00
Labrador sea trout, half bbl.....	7 00	" " Labrador, bbl.....	16 00
No. 1 mackerel, per lb.....	3 00	" " " bbls.....	8 50
No. 1 pollock, bbl.....	6 00	300 lb.....	22 00
Scotia herrings, No. 2, bbl.....	4 50	Salt sels, per lb.....	0 06
		Salt sardines, 20 lb. pks.....	1 00
		Scotch herring.....	4 50
		Holland herring, bbl.....	5 50
		" " keg.....	0 75

SMOKED	
Bloaters, large, per box, 60s.....	1 25
Haddies.....	0 07
Boneless haddies.....	0 10
Herring, new smoked, per box.....	0 25
Kippered herring, per box, small.....	1 20
Kippered herring, per box, large.....	1 40

SHELL FISH	
Shell oysters, bbl, choice.....	12 00
XXX Shell Oysters.....	10 00
Lobsters, live, per lb.....	0 30
Oysters, choice, bulk, imp. gal.....	1 40
" " Selects, imp. gal.....	1 60
" " bulk, selects.....	1 60

PREPARED FISH	
Boneless cod, in blocks or packages, per lb.....	5, 6 and 7
Pure mixed boneless fish, blocks and packages, lb.....	0 06
Shredded cod, per pkg.....	0 15
Skinless cod, 100 lb. case.....	5 75
Dried cod, medium, 100 lb. drum.....	7 00
Dried cod, large, bundles.....	6 00
Dried cod, medium, bundles.....	6 00
Dried haddock, medium, bundle.....	5 50

NEWFOUNDLAND.

St. John's. — Prices continue strong on account of the weather conditions. Merchants are unable to cure and land their cargoes. It has been snowing of late, and the work has been held up to some extent.

Codfish, large and medium merchantable, per qtl.	6 90
" small.....	5 90
" large Madeira.....	6 90
" small.....	5 90
" large and medium West India.....	3 70
" small.....	3 20
Labrador.....	3 70
Haddock.....	3 20
Herring, No. 1, large and medium, barrel.....	2 30
" small.....	2 10
Ling.....	3 20
Lobsters, No. 1 flats, case 48 1-lb. tins.....	16 50
Salmon, per case 48 1-lb. tins.....	5 50
Salmon, No. 1, large and medium, tierce.....	20 00
" No. 2, large.....	18 00
" No. 3, large.....	16 00
" No. 1, small.....	18 00
" No. 2, small.....	16 00
" No. 3, small.....	14 00
" tinned, case.....	5 50
Cod Oil, hardwood casks, tun.....	102 00
softwood.....	95 00
Cod Liver Oil, gallon.....	0 75

ONTARIO.

Toronto.—There is every evidence of a good fish trade, but some of the dealers say Christmas will interfere to a certain extent. On the whole, however, the season has been favorable, and it is generally felt that the demand will be maintained. Trade is divided between numerous lines, all of which are doing well.

FRESH CAUGHT FISH

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

FROZEN LAKE FISH

Gold eyes.....	0 6	Salmon trout.....	0 12
Halibut.....	0 09	Smelts, No. 1.....	0 12
Herring.....	0 04	Smelts, extra.....	0 18
Pike.....	0 07	White fish, pan frozen.....	0 10
Pink sea salmon.....	0 09		
Round red.....	0 09		

OCEAN FISH (FROZEN)

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

Acadia, tablets, box.....	2 10	Cod, Imperial, per lb.....	0 05
Acadia 1-lb. boxes, per crate.....	3 60	Fillets, per lb.....	0 12
Acadia 2-lb. boxes, per crate.....	2 80	Herring (Labs.) half-barrels.....	3 25
Acadia 3-lb. boxes, per crate.....	5 40	Haddie, Finnan 0 08.....	0 09
Shredded cod.....	2 25	Kippers, box.....	1 20
Bloaters, box.....	1 25	Oysters, extra selects, gal.....	2 25
Boneless Digbys, box 100 lb.....	1 40	Oysters, standard, gal.....	1 65
Codfish, Bluenose.....	1 40	Pickled lake herring, 100 lb. kegs.....	4 00
Cod steak, per lb.....	0 07	Quail on toast, per lb.....	0 06

NEW BRUNSWICK.

St. John.—There has been a better variety of fish in the local market during the last week than for some time previous. On Friday of last week about 3½ tons of cod and haddock were landed by fishing schooners, as well as a quantity of halibut, both fresh and frozen. Other varieties offered are: smelts, flounders, frozen salmon and bass, whitefish and dore (from upper Canada), butterfish and bluefish (from the United States), and a few frozen herring and mackerel. The cold weather has altered the aspect of things on the Miramichi river. The fishermen are now engaged in setting their nets through the ice. Thus far their fishing has been disappointing. About 200 barrels of a mixed assortment of fish was the reward of last week's operations, and of these the proportion of smelts was small.

When you allow a customer to go away with goods thinking them better than they really are you give that customer a shove towards the other fellow's store.

If you allow yourself to shade prices for certain customers, you make those customers, and all the unfavored ones as well, distrust you.

table, per qtl.	6 90
.....	5 90
.....	6 90
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.....	3 70
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OZEN)

PICKLED FISH

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OCEAN BRAND FISH

It is Good Business

TO BE SURE OF YOUR SUPPLIES FOR FISH TRADE AFTER THE HOLIDAYS

OCEAN BRAND

will be asked for by all. The trade mark stamps it as the acme of perfection.

HOW does your stock stand?

Watch these lines for profit :-

- | | | |
|-------------|----------------|-------------------------------|
| OCEAN BRAND | Kippers | Boutilier's Smoked Fillets |
| | Bloaters | Canada Strip Boneless Cod |
| | Finnan Haddies | Special Fat July Salt Herring |

If your wholesaler cannot supply you, write us direct

Halifax Cold Storage Co., Ltd.

SELLING BRANCH

45 William St. Montreal

Natural Flavor Preserved

Build up Business

Cleanly Sanitary Packing



This "Coast-Sealed" Vacuum Insulated Display Cabinet keeps oysters fresh and saves seven-eighths of your ice bill. Price, \$17.00, net, f.o.b. Toronto.

Don't Be Only Half Satisfied

with the line of oysters you are handling. A trial order for

"COAST-SEALED" OYSTERS

will convince you that their clean, tempting appearance, their uniform firmness and their delicious flavor, will develop the possibilities of your oyster trade to the limit.

Every package of "Coast-Sealed" Oysters—filled, full weight, with oysters all over four years old—is sealed at the Coast after being refrigerated at the proper temperature. And they are properly refrigerated all the way to your store.

"Coast-Sealed" Oysters win you the big trade at the top prices.

Connecticut Oyster Company

88 Colborne Street, - - Toronto

Tea Coloring in the U.S. Pure Food Laws

After May 1, 1911, if Tea is Colored the Labels Must so Stipulate it—Canadian Importers Say Similar Conditions Exist Here Although Not to Same Extent—They Tell Why Color is Used on Tea—Appearance is Improved.

"We recommend that after May 1st, 1911, all tea imported into the United States, and shipped after that date, both in large and small packages, if artificially colored or faced, shall be labeled on each container 'artificially faced' or 'artificially colored.'"

The above is a portion of a resolution passed by the U. S. Board of Tea Exports, and which will soon be the latest addition to the United States Food and Drug Act, and is of interest to the Canadian trade from the fact that colored teas hold a position in our markets.

Canadian wholesale tea men and brokers assert that the coloring of tea artificially is done for the sole reason of giving it a better appearance, just as one tea is rolled tighter than another sample or tipped a little better. Although they are all the one tea still there is a difference in price because the more closely rolled and tipped looks better when presented to a customer. The loosely rolled sample is thick, unfolds easily and for liquoring purposes is claimed to be even superior to the tea which has received more attention in its appearance. The layman when he begins to understand the facts will likely consider the practice an absurd one. Tea is for drinking purposes and is not intended particularly to please the eye like a rose or lily. Yet it can be easily understood how the "dressed up" tea will enjoy a larger demand among those who are ignorant of the facts and this number practically includes 99 out of every 100 consumers.

Looks to Appearance.

When a woman buys green tea, the greener it looks the greater is her confidence in its quality. To the inexperienced this would seem to be the natural method of judging the tea. The buyer depends on appearance, not being acquainted with the many first facts regarding tea. In the United States it is said the coloring was so pronounced that the tea was almost blue. The Canadian color, say importers, is not so marked, it varying from a brownish green to an olive and silvery green. The coloring matter sometimes rises to the cup after the tea is brewed and a fine foreign dust is noticeable on the inside of containers.

The teas artificially colored are Japan, China, Ceylon and India greens. Of course, natural tea can be bought, but any that are colored, artificially are those mentioned. The change of color is secured in the firing. The natural color is "sun-fired," the colored, "pan-fired" and a coloring material is added to enhance the effect.

Those acquainted with the essentials of the tea trade do not say that there is anything really injurious in this artificially colored tea. They do not offer

an opinion one way or the other, but they do say that the colored varieties are artificial. The natural tea is wholesome; nothing is gained particularly. state the brokers, by coloring except the enhancing of the appearance.

Tea Facings to be Watched.

The rest of the resolution is as follows:—

"And for the proper working of the law we recommend that consular invoices shall thereafter contain the statement that such goods contain artificial coloring matter, or facing. And the Agricultural Department shall in any case where there is reason to suspect that teas are not properly labeled make examination of the facing of such teas in warehouses and shall co-operate with the tea examiners to subject any tea under suspicion to chemical test, but shall not make independent examination or otherwise embarrass the present operation of the tea law."

In reference to the above matter, A. McGill, Chief Analyst, Inland Revenue Department, informs The Canadian Grocer that the Adulteration Act under Section 3 (H) provides that the coloring of any food to conceal damage, or otherwise misrepresent the article, constitutes adulteration.

A Wholesaler's View of Getting a Square Profit

By J. M. Mortimer.

A wholesaler asked me the other day what action the retail trade were taking in regard to the new prices of soap. I told him that as far as I knew some were selling at five cents a bar, some were said to be holding to the old price and others were selling at six bars for 27 cents. I added that the tendency seemed to be to get five cents straight but many who wished to do so were held to old prices because some near competitor had not changed to the new prices.

"Well, I have always made it my aim," the wholesaler said, "to get a profit on everything I handled. In the beginning that appeared to me to be a sound business principle, and at any rate I have never regretted it. There is no good reason why a grocer should handle anything for nothing. There is his time and labor to consider, the money invested which should bring a profit, the percentage of the cost of doing business and lastly, the accommodation afforded the customer."

"Every grocer I ever knew went into the business to make money. It is not

difficult to realize that cutting prices and doing work for nothing is not going to help in that direction. I have noticed that when a man cuts the price of one article he follows up with another. Once in the habit of that style of business it is not easy to get away from it. I am like that retailer I read about lately. He said he was not brought up in a price-cutting store and had not learned that idea. Neither have I and for the same reason. When an article does not pay a profit I fail to see why a grocer should be bothered with it unless but to accommodate other people who seldom, if ever, accommodate him. Let price-cutters cut. Many people shun low prices under the impression that the price is to cover a deficiency in quality."

The James Bros. of Brantford, Ont., have purchased and taken possession of the general grocery business formerly conducted by J. C. Struthers on Colborne St. B. James has been for some time in New York, while his brother Percy E. James was, till lately, in the employ of the Standard Bank in Toronto. They will carry besides groceries, fancy china, meats and fruits.

Robinson Bros. have purchased the grocery business of W. C. Edwards, 121 Charlotte St., Brantford, Ont. F. B. Robinson has been for some time in Buffalo while his brother, J. C., has been in Toronto.

**A Drop In
Maple Syrup
Compound**
See Advertisement of
Canada Maple Exchange

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie
Wholesale **FRUIT, FISH and PRODUCE**
Commission Merchants, and
Dealers in **HIDES, WOOL and RAW FURS**



“BLUENOSE”

THE BUTTER THAT SELLS

Hunters find it almost indispensable. It is packed in air-tight tins that keep the butter indefinitely. This is the time of year to order.

WRITE YOUR JOBBER,
OR DIRECT TO US.

SMITH & PROCTOR

Halifax, N.S.

Salesmanship Course Free and Liberal Salary

It is generally the person who wishes to take a course in salesmanship who pays for it, but the MacLean Publishing Company pays for your course as well as offers you a very substantial salary, if you write for a position giving references, stating that you are ambitious and capable of handling our business satisfactorily.

What could be more desirable for the young man starting his business career than to become connected with the MacLean Publishing Company, whose circulation organization is the strongest in the country?

What could be more beneficial than to commence his career with an excellent training in salesmanship? The man who has had experience as a salesman is qualified for any business position.

The staff of the MacLean Publishing Company is being increased every week. The best men get the best positions. The best men are invariably those who are ambitious and who have been connected with the firm the longest.

Write at once for full particulars.

MacLean Publishing Company,

143-149 University Avenue, - - - Toronto

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ents Prompt
COMPANY
ON
LE Manager

paid for
APPLES

ON & CO.
D 1886
Ontario
ctiv Clerk?

Bros.

d Sault Ste. Marie
H and PRODUCE
chants, and
L and RAW FURS

Relation of Mace to the Nut

Saskatoon Inquiries Answered—Mace Obtained From Shell of the Nutmeg—Why Nutmeg Supplanted Pepper Years Ago—Better Price Was Secured by the Grocer Former—How to Tell When a Nutmeg is Good.

Editor Canadian Grocer — Can you tell me anything about the mace market? Is there any relation between mace and nutmeg? I am told they are produced from the same fruit. Where does mace come from? Any other information you can give me will be appreciated.

READER.

Saskatoon, Sask.

Editorial Note—Grocers are aware of a decided firmness now existing in the spice market, and standing out prominently among the different lines handled is mace. There never was an effect without a cause, the mathematical masters affirm, and the reasons for the present strength in the mace market constitute an interesting bit of spice history.

About thirty years ago, Canadian spice manufacturers had to pay from 50 to 60 cents a pound for nutmegs, which they can procure to-day for about 14 or 15 cents. It must be first understood that mace is the outside covering of the nutmeg. The commercial nutmeg, as the grocer knows it, is first enclosed in a shell much similar to the filbert, although not of the same shape, nor nearly as thick or hard to break. But the nutmeg is loosely contained in this shell as is the kernel of the filbert. Then outside the nutmeg's shell is a covering, an "arillus" as it is more properly termed, entirely enclosing it and fitting it tightly. In this respect it resembles the chestnut. As the fruit ripens, the arillus or outer covering withers, and releases the nutmeg in its harder shell. Mace is therefore intimately related to the nutmeg, and they are strikingly similar when experienced by the senses of taste and smell. The nutmeg is sold principally as it is when freed from the harder shell. Mace is ground. They are both much used as seasonings, and enjoy a regular and healthy demand.

Nutmeg Supplanted Pepper.

As previously stated, nutmegs sold at from 50 to 60 cents a pound only a few decades ago. Pepper was more plentiful at the time, and as a big price was being received for nutmegs, planters decided to root up the pepper shrubs and supplant them with the, at that time, more profitable nutmeg tree. It was about eight years before the real effects of this action began to make themselves felt, and as production of nutmegs increased, their market value fell off, declining gradually to the present figures. Stories are told of how the natives in their desire to maintain a good price burned large piles of nutmegs, but all restrictive methods were of no avail.

The present trend of plantation owners is to deplete the nutmeg groves, and from all accounts this action is being

carried out. The demand is being stocks that have been. However, mace is more scarce, as it same abundance, follows that if the price is curtailed, mace the same direction.

Such does the strength referred to be, and grocers market closely.

Manufacture

The nutmeg fruit following parts: first or bur, which becomes as the fruit reaches the red, membrano as mace when ground connected to the har tioned. This second tection to the kernel found in every grocer harvested about the nutmegs. It is peeled shell over which it and is dried. Form was performed by the built after present day ideas is now used, and gives even better satisfaction than the old method. Mace in drying is first crimson, then blood red, and when completely dried it is a yellowish or golden brown.

The nutmeg is found principally in the Banda Island in the Straits Settlements, but is found generally in the East and West Indies. To tell whether the strength of a nutmeg has been impaired or not, stick it with a pin. If good oil or not, stick it with a pin. If good, oil does not appear, it is likely of a "punk" character, and lacks the full flavor and strength it ought to have.

The tree is much like the ordinary apple tree, and grows to various heights according to the country. The average is about from 20 to 30 feet high.

[N. B.—The Grocer will be glad to answer any such questions for subscribers. Drop us a card.]

ORANGES REPLACING APPLES.

W. A. MacKinnon, Canadian Trade Commissioner at Birmingham, Eng., reports that the receipts of Canadian, Maine and Virginian apples continue rather heavy, being almost equal to the arrivals for the same period last year. The prices are high. Ribston Pippins are selling to the retail trade at about \$4.86 and Albermarle Pippins at from \$6.80 to \$7.29 for good stock. These

being a little business, but it is nothing as compared with the activity that used to be apparent in that quarter. The business has depreciated from being one of the best in that town to what is called a "scrub store."

This fact would indicate that this so-called good-will is nothing more than the holder's personality, something that cannot be estimated in pounds and ounces or dollars and cents. If the purchaser can hold the trade of that store then the good-will is an asset he should pay for. But as pointed out the element of chance really enters into the question as far as the buyer is concerned, but the holder knows that the good-will he emphasizes is a reality. The question, therefore, is, can the purchaser make use of that good-will? Examples are not few which prove that many purchasers were not able to hold or extend the good-will they had bought. When one has taken over a new store, a good trade has already been built up for him. He had, therefore, paid for and received a tangible something as necessary if not more so than good equipment and fresh stock. The customers in fact were coming to the store; it remained only for the purchaser to win them over to himself. In fact half the struggle was over when he took possession. He himself had to do the other half.

The grocers who have bought businesses and enlarged them have made use of that asset of good-will. As this grocer previously referred to summed it up a purchaser should pay for a merchant's good-will, but it remains with himself to make his purchase a reality. As a last word it must be said that the element of chance is more or less prominent.



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This Brand is cured from finest Bay of Fundy Haddie by Scotch experts, is unequalled in sweetness and flavour, and is a most profitable line to handle

To protect your interests and to safeguard your customers from fraud and substitution, each genuine "Beacon" Brand Fish is tagged. (See cut below)

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BRUNSWICK BRAND SEA FOODS

THE LINES YOU CAN HANDLE WITH PROFIT

¼ OIL SARDINES
KIPPED HERRING
FINNAN HADDIES

¾ MUSTARD SARDINES
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Are your shelves stocked with these splendid sellers and satisfaction givers?

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

Montreal Grocers' Views on Store Moves

Consensus of Opinion is That Grocers Should Look for New Trade, and Not Depend on Old Customers Remotely Situated—The Latter Do Not Always Get the Best Service in Such Cases, and Gradually Drift Away—Some Actual Experiences Cited.

Montreal, Dec. 15.—Making plans for the new year some grocers will be considering the idea of moving.

Does it pay to move?

The answer to this question will be governed by circumstances surrounding individual cases.

The city or large town grocer and his country confrere are differently situated. When the former finds it necessary to secure premises in another locality, it is essential for him to build up a new trade. At least that is the consensus of opinion.

But the country grocer on moving does not get away from his former customers. He cannot—if he is to stay in the town.

Taking the case of the grocer in the large centre, as being one most affected by removal, it is interesting to learn of the experience of those who have moved from one section of a city to another.

One Profitable Move.

J. Currie, of Currie Bros., Montreal, states that his firm had for years done an excellent trade on what was St. Ann's market (now a strictly wholesale district); but circumstances compelled them to close up business there. Consumers drifted farther north in the city, and Currie Bros. were away from the retail centres.

They found that trade was decreasing, owing to the inconvenience caused customers who had to come to their store from a distance.

So they moved.

There were other grocers in the new section of the city, but they counted on securing some of their older customers and their share of transients and new accounts.

The moving was profitable in their case, they say, and their reason is that they made it so by increasing their selling power in various ways.

Since then they have moved two blocks up the street, but the distance was so short that it made no difference in their trade whatever.

T. J. Stevenson, of Kyle & Stevenson, the Annex grocers, recalled his efforts to retain his downtown connection when he and the late Mr. Kyle, his partner, started in business. Mr. Stevenson had moved up north. It was impossible he says, to retain even 30 per cent. of the old trade for any length of time, as they could not be given the same attention as those in the immediate neighborhood, to whom it was his object to lend all possible attention.

Question of Remote Deliveries.

W. H. Paul, son of Walter Paul, expressed the same views of the above. He believes that it does not pay the av-

erage grocer to make deliveries in sections remote from his new basis, and that the strictest attention should be paid to new accounts rather than to old ones, which he considers likely to disappear at any time.

S. J. Geddes, a West End grocer, is convinced that there is a possibility of holding some accounts for a time, but that in the long run the new grocer, if at all energetic, will secure practically the whole trade.

"The public are looking for convenience," remarked Murphy Bros., also carrying on business in the West End. They believe that intimate friends and a number of telephone customers will be inclined to follow their grocer when he moves, but that the inevitable delay in delivery at times will eventually cause them to give part, and finally their whole business to the grocer nearby.

A representative of W. T. Brown & Co., the West End "Imperial Warehouse," stated that he frequently called on customers at a considerable distance from the store only to find that his prospective orders had been telephoned while he was on his round. This waste of time and the necessity of deliveries outside regular hours were sufficient proof of the fact that it could not pay the average grocer, nor was it advisable for him to undertake to cater to people living at a considerable distance from him, unless he had an extra man and delivery wagon to perform this part of his business.

Other grocers interviewed were equally positive that unless a grocer takes up business in his new quarters determined to secure practically an entirely new trade, he will never prove successful. His relying for support from

his old clientele will eventually prove disastrous, they maintain.

J. Perks, grocer, Parry Sound, Ont., has recently renovated his store interior. Among the additional fixtures is an oyster cabinet and an electric coffee grinder.

Chas. Hart, of Hart & Tuckwell, Montreal, has been elected a director of the Atlantic Fruit Co., succeeding W. H. Bennett.

**A Drop In
Maple Syrup
Compound**
See Advertisement of
Canada Maple Exchange

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his
groceries where he buys
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Insist upon having them.
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Black Watch

The Big Black Plug
Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



BUSINESS CHANGES.

News From the Canadian Trade From Coast to Coast.

Ontario.—Jas. Smale, grocer, St. Thomas, Ont., has sold to H. Francis & Son.

Mrs. A. F. Bennett, grocer, Ottawa, Ont., succeeded by E. Ballan.

W. B. Bradley, grocer, Ottawa, Ont., succeeded by L. H. Borland.

Benn & Robertson, grocers, Grimsby, Ont., have opened a new store.

D. B. Jamieson, grocer, Stratton, Ont., has sold to John McTague.

J. J. McQuarrie, grocer Hamilton, Ont., recently suffered loss from water.

Quebec.—Giraldeau & Frere, general merchants, Rigaud, Que., have registered.

Western Canada.—Jas. Magoffin, grocer, Neepawa, Man., is succeeded by R. Stark.

Gray & Erb have opened a grocery store in Calgary.

J. Nevler has opened a grocery store in Calgary, Alta.

D. B. Reid has opened a grocery business in Edmonton.

Gerard Allen has opened a grocery business in Regina, Sask.

N. McLean, general merchant, Vonda, Sask., has sold to J. Clark.

Mrs. Jno. Glover has started a grocery business in Calgary, Alta.

Yoe & Sinclair have opened a grocery business in Calgary.

S. J. Mitchell has opened a grocery store at White Hawk, Sask.

Harvey & Robbins have opened a grocery business in Calgary.

R. Fysh, grocer, Moose Jaw, Sask., succeeded by W. C. B'ack & Co.

MacDonald Bros. have opened a grocery business in Vancouver, B.C.

TRADE NOTES.

C. W. Coulter & Co., general merchants, Burk's Falls, Ont., have assigned.

The Fink Mercantile Co., Cranbrook, B. C., are enlarging their grocery section.

Andrew Murdock has purchased the business of Templin & McDonald, Kindcardine, Ont.

M. J. Fox and F. C. Nugent have purchased the grocery business of Thos. Brady, Lindsay, Ont.

Fire caused considerable damage to the general store of W. B. Morrison, Camrose, Alta. It started at the rear of a near-by drug store.

Burden & King, grocers, Woodstock, Ont., recently installed a display case for fancy biscuits, confectionery, etc.

A law will soon go into force in Massachusetts by which all collection agencies operating within the state are placed under State supervision, and makes them file a bond for \$5,000 to do an honest business.

The wholesale produce commission men of Utah propose to limit credit to retail men to just one week. The State Retail Association vigorously oppose the plan, and ask for a 30-day credit instead. A week's credit does not seem long in the face of present extensions, but if a retailer had to pay his wholesaler weekly he would in all probability put similar pressure on his customers.

A Fish Combine Heavily Fined in San Francisco

Charged with creating an illegal combination in restraint of trade, and with driving the plaintiff out of business, a number of large fish companies in San Francisco were fined \$12,500 recently.

Nearly a year ago the newspapers of San Francisco revealed the workings of a so-called fish trust in that city, claiming that tons of fresh fish were being sent weekly to the fertilizer works connected with the Western Fish Co. Statements were made that the supply of fish was artificially controlled by limiting the amount put on the market, and reducing the rest to fertilizer in order to maintain the prices secretly agreed upon by the combine. It was also shown how the combine had secured control of a large part of the trade, and how by boycotting methods some independents were forced to quit.

eventually prove in.

erry Sound, Ont., his store interior, fixtures is an oyster coffee grinder, art & Tuckwell, ted a director of , succeeding W.

In Syrup and ment of Exchange

Short of ROCK UG TOBACCO ill buy his re he buys K tobacco

GALL ing them. l. Glasgow, Scotland PIPES INERY CO., U.S.A.



TUCKETT'S ORINOCO.

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

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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.

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TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply **UNION REALTY CO.**, Brantford. (52)

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

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WANTED—Second-hand meat cutter. Address Box 370, CANADIAN GROCER, Toronto. (52)

MISCELLANEOUS.

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

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

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

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

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

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.

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

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous 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)

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

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

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

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

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

THE "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)

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It comes quickly and goes slowly and is warranted not to stain the hands.

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It's to your advantage——!

to handle the line in greatest demand! Why not feature

KITCHEN BRAND MOLASSES?

It is the best for cooking purposes.

Quit selling Molasses in bulk. It is dirty and unprofitable.

"KITCHEN" BRAND is put up in tin pails, and always gives satisfaction.

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OCEAN MILLS
Montreal
Chinese starch, 48 1-lb., per case \$4.00;
Ocean Baking Powder, 48 3-oz., \$1.40;
48 4-oz., \$1.80; 60 3-oz., \$4.50; 36 1-lb., \$3.75; 48 1-lb. pkg., \$4; 10 1-lb. tins, \$5; loose 25 lbs., \$1.75;
Ocean blancmange, 48 5-oz., \$4; Ocean borax, 48 5-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-ounce, \$7.20;
Ocean corn starch, 48 1-lb. \$3.60.
Jam Per lb. 0 06
30-lb. wood pails..... 0 06
Pure assorted jam, 1-lb. glass jars, two dozen n case..... 1 75



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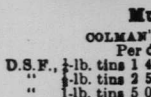
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PRICES:
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COOLMAN'S OR KEEN'S
Per doz.
D.S.F., 1-lb. tins 1 40 F.D., 1-lb. tins.. 1 45
1-lb. tins 2 50 Per jar
1-lb. tins 5 00 Durham, 4-lb. jar 0 75
F.D., 1-lb. tins.. 0 85 1-lb. jar 0 25
IMPERIAL PREPARED MUSTARD
Small, cases 4 dozen..... 0 45 dozen
Medium, cases 2 dozen..... 0 30
Large, cases 1 dozen..... 1 35

Jelly Powders
IMPERIAL DESERT JELLY

PURE AND DELICIOUS
TRUE FRUIT FLAVORS
CARTONS EACH 1 DOZ.
Assorted flavors—gross 10.75.

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

Tierces.... \$0 11
4-bbls. 0 11
Tubs, 60 lbs. 0 11
30-lb. Pails. 2 38
30-lb. tins.. 2 28
Cases 3-lb. 0 12
" 5-lb.. 0 12
" 10-lb.. 0 12

F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.
Tierces.... 0 11
Tubs..... 0 11
30-lb. pails 0 11
30-lb. tins.. 0 11
10-lb. " 0 11
5-lb. " 0 12
3-lb. " 0 12
1-lb. cartons 12

Soap
The GENUINE. Packed 100 bars to case.

E.L.S. NAPHTHA
Prices—Ontario and Quebec:
Less than 5 cases..... \$5 00
Five cases or more..... 4 85

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

Marmalade.
T. UPTON & CO.
12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.
SHIRRIFF BRAND
"Imperial Scotch" —
1-lb. glass, doz... 1 55
2-lb. glass, doz... 2 80
4-lb. tins, doz... 4 65
7-lb. tins, doz... 7 35
"Shredded"—
1-lb. glass, doz... 1 90
2-lb. glass, doz... 3 10
7-lb. tins, doz... 8 25

Cereals.


Post Toasties—No. 22, \$3.00; No. 23, \$4.50.
Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T8, \$2.85.

Sauces
H.P. Sauce, packed in cases of 3 doz. \$1 90
H.P. Pickle, packed in cases 2 doz. pts. 3 35
H.P. Pickle, packed in cases 3 doz 1-pt. 2 35
PATERSON'S WORCESTER SAUCE
1/2-pint bottles, 3 and 6 dozen cases, doz 0 99
Pint bottles, 3 dozen cases doz. 1 75
Soda
COW BRAND
Case of 1-lb. containing 60 packages per box \$3.00.
Case of 1/2-lb. containing 120 packages per box \$3.00.
Case of 1-lb. and 1/2-lb. containing 80 1-lb. and 60 1/2-lb. packages per box \$3.00.
Case of 5c. packages, containing 96 packages, per box \$3.00.
MAGIC BRAND Per case
No. 1, cases 60 1-lb. packages..... \$3 00
No. 2, " 120 1-lb. " " 3 00
No. 3, " 80 1-lb. " " 3 00
No. 4, " 60 1-lb. " " 3 00
No. 5 Magic soda—cases 100—10-oz. pkgs. 1 case..... 3 00
1 case..... 3 00

SYMINGTON'S COFFEE ESSENCE

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

Thomas Symington & Co., Edinburgh and London

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



COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.
TORONTO MONTREAL

Phone Main 2511

Phone Uptown 5962

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of baking soda quite as good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook!

Order from your Jobber



CHURCH and DWIGHT

Manufacturers LIMITED
MONTREAL

FREQUENCY OF SAILINGS

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

PICKFORD & BLACK

Halifax

DAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, Gd. and in Canisters.

'WELLINGTON' KNIFE POLISH

JOHN DAKEY & SONS, Limited

Manufacturers of Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Works, London, England

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

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

Wood's Primrose, per pound wholesale 40c., retail 50c.; Golden Rod, 35c. and 50c.; Fleur-de-Lis, 30c. and 40c. Packed in paper black, green



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TARTAR.
Prices.
Per doz
Per case
Per doz
Per case
Per lb
Per case
Per case
Per case
Per case

ANY OF CANADA, BRANCH.

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ec Prices.
packages, \$1 15
z. in case, 1 15
est office.

COARSE SALT

CAR LOTS

We can ship same day
order is received.

Verret, Stewart & Co.
Limited
Montreal

Your Customers Know—

AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with
our quality and clean methods.

ARE YOU HANDLING IT?

We have condensed mince meat
in cartons—also ready for use
in enamelled cans and pails—
also in wooden pails and tubs.
We have mince meat to just suit
your trade—no matter what it
may be.

WRITE US.

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

Manufacturers of Store Appliance traced \$3,000 worth of business to one year's advertising in *The Canadian Grocer*

The concern in question were rather skeptical when first approached by our representative, and considerable time and several calls were required to persuade them to make a test of the paper.

Finally it was decided that a quarter page be used regularly, and considerable care was given to the preparation of copy, which was accompanied in every instance by a good illustration.

Only one or two inquiries for prices and other information had been received after the fourth insertion, and the advertisers told us they were very much disappointed.

Like many other concerns, they had a strong disinclination to spend money on anything so intangible as advertising, but, strange to say, when they did start, they expected it to perform feats of magic.

It seems that nearly every new advertiser has to pass through the stage, first of skepticism, then of

extravagant expectation, followed by disappointment, before he settles down to regard advertising as a sane, sensible help to the sale of his goods, none the less effective because it seldom actually sells goods.

If advertising would do all that some new advertisers expect of it, *The Canadian Grocer*, instead of charging \$4.32 per insertion of a quarter page, on yearly contract, would raise its rate to at least ten times that figure.

The firm referred to above went on advertising throughout the year. Inquiries received averaged less than two per insertion, but they were followed up carefully, and besides this, every traveler was impressed with the fact that the advertising was steadily building up an interest throughout the trade that he should take full advantage of.

To make a long story short, about \$3,000 worth of business was traced directly to the advertising in *The Grocer*. And this really represented a small part of the total benefit received.