

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 10 Front St. East. Winnipeg: 511 Union Bank Building. London, Eng.: 88 Fleet St. E.C.
Chicago: 933-935 Monadnock Block. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIII.

PUBLICATION OFFICE: TORONTO, DECEMBER 24, 1909.

NO 52.



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**

SYRUP SALES WILL BE **SATISFACTORY**

both from the point of view of volume and profit, if you are handling

“Crown Brand” Table Syrup

There's no syrup to which such care has been given to guarantee purity. Try this well-known line, and give it prominence. It will pay you to do so!

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

THE CANADIAN GROCER

A Pure Hard Soap

**SURPRISE
SOAP**

**Makes Child's Play
of Wash Day**

(Good for all uses)

THE ST. CROIX SOAP MFG. CO.

St. Stephen, N.B.

Branches : Montreal, Toronto, Winnipeg, Vancouver, Newfoundland, West Indies



A Merry Christmas
= and =
A Prosperous New Year
to all.

To Maintain and Increase Permanent Trade

We handle only articles of known worth—the tried and tested kind—articles whose intrinsic merit has raised them far above the commonplace. We do this because we like to feel that the folks who buy them are, year after year, adding permanent trade to the business of the grocer who sells the goods. From our own selfish point of view we believe the principle applies with telling force.

We Know of No Safer or Surer Way

There is a good living profit on every article we are privileged to represent—each of its kind is, to our way of thinking, a splendid example of honorable manufacture. And because of that important fact, we advertise their strong features fearlessly, over our own name, in The Canadian Grocer and elsewhere, every week of the year.

The Best Only—Always the Best

ARTHUR P. TIPPET & CO.

8 Place Royale,
MONTREAL

84 Victoria Street
TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

Oh! You Manufacturers
I still have time for another "live one." Don't you want your goods pushed Write me to-day.
G. WALLACE WEESE
Manufacturers' Representative 30-32 Main East
"Face-to-Face Business" HAMILTON

WRITE TO
10, Garfield Chambers, Belfast, Ireland
For sample copy of the
**Irish Grocer, Drug, Provision
and General Trades' Journal**
If you are interested in Irish Trade

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

FOR SALE
Cheap for cash, Fruit Cleaning Plant
with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Representing Morris Packing Co.
Pork and Lard—Finest Quality

**WAREHOUSE ACCOMMODATION
IN OTTAWA**
Largest warehouse in Ottawa Valley, Fireproof;
low insurance rates; direct connection all railways.
Convenient to navigation. Centrally located.
Write for rates.
Special rates for large quantities
Dominion Warehousing Co., Ltd.
52 Nicholas Street, Ottawa
J. R. Routh, Manager.

**Try a Condensed Ad.
in the Grocer.**

CLARE, LITTLE & CO.,
WESTERN DISTRIBUTORS
Wholesale Commission Merchants and Manufac-
turers' Agents, Cars Distributed, Warehoused and
Forwarded. Warehouse on Transfer Track. Busi-
ness solicited. Our position is your opportunity.
SASKATOON,
Western Canada

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

**Selected Raisins,
Currants,
Evaporated Apples.**
Prices Right.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

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

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

An inch space in this de-
partment costs 77 cents per
week or \$40.00 per year.

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

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
29 Melinda Street, Toronto

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

SPOT GOODS
Muscavado Sugar Sultana Raisins
Two and Three Crown Shelled Almonds
Rolled Oats Flaked Wheat Split Peas
Pot, Pearl and Pinhead Barley
Prices on Application
DOMINION BROKERAGE CO.
73 Front St. E. - - - Toronto

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

Canadian Agencies Wanted
E. SAVILLE WEBB
7 St. Stephens Street
BRISTOL, :: ENGLAND

TO
**Brokers and Man-
ufacturers' Agents**
—Your business card on this page will keep
—your name and field of operations before
—Manufacturers, Importers and others
—looking for responsible representatives.
It costs you little and means much to you
if you are looking for agencies.
Write for particulars to
The Canadian Grocer
Montreal Toronto Winnipeg

A Merry Christmas

We offer our best wishes to our customers throughout Canada for a bright and happy holiday and continued prosperity for the coming New Year. May business be good with you; if it is it will be so with us.

EBY-BLAIN, LIMITED - Toronto

Worth Digesting

MR. GROCER,

Have you ever stopped to think over the question as to which of the most popular Package Teas gives you the best returns? Compare our prices against other package teas you are handling. We think you will soon see, with the popularity Blue Ribbon Tea has with the General Public to-day, that, if you are not handling our lines, it would be to your advantage to do so.

25c.	grade	costs	you	20c.	for	1	lbs.
25c.	"	"	"	21c.	for	½	lbs.
30c.	"	"	"	24c.			
35c.	"	"	"	25c.			
40c.	"	"	"	30c.			
50c.	"	"	"	35c.			
60c.	"	"	"	42c.			
80c.	"	"	"	55c.			
\$1 00	"	"	"	70c.			

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

There's No Use Talking

gentlemen. No argument, no demonstration can show more actual points of merit than are contained in

**OLD HOMESTEAD
BRAND**

***Canned Fruits and
Vegetables***

and the reason's not far to seek!

Old Homestead Fruits and Vegetables are submitted to rigid inspection before they are allowed to enter our factory, and during the whole process of canning the utmost sanitary precautions are taken. The goods are handled in the most approved scientific manner by skilled workmen, and the result is a line of Canned Goods **without a peer** on the market. Try them and be convinced!

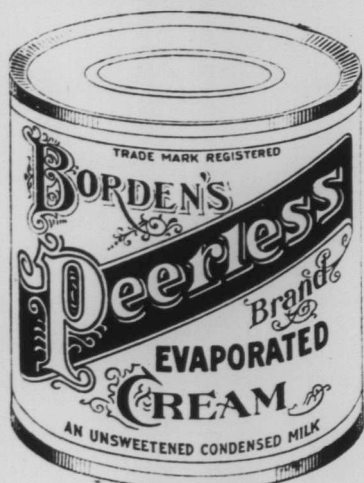
THE MARGIN OF PROFIT FOR YOU IS MORE THAN SATISFACTORY

OLD HOMESTEAD CANNING CO.

PICTON :: ONTARIO

Compliments of the Season

Borden's new 5c. package has
been a big success—



UNSWEETENED

Retails at 5c.
\$2 per case of 4 doz.

IN planning for a big increase in business during 1910, put first on your list of good resolutions: "I will double my sales of Borden's Brands." You can always be sure of pleasing your customers if you recommend them yourself and instruct your clerks to do so as well.

Borden's Condensed Milk Co.

WILLIAM H. DUNN, Montreal and Toronto

Scott, Bathgate & Co., Winnipeg, Man.

Mason & Hickey, Winnipeg, Man.

Shallcross, Macauley & Co., Calgary, Edmonton, Vancouver and Victoria, B.C.

From COW to CAN, the preparation of

**CANADA FIRST
EVAPORATED CREAM**

is one long tale of care and cleanliness. Each can is guaranteed pure and fully sterilized.

THE FINEST SUBSTITUTE FOR FRESH MILK.

ORDER FROM YOUR JOBBER

Children thrive on it. The best for invalids, convalescents and household use.

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.



A MERRY XMAS

TO ALL OUR CUSTOMERS

S. T. NISHIMURA & CO.

Montreal and Japan



Tartan BRAND

SEASON'S GREETINGS

WE wish our friends in the trade a Happy Xmas and a Prosperous New Year, and trust that in 1910 the increase in their business will greatly surpass their most liberal expectations.

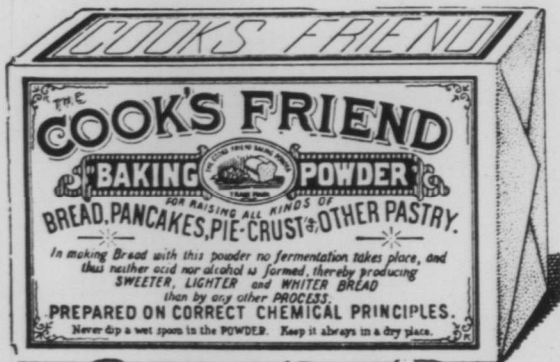
WE desire to express our appreciation of your patronage in the past, and to assure you that Tartan Brand Goods — Superior Service will make us deserving of your business in the future.

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

LONG DISTANCE PHONE 596



A LEADER
FOR OVER
50 YEARS



W. D. McLAREN, LIMITED
Manufacturers
583-585 St. Paul Street - MONTREAL



Snap Sells

- ☐ Not alone the service you render carries weight, but the goods you sell, when the question of influencing trade to your store arises.
- ☐ The daily household work entails soiled hands ---and SNAP is the most easily applied, and most effective preparation for the cleansing of soiled hands.
- ☐ Snap is antiseptic and beneficial to the skin, and the selling of SNAP means repeat orders and good profit.

The Snap Co., Limited
MONTREAL

THE CANADIAN GROCER



WE KNOW WHY CAMPBELL'S SOUP IS IN EVERY ORDER
AND YOU SHOULD KNOW, SO WE ARE GOING TO TELL YOU.

Every one to whom you sell CAMPBELL'S SOUP will be back for more, because no other soup is as good and none so economical. This will interest your customers—and when you interest your customers you tie them to you.

CAMPBELL'S SOUPS pay YOU 33 1/3% profit and you don't have to sell them—just hand them out. We have sold them for you by the best and widest kind of advertising. THIS INTERESTS YOU. When we interest both you and your customers, we figure that we have done it all.

JOSEPH CAMPBELL COMPANY, - Camden, N.J.

ROSE & LAFLAMME, Limited, 400 St. Paul St., Montreal—Canada Selling Agents.

21 kinds—look for the Red and White Label.

Canadian made Licorice
Y&S BRAND
All Druggists.



Manufactured
by
NATIONAL LICORICE CO.
Montreal.

Grocers,
Confectioners
and
Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

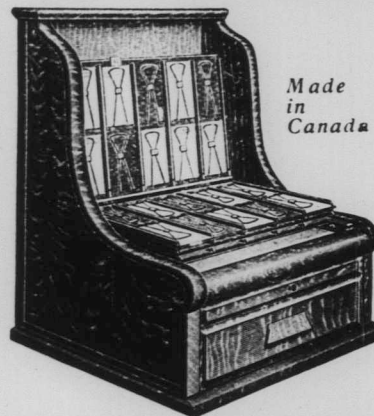
Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges, etc.

Write for price lists and illustrated catalogue

Send
To-day

AGENTS

ONTARIO, R. S. McIndoe, 54 Wellington
St. E., Toronto
PROVINCE OF QUEBEC and MARITIME
PROVINCES, W. H. Dunn, 394 St.
Paul St., Montreal
MANITOBA, E. W. Ashley, 123 Bannatyne
Ave., Winnipeg
BRITISH COLUMBIA, Shallcross, Macaulay
& Co., Vancouver
PROVINCE OF ALBERTA, Tees & Perse
Calgary and Edmonton



Made
in
Canada

Going
Backward
Forward
or Stand-
ing Still?

Were your profits satisfactory for 1909?
Have you lost any accounts?
Have you had any disputes with customers?
Have your clerks forgotten to make charges or credits?
Has your valuable time been taken up in keeping books?
Have your collections been slow?
Do you have to employ a book-keeper?

Do You Want to Make More Money in 1910?

Some people think they are standing still.
It's impossible—the world moves.
You are either going ahead or going backward.
You are in business to make money.
The way to make money is to save it.
The way to make money is to stop the leaks.
Over 50,000 merchants are stopping the leaks and making money
by keeping their accounts by the

McCaskey Credit Register System

Information is free for the asking.

DOMINION REGISTER COMPANY, Limited

Successor to The McCaskey Register Co. in Canada

96-104 Spadina Avenue

TORONTO, CANADA

Profits from Purity

The satisfied customer assures a *permanent* customer, yet without purity satisfaction of the lasting sort is not possible—or probable. Profits from Purity, therefore, command regular trade. *Profits from the articles advertised below are business builders.*

Made pure for sixty years—as pure as pure oil and skill and experience can make it. The most sensitive complexion or most delicate lingerie is safe with “Shell” Soap. Antiseptic, sanitary, clean. Not a *Pure Oil* “tallow soap”—no decaying animal matter in it. Absolutely pure.

**“Shell”
Soap**

Bramwell's Epsom Salts show a noteworthy absence of moisture from top to bottom of package. They are absolutely free from foreign substances. They never have been and never will be classed with ordinary “salts” of commerce. They are in a class by themselves.

“Bramwell's”

**Epsom
Salts**

Pastacaldi's Peel is prepared from the finest Corsican Citrons and you get what you pay for every time. No excess of sugar, but highest quality selected

“Peels”

peel—drained. Pastacaldi's name on every box.

PASTACALDI'S

Leghorn

CITRON PEEL

ARTHUR P. TIPPET & CO., AGENTS
Montreal, Canada

To All and Singular to Whom these
presents shall come *Greeting*

WHEREAS in times of yore it has been the custom in sundry places, and in divers manners, at this Festive Season for all good people to send felicitations and good wishes to their best and dearest friends and acquaintances,

NOW THEREFORE, know ye that the good things said and done in the Olden Tyme be not forgotten and fall into desuetude to the detriment of the good feeling holding between friends,

AND WHEREAS it is good and profitable to the souls health to interchange sentiments of good will, particularly at this time, and especially towards those for whom a sincere regard is entertained,

AND WHEREAS it is desirable that this commendable custom should be maintained.

WE HEREBY in all good faith and honesty send these presents—Wishing all of our friends Good Health, Happiness and all the Compliments of this Joyful Season, with the Loyal and Fervent Hope for a Bright, Prosperous and Happy New Year, aided by the still further use and enjoyment of Delicious "SALADA" Tea.

AS WITNESS our HAND and SEAL
this Twenty-Fourth Day of December in the
Year of Our Lord, One Thousand Nine Hundred
and Nine.

Signed

"Salada" Tea Co.



We pave your way to greater profits

Apart from the undoubted excellence of

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

you must realize how profitable it is to handle a line of goods backed by regular consumer advertising. This is what we are now doing—creating a demand for you.

Any proposition that brings trade to your store is worth investigating, isn't it? Give "E.D.S." Brand a trial. There's money in it for you.

Made by **E. D. SMITH**, at his fruit farm
WINONA, : ONTARIO

Stock our newest line—UNFERMENTED GRAPE JUICE

STORAGE IN HAMILTON
A new fireproof Storage Warehouse.
TRACK FACILITIES
Every convenience to reduce the cost of handling Merchandise
IN BOND OR FREE
Lowest Insurance
Experienced Warehousemen
Accounts Solicited
Storage and Transfer Co., Limited
Hamilton - - - - - Ont.



Saves time,
Saves money,
Saves you bags.

Should be in every grocer's store.

McGregor's Patent Bag Holder
KILGOUR BROS.
19 Wellington St. West, TORONTO



THE
PUREST
AND
BEST

MR. DEALER

Have you stocked the new 5c. tin
St. Charles Brand ?

Some of your customers will want it and any jobber can supply you. It's a convenient package and only

\$2.00 per case.

Manufactured by



St. Charles
Condensing Co.
INGERSOLL, ONTARIO
CANADA



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The "Imperial"
18.15 and the "A
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Apply to the Near

LAUNDRY



RUBBER STARCH

HAVE YOU TRIED

Laundry Rubber Starch?

Strongest, Whitest, Best

Requires no cooking.
Is a cold-water starch.
Laundry purposes only.

Ask your grocer for it or drop a card to

The Laundry Rubber Starch Co.

584 Papineau Road,
MONTREAL

Stop That Leak!

Stop the loss occasioned by bad bills — stop the loss of good credit customers because of misunderstandings. There's a simple, easy, practical way.

Allison COUPON BOOKS

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a \$10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For Sale by the Jobbing Trade Everywhere.

Manufactured by

ALLISON COUPON CO., Indianapolis, U.S.A.

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



CHINESE STARCH

Always Leads
Quick Seller
Big Profits
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

CANADIAN PACIFIC

ANNUAL

EASTERN CANADA EXCURSIONS

Low Round Trip Rates to

Ontario, Quebec and Maritime Provinces

Tickets on sale Dec. 1 to Dec. 31, inclusive, good to return within three months.

Tickets issued in connection Atlantic Steamship Business will be on sale from Nov. 21 and limited to five months from date of issue.

Finest Equipment. Standard First Class and Tourist Sleeping Cars and Dining Cars on all Through Trains. Compartment, Library, Observation Cars on "Imperial Limited" and "Atlantic Express."

3-Through Express Trains Daily--3

THE "TORONTO EXPRESS"

leaves Winnipeg daily at 22.40, making connections at Toronto for all points East and West thereof.

The "Imperial Limited" leaves Winnipeg daily at 18.15 and the "Atlantic Express" at 8.00 daily, making connections at Montreal for all points East thereof.

Apply to the Nearest G.P.R. Agent for Full Information.

CANADIAN PACIFIC

WESTERN EXCURSIONS

Single Fare

Plus \$2.00 for the Round Trip

From all stations in Ontario, Port Arthur and West, Manitoba, Saskatchewan and Alberta, to

VANCOUVER
VICTORIA and
WESTMINSTER

Also to OKANAGAN VALLEY and KOOTENAY POINTS

Tickets on sale December 16, 17, 18, 1909; January 21, 22, 23 and 24; February 15, 16, 17, 1910; good to return within three months.

OUR ENVIOUS POSITION

in the Coconut Industry to-day is due to the fact that we have always maintained the same high standard of quality—irrespective of the existing conditions.

You occupy the same position in retail realms if people judge you by your goods, and you are careful to stock the best—such as

White Dove
Coconut

W. P. DOWNEY

MAKER - - MONTREAL

OLIVES!! ONCE A LUXURY, NOW A NECESSITY

OUR LINES ARE:

**Manzanillas, Queens, Club House, Nutoliv
Pitted, Celery Stuffed, Pimento Stuffed**

SELECTED FIRST QUALITY FRUIT ONLY. — PACKED TASTILY IN NEAT GLASS PACKAGES AND IN BULK

FOR SALE BY ALL JOBBERS FROM COAST TO COAST.

GORMAN, ECKERT & CO., Limited

LONDON

LARGEST PACKERS OF OLIVES IN THE BRITISH EMPIRE.

WINNIPEG

Mr. Grocer

If there is one canned fish a housewife likes for her table above all others, it is salmon—provided it is *the best*. Recognizing this, we decided to pack a line of the choicest fish procurable in the Fraser and Skeena rivers. This is how

Quaker Brand Salmon

originated. We are immensely proud of it and will absolutely guarantee it as the best on the market. This is the brand for you to stock to please your critical customers.

MATHEWSON'S SONS

Wholesale Grocers
MONTREAL

When you buy

Redpath

Extra Granulated Sugar, you secure the results of the latest process, of modern machinery, and of years of experience.

Manufactured by

**The Canada Sugar Refining
Company, Limited, Montreal, Que.**



PURITY AND STRENGTH combined have made

SHIRRIFF'S

FLAVORING ESSENCES

prime favorites with the economical housewife. This is a most profitable line for you to handle, and the goods are especially in demand while winter festivities are on.

See to your stocks.

The Imperial Extract Co., -

**8, 10, 12 Matilda St.
TORONTO**

THE CANADIAN GROCER



To each and every one of our
friends, we wish a most prosper-
ous holiday trade and a
Very Merry Christmas

The
St. Lawrence
Sugar
Refining Company, Ltd.
MONTREAL

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BULK

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St.

To the Trade:

You Should in Stocking

**CEYLON
TEA**

Be Ever Careful to Buy
The Better Grades.

IT IS

**The Most Profitable
Policy in the Long Run.**

Selling Cheap Teas at Fine Tea Prices Might Show Big
Profits Temporarily, but It Would Eventually Kill Trade.
And It Would Discourage Growing Fine Teas.

ESTABLISHED OVER 200 YEARS

CHAMPION'S

MALT VINEGAR



LONDON, ENGLAND

IS THE BEST

Commands a Preference over all others.

Made from the finest malted barley.

AGENTS

W. S. Clawson & Co., South Wharf, St. John, N.B.
Green & Co., 25 Front Street East, Toronto

W. H. Escott, 141 Ballantyne Ave. East, Winnipeg
R. Robertson & Co., 25 Alexander St., Vancouver, B.C.

J. W. Snowden, 413 St. John St., Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars

KEEP IN THE FRONT

STERLING Brand PICKLES and RELISHES

These are goods you can always recommend to customers with perfect safety

Made in Canada's greatest pickle factory
of finest grown Canadian vegetables.

The T. A. Lytle Co.

Limited

Sterling Road :: TORONTO, Can.



CHRISTMAS SEASON

Fine Old English Mincemeat and Plum Pudding

NOW READY FOR DELIVERY

Send in your orders quickly, please.

WAGSTAFFE, Ltd.

Pure Fruit Preservers

Hamilton, - - Ont.

At the Ottawa Exhibition, Wagstaffe, Ltd., were awarded a diploma for having the finest selection of preserved fruits.



A Merry
Christmas to
All of our Friends.

HOLLAND RUSK COMPANY
HOLLAND - - - MICHIGAN

A Merry Christmas



and a year of prosperity to every one of you in 1910 is the wish of

THE CANADIAN COCOANUT CO.
Makers of White Moss Cocoonut, : MONTREAL

The Richards Pure Soap Company, Manufacturers of Richards Pure Soap and Richards Quick Naptha Soap, extends to customers both old and new the Compliments of the Season and best wishes for a Prosperous 1910.

Good Holiday Sellers



Reindeer Coffee and Reindeer Cocoa

are each combined with Milk and Sugar and are ready to use.

No trouble to prepare
Just add Boiling Water.

HOW IS YOUR STOCK?

The Truro Condensed Milk Co., Limited, Truro, N.S.

For the Hearty Support
of the Trade

During the Year 1909

We Extend
Our Best Thanks

and

Wish One and All a Very
Merry Christmas

and

A Prosperous New Year

WHITE SWAN SPICES
and CEREALS LIMITED
TORONTO

Order Ewing's Herbs!

They possess that ever present quality which ensures steady sales. No matter what your requirements in herbs we can supply you. How is your stock of

Sage, Savory, Thyme, Mint, Marjoram?

Talk to Our Travellers or Write Us.

S. H. EWING & SONS 98 King St., Montreal
Also at Toronto

This Is the Bottle!



It contains the purest fruits garnered from the famous Niagara Peninsula, and scientifically packed by a firm that "knows how."

Goodwillie's Pure Fruits in Glass

have a reputation for quality which is always maintained.

Your wholesaler will quote you prices : : : :

ROSE & LAFLAMME, Limited
AGENTS
MONTREAL and TORONTO

W. P. DOWNEY

(The "WHITE DOVE" Man)

Wishes to Each and Every Grocer

A Merry Christmas
and
A Happy New Year

Send Us Poultry

We will pay you highest market prices (no commission), and make prompt remittance for:

TURKEYS GEESE CHICKENS
DUCKS FOWLS

Must be A1 Stock

Reference: Any Bank

P. Poulin 30 Bonsecours Market **Montreal**

To our Customers and many Friends

We wish

A Merry Christmas

and a

Happy and Prosperous New Year

John Garvey & Sons

London, Ontario

Boston Baked Beans

your customers will appreciate the high quality of our Boston Baked Pork and Beans, plain and in tomato sauce, which line is in all sections proving a great seller.

Attractive Package Price Reasonable

Eastern Canning Co.
PORT CANADA, N.B.

Canadian Agents:—C. A. Chouillou & Cie, Montreal; Green & Co., 25 Front Street East, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; H. M. McBride, 312 Ross Avenue, Winnipeg, Man.

*We take this opportunity
to wish all our friends a*

Merry Christmas

and a

Happy New Year

**The Dominion Molasses
Co., Limited**

HALIFAX - NOVA SCOTIA

The Experienced Housewife

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

ASEPTO

Soap Powder

"The Enemy of Dirt"

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

The **Asepto Mfg. Co.**
ST. JOHN, N.B.

BROOMS

We Make

Brooms of Quality

When next in need of this line
ask us for prices
We have the goods for household, mill, factory, warehouse and others

Capacity enlarged to
20,000
dozen per annum

Walter Woods & Co.
Hamilton and Winnipeg

HOW MANY CUSTOMERS HAVE YOU

who have not asked for H. P. Sauce? Our new extensive advertising is exciting a large demand and your customers are buying it--SOMEWHERE,

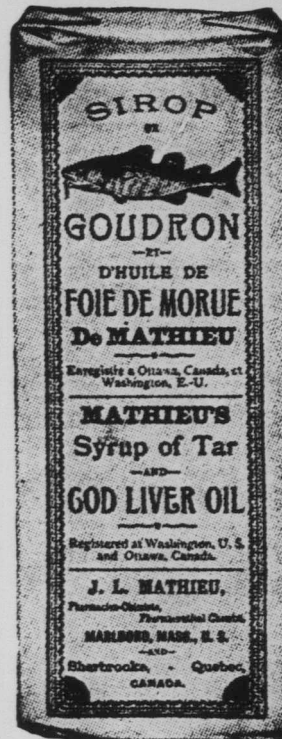
Wide-awake grocers are making a leading line of

W. G. Patrick & Co., Toronto and Montreal
 R. B. Seaton & Co., Halifax, N.S.
 The Midland Vinegar Co., Birmingham, Eng.
 W. H. Escott, Winnipeg, Man.



We extend to our Customers and the trade generally, the most hearty wishes for a Merry Christmas and a Happy and Prosperous New Year.

The Canadian Salt Co.
 Limited
 Windsor - - - Ontario



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

commends itself to dealers. It has the double advantage of present popularity and future certainty.

Its popularity is due to the wonderful cures it has effected, as attested by thousands of testimonials.

Its future is assured because its history is one of steady and rapid growth.

Of all cough and cold cures none assure the dealer a greater certainty of immediate and future profits.

During Fall and Winter the demand will be continuous.

Keep well supplied and when ordering order also

MATHIEU'S NERVINE POWDERS

which are necessary to reduce fever and remove pains in connection with colds.

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

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
 Winnipeg, Edmonton, Vancouver.
 L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

GOOD COFFEE Coffee better than the average. Coffee superior to others. Coffee so exquisite in flavor.

That people want it again—and again. That's what

AURORA COFFEE

is. The best that money can buy. It retails at 40 cents and leaves you a margin for yourself that is worth while—something to justify your buying the brand and introducing it to your customers. Don't lose this chance.

W. H. GILLARD & CO. Wholesale Grocers Coffee Importers HAMILTON
 BRANCH HOUSE: SAULT STE. MARIE

ROWAT & CO.

Glasgow, Scotland



The house with the reputation for highest quality.

For many years known to Canadian grocers through

Rowat's Pickles and Olives

In future to be known as well as the makers of the famous

Paterson's Worcester Sauce

How are your stocks of these specialties?



AGENTS IN CANADA—Snowdon & Ebbitt, 325 Coristine Building, Montreal, for Ontario and Quebec; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.; Nicholson & Bain, Winnipeg, Edmonton and Calgary.

Your Business Barometer

will stand at "SET FAIR" if you are handling goods which bear the stamp of quality!

In no department is this of such vital importance as in your sardines.

You will have no anxiety on this score if you handle—

King Oscar BRAND SARDINES

the purest, sweetest and best packed fish on the market.

Canadian Agents

J. W. BICKLE & GREENING

(J. A. Henderson)
Hamilton - Ontario



By Special royal permission

Sardines That Sell

are those that have a guarantee on each tin!

Concord Norwegian Sardines

are finest small autumn fish only, packed, when freshly caught, in high grade oil. Each tin is provided with an extra cover for use after it has been once opened.

The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree.

Order from any wholesale grocer, and don't forget the name CONCORD.



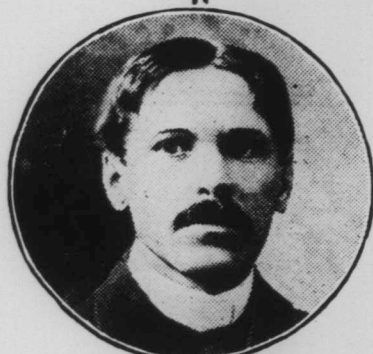
LIST OF AGENTS:

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



New Home of the Ocean Mills

*The Season's Greetings
From
Our New Factory*



MR. O. LEFEBVRE
Proprietor

WE ARE NOW IN FULL POSSESSION OF OUR NEW AND MODERN FACTORY, AND HAVE GREAT PLEASURE IN EXTENDING TO OUR MANY FRIENDS THE HAPPIEST GREETINGS OF THE SEASON. * * *

For many years we have been selling to most of you the old reliable OCEAN BRAND Specialties. These goods appeal to you as old friends.

In our new factory we will be able to look after your interests better than ever. We have new lines coming out, about which we will tell you in due course, and we are going to make better OCEAN goods than ever before—if that's possible.

Keep in touch with us, that we may assist you in making 1910 a most prosperous year.

MAY YOURS BE A MOST HAPPY CHRISTMAS

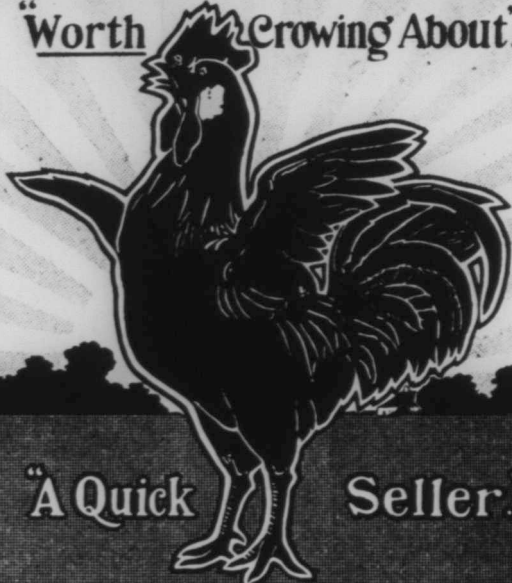
Request us to send you our fine illustrated catalogue, just out. Tells all about our high-class specialties.

Agents: Toronto, Green & Co.; Hamilton, Norman D. McPhie; Charlottetown, J. J. McKinnon; Winnipeg, The Jobin-Marrin Co., Ltd.; St. John's, Nfld., The Lawrence Newfoundland Co., Ltd., and all wholesale grocers from Halifax to Vancouver.

OCEAN MILLS O. LEFEBVRE, Proprietor
* * * MONTREAL



"Worth Crowing About."



"A Quick Seller."

BAIRD'S SAUCE

SOLE PROPRIETORS -
JOHNSTON, BAIRD & CO., GLASGOW, Scotland.

**10,000 Cash Buying Agents Wanted for
McCLUSKEY'S**

REGISTERED

**Original T'ETTE Tanninless Concentrated
TEA ESSENCE**

In 6d, 1/- & 2/- Bottles.

Per Gross, 57/-, 108/-, 216/-, in 3-dozen cases, each size.

McCLUSKEY'S

Original Concentrated

TEA ESSENCE

In 6d. 1/-, 2/- & 2/6 Bottles.

Per Gross, 54/-, 102/-, 192/- & 288/-, in 3-dozen cases,
each size.

Orders—TERMS, for United Kingdom, cash with order, is Carriage Paid. EXPORT, Continental, Colonial and Foreign remittance with order, is delivered free to any ship in United Kingdom port, by the Sole Inventor and Maker.

Patrick McCluskey

**Manufacturing and Export Chemist
LIVERPOOL**

An additional \$1 worth of goods to each of Grocer's 7,000 readers:

If 7,000 of the best grocers in Canada held a meeting every week at Toronto, Montreal, Winnipeg or some other point, what would a manufacturer pay for the privilege of giving them a series of talks about his goods?

If this manufacturer was able to demonstrate the solid worth of his product, and show that it paid the dealers a fair profit, could he induce each one of them to buy an additional \$1 worth of it in a year?

\$1 worth of any manufacturer's goods would make a pretty small parcel. Yet multiply that quantity by the number of dealers and you find that it means \$7,000.

There is only one way in which a manufacturer can address the 7,000 leading buyers of grocery lines every week. That is through The Canadian Grocer.

If he approaches his talks in this paper as carefully as if he were actually addressing a meeting of these buyers—says something worth while—do you mean to say that he could not make it worth many times what it costs?

A space this size costs \$425 for 52 weeks, which means that a manufacturer using it could talk to about 10 good buyers for every cent expended. The value of the space to him would depend entirely upon what he said in it.

THE CANADIAN GROCER

"MELAGAMA"

CEYLON TEA

At the close of this the most prosperous year in our history, we wish our many customers and friends

A Merry Christmas and a Very Happy and Prosperous New Year

MINTO BROS. - - TORONTO and BUFFALO



**A Merry Christmas
and a Bright
and Prosperous
New Year to you all.**

**Toledo Computing Scale
Company, Limited**

TORONTO

Our Meadow Cream Sodas

not only sell, but they sell other lines as well. You stock a few cases and see for yourself. Our price is the same as that charged by others for biscuits not quite so good.

The W. J. Crothers Co., Limited

KINGSTON, - ONTARIO

LIPTON'S

BY SPECIAL  APPOINTMENT

TO H.M. THE KING

TEA

YOU can make no better resolution for the New Year than that you will display and recommend Lipton's Tea during 1910.

In cash returns and the appreciation of your customers you will be doubly repaid.

To our friends in the trade we wish, in all sincerity, the compliments of the season.

Thomas Lipton

75 Front Street East,
Toronto, Ont.

A
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H. I
BF

Adamson,
Albert & C
Allan, Rol
Allison Co
American
Andrews &
Asepto Mf
Aylmer Co

Balfour, S
Belden, R.
Benedict,
Birkle, J. J
Blue Ribbon
Borden Co
Bostock, J
Bowser, S
Brack & C
Brand & C
Bristol, Ge
British Am

Campbell C
Canada Ma
Canada Sup
Canadian F
Canadian C
Canadian B
Canadian F
Canadian S
Capstan M
Cargill, H.
Ceylon Tea
Champion
Christie, B
Clare & Lit
Clark, W.
Clawson &
Concord Ca
Connors Br
Constant, F
Cowan Co.
Cox, J. & G
Crothers, W

Davies, Wn
Dignard, L
Dominion F
Dominion C
Dominion F
Dominion F

A1 SAUCE

This sauce has been delighting the palate for 100 years, and is still giving a zest and relish to the plainest and richest fare.

As a merchant you are interested both in quality and profit. You'll find both satisfactory.

A1 Sauce will repay you well for any trouble you may go to in giving it prominent display and asking your customers to try it. Sample it yourself, though, first.



GENERAL AGENTS:

H. HUBBARD, 27 Common St., Montreal. THOS. O. BAXTER, 27 Front St. E., Toronto. R. T. TINN, 337 Hastings St. W., Vancouver.

We also make a full line of Meat Extracts, Essences, Soups and Potted Meats.

BRAND & CO., Limited, Purveyors to **H.M. the King** London, England

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Planning a Building to Get Low Insurance Rate

Why Architects Should Confer With Competent Insurance Men — Instances Where Savings Well Worth While Have Been Brought About—Avoid Carelessness in the Store—Watch Negligent Tenant.

When a merchant or manufacturer, at an expenditure of \$500, reduces his fire insurance rate by 28 cents on every \$100 of his \$30,000 policy, he has all of the elements of a good investment if he will only look at it that way.

"There are many business men who feel that, to investigate their own interests in the matter of insurance, is only courting additional expense," said an insurance man to The Canadian Grocer. "It is easy for them to ascertain that such an attitude is certainly not to their advantage.

"The same may be said of the insurance man who considers that conditions which maintain high premiums are the more desirable. The agent who knows his business, that his people are getting good value for their money, that they are fully aware of the weak spots in their risks and what they must do to improve them. The agent who takes the greatest interest with the object of bringing about improvement of risks where possible, even though premiums may thus be reduced, and not be afraid of competition. He will show the business man that significance of the good and bad risks, not only in their individual application, but also to the community—from an insurance standpoint."

The Agent's Duty.

The above statement coming from an insurance man is important, since it indicates that it should be the agent's duty to afford the insured every facility in posting himself upon details of his risk and rate.

Inquiry by this paper goes to show that there is greater investigation in this matter at present than ever before. In some of the larger towns and cities considerable reduction in rates have been brought about as the result of conference between insurer and insured. In every case reductions in rates have followed recommended changes, and these have always made for improvement in premises.

One instance in particular may be cited. Prior to changes a merchant had a rate of 93 cents. He figured that this was rather high and consulted an insurance agent. The building was inspected. It was recommended, as a result, that his freight elevators and stairs be properly enclosed, and the entrance to cellar protected. He had this done and his rate dropped from 93 to 72 cents. Then he installed pails and a stove-pipe and roof hydrant, and his rate fell to 65 cents, or a saving of 28 cents on every hundred dollars' worth of insurance. This, considered in its proper relation to outlay, was well worth while. There are many such instances.

One thing should always be borne in mind by merchants or manufacturers when about to remodel their old premises or build anew. Plans should be submitted to a competent insurance man in order that the essentials of low insurance rates be not overlooked. Too often is it the case that after a fine building has been completed, the owner has found that he has not done himself justice in this particular.

In striking the rate, the insurance man figures upon merits and demerits as compared with requirements in a standard building. This is one having walls of brick or stone (brick preferred) not less than 12 inches thick (one and one-half bricks) at top storey, 16 inches if stone, extending through, and 12 inches above roof in parapet, coped, on all sides, and increasing four inches (one-half brick) in thickness for each storey below to the ground, or of an equivalent average thickness, the increased thickness to be utilized for beam ledges, or wall corbelled to provide same.

Elevators and stairways cut off by brick walls, or by concrete plaster on metallic studs and metallic lathing, continued from basement up through roof, communication at each floor protected with approved tin-covered doors or metal doors with wire glass if lighting is necessary; sills to be incombustible, skylight over elevator to be of thin glass with approved wire guard over; all weights, cables and other elevator connections except motor to be enclosed in elevator shaft; skylights not permitted unless of wired glass set in metal frames; floor lights to be not less than $\frac{3}{4}$ of an inch thick; windows and doors on front, sides or rear of building, when exposed, to be protected by approved tin covered doors and shutters (shutters must be arranged that they can be opened from outside), or wired glass in metal frame, or a water curtain. Windows are exposed when within 100 feet of another building.

Heating by hot water or steam at low pressure.

Lighting by gas with rigid fixtures. Interior finish, open, or lath and plaster, or metal.

Wood or other combustible finish prohibited.

Where departure has to be made from these requirements, the builder will not be safeguarding his own interests if he fails to ascertain the best possible substitute.

Negligent Tenant.

Owners of leased buildings should see to it that their tenants understand the penalties which attach to carelessness in disposing of refuse. Not long ago a serious fire started in a large clothing

establishment in Toronto. The inspector visited the place, and there was no way to account for the blaze; it was finally attributed to a live wire. This is a somewhat uncontrollable thing, but in an adjoining room the inspector found a pile of stove ashes. The tenant had no explanation. He had been too lazy or too busy to cast the stuff out and what the inspector said to him was a shame. While the cause of one blaze was undiscoverable, that which might have brought the fire to the scene again at any time, was found in another part. It is carelessness which makes much of the protective equipment necessary.

Regular inspection of his building by the merchant is a good plan by which to safeguard against negligence of employees. Back yards, bottoms of elevators, cellars, window recesses, dark corners, combustible materials left unprotected—all of these things and scores of others must come under the managerial eye. Warning notices should be posted up where necessary. Little things may easily make big totals in the insurance account.

SUGAR USED AS A LURE.

John Lyle, London sugar refiner, was in America last week and in connection with sugar in England is quoted as saying: "The refiners are doing better than they were a few years ago, as under the present Brussels Sugar Convention the trade has been steadied and we have a better chance of living without having to meet the competition of bounty-fed sugar. The Greenock, Liverpool and London refineries are supplying the British home demand, which amounts to eighty pounds per capita yearly, reckoning up the consumption of sugar in every form of manufacture. There is a growing desire for the crystal and white sugars and diminishing use of the yellow sugars, though these have a taste favored by large portions of the population. As is the case over here, the grocer treats sugar as an article on which he expects little profit. He gets that from tea, currants or other articles, while sugar is used as a lure with cheap prices."

The death of Andrew J. Stewart, founder of the A. J. Stewart Co., manufacturing confectioners, occurred at Owen Sound, last week.

The Abenakis Mineral Springs Co., Arthabaska, Que., is a new company with a Dominion charter, organized to carry on business as dealers in aerated or other mineral waters. Those interested in the incorporation are: D. H. Pennington, Lyster, Que.; J. J. Connelly, Island-Pond, Vt.; G. L. Hume, Sherbrooke, Que.; W. E. Watt, Richmond, Que., and Henri Jodoin, of Arthabaska, Que.

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Need of Giving Information in Writing Ad. Copy

Something Should be Included to Gain the "Point of Contact" of the Prospective Buyer—The Good Points in the Accompanying Ads. and Suggestions for Improvements—The Quoting of Prices a Good Feature.

By Jas. Thompson.

While many improvements have been made by retail grocers in writing copy for their newspaper advertisements, there is plenty of room for a great many to produce better results. This will be seen from the accompanying cuts of ads., which have appeared in Canadian papers. Some of them have been written with care and with the thought of the best possible results in mind, but the same can scarcely be said of the others.

The A. D. Ingraham ad. has been reduced from a space 5 inches by 4 inches in dimension, which it occupied in the

two places. A talk calling attention to the fact that the holiday season was here would strengthen the ad.

Kirkup & Wilkie are a Fort William firm and are good writers of ad.-copy. Their talk in the accompanying cut is a splendid one, but the whole ad. might have been improved, if the attention of the reader had been called to some definite grocery article or two with prices given.

Corey's ad. from the Brantford Expositor, lacks "sociability." There is

Both A. L. Campbell and Robson are Lindsay, Ont., grocers whose ads. appeared in the Daily Warrier. The former is nicely set up, with splendid talks and may be considered a well-written ad. A few prices might have made it more effective.

The oyster ad. of Robson's is good. The information such as conveyed by explaining what "drunk" oysters are is something that enlightens the reader and makes her more intelligent in her purchasing, and hence in the discharge of her household duties. She feels that she has improved her mind and will feel disposed to patronize a grocer who knows something about the goods he sells.

EXPORT NEWS.

It would be a very good idea, according to G. A. Harris, Canadian Trade Commissioner at Yokohama, Japan, if the manufacturers of flour, pulp, con-

NEW GOODS

We have just received a few lines of Fresh Dried Fruit in advance, and they are fine stock.

New Valencia Raisin, 9c. lb., 3 lbs for 25c.
 New Sultan Raisin, a lb. 10c.
 " " Extra Bright, a lb. 15c.
 New Table Figs, 1 lb. boxes 15c.
 " " 5 Crown, a lb. 15c.
 " " 9 " " 20c.

Another shipment of Huntly & Palmer's Biscuits in all the regular lines with the following specials:

Tea Rusks 35c. a lb.
 Cracknels 60c. "
 Rich Digest 60c. "

NEW : FRESH : CRISP.

A. D. Ingraham

O. LACROIX, GROCER

Bargains For The Holidays

1 gallon Case of Apples	25c.
2 lbs. Orange Currants	25c.
Cherries, per gallon	45c.
10 lbs. Raisin	30c.
5 lbs. Apples	30c.
John de Ruysse Gin	50c.
10 lbs. White Sugar	45c.

O. LACROIX, - St. Joseph St.

Wholesale and Wine Merchant

254-10-111

Your Christmas Groceries

If there is one time more than another that you should surround yourself with extra quality fresh groceries, it is at Christmas time, and if there ever was a time that you should deal at the Leading Grocer, it is now - "Naf-wal."

The Christmas Stock is Ready—Stock up Now

Remember, that this is the Grocery Store where you get the Gold Coupons with every 10c. purchase—loaded now through us for your favorite.

Kirkup & Wilkie
 The Leading Grocers
 Phone 199 Victoria Ave

COREY'S

Almond Nuts 15c lb
 Walnuts 15c lb.
 Filberts 15c lb.
 4 lbs. dates 25c
 2 lbs. Honey 25c

COREY'S NEW STORE

214 Colborne Both Phones 524

For Your Christmas Baking

"Thrill-Brand" Raisins and Currants are unequalled for quality, cleanliness and flavor. Sold at this store only.

Finest imported Peel—orange, lemon and citron. If you bought your peel from us last year you will appreciate the superiority of our own importations.

New Table Eggs, Cooking Eggs, Dates, Shelled Almonds, Shelled Walnuts, Pure Spices, Etc. Etc.

We solicit your order for your Christmas Baking. We will please you both in price and the superior quality of our goods. Phone 10

We are agents for Weston's Toronto Bread

A. L. CAMPBELL

China Hall, William-st. Groceries—Kent-st.

FISH for ADVENT

Fresh Sea Herring Fresh White Fish
 Finnan Handie Smelts

FRESH OYSTERS DAILY

R. A. DUTTON, 420 George St. Telephone 304

"DRUNK" OYSTERS

Probably you never heard of "drunk" oysters before. The term is often used by those in the oyster business when speaking of oysters that have been placed in fresh or cold water after having been shelled, and being still alive, naturally they drink a considerable quantity of this fresh water and so become "drunk."

The oysters we sell have not been fattened in this way—they will be delivered to you in their original condition—just as they are taken from the shell—with all their natural flavor. Sold meats 60c per quart. Try a half pint (10c) just as a sample.

WEEK END SUPPLIES

Nasmith's Cakes
 " Buns
 " Bread
 " Crumpets
 Fruit, Candies, Nuts, Etc.

Robson's

Confectionery Dept.

Reproductions of Seven Grocery Advertisements taken from Canadian Newspapers

Sydney, C.B., Post. While the ad. has some good features about it, such as the quoting of prices, and the symmetry of its make-up, the talks might have been made more convincing as: "We have just received a few lines of fresh dried fruit in advance, which will equal if not excel in quality, anything in town—and we bought them at the right prices. Here is what we offer."

The Lacroix ad. appeared in a space 2½ x 4½ inches in the Quebec Telegraph. The feature of it is the quoting of prices. The space used at the top for the grocer's name might have been utilized to better advantage. Since the name appears below, it is hardly necessary in

hardly anything about it, to gain the "point of contact" between advertiser and prospective purchaser. Should a woman enter a grocery store and ask about nuts, the good salesman will not likely say: "Almonds, 15c; walnuts, 15c, etc.," but rather something like this: "We have some splendid fresh almonds with which we are sure you will be pleased, at 15c per lb." He thus gains the interest of the purchaser and she is much more likely to buy, especially if she can purchase almonds somewhere else at the same price or a little cheaper. The same may be said of the R. A. Dutton ad. although the latter lacks the price quotations.

densed milk and any other small article that would be salable there, would send samples and prices to that office. In a great many cases, while the Japanese people prefer Canadian goods, they are obliged to take other lines, as there is no one there who can furnish them with samples and prices. As a general rule, when they wish to purchase these articles the order is placed at once. They cannot wait for further correspondence with manufacturers or until the agent writes to Canada.

If these prices and samples were available in the office at Yokohama more business could be done between the two countries.

Practical Methods Used in Retail Grocery Stores

Merchants Making Use of Circulars to Sell Christmas Goods—A window Floor Made of Tile—Western Merchant Doesn't Like too Much Buying on Instalment Plan—Woodstock Grocer Believes in Attractive Store Fronts.

Christmas Circular Brings Trade.

Port Hope, Ont., Dec. 22.—McKenny's Grocery got out a Christmas season circular in November, which the proprietor found to be exceedingly valuable. The circular was placed in every home in Port Hope and improved the business greatly. While it might have been set up in the printing office a little more attractively, the talks given were splendid.

At the head of the page were the words: "Good, Better, Best," and in the next two lines, "We never let it rest until our good is better and our better best. Quality right, price right and our service right at McKenny's Grocery." On one side of the list of goods with their prices in a narrow column are the following talks: "The Christmas store now at its best—the wise and considerate are doing their Christmas shopping now—Are you among them?—Our stock is full, fresh and complete," and on the opposite side the words: "See our window this week—goods are sold at this store for what they are and at the value their quality justifies."

Handsome Christmas Circular.

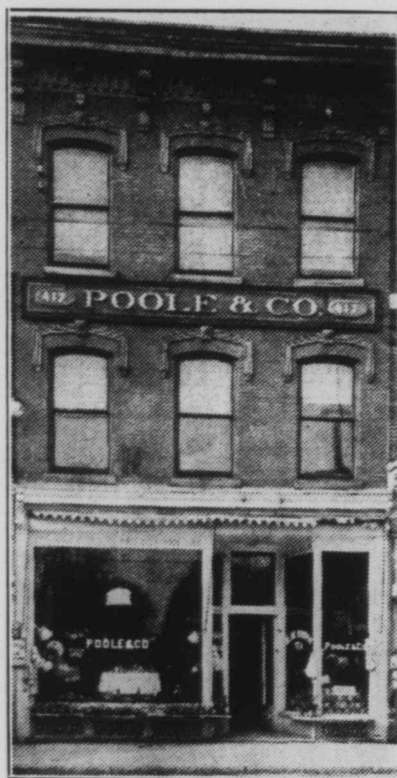
Vernon, B.C., Dec. 1.—In order to attract Christmas buyers to his store, W. R. Megaw, general merchant here, got out a handsome four-leaf circular nicely illustrated in red and green, particularly the front page. This has a pretty wreath of holly half-way around and a cut of a little girl reaching up to a shelf on which is Christmas turkey. The paper used is fine linen, making the appearance all the more attractive. The two inner pages are taken up in giving the store news regarding groceries, oysters, fruits, confectionery, fancy china, etc. The introductory paragraph reads:—"Once again we are ready for the holiday season with the choicest range of fancy groceries the world's markets had to offer. When you see this selection you will appreciate our good luck in securing that class of goods particular people want. Everything for the puddings, pies and cake, and the dining table, is here in great variety. Everything of the highest quality, choice, clean and fresh, and you will find our prices right. Your orders will receive prompt and careful attention whether you call in person, telephone or write."

An Attractive Store Front.

Woodstock, Ont., Dec. 22.—The aggregate grocery trade of Woodstock is not as large as it was a few years ago, but the business of Poole & Co. increases

steadily. This is pretty good evidence that Mr. Poole is a shrewd and successful merchant. He is a man still on the sunny side of life's peak, vigorous and progressive. The store staff consists of seven clerks in addition to the office staff and there are two delivery wagons.

Mr. Poole does not conduct a school for grocers, but it is one of his characteristics that he is a keen judge of men and boys and some of the most capable young grocers in Ontario received their training in his store. One of the brightest of them is his present head clerk.



Cut Showing Front of Store of Poole & Co., Woodstock, Ont.

Jas. McCallum. The accompanying picture shows the front of the store building. In addition to groceries, Poole & Co. conduct a crockery and china business that is quite as successful in its way as the grocery.

Buying on Instalment Plan.

Portage la Prairie, Man., Dec. 22.—"It does not pay to lay out too much every week on the instalment plan," remarked a grocer the other day. "Many retailers buy most of their fixtures in this way, and think they save by so doing. To begin with they pay a fancy

price for any articles bought in this way. If they would stop to think, it would be very evident that the man who allows long time payments cannot sell as cheaply as the one who sells for cash or on 30-day credit. Ten dollars a week here, another there, and a third somewhere else means a heavy weekly drain that is sure to tell in the end."

Window Floored With Tile.

Dundas, Ont., Dec. 22.—R. Clark having recently purchased the residence of the late Dr. Howard, has had it remodelled, making a comfortable dwelling house and a convenient grocery store. The show windows are fine in appearance, the floors being of tile, laid in cement, in which there will be a fountain spray, where all kinds of vegetables will be kept fresh and clean. The entrance will not be finished for a while, but will be made with inlaid mosaics when the weather will permit. The interior is handsomely finished, and the fixtures made to order, are up-to-date.

Dressed in Holiday Garb.

St. John, N.B., Dec. 22.—The retail groceries are now all resplendent with fancy paper draperies and greening and Christmas chinaware and crockery, fancy confectionery, fruits and nuts occupy conspicuous positions. Many of the window displays are tastefully arranged with these goods.

Central Delivery at Leamington.

Leamington, Ont., Dec. 22.—Though the fact is not generally known, Leamington has for upwards of a decade possessed a general delivery system, similar in some respects to those which have of late received considerable notice through the columns of The Canadian Grocer. The main difference is that the local system is a privately owned one, instead of being co-operative.

The system was inaugurated on April 17, 1899, by Charles Scratch. When he started he delivered for two stores and had one rig. At the time of disposing of his business a few days ago to Wm. Kewen, of Blenheim, he delivered for all the concerns in town, but two, and had three rigs constantly employed.

Mr. Scratch's rigs started on their rounds at 8 a.m., and continued often till 11 o'clock at night. Each of the merchants paid a small sum weekly. The scheme has been very successful, and though the number of articles delivered has run away up into the tens of thousands, few errors have been made.

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Curiosities in Windows.

Chatham, Dec. 22.—There is no window display, no matter how attractively devised, that can draw such a crowd as one live animal or a curiosity. This fact has been demonstrated here time and again.

Some time ago a merchant who put on a stock food display put in the window a hen and a brood of newly hatched chickens. From dawn till dark and away into the night, there were always people congregated in front of the window watching the chickens. A recent hunting display in which a couple of Belgian hares figured, produced similar results.

Quite a number of merchants make a practice of putting in their windows, articles in the curio line. A big potato, an old military medal, an ancient book, or something of a similar nature will often find a small corner in a window, and will excite an amount of attention which would never have been given to the real window display, but which helps to bring the latter before the public. One merchant here invariably shows the latest work of a local artist, who possesses national prominence; and these paintings always have one or two admirers looking at them.

While there is no immediate profit in the showing of articles of this sort, which usually have nothing whatever to do with the business carried on inside the store, nevertheless, they help to attract attention to the business itself. Of course, discretion should be used in the exhibition of curios. The skull of some bygone Indian chief does not, for instance, add to the attractiveness of a grocery window.

Another General Delivery.

Lindsay, Ont., Dec. 22.—A local carter has decided to inaugurate a central delivery system in Lindsay, and it is understood that a number of grocers are included on his list. It is his intention to make three trips a day to various parts of the town and the whole delivery system will be along lines similar to those in force in the town of St. Mary's. It is expected that this will prove beneficial to those who will have their parcels delivered.

Politeness in Telephoning.

Montreal, Dec. 21.—In talking over some of the best methods of holding customers with Murphy Bros.' manager of their St. James Street store, he said he knew of no quicker way to lose one than to be impolite over the phone. Instructions to their clerks on this matter were very explicit. No impoliteness would be tolerated, no matter what the provocation.

Sells Only Two Kinds of Tea.

Hartford, Ont., Dec. 14.—Only two kinds of tea are sold by R. J. Thomas, of this village. He handles his own bulk tea at 30 cents per pound and a good

package tea. Mr. Thomas regularly publishes a circular in his own establishment, and advertises his teas to the public.

Gave a Convincing Talk.

Peterboro, Ont., Dec. 22.—The following reader, advertising the goods of J. M. Donovan, a local grocer, ran in the newspaper here and, according to the proprietor, brought good results:—

STOP IT!

You're grumbling about the scarcity of eggs and the inferior quality of butter. I have all the eggs you want, and as for butter, well, there's no better in the city. I can give you a fine butter for 25c. a lb. Phone 652, or better still, call around to the Collegiate grocery, corner of Aylmer and McDonnell and be convinced that fresh eggs and good butter is not as dear and scarce as you think. We have many other toothsome dainties for the Christmas trade. Pure raw sugar for your Christmas cake, and all goods in this store will be found to be of first class quality and at prices you can't complain of, and where you will find courteous clerks and prompt attention shown to all.

While opportune I wish to thank my many customers for steadily patronizing me during the past year, and also those who have in the least given me a share of their trade. I wish each and all of you a merry and joyful Christmas and many returns from the incoming 1910.—
Yours truly,

J. M. Donovan.

The talk given by Mr. Donovan on butter, eggs, etc., is a good one and because of its convincing characteristic it sold the goods.

The Whistling Salesman.

Richmond, Que., Dec. 21.—Referring to the question as to how salesmen should act in the store, a Richmond grocer did not believe that they should go about whistling.

"If you have ever allowed it," he remarked, "you may have noticed the peculiar expression of a sensitive lady, who hears the operatic performance in a flat of some musically minded clerk. It doesn't do any good, and may do considerable harm."

A Tea House Window.

Chatham, Ont., Dec. 21.—A rather novel display has occupied one of the windows of the local branch of Bradley & Sons, during the past week, and has attracted much notice. It is a tea house,

the entire house being constructed of packets of tea. The house itself is about six feet in height and occupies the larger part of the show window. It has a gable roof, and two chimneys, together with spaces to represent doors (with steps leading up to them) and windows, the latter having mica instead of glass and being draped inside with miniature curtains. At the rear, the window is wall-ed off to a height of a foot or more with tea packets, while the lawn about the house is represented by loose tea leaves, green tea representing the lawn itself, while walks leading up to front and side doors are marked off with black tea. A couple of potted ferns represent trees. At night an incandescent light suspended inside the house adds immensely to its home-like aspect. A small doll sits in the front doorway.

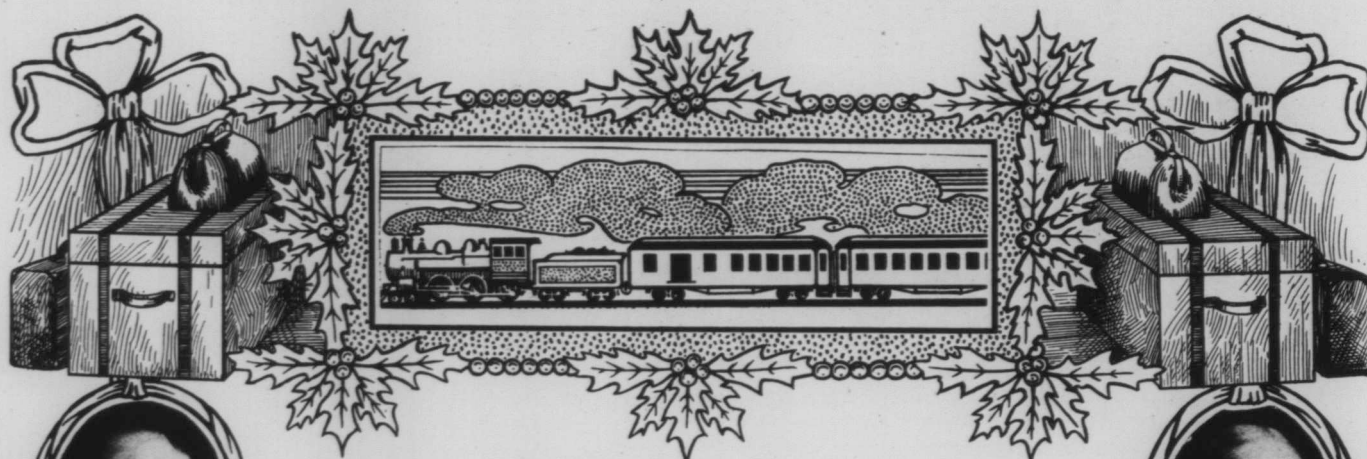
Put Yourself in Customer's Place.

Hamilton, Ont., Dec. 21.—"Do you know what I find the great difficulty in preparing attractive advertising?" remarked a grocer the other day. "It is, that I cannot, honestly cannot, feel sure that the advertisement which appeals to me as convincing, will appeal in the same way to the man who reads it. The only remedy I find is to put myself, mentally, in my customer's place; and that is why, when things are a bit quiet, I like to get out among the people and talk groceries to them—or rather, lead them to talk groceries to me."

This point is one which the seller should bear in mind. When he is writing an advertisement or designing a show window, he should try to imagine how his words will appeal to the newspaper reader or the chance passerby.

No fact is oftener lost sight of than that the buyer of goods approaches the act of transacting business in a different frame of mind from the seller. The customer's point of view is by no means the same as that of the merchant. The latter is familiar with the good points of his store and his stock. He forgets that to a majority of the public these good points are still news. Things which he never thinks of, which familiarity leads him to suppose the man in the street is taking for granted, will be entirely new to the latter. Hence, just because he thinks that his customer is familiar with them, the merchant often fails to make use of what would prove his most convincing arguments. Further, the argument which to the grocer's trained mind would be convincing might in all likelihood repel the purchaser. Such is known to have been the case.

Thus it will pay every merchant to spend a little time in looking at his business from the customer's point of view. His advertisements will probably be more appealing, his window displays more effective, and his whole store management may undergo radical changes as a result.



SAMUEL J. MATHEWSON.
The President, whose Absence
was Due to Illness.

Montreal, Dec. 22.—Three hundred and fifty travelers gave themselves up to the enjoyment of "annual banquet night" at the Windsor Hotel, Montreal, on Monday evening, Dec. 20th. Loyal members of the Dominion Commercial Travelers' Association, were they, members of a society which in these days is growing as fast as the population of the Northwest. Acting chairman vice-president J. Bevans Giles, in his remarks, called attention to the 400 new members who had joined during the year—and he never turned a hair in making the statement—and those who know him will understand why he did not. Friend Giles simply has to be economical in some things.

But it was a grand night, with a supplementary grand morning, and no one felt that there could have been greater bliss provided.

President Was Ill.

Only one damper was cast on the enjoyment of the evening, and that was the absence of the president, S. J. Mathewson, who, at the last moment, was taken ill, and ordered to bed. He was greatly missed, for his humorous remarks the previous year, and his witty introductions of various speakers made a name for him as a chairman and toastmaster a year ago. Numerous expressions of regret were heard on all sides.

To get down to a report of actual proceedings, perhaps it would be well to describe the geographical lay out of the Red Dining room of the Windsor, and its occupants, and to trace the source of the streams of eloquence usually called "flow of soul" by enterprising newspapermen who have been taking care of other flows—and not ice water fies at that.

As previously inferred, Bev. Giles acted as chairman, being in the central seat of the guests' table. He was bounded on the north and the south by Bordens, Sir Frederick on the right and R. L. on the left, while to the east, in front of him, he beheld the "flower of the association," seated in groups of six and eight at tables whereon were served the viands and pictures of our old friend Cap. Ber-

Commercial Travelers Make Merry

Staff Correspondence.

nier. To the rear of the worthy chairman was located the door provided for the escape of innocent spectators in the event of the political nature of speeches delivered arousing the fighting blood of muscular followers of our parliamentary leaders on both sides of the House. This wise precaution on the part of the Dinner Committee is to be commended.

Max and the Explorer.

It appeared, after a casual glance around, as if that tireless worker Max.



BRUNO TRUDEL,
One of The Directors of The Association

Murdoch, the treasurer, was rusticated in the refreshment parlor in the basement, but a second look disclosed him seated next to Captain Bernier, whom he was endeavoring to influence for some purpose or other. Some stated that he wished the Captain to organize a branch of the Association in the Artic circles,

but those who best knew the treasurer were convinced that he simply desired to have Bernier join the St. James Literary Society.

As for Bill Egan, we didn't exactly lose him, for we could always see him towering head and shoulders above everyone, but it was almost impossible to talk to him. He was very busy, with the accent on the very. Where he sat during the greater part of the evening no one knew. He was seen occasionally to whisper advice to R. L. Borden, whose speech was, as a result, a masterpiece.

Missionary Life.

Sir Frederick Borden, the first speaker, sent everybody into the seventh heaven of delight, made every man present feel he had wings sprouting, by stating as his opinion of the commercial traveler, in a few words, that he was the ideal missionary. He tumbled his listeners from the seventh floor, and caused the wings to "ingrow," however, in the next breath, explaining that he referred to trade when he applied the term missionary. The compliment was accepted with thanks, however, inasmuch as its truth was recognized. Proceeding, he called the traveling man a disseminator of ideas, which was further gospel, for the average commercial man of to-day is a man of higher intelligence and broader ideas than most other average men following a different trail to the grave. Sir Frederick told his listeners something about the policy of the Government in the matter of defence, and everyone was greatly interested, for no more patriotic Canadian exists than the traveling man who has been over the Dominion and recognizes what a magnificent country we have.

Lead the Boosters.

Hon. Frank Oliver told the boys that they were the only true and ever-existing optimists. Their spirit of optimism,



TREAS. MAX MURDOCK.
One of the Busy Men at
the Banquet.

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he said, had done as much as anything else to build up the west. He claimed credit for the west for the origin of the expression in vogue in that portion of Canada, "It's cold, but you don't feel it."

Hon. Jacques Bureau put in, among other things, a good word for the hotels in Three Rivers. There are some good ones there now. Hon. Jacques did not say that the spectacular fire in Three Rivers several months ago was arranged with a view to securing for Three Rivers more than one first-class hotel. Doubtless this, though, was in his mind. The boys who cover Quebec Province are not sorry that there are now more good hotels in the little city.

R. L. Borden, the Conservative leader, was given the glad hand when he arose. He knows about as well as any speaker how to tell a lot of men what fine fellows they are, without saying it in just those words. His address was interesting and well received.

Cheer up the Weary.

F. D. Monk was given a reception which proved that he was also considered a good fellow. He remarked that he had frequently run across traveling salesmen in his own journeyings, and they had cheered him and encouraged him in his work. One does need and appreciates some cheer and encouragement when those "dry" towns are encountered when navigating the stormy political sea. Travelers certainly are a man's best friends.

Max Murdock found time, despite his many self-imposed duties, to propose the toast, "Our Guests." He did it nobly and well. Judge Lafontaine, Ald. Carter, R. C. Smith, Henri Bourassa and Captain Bernier responded. His Lordship referred to the excellent system of technical education being introduced in Quebec Province. R. C. Smith made a stirring and patriotic speech. Ald. Carter, who represented the Mayor, and who has been doing great work toward securing the enactment of a by-law for the early closing of saloons, made a neat address.

Of Henri Bourassa we cannot say too many nice things, since he is soon to be confrere, through the establishment of a new daily paper. But he made a speech in which he said much, and gave his auditors what he called the French-Canadian side of the Defence question.

The Gum-Drop Market.

Captain Bernier made a distinct hit. He was introduced as the greatest traveler in Canada. Becoming reminiscent he related his early struggles in the north, when he was in the "retail" business, annexing for Canada small sections of ice floes and islands of 22,000 square miles or more in extent. Latterly, as traveler, he had been doing some "wholesale" business, having taken possession of one piece of country of an area of 500,000 square miles. He cordially in-

vited the boys to spend their week ends on Melville Island, but suggested bringing a gun along in all parties over five. Speaking of trade prospects in the north he said that there was room for great expansion in the distribution of old bonnets and gum-drops. Someone asked him about Cook, and the Captain carelessly replied, "Cook is an uncharted rock. We haven't placed a buoy on him yet."

Some of the Workers.

Everything considered, the dinner was a huge success. All praise is due to the dinner committee, of which W. J. Egan was chairman, and the following gentlemen the other members: A. J. Brown, P. H. Burns, A. Chaput, F. S. Cote, E. Daoust, J. A. Dawson, L. Decelles, J. T. Dwyer, A. M. Ellicott, J. B. Giles, H. Langelier, J. O. Laporte, D. M. Lefebvre, H. M. Levine, S. J. Mathewson, Major J. T. McBride, Max. Murdock, Luke F. Moore, F. N. Picard, Chas. Petrie, Bruno Trudel, R. C. Wilkins, I. Stuart Wother-

how the taste did linger! Ask him who knows.

A neat box of chocolates was presented to each one fortunate enough to be near the "passer-out."

A. P. Tippet, and his trusty right-hand man, of military renown, Col. Schneider, were seen in earnest conference with one politician. The inference is that Cox's gelatine will soon be used exclusively in Government circles in Ottawa.

Luke Moore was not there. He was on a trip he could not postpone. Too bad. Luke is a fine fellow, and a decided acquisition to a gathering of any kind. He is another new director of the association.

"C. W." forgot his latch key and took home a bottle opener. Hope he got in without trouble.

Charles Gurd, one of the guiding stars of the association was present, as usual. His sound advice is freely given whenever requested, and is invaluable.

MUTUAL BENEFIT OFFICERS.

Toronto, Dec. 23.—The President of the Commercial Travelers' Mutual Benefit Society for the coming year is Mayor Oliver, Toronto. The annual nomination of officers took place on Saturday at St. George's Hall, Toronto. The other officers elected were vice-president, Robert Maxwell; treasurer, H. Goodman; Toronto trustees, John Gibson, R. G. Hector, C. T. Parsons, S. R. Wickett, S. M. Sterling, A. J. Tipping, Robert Forbes, John Burns, and W. T. B. Laurie. All the trustees for outside points were also elected by acclamation. Since this society was formed thirty years ago over half a million has been paid in death benefits to widows and orphans of the members.

OFFICERS RE-ELECTED.

Quebec, Dec. 23.—The Quebec Commercial Travelers' Association held their annual meeting last Saturday. Officers were elected for the ensuing year. No changes were made, all former offices being re-elected. They are as follows:

- President—Jos. Poirier.
- 1st Vice-Pres.—Jos Cote.
- 2nd Vice-President—Ovide Hamel.
- 2nd Vice-President—G. Van Felson.
- Secretary—Arthur Tremblay.
- Assistant Sec.—Almazar Richard.
- Treasurer—Jules Lanonette.
- Directors—G. C. Giguere, P. Tremblay, A. Morency, E. Lemieux, Louis Trepanier, George Simoneau.

The annual report showed that the finances were in a very prosperous state.

A fire in the plant of the Dominion Tobacco Co., Montreal, did damage to the extent of about \$6,000, last Tuesday morning. It was covered by insurance.

C. S. McGillivray, government inspector of canneries, has been inspecting those in Quebec and the Maritimes. He finds conditions satisfactory.



LUKE F. MOORE,
A Director of the D. C. T. A.

spoon, S. Woods, John E. Wright, H. W. Wordsworth, secretary.

Salted Almonds.

J. O. Laporte distributed good smokes on behalf of J. M. Fortier. They were much appreciated.

Bruno Trudel, an old traveler himself, and now manager of the tea department of Chaput Fils & Cie., did his share to keep the ball a-rolling. He is a new director, and a good one. He has been associated long enough with good fellows to make him a prince of entertainers at a table.

Our friend Kusanobu was there again this year, accompanied by the genial "W. H." Halford, also a partner in the firm of Nishimura & Co. Both are the right kind.

That Maraschino Punch was great, but

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

OFFICES

CANADA—	
MONTREAL	Rooms 701-702, Eastern Town- ship Bank Building Telephone Main 1255 J. J. Gallagher
TORONTO	10 Front Street East Telephone Main 7324 W. H. Seyler, Manager
WINNIPEG	511 Union Bank Building Telephone 3726 F. R. Munro
VANCOUVER	H. Hodgson, 11 Hartney Chambers
ST. JOHN, N.B.	W. E. Hopper
UNITED STATES—	
NEW YORK	R. B. Huestis Room 1109-1111 Lawyers' Title, Insurance & Trust Co. Building, 160 Broadway, New York, N.Y. Telephone, 1111 Cortland.
GREAT BRITAIN—	
LONDON	88 Fleet Street, E.C. Telephone Central 12960 J. Meredith McKim
FRANCE—	
PARIS	John F. Jones & Co., 31bis Faubourg Montmartre
SWITZERLAND—	
ZURICH	Louis Wolf Orell Fussli & Co.
Subscription, Canada and United States \$2.00 Great Britain, 8s. 6d. Elsewhere, 12s.	
PUBLISHED EVERY FRIDAY	

HERE'S TO YOU.

The Canadian Grocer extends to its many readers a Merry Christmas and wishes them continued prosperity in the years to come.

That the past year has been one that most Canadians will look back upon with pleasure, needs no elaboration. Farmers have garnered big crops, mechanics have worked overtime and merchants generally have done a business which equals if it does not excel any previous year.

The Canadian Grocer has shared in the betterment in conditions which have been the outstanding features of the year fast drawing to a close. The advertising announcements of manufacturers, wholesalers, commission merchants, etc., have contained descriptions of many new articles and improvements, and a change has also taken place in the style of the advertisements, many firms having adopted the policy of giving educative talks, descriptive of the selling qualities of the articles illustrated. This is an advance step toward more profitable publicity. Another feature noted in the advertisements is the tendency of manufacturers and jobbers to take advantage of their trade paper's pages, in which to make special announcements regarding changes in the price of their products, as well as giving an expression of their good will at the close of a successful season.

While few circular letters would escape the waste paper basket at this season, the retail grocer will be sure to read his trade paper.

That their Christmas may be a merry one is the wish of The Canadian Grocer

to every manufacturer, jobber, salesman, retailer, clerk, warehouseman and delivery boy in the Canadian trade.

HOGS MUST DECLINE.

The price of hogs at present is undoubtedly too high for the general good of the hog-raising and the packing industries in Canada. Hogs should be bought here on an expert basis as Canada cannot consume all the bacon that can be made from hogs raised in Canada.

This year exports to Great Britain have fallen off considerably as packers could not export without loss, and today the Canadian bacon sold in London is being sold at a loss.

These conditions should not exist and the cause is that packers have to pay too much for the raw material. The farmer seems to be getting all the profits, and this applies to almost everything he has to sell.

The only remedy is that bacon must go up in England or the raw material must decline in Canada.

So far as the British market is concerned there appears to be no hope. Trade over there has been bad. Large shipments of Danish killings have been made, so that agents for Canadian bacon are bound to keep selling a certain quantity. They see nothing to warrant higher prices for the time being. The majority of the agents are asking 64s for the best weights of Canadian bacon, and this is costing them from 68s to 70s. Danish is selling as low as 65s and 66s, and Siberian at 58s, all of which affects the sale and price of the Canadian product.

There seems only one way out of the difficulty—only one remedy for the placing of Canadian bacon on a sound foundation on the British market—and that is the lowering of the prices of raw material. To save the situation the price of Canadian hogs must decline.

COULDN'T AFFORD ANOTHER \$5,000.

It is to be regretted that the Department of Trade and Commerce has decided to let at least another year go by before appointing a separate Trade Commissioner to New Zealand. The matter of cost appears to stand in the way. As the cost is only, in the neighborhood of \$5,000 a year it is rather extraordinary that it should be used as an excuse by a Government which has so often been characterized as progressive rather than otherwise.

When the present government came into office Canada had one Trade Commissioner. Since then the Trade and

Commerce Department has appointed on an average more than one a year, there now being 18 in different parts of the world.

Mr. Larke, the Commissioner at Sydney, Australia, is supposed to look after New Zealand as well, but as that Island is 1,000 miles away from his permanent office it is only once in a year or two that he is able to visit the field.

Parliament has voted \$50,000 for a steamship subsidy between Vancouver and New Zealand. Surely the department ought to be able to persuade the House to grant an additional \$5,000.

Possibly Sir Richard Cartwright does not like to move as fast as necessity demands that he should. Last year the House voted \$85,000 for the Trade Commissioner's service and the estimate this year calls for an additional \$10,000, or \$95,000 in all. When Sir Richard Cartwright was in opposition he was a stickler for economy. He is evidently still characterized by this quality; in fact to an abnormal extent.

He might just as well have rounded off the sum asked for from Parliament by making it a clear \$100,000. The business men of the country would have endorsed him. The Canadian Manufacturers' Association would have even applauded. They want the Commissioner.

Our trade with New Zealand is rather at a stand still. Our exports to that country have never yet totalled \$1,000,000, but they have been very close to it. Last year was the best on record when we sold to the Island \$996,901 worth of goods. With a live Trade Commissioner on the spot this amount would naturally be increased.

In food stuffs our chief exports to New Zealand are fish and fish products, the canned salmon exported being valued at \$102,465. Breadstuffs last year only amounted to \$2,128, while the year before the figures were \$41,684. We sent material for giving light to the extent of 116,000 lbs. of candles valued at \$8,078.

Preferential trade exists between Canada and New Zealand, and an enterprising business man would not under similar circumstances hesitate to add another salesman to his staff in order to bring more business.

Governmental departments can, like individuals, evidently be penny wise and pound foolish.

WANT BETTER FACILITIES.

It is quite evident from the communication appearing below that trade relations between the British West Indies and Canada are not what they might be. This letter was written to the Canadian Grocer by a commission

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TRADE PAPER SUPPORTS FIRE INSURANCE MONOPOLY.

merchant in Kingston, Jamaica, and tends to show that the Royal Commission was not appointed any too soon:

Editor Canadian Grocer,—“We would like to see closer relationship between this island and the Dominion of Canada, but we must confess that the methods adopted by the Canadian firms in doing their business, certainly do not tend to promote this end.

“We are in the habit of executing orders for Canadian firms on an f.o.b. basis, we insure the goods at the expense of the purchasers, advise the company in which they are insured, and we value on our clients at 10 days, at their request, but while the ships trading with the Canadian port of Halifax take 10 days after leaving this island, to reach their destination, there is considerable delay through railway accommodation and other causes for goods reaching their destinations, such as Montreal, Toronto, and other inland cities and towns, with the result that when our drafts are presented with B-L. attached, our banks are informed that the receivers refuse acceptance as the goods have not arrived.

“We maintain that we in no case guarantee the arrival of goods sold on an f.o.b. basis Jamaica, and it is one of the greatest stumbling blocks in the trade with your country. We are in the habit of shipping goods to far off Australia, Trieste, Odessa and such like places, bought on the same terms as our Canadian friends, and we have never on one occasion been told the bills have been refused acceptance because the goods have not arrived.

“We know that some of our Jamaica firms act in this manner in regard to Canadian fish stuffs, being of a perishable nature, but the articles which we ship do not come under that head, and we wish you would take this matter up and endeavor to enlighten your friends and cause discussion on the subject, so that we might have a more lucid understanding. If the dealers desire only to pay on arrival, we are quite prepared to draw at longer dates at their expense, it is simply a matter of exchange, but when we have to draw at 10 days and wait 25 for payment, it neither tends to promote business or good-fellowship.”

The above are matters which should be given careful attention by the Dominion authorities, if we are to have a closer relationship between the two countries and the finding of the Royal Commission is something to be looked forward to if it is going to benefit transportation facilities and place our trade and commerce with the West Indies on a smoother foundation.

The Western Canada Trade Gazette, Calgary, published in the interests of the wholesale and retail trade, in its December issue gives its first two pages of reading matter to the Fire Underwriters Association, and the All-Canada Fire Insurance Federation, the two organizations which are endeavoring to amend the Insurance Act adopted by Parliament last winter in such a manner that the Canadian companies will obtain a monopoly of the fire insurance business in Canada.

In other words, the insurance companies want to force all Canadian premium payers to first offer insurance to all licensed companies without regard to the amount they decide to accept or to their record, resources or standing, and upon their own terms and conditions. What this means can be understood when it is remembered that companies transacting 88 p.c. of the fire insurance business, as reported to the Dominion Government, are bound hand and foot by the rates, rules and conditions of the Canadian Fire Underwriters' Association, and it is manifest that the enactment of any such legislation as desired will not only develop the practical monopoly now existing, but will also strengthen and reinforce a combine, which, even as it now stands, is unique in its power and ramifications.

The Trade Gazette in publishing these articles favoring the fire underwriters, without commenting editorially or saying a word regarding the interests of the premium payers, must have done so without realizing that the interests of the manufacturers, wholesalers and retailers are on the side which will make it possible for them to get the maximum of insurance for the minimum of cost, reasonable security, of course, being assured. The Trade Gazette, in its January number, will correct its position and speak in “the interests of the wholesaler and retailer,” or mercantile interests in Alberta must consider it as being published in the interests of the fire underwriters combine.

A resolution passed by the Alberta branch of the Fire Insurance Federation is published in the Trade Gazette, and it is stated that the signatures of all fire insurance men in the district are being sought for presentation to M. S. McCarthy, M.P., for Calgary and Senator Loughheed, Calgary, in order that they may present the resolution and signatures in Parliament and Senate.

The Trade Gazette, or some other concern or individual desirous of protecting the interests of wholesalers, retailers and buyers of fire insurance generally, should put in circulation a

counter petition to be presented by Mr. McCarthy, M.P., and Senator Loughheed, pointing out that the interests of all premium payers are opposed to the further entrenchment of the insurance combine.

“Because of the combine,” says the Committee of Premium Payers of Canada, an organization formed by representative business men in all parts of Canada, including P. Burns, one of Calgary's best known citizens, “rates are excessive and insurance required to reasonably expedite large business transactions cannot be obtained. Necessary and very desirable forms of insurance in the proper conduct of business are not procurable, and on the other hand, conditions are imposed by the Licensed Companies which are not required by other offices, and the operation of which entail additional burdens upon the Premium Payers of Canada. Other insurance than can be obtained in Canada is therefore most desirable, and in many cases, absolutely essential, and the Premium Payers want the Insurance Act to provide the means whereby the right of private contract outside of Canada, now an inalienable right of the citizen, may be carried out, and the co-incident requirements of inspection and adjustment of losses within Canada not interfered with. The Premium Payers do not wish the Insurance Act to lower the bars whereby unlicensed insurance companies would be permitted to canvass or solicit business in Canada, to advertise or open offices in the country, but they strongly protest against any legislation which will restrict their right of contract, by imposing penalties on the individuals who will perform in Canada, the acts incident to that contract, as for example, the inspection of a risk or adjustment of a loss.”

The Canadian Grocer again urges manufacturers, wholesalers and retailers to write the M. P. and Senator representing their district, urging them to protect the interests of the vast number of insurance buyers. Petitions signed by the retail merchants in each town or city, or endorsed by the various Boards of Trade throughout the country should also be sent to the local M. P. and Senator for presentation when the matter comes up in the Senate after the Christmas holidays.

Any readers who desire further information as to the operations of the insurance laws as they affect premium payers can be informed by writing the secretary of the Committee of Premium Payers of Canada, 113 Board of Trade Building, Montreal.

A Plan to Eliminate the Cutting of Prices

Manufacturing Firm Devises System so That all Retailers Can Make Fair Profits on the Goods—Fixes Prices Between Wholesaler and Retailer and the Prices to Consumer—Special Label Containing the Minimum Prices Attached to Every Box.

From the Journal of Commerce.

That price-cutting is the greatest foe to the successful prosecution of the grocery trade has long been recognized by every honest and discerning student of trade ethics and economics. If not only defeats the one great principle of trade—selling merchandise at a profit—damaging the merchant who practises it, but it undermines the groundwork on which all fair competition must rest and demoralizes the reputation and standing of the goods which are made the object of the reprehensible practice.

For years there has been a strong desire on the part of both manufacturer and merchant to prevent ruinous price-cutting. The chief difficulty in the way of devising any successful plan is the much distorted and grossly misapplied argument that, when a merchant has bought and paid for goods, they are his and may be sold just as he pleases, whether it suits his competitors or the man who made them. By an unfortunate twist of logic such specious argument conforms very conveniently to the principles on which most of the conspiracy and anti-trust laws are based; wherefore most of the efforts to protect a product from the price cutter have met legal barriers which have been difficult to overcome.

The most effective and successful system yet devised appears to be the "Pacific Coast Selling Plan," and one of its most earnest champions in endeavoring to put it into operation in the Pacific States is the N. K. Fairbank Co. of Chicago. Already their efforts have been crowned with a large measure of success, and the company is understood to be preparing to apply the system to the national field as soon as certain legal elements have been clearly tested. In the hope of presenting this plan intelligently to our readers an interview was secured with J. B. McMahon, vice-president and general manager of the company, during a recent eastern visit. Mr. McMahon spoke freely as follows:

"I have no hesitation in saying that we are pleased with our experience thus far with the Pacific Coast plan, and if we find the trade disposed to reciprocate we will very likely extend it into other territories. I want it to be distinctly understood, however, that whatever we do is our own affair, and undertaken in our own behalf, and in no

way as a result of any collusion with any dealers or association, or aggregation of the trade. We have long recognized that it was bad for us to have our goods cut by the trade, either wholesale or retail. When we have spent hundreds of thousands of dollars in introducing a product, advertising it and giving it a reputation in the trade, our best asset is a state of trade whereby the grocers, wholesale and retail alike, can handle it with profit. Our efforts are largely in vain if we cannot have their cordial co-operation. On the ground, then, of self-protection we were interested in seeking some way to protect our goods.

Devised Their Own Plan.

"It is true that retail grocers' organizations, especially on the Pacific Coast, had struggled with this problem, but in the present movement we are merely seeking to protect our own property and reputation. We investigated the various plans which were proposed, and finally devised one for ourselves which appeared to us to meet the perplexing exigencies of the situation. Our plan has been put in operation under advice of eminent counsel in the East and West, and the progress of the work is being followed with very intent interest by our counsel and ourselves. One of the chief obstacles in devising a satisfactory plan was the fact that our goods are sold through the jobber to the retail merchant, and while we could prevent the jobber from cutting our price, thus depreciating and discrediting our product, it was not so easy in our case to arrive at a device by which we could likewise control the man to whom the jobber sold the goods and prevent him from in turn demoralizing our business, and, of course, any plan had to be a matter of agreement between individuals and ourselves rather than with grocers in combination; hence the application and operation of our plan have involved an immense amount of personal negotiation. At all events, we believe we have finally evolved a plan which has overcome all the objections to the average method.

"It was two years ago that we first attempted this plan on Cottolene. More recently the plan has been elaborated and extended to our soap products. As

a result, price-cutting has been very largely diminished, and we confidently believe it is only a question of a short time before it will be practically eliminated from the trade in our specialties. This plan is now in operation in the States of California, Oregon and Washington, and a canvass of the trade shows the consensus of opinion among the retailers to be decidedly in favor of the plan. Here and there a case of wilful price-cutting creeps out, but we are making plans to attack one of these instances for a test case in court, and we will not hesitate about resorting to the courts when the time appears to be expedient for this action.

Want Commercial Success.

"The extension of the protected price system to other territories, however, depends on the retail merchants throughout the Pacific Coast territory giving a conclusive demonstration as to their ability to make a commercial success of the proposition. I have less fear about its eventual legal success than I have about its commercial success, and, of course, unless it proves to be a commercial success on the goods to which the plan applies it cannot survive; much less could it be extended to other territories under these circumstances. At the present time the plan is in operation on the Pacific Coast on our four leading specialties in that territory.

"The plan offers to the retail merchants of the Pacific Coast a great opportunity to demonstrate their capacity to get a profit, but this profit can only be retained, as I have intimated before, by sustaining and developing business in all lines on which the protected price policy is being attempted. Therefore the retail merchants have not only a grand opportunity presented to them, but in seeking and accepting this opportunity they also have incurred very serious and specific obligations, which can only be discharged by favoring and preferring at all times, and over all others the goods that are protected in price."

Deal With Incidentals.

Mr. McMahon explained the details of the operation of his company's plan on the Pacific Coast. As he indicated, the

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steps are all taken with individual grocers. The fundamental features of the plan are two contracts: the first between the N. K. Fairbank Company and the wholesale grocer; and the other between the wholesale grocer and the retail grocer. The wholesaler agrees that he will not cut the wholesale price, nor allow it to be cut; that he will sell only to those who will agree to maintain the retail price and obligate themselves to that effect. Each violation of this condition will render the violator (whether wholesaler or retailer) liable to the company in the sum of \$50 for each violation—this sum to be construed as liquidated damages and not as a penalty—it being recognized that any such violation would result in material damage to the company, the actual amount of which it would be extremely difficult or impracticable to fix. The company may prosecute any dealer for any such breach in its own name.

Lest there still lurk some misunderstanding of these agreements (agreements in each case of an individual with the owner of the goods whose reputation and property it is sought to protect), a special label printed in white letters on a bright red background, is attached to every box of the goods sold—thus reminding the distributor, whether wholesaler or retailer, of his individual agreement with the company. This label announces the lowest retail prices that may be accepted for the goods contained in the box to which it is affixed.

"It seems to us," said Mr. McMahon, "that this plan will prove an effectual protection for everyone concerned. Thus far it has not been necessary to sue for the recovery of any damages, but, as I have said before, we shall begin an action as soon as we find it convenient, and we have no doubt as to the outcome."

"I cannot refrain from again referring to the importance of the retail merchants supporting the protected price policy; in fact, I go further than this, and insist that both wholesale and retail merchants have a common interest in the success of this principle."

"This protected price policy can only succeed on the goods of manufacturers who distribute through the wholesale grocery channels when the relations of both wholesalers and retailers are more or less harmonious in the sale of these goods. As it is our general policy to distribute through the wholesale channels, the wholesale merchant is a very important link in the chain by which the manufacturer can reach the retail price cutter, and I cannot conceive of any justifiable motive for the wholesale distributor of protected price goods not ardently supporting the principle involved and likewise favoring these

goods in his distribution. In any event, the final test of the success of this proposition, in my opinion, lies in its commercial success, because I have no other fear of the final success of this proposition, by one means or another, provided the merchants who are vitally interested in securing a profit do their full duty to themselves and to the manufacturers interested. If this movement on the Pacific Coast is defeated, or should its progress be retarded by any apathy or indifference on the part of the great body of wholesale and retail merchants who are not price-cutters, it will prove a great blow to their future prosperity, because if the few manufacturers who are doing the pioneer work in this great reform should be disheartened or defeated in their work, the movement may come to an abrupt ending, and the loss for the distributors, both wholesale and retail, would be beyond recovery.

Must Give Aggressive Support.

"No failure of the protected price policy would reduce consumption, and the manufacturers could still dictate their own prices and, by creating demand, sustain their own business; but if either class of distributors wish to participate in the profits on the sale of these goods, they must support the manufacturers' policy in no uncertain or equivocal manner; their support must be cordial and aggressive."

"I am involving the wholesale grocer in this proposition because, where he distributes the goods to the retail grocer, it is important that he should avoid a policy which would dissatisfy or demoralize the retail trade. A wholesale price-cutter can injure the manufacturer's trade as well as a retail price-cutter, hence both classes of distributors must be controlled, and both should co-operate towards the same coveted end. Fortunately for the Fairbank Company, each wholesale grocer on the Pacific Coast has accepted the terms and restrictions that we have imposed on each individually, and now it only remains in this particular territory for the retail merchants to respond with an emphatic demonstration of their interest in the proposition in order to make it a commercial success."

Will Protect its Rights.

"Also, fortunately for the company, the same as all other manufacturers, the wilful, persistent price-cutters on the Pacific Coast are comparatively few in number, and if the sympathy of all other dealers—both wholesalers and retailers again included—is arrayed against this malicious and demoralizing type of merchant, his attempt to obstruct a definite price plan can be overcome successfully. About this, as I have said before, we have no fear,

because, while legal precedents may still be lacking, legal resources are yet plentiful, and once the merchants of the Pacific Coast, wholesale and retail, have given a satisfactory demonstration of their sympathy with its plans, the company will not hesitate to take any judicious step that may appear advisable or necessary to establish the legality of the protected price plan as applied to its exclusive specialties.

"The Fairbank Company feels that it has acquired valuable property rights in its trade-mark specialties, and it proposes to protect these rights to whatever limit the encouragement of the general trade justifies us in going."

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

E. & T. Pink, of London, Eng., report numerous recent enquiries from Canada for strawberry jam, of which there is a present scarcity. In this connection it is of interest to note that during the season, fifty tons of strawberry jam are put down by the Pink people in a day.

Spratt's Patent Ltd., of Fenchurch Street, E.C., London, England, have issued their 1910 calendar, and are offering copies to any of their customers and customers' friends whose names are handed to them. To the lover of dogs and pets, this calendar is of especial interest. Each of the twelve sheets contains a colored plate, representing prize dogs, cage birds or poultry. The January illustration is very apropos, showing Lord Charles Beresford in a typical English garden with four celebrated bull dogs in leash. On another sheet are shown two Basset hounds, the property of Her Majesty the Queen. There is also an excellent copy of Sir Edward Landseer's "Suspense." Several sheets are devoted to Orpington fowls, game fowls, etc., while on the back of each sheet there is considerable information respecting the breed illustrated, together with hints on feeding, etc. To any readers of The Grocer, Spratt's offer to send copies direct to their customers and marked with the retailer's name, an offer which should be accepted by those who have customers amongst owners of dogs and other pets.

CALENDARS FOR 1910.

An attractive calendar has been issued by J. J. McCabe, fruit broker, Toronto. The picture is that of an Irishman using the telephone, the illustration, being embossed, making it stand out more prominently.

Green & Co., grocery commission merchants, Toronto, are sending out a very attractive calendar—an American Princess—which is being received with much favor. The same company is sending an attractive and nicely worded greeting card to customers.

The Canadian Cannery

Limited

Extend to the Wholesale
and

Retail Grocery Trade of Canada

the

Season's Greetings

THE CANADIAN GROCER

Season's Greetings

and sincerely trust that

they

all may have a

Joyous Christmas

and a

Prosperous New Year

ONLY A DREAM, BUT—A CHRISTMAS FANTASY

By H. D. McMullen

Christmas had come and gone. To John Craven, bachelor, it had been a season of eat, eat, and then eat again, always with some of the particular Christmas delicacies such as plum pudding, mince pie, or some similarly indigestible viands, to finish off the dinners.

On Christmas day it had been a particularly good, but indigestible meal. One of his benedict friends had extended a hospitable invitation to the lonesome one, and in the cheery home life he saw that day and evening, John became more and more envious of it all. A good cigar after dinner served to ease his ruffled feelings somewhat, but the thought kept recurring every few minutes, "why haven't I a home like this?"

Now Craven was a large wholesale grocer, who did a good deal of manufacturing in certain lines. Also he had made a great deal of money in a remarkably short time. Envious competitors said he adulterated his goods, or it would not be possible to amass the fortune he had, in the time it had taken. John would only say that he was no worse than the others, only a little more successful perhaps. At any rate he had the money, whether by questionable methods or not.

About eleven o'clock John decided that Christmas was about over for him and wended his way to his flat. It seemed to him that he had not been in bed more than a few minutes at the most, when he became aware that he was not alone in the room. As his eyes became more accustomed to the light he made out several strange looking figures moving about. They seemed to be in groups, each with one who seemed to be a leader, followed by a crowd of fantastic, misshapen individuals who all seemed to be in serious trouble of some kind.

That there was anything strange about the scene did not at first strike Craven, but finally curiosity impelled him to call, "who are you?" One of the largest figures left the rest and came toward the bed. To John, it was the most peculiar looking creature that he had ever seen. The head was large and almost round; the skin dark chocolate in color. There seemed to be very little body, while legs and arms were mere spindles.

"You don't seem to recognize your acquaintances," said the creature.

"I certainly haven't ever seen you before, to my knowledge," replied Craven.

"That is very possible," was the answer. "However you know me only too well. Haven't you ever eaten plum pudding?"

Craven immediately became interested. It was his first speaking acquaintance with any of his Christmas dinner "victims,"

"What is your trouble?" asked Craven.

"This is a delegation from the poor, maimed, adulterated products of your store. We want to see if the tale of our troubles will not have some beneficial effect on your future treatment of us. We have, as you can see, suffered extremely from your past crimes. For instance, take my poor friend, Pepper, here. His eyes are so full of dust and ground shells that he cannot see, and has to be led by my friend, Coffee. Coffee, poor fellow, is so weak on account of the chicory you have made him absorb, that he can hardly stand up alone.

"Then there is my friend, Tea. Now who would take him for a first-class specimen of his kind? Yet he is supposed to be of the half-dollar per pound variety. Just look at these poor creatures and see what your cruelty has accomplished. The current expression, "he is only half there," fits in almost every case. Yet we are put out as first-class in every respect, by your house. You should, at least, furnish an asylum for the lame, the halt, and the blind, whom you have created. Once we were full of life, and as vigorous specimens of our kind as one could wish to see.

"Speaking for myself, I have been produced from poor grade flour, sold as first-class; from poor currants, which were sold as fine filiatras, and too many other makeshifts to mention in the short time I have to put our case to you. Just think of the woe you have caused to human stomachs from the inflections you have placed on them, not to speak of the sufferings we, your creatures, have had to undergo.

"I know your defence will be that you have made more money by it all, but what good has it done you? You suffer from indigestion, caused either by yourself, or others, as bad as you are. You have no family, because of bad temper and general inadaptability, caused by this indigestion. Money is not everything. Happiness and a clear conscience are synonymous. Try the clear conscience after New Years and you will achieve the other. It may take more time, but it will come if you will only give it half a chance.

"I could give you tales from personal knowledge that would wring pity from a stone, much more from you, for at bottom you mean no great harm, and hardly realize what you are responsible for. Probably you do not realize that you are directly responsible for the possibility of this delegation visiting you. It was from your store that my ingredients came, and I am the direct cause of our being able to visit you as we have. You will remember you ate considerable of me at dinner to-day. Well, this is my

revenge, and yet it is not entirely revenge. I only wish justice for my comrades in misfortune and myself."

During this appeal Craven had been thinking rapidly. It was true, indeed, that he suffered tortures from indigestion. It was true that he lacked a home and the happiness he had witnessed in that of his host of the day. Was it possible that, directly or indirectly, his business policy was responsible? At any rate it would do no harm to see if a difference in his future business conduct would tend toward the happiness he had envied his friend to-day. The poor creatures in front of him, lame, half blind, or distorted in some way, aroused some hidden corner of his heart to action.

"Do you really mean that happiness would result from a change in my business policy," he asked. "I can see that it is unjust in many ways to do as I have made a practice of doing, yet I can hardly see how it would alter my personal affairs to change my business policy."

"Can't you see?" answered the pudding, "that it is because of the cold-hearted treatment you have given us, and through us your customers, which has made you less susceptible to the emotions of the average man? Give yourself, as well as those whom we represent, a fair chance, and see if what I have prophesied does not take place."

There was a moment's pause, while Craven thought it over. After all, what did a change for, say a year, matter. It was worth trying, at any rate.

"Well, I will try it for next year," was his final answer. "But remember, if things are not better for me by that time I will return to the old methods."

"That is only fair," said the plum pudding. "I only ask a fair trial. We will not call on you again for one year, and possibly not then, if things are still satisfactory to you."

One year later, John Craven was talking to his wife of three months, about the change which had taken place in his life. "I lay it all to my dear friend of last Christmas—plum pudding. If it hadn't been for him, my heart would still have been in its old stony state. I never thought of others before my own interests, and as for thinking of myself as dishonest, it never entered my head. I only thought of such dishonesty as meaning more money for me. What should I care about others? It was just the change in my nature which made me attractive to you, I know, dear, and I have found, and will keep my life's happiness as long as I live. Let's drink a toast, my dear, to my best friend, plum pudding, who put me on the right track just a year ago to-night."

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Concerning the Retail Salesman and His Work

What Character Does for Building up a Retail Business and Why Merchants Should be Careful in Employing Salesmen — Trade Will be Lost by Clerks Careless of Their Moral Standing.

By B. H. Thomas.

The employment of good store salesmen is something that every retail merchant is directly interested in. Merchants know that they are necessary if the business is going to grow.

Character is essential and is one of the most important factors in every successful business. The character of a business house is often judged by the character of its employes. It is, therefore, wise to secure the services of good honest, straightforward help and not be partial to friends and relatives.

The man who has succeeded in building up a good, strong, sound mind in these days of temptation is entitled to some consideration. It should be the aim of every merchant to secure the services of such men. Young men and boys who start in business at the very bottom—which is to my mind the only way to start—should remember that character will play an important part in their lives, and they should not be discouraged at the many apparent hardships which are bound to come. It is overcoming these difficulties that strengthens the mind and builds up will power.

Boys that are kept hustling, with their minds constantly occupied, are fortunate, inasmuch as they can not find time to think and do foolish things.

Hard Work Necessary.

In starting out in the mercantile business it is well to remember that it takes lots of laborious work to accomplish things, and no real success can be achieved without useful effort. Hard work helps develop character as well as brains, both of which are absolutely necessary if one is to be successful in these days of progressiveness.

After a young man has done a hard day's work he should not look for degrading recreation. All of us require good, clean recreation to enable us to perform our daily duties without looking upon them with dislike. It is surprising how little one accomplishes along any line that does not appeal to him.

Young men should not make the mistake of thinking that they are making wonderful headway in life if after their day's work in the grocery store is finished they proceed to do things that will reflect upon their moral character just because they think they will make them "big" men.

Success in the mercantile business depends largely upon the selling end of the business. If a merchant does not employ salesmen of character the reputation of the business is at stake, and if he continues to employ irresponsible salesmen he will soon discover that its business is falling off, and no matter if such a man offers the highest quality goods it is very hard to dispose of them.

When a merchant once loses his reputation it takes many years of toil and honest endeavor to regain the good will which was lost in an apparently short time. It is, therefore, of great importance in any line of business to conduct

the same on such lines as to command the good will of the trade.

Proprietors and managers should not forget that it is very trying upon a salesman to sell goods for a store that has a poor standing and a poor reputation in the trade, and often the proprietors and managers are responsible for the poor standing.

One must work hard to build up character and one must also work hard to keep it, but is it not worth working for?

TO CONDENSE MILK.

Another Factory Proposed for British Columbia—Tobacco Growing Begun.

Vancouver, B.C., Dec. 21.—Parkinson & Archibald, who have been with F. R. Stewart & Co., for a number of years, one in the warehouse and the other in the office, have started in the wholesale fruit and vegetable business for themselves.

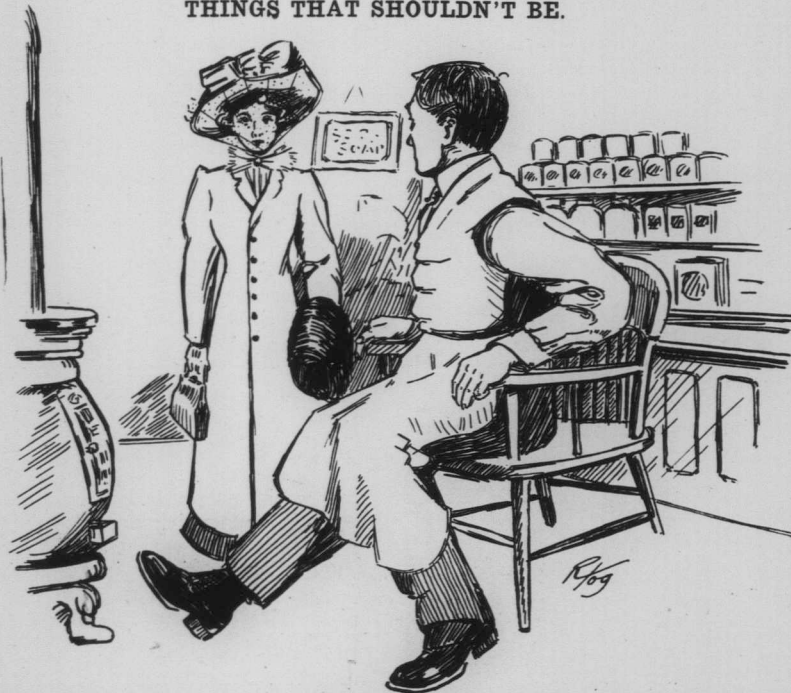
H. E. Almond, of the City Dairy Co., and J. L. Ahlers, manager of the Vancouver Cream Co., both of this city, are with C. Yungen, interested in the establishment of a milk condensing plant at Chilliwack. They are now looking over the ground. Chilliwack is about to have electric tram connection with Vancouver, and consequently attention of those interested in industrial plants is being directed that way. The condens-

ing plant proposed will handle 50,000 pounds of milk per day, the capitalization being \$30,000. No financial aid is asked or is looked for by the company. Speaking of the proposition, Mr. Yungen claims that the company will be able to pay five cents more per pound for milk than the creameries can afford, and this amount will repay the dairyman for the loss of the by-product of the cream, and at the same time be as much as the milk companies in the cities can afford to pay and ship it out.

As an instance of what can be done in the Okanagan, John Conlin, of Kelowna, this season sold \$600 worth of tomatoes from 1½ acres of land at 40¢ per pound. Owing to transportation facilities not being adequate, considerable quantities of tomatoes were never harvested. Canneries are being established in this district, and these will utilize all the product. Mr. Fleming, also of Kelowna, sold \$500 worth of onions, and last year \$600 worth from 1½ acres. John Casarso grew thirty tons of onions to the acre this year.

Another successful industry in the Okanagan is the growing of tobacco. L. Holman, of Kelowna, grew between 8,000 and 9,000 pounds, or about 1,000 pounds to the acre. The crop of Thompson & McTavish also promises to turn out well and will probably reach the same average, which is an exceptionally high one for Havana tobacco. The weather has been good this season, and all of the tobacco, even that which was late, is good. The total yield this year will be between 25,000 and 28,000 pounds, and next year there will be a large increase in production, now that certain markets are opening up for the leaf.

THINGS THAT SHOULDN'T BE.



A Clerk Sitting in a Chair Waiting for a Customer to Give Him Her Order Before He Gets Up.

The Markets — Currant Vineyards to be Uprooted

This is the Report That Comes From Greece—Growers Think Market is too Low
—Valencia Raisins Very Scarce—Nut Market Becoming Bare — Advance in
Bean Prices.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on pages following.

QUEBEC MARKETS

POINTERS—

Sugar—Weaker.
Coffee—Very firm.
Nutmegs—Scarce.
Walnuts—Bare market.

Montreal, Dec. 23, 1909.

Jobbers report an unprecedented rush of small orders, fillers, showing that the retailer must have been doing great things this Christmas season. The original orders showed that good business was expected, so these additional orders make it look as if our friend Santa Claus must be looking after the retail grocer in first-class shape this year. It always leaves a good taste in the mouth to have a good finish for the business of the year.

Luxuries are the order of the day just at present, but an unlooked-for feature is the way some of the staples have been holding their own. Molasses, for instance, has lost very little of its former popularity on account of Christmas.

Walnuts and citron peel are practically off the market. Dealers are looking for small lots eagerly and none have been allowed to be offered twice.

The grade of imported dried fruits, particularly raisins and currants, is not up to standard this year. It is also reported on good authority that in Greece, growers of currants are uprooting part of their vineyards, so that next year's crop will be small enough to enable them to obtain higher prices. If the Grecian Government has sanctioned it, as is stated, it seems a comparative certainty that the desired result will be obtained.

Both jobber and retailer seem well satisfied with present business and future prospects look bright for the New Year.

SUGAR—Raw sugars are weaker. No effect has been shown as yet on the retail market prices. Sales have been only fair as compared with the same week last year. Dealers and refiners expect an improvement after New Years.

Granulated, bags	4 70
" 20-lb. bags	4 80
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " 50 lbs.	5 60
" " 25 lbs.	5 80
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 40
" " 100 lb. boxes	5 50
" " 50 lb. "	5 60
" " 25 lb. "	5 80
" " 5 lb. cartons, each	0 37½
Extra ground, bbls.	5 15
" " 50-lb. boxes	5 35
" " 25-lb. boxes	5 55
Powdered, bbls.	4 95
" " 50-lb. boxes	5 15
Phoenix	4 70
Bright coffee	4 65

No. 3 yellow	4 55
No. 2 "	4 45
No. 1 " bags	4 30
Bbls. granulated and yellow may be had at 5c. above bag prices.	

SYRUPS AND MOLASSES—It was hardly expected by local jobbers that trade in these articles would keep up through the Christmas season as it has. There has not been such a demand for molasses at this time of year for some years past. Prices are steady, and a big trade is looked for early in January.

Fancy Barbadoes molasses, puncheons	0 38	0 40
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45
Choice Barbadoes molasses, puncheons	0 41	0 43
" " " barrels	0 44	0 46
" " " half-barrels	0 46	0 48½
New Orleans	0 27	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03½	0 03½
" " "	0 03½	0 03½
" " "	1 80	1 80
" " "	1 30	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50	2 50
" " 5-lb. " 1 doz. "	2 85	2 85
" " 10-lb. " ½ doz. "	2 75	2 75
" " 20-lb. " ¼ doz. "	2 70	2 70

TEA—Tea business is good just now for any importer who has any stock to speak of, but they are few and far between. Prices remain firm and stocks held are almost negligible. Most of the jobbers are still well supplied, however, so there seems no immediate prospect of higher prices. Japans show the greatest scarcity.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 32	0 37
" Medium	0 27	0 30
" Good common	0 22	0 25
" Common	0 20	0 22
Ceylon—Broken Orange Pekoe	0 21	0 40
" Pekoes	0 20	0 22
" Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
" Hyson	0 20	0 22
" Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

COFFEE—Coffee are firm, particularly Rio and Santos, in view of the fact that the export limit set on these two lines will probably be reached before the end of January. This will mean higher prices inside the next thirty days. Prices as yet have not been affected.

Mocha	0 18½	0 25
Rio, No. 7	0 10	0 12
Santos	0 14	0 17
Maracaibo	0 15	0 18

SPICES—There has been an exceptional demand for some lines of spices this week, particularly nutmegs, ginger and peppers, which are always popular at this time of year. While the primary market is higher in these lines, no change has yet taken place to the retailer. Dealers report trade very good in all lines.

Allspice	0 13	0 18
Cinnamon, ground	0 15	0 19
" whole	0 16	0 18
Cloves, whole	0 18	0 30

Cloves, ground	0 20	0 25
Cream of tartar	0 23	0 32
Ginger, whole	0 15	0 20
" Cochin	0 17	0 20
Mace	0 16	0 20
Nutmegs	0 30	0 30
Peppers, black	0 16	0 22
" white	0 22	0 29

DRIED FRUITS—The market is bare of citron peel. A few cases which were in the hands of one of the local dealers were snapped up immediately. Valencia raisins are very scarce, and those on sale are pronounced of only mediocre quality. It is reported that the Greeks are even going to the extreme of uprooting sections of their vineyards to keep up the market for currants. The Government is said to have sanctioned the plan, and if it is followed, higher prices will be in order next year.

Currants, fine filiatras, per lb., not cleaned	0 05½	0 05½
" " cleaned	0 06½	0 06½
" Patras, per lb.	0 07½	0 08
" Vostizzas, per lb.	0 08	0 09

Dates—		
Hallowees, old, per lb.	0 04	0 04½
" new, per lb.	0 05	0 05
Sairs, old, per lb.	0 04½	0 04½
" new, per lb.	0 05	0 05

Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins	0 06	0 06
California, choice seeded, 1-lb. pkgs.	0 07	0 07
" fancy seeded, 1-lb. pkgs.	0 07½	0 09
" loose muscatels, 3-crown, per lb.	0 07½	0 08
" " 4-crown, per lb.	0 08½	0 09
" sultana, per lb.	0 07½	0 10
Valencia, fine off stalk, per lb.	0 05½	0 05½
" select, per lb.	0 06½	0 06½
" 4-crown layers, per lb.	0 06	0 06

NUTS—All lines of nuts are in great demand. Walnuts and almonds present the feature in their scarcity. There are few first-class shelled walnuts on the market, and prices seem sure to go up for this line. Limited quantities of almonds are to be had, but they are rapidly being taken up. Other lines are firm, with brisk sales.

In shell—		
Filberts, Sicily, per lb.	0 12	0 12
" Barcelona, per lb.	0 10½	0 10½
Tarragona Almonds, per lb.	0 11½	0 12½
Walnuts, Grenoble, per lb.	0 13	0 15
" Marbota, per lb.	0 12½	0 12½
" Cornes, per lb.	0 11½	0 11½
Shelled—		
Almonds, 4-crown selected, per lb.	0 32	0 33
" 3-crown "	0 31	0 31
" 2-crown "	0 30	0 30
" (in bags), standards, per lb.	0 26	0 27
Cashews	0 15	0 17
Peanuts—		
French, No. 1	0 07½	0 07½
Spanish, No. 1	None	None
Virginia, No. 1	0 10	0 10
Pecans, per lb.	0 65	0 65
Pistachios, per lb.	0 75	0 75
Walnuts—		
Bordeaux halves	0 26	0 27
Brokens	0 18	0 19

EVAPORATED APPLES — As was only natural, Christmas demand has been for other lines than evaporated apples, but in spite of that trade has kept up better than could have been looked for under the circumstances. Prices are firm and dealers look for an increase in trade after New Years.

Evaporated apples, prime	0 09½	0 09½
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RICE AND TAPIOCA—Christmas has a bad effect on the trade in both rice and tapioca, for sales have been very disap-

THE CANADIAN GROCER

EVAPORATED APPLES—The market is dull, and lower, with little demand.

Evaporated apples.....	0 08 0 09
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BEANS—The market in beans is firm and about 10c a bushel higher.

Beans, per bushel.....	1 80 1 90
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MANITOBA MARKETS

Corrected by Wire.

POINTERS—

Advances—Peel, walnuts.
Firmer—Beans, syrup, seeded raisins, figs, nuts.
Weaker—Sugar, rolled oats.

Winnipeg, Dec. 23, 1909.

Local wholesalers were never before so scarce of goods. Many important lines are low in stock and they cannot be had. These include beans, nuts, dried fruits and canned goods. The wholesale trade has been excellent and travelers who were anxious to get into the city last week over the holiday sent in bumper orders the last few days they were in their territory. Southern Manitoba merchants have had a quiet time for a few weeks owing particularly to the severe storms and prolonged cold weather in that region of the west. The fact also that this season's crop in that part of the country was light has tended to restrict the retail trade somewhat.

Merchants throughout the west are generally well satisfied with the trade in holiday commodities. They stocked well in anticipation and they have not been disappointed. The markets continue on the strong side. The shortage of supplies has forced prices up. The dried fruit market is perhaps the most interesting in this connection.

SUGAR—Owing to recent revelations of fraud in the N. Y. sugar market the price has been reduced at several points on the continent. The market is weaker here but we cannot quote any changes. Wholesalers think prices will not go lower here but it will be interesting to watch the market for a few days.

Montreal and B.C. granulated, in bbls.....	5 29
" " " " in sacks.....	5 25
" " " " yellow, in bbls.....	4 80
" " " " in sacks.....	4 75
Iceing sugar, in bbls.....	5 55
" " " " in boxes.....	5 75
" " " " in small quantities.....	5 80
Powdered sugar, in bbls.....	5 55
" " " " in boxes.....	6 20
" " " " in small quantities.....	6 05
Lump, hard, in bbls.....	6 15
" " " " in 100-lb. cases.....	6 15

SYRUP AND MOLASSES—Now that the Canadian market has conquered the U. S. market on syrup, the Canadian product has become stronger in price. The U. S. manipulators have ceased to cut and the whole market is destined to go up soon.

Syrup "Crown Brand," 2-lb. tins, per 2 doz. case.....	2 25
" " " " 5-lb. tins, per 1 ".....	2 75
" " " " 10-lb. tins, per 1 ".....	2 55
" " " " 20-lb. tins, per 1 ".....	2 60
" " " " 1/2 barrel, per lb.....	0 04
" " " " Sugar Syrup, per lb.....	0 03 1/2
Beehive Brand, 2-lb. tins, per 2 doz. case.....	2 25
" " " " 5 ".....	2 75
" " " " 10 ".....	2 55
" " " " 20 ".....	2 60
Barbadoes molasses in 1/2-bbls., per gal.....	0 60
Porto Rico molasses in 1/2-bbls., per gal.....	0 60
Gingerbread molasses, 1/2 bbls., per gal.....	0 40
New Orleans molasses 1/2 bbls., per gal.....	0 36

FOREIGN DRIED FRUITS—There is a serious dearth of goods in these lines. Table figs and raisins are well out of stock. The same is true of peel. Seeded raisins will undoubtedly be higher

next week. Prunes, currants and dates are stationary and the output is heavy.

Smyrna Sultana raisins, uncleaned, per lb.....	0 08
" " " " cleaned, per lb.....	0 09 1/2
Valencia raisins, Rowley's, f.o.s. per case, 28's.....	1 85
" " " " selects " 28's.....	1 85
" " " " layers " 28's.....	2 05
California raisins, choice seeded in 1-lb. packages per package.....	0 06 1/2
" " " " fancy seeded, in 1-lb. packages per package.....	0 06 1/2
" " " " choice seeded in 1-lb. packages per package.....	0 07 1/2
" " " " fancy seeded in 1-lb. packages per package.....	0 08
Raisins, 3 crown muscatels, per lb.....	0 06 1/2
Prunes, 90-100 per lb.....	0 04 1/2
" " " " 80-90 ".....	0 05
" " " " 70-80 ".....	0 05 1/2
" " " " 60-70 ".....	0 06
" " " " 50-60 ".....	0 08 1/2
" " " " 40-50 ".....	0 08 1/2
" " " " 30-40 ".....	0 08 1/2
Silver prunes.....	0 09
Currants, uncleaned, loose pack, per lb.....	0 06
" " " " dry, cleaned, Filiatras, per lb.....	0 06 1/2
" " " " wet, cleaned, per lb.....	0 07 1/2
" " " " Filiatras, in 1-lb. pkg. dry, cleaned, per lb.....	0 08
Pears, per lb.....	0 08
Peaches, standard, per lb.....	0 08
" " " " choice, per lb.....	0 09 1/2
Apricots, standard, per lb.....	0 15 1/2
" " " " choice, per lb.....	0 16
Plums, black pitted, per lb.....	0 11 1/2
Nectarines, per lb.....	0 09 1/2
Dates, new, per lb.....	0 06 1/2
Figs, per lb.....	0 05 1/2
Peel, per lb.....	0 09 1/2 1 13 1/2

HONEY—The demand continues heavy and the market is quite stationary at the quotations below. The extracted product is the most popular but the section stuff is being ordered freely.

Honey, 2 1/2 lb. tins, per tin.....	0 37 1/2
" " " " 5 ".....	0 75
" " " " 12 oz. jars, per dozen.....	2 10
" " " " 60-lb. tins, per lb.....	0 12 1/2

CORN MEAL—The market has recently weakened in the west. The eastern houses have all been supplied and the remainder of the large supply in the producers' hands has been forwarded west. The quality is excellent and the following prices may not last long.

Cornmeal, per sack.....	2 09
" " " " per 1/2 sack.....	1 10
" " " " per bale (10, 10's).....	2 25

ROLLED OATS—This market is again fluctuating. The milling companies are wholesaling at \$2 this week while the wholesale houses are selling at the following prices and in one instance a car load was sent out at \$1.85 recently.

Rolled oats, 80 lb. sacks, per 80 lbs.....	1 95
" " " " 40 ".....	1 00
" " " " 20 ".....	0 52
" " " " 8 ".....	0 23 1/2

NUTS—The stocks are low in all lines. Walnuts are up 1 cent. There is no possibility of a weakness so long as the demand continues as it has for several weeks. Almonds may go up soon.

Shelled Walnuts, in boxes, per lb.....	0 27
" " " " small lots, per lb.....	0 28
" " " " Almonds, in boxes, per lb.....	0 35
" " " " small lots, per lb.....	0 36
Peanuts, Virginia, per lb.....	10 0 13

EVAPORATED APPLES—Following the break in the market in eastern Canada, the market has been receding here by degrees. It is a puzzle to local men why stock-holders in the east should hold up the market to the 11 cent point, when supplies were so abundant. The price to-day is 9 1/2 cents.

RICE AND TAPIOCA—Tapioca is growing firmer, the bulk of sales being on the 4 1/2 side this week. Rice is quite unchanged, the market is ridiculously low.

Japan rice, per 100 lbs.....	3 50
Pearl tapioca, per lb.....	0 04 0 04 1/2

COFFEE—While quotations for both future and actual coffees show little or no change, the strength of the spot situation has created an active demand and in turn a better feeling. It is believed that coffees are good property and

with the demand that naturally comes each year during the latter part of December and first half of January the tendency will be towards a higher range of values.

FRESH FRUITS AND VEGETABLES—Pumpkins, celery, radishes and cucumbers are off the market. The remaining vegetables are firmer in price. Fruits are unchanged and sales are heavy.

Carrots, per lb.....	0 50 1/2
New potatoes, per bushel.....	0 40
Native cauliflower, per dozen.....	1 25
Native cabbage, per lb.....	0 01
Native o.e.s., per bushel.....	0 40
Native onions, per doz.....	0 30
Oranges.....	3 75 4 50
Lemons.....	5 50 6 50
Apples, Ontario, per bbl.....	3 75 5 00
Grape Fruit, per crate.....	5 50
Grapes, per crate.....	8 00
Bananas, per lb.....	0 05
Cranberries, per bbl.....	9 00 10 00

MEATS—

Boneless pigs' feet, round, 1's, 3 dozen.....	1 95
" " " " square, 2's, 1 dozen.....	3 15
Boiled beef, round, 1's, 2 dozen.....	1 60
" " " " 2's, 1 dozen.....	2 85
Corned beef, square, 1's, 2 dozen.....	1 55
" " " " 2's, 1 dozen.....	2 80
Cambridge sausage, round, 1's, 4 dozen.....	2 30
" " " " 2's, 2 dozen.....	4 25
English brawn, round, 1's, 2 dozen.....	1 95
" " " " square, 2's, 1 dozen.....	3 15
" " " " 1's, 2 dozen.....	1 35
" " " " plum pudding, round, 1's, 2 dozen.....	1 65
" " " " 2's, 1 dozen.....	3 25
Geneva sausage, oblong, 1's, 2 dozen.....	2 35
" " " " 2's, 1 dozen.....	4 25
Jellied hocks, round, 2's, 1 dozen.....	3 75
" " " " 6's, 1 dozen.....	10 66
Paragon lunch tongue, round, 1's, 2 dozen.....	3 90
" " " " ox tongue, round, 1 1/2's, 2 dozen.....	7 75
" " " " 2's, 1 dozen.....	8 60
Ready lunch veal loaf, square, 1's, 2 dozen.....	2 50
" " " " 1/2's, 4 dozen.....	1 30
Ham loaf, oblong, 1's, 4 dozen.....	1 30
Beef loaf, assorted, oblong, 1's, 2 dozen.....	2 50
Roast beef, round, 1's, 2 dozen.....	1 60
" " " " 2's, 1 dozen.....	2 85

CALGARY MARKETS.

Corrected by Wire.

Sugars—		Dry salt bacon,	
B.C. granulated.....	5 74	smoked.....	0 16
Raymond ".....	5 64	Eggs, fresh, case	9 50
Feels.....	0 12	30 dozen.....	0 30
Lemons.....	0 13	Butter—	
Orange.....	0 20	Alberta cream-	0 30
Citron.....	0 16	ery bricks.....	0 29
Dried fruits—		Alta. creamery	0 25
Apricots, choice.....	0 15	solids.....	0 26
" stand-	0 10	Alta. dairy.....	0 25
ard.....	0 09 1/2	Alta. tubs.....	0 15
Peaches, choice.....	0 12	Cheese—	
" stand-	0 12	Ontario, large.....	0 15
Pears, choice.....	0 12	" twins.....	0 15 1/2
Pitted plums.....	0 12	Sultans.....	0 17
Prunes, 40-50.....	0 08 1/2	Beans	
" 50-60.....	0 07 1/2	Ontario, hand-	2 40
" 60-70.....	0 07	picked, bushel.....	0 06 1/2
" 70-80.....	0 06 1/2	California limas,	
" 80-90.....	0 06	per lb.....	0 06 1/2
" 90-100.....	0 05 1/2	Canned fish—	
Evap. apples, 50's.....	0 11	B.C. salmon.....	7 50
Produce—		sockeye, 48-1's.....	6 25
Sugar cured ham		B.C. o.h.o.e.s.....	4 25
10-12 average.....	0 18 1/2	48-1's.....	6 25
Sugar cured ham		B.C. pinks, 48-1's 4 00.....	4 25
picnic.....	0 16	Sardines, domes-	4 00
B. bacon bellies.....	0 21	tic, 100-4.....	17 00
" back.....	0 20	Lobster, 48-1's.....	18 50
Dry salt bacon.....	0 15	96-2's.....	18 50
		Fin. haddie, 48-1.....	5 65

BRITISH COLUMBIA MARKETS.

Corrected by Wire.

Sugar, standard	5 60	Butter, local	
granulated.....	5 60	creamery.....	0 40
Val. raisins, lb.....	0 05 1/2	Butter, Western 0 22.....	0 25
Cal.....	0 07	Eggs, Eastern 0 33.....	0 36
Prunes.....	0 05 1/2 0 07 1/2	Eggs, local.....	0 60
Currants.....	0 06 1/2 0 07 1/2	Cheese, per lb. 0 14 1/2.....	0 15 1/2
Dried apricots.....	0 11 0 13	Bacon, premier.....	0 27 1/2
Flour, Standard	6 90	Potatoes—	
bbl.....	6 90	Ashcroft, ton.....	25 00
Cornmeal, p. 100	2 60	Local, ton.....	20 00
lb.....	0 03 1/2 0 04 1/2	Canned Goods—	
Beans, per lb.....	0 03 1/2 0 04 1/2	Peas.....	1 00
Rice, per ton.....	68 00 76 00	Tomatoes.....	1 32 1/2
Tapioca, per lb.....	0 03 1/2	Corn.....	1 00 1 10
Evaporated		Apples.....	3 42 1/2
apples.....	0 08 1/2	Strawberries.....	2 15
Butter, Eastern 0 29.....	0 31	Raspberries.....	1 65

Tea Dust in London is bringing big prices. A Ceylon dust "Diagama" at the last sale brought nine-pence, three farthings, or equal to 21 1/2 net cash, delivered in Toronto.

THE CANADIAN GROCER

NEW BRUNSWICK MARKETS.

St. John, N. B., Dec. 23, '09

Indications are for a green Christmas in St. John. Business has been brisk right along, though there would probably be more country produce coming in if the farmers could use their sleds. Turkeys are selling at 21 and 22 cents a pound and eggs are quoted at 28 cents by the case and from 35 to 40 cents for new laid stock. Butter is selling from 24 to 26 cents a pound.

Sugar—	Molasses, fcy.
Standard gran. 4 85 4 95	Barbados, gl 0 34 0 35
Austrian " 4 75 4 85	Butter, dairy,
Yellows... 4 35 4 75	lb..... 0 25 0 28
Flour, Manitoba 6 45 6 55	Butter, cream-
" Ontario... 5 75 6 05	ery, lb..... 0 26 0 29
Cornmeal, bags, 1 47 1 50	Eggs, doz.... 0 28 0 40
Rolled oats, bbls 5 15 5 20	Eggs, new laid 0 35 0 40
Buckwheat,	Potatoes, bbl. 1 20 1 40
west, grey, bag 2 90 3 00	Canned goods—
Val. raisins, lb. 0 05 0 06 1/2	Peas, doz.... 1 10 1 50
Cal. raisins, seed-	Corn, doz.... 0 85 0 90
ed... 0 07 0 08 1/2	Tomatoes, dz 0 95 1 00
Currents, lb.... 0 07 0 07 1/2	Raspberries,
Prunes, lb.... 0 05 0 05	dozen..... 1 85 1 90
Rice, lb 0 03 0 03 1/2	Strawberries,
Beans, hand	dozen..... 1 55 1 60
picked, bus 2 00 2 10	Salmon, case—
Beans, yellow	Red spring... 6 50 6 75
eye, bus..... 3 40 3 50	Cohoos..... 6 00 6 25
Cheese, lb..... 0 13 0 13 1/2	Peaches, 2's,
Lard, compound	dozen..... 1 70 1 80
lb 0 13 0 13 1/2	Peaches, 3's,
Lard, pure, lb. 0 17 1/2 C 18	dozen..... 2 70 2 80
Pork, domestic	Baked beans,
mess..... 28 50 29 00	dozen..... 1 15 1 25
Pork, Ameri-	Fish—
can clear... 30 00 33 00	Cod, dry.... 2 75 4 00
Pork, clear	Herring, salt,
backs..... 31 00 31 50	half bbls ... 2 30 2 60
Beef, Ameri-	Herring,
can plate... 17 00 18 00	smoked, box 0 08 0 08 1/2
Beef, Canadi-	
an plate.... 16 75 17 00	

NOVA SCOTIA MARKETS.

Corrected by Wire.

Halifax, Dec. 23, 1909.

Wholesale grocery dealers say that while business has been good this fall it has been especially good in the distribution of dried fruits of all kinds. This trade, however, is now about over, little being now left for the dealer to attend to except sorting up and attending to some delayed orders. Business has been satisfactory during the fall months, the difficulty at times being to find transportation. The schooners owned in the different ports along the shore, that used to come to Halifax, have almost disappeared, and their places have been filled by the coasting steamers. Occasionally in the rush of business, orders are left out, causing disappointment to the customer as well as the shipper.

Collections are much as usual, fair, but with room for improvement. Dealers say that one of the greatest drawbacks is that customers do not give the necessary attention to their drafts when falling due, and this causes constant irritation to the drawer and a loss of credit to the buyer.

Apples are still coming on the market in considerable quantities, and prices are practically unchanged from last quotations. The continued arrivals of Bishop Pippins may, however, have the effect of lowering present prices somewhat. It looks as if, the demand for potatoes would be heavy after Christmas, as all the stocks in the vessels in the harbor will be cleaned out during the next few days. There is nothing doing in Nova Scotia potatoes here, at present. Dealers are asking \$1.50 per bbl. here while

the price is reported to have declined to \$1.25 in Havana.

Sales of oranges are reported to be very heavy and will continue so until after the holiday season.

Creamery prints	Beef, American
per lb..... 0 27 0 29	plate per bbl. 16 50 17 50
Creamery solids	Beef, Canadian
per lb..... 0 27 0 28	per bbl..... 16 00
Dairy, tubs, lb. 0 23 0 24	Hams smoked... 0 16 1/2
Fresh eggs, doz. 0 30	Pork fresh..... 0 09 0 10
Case eggs " 0 28	Codfish, quintal 5 50
Sugars—	Herring, pickled
Extra Standard,	per bbl..... 5 00
granulated.... 4 85	Apples, per bbl. 1 50 3 00
United Empire... 4 75	Potatoes, P. E.
Austrian, bags,	Island, bag.... 1 15
granulated.... 4 75	Onions, Spanish
Bright yellow... 4 60	per lb..... 0 02 1/2
No. 1 yellow.... 4 50	Onions, Ameri-
Flour h. wheat	can, per lb.... 0 02 1/2
per bbl..... 6 40 6 50	Onions, Canad-
Flour, Ontario	ian, per bag... 1 35
blends, bbl... 5 75 5 85	Molasses, fancy
Cornmeal, bag. 1 57 1/2 1 62	Barbados, bbl. 0 38
Oats..... 0 54 0 55	Molasses, fancy
Pork, American	Barbados, pun... 0 35
per bbl..... 30 00	Beans, bushel 2 20
Pork, clear bbl... 32 00	Rolled Oats, bbl. 5 20 5 70

A REGRETTABLE DEATH.

Donald Gunn, President of Gunns Limited, Accidentally Killed by an Automobile.

Those in the trade acquainted with the late Donald Gunn, president of Gunns, Limited, Toronto, and those who came into contact with him in a business way.



DONALD GUNN,

President of Gunns' Limited, Who Died on Sunday Morning From Injuries Received in an Accident.

learned with deep regret of his death by accident in Toronto last Sunday morning. On Saturday afternoon he was accidentally run over by an automobile on Yonge Street, and the injuries resulted in death the following morning.

Deceased was born at Beaverton in 1843. He was 28 years of age when he went to Toronto, buying the business of Morse & Taylor, Front Street, produce merchants. The new firm was known as D. Gunn & Co., and under Mr. Gunn's direction the business increased steadily, expanding in Toronto, reaching out to Montreal, and rendering necessary the

erection of packing houses at West Toronto and the establishment at several points throughout Ontario of tributary warehouses. Of recent years he had consigned the carrying on of the business to trusted managers, and had returned to his first love, farming. Whenever the opportunity offered he was to be found devoting himself to the development of Dun Robin stock farm, near Beaverton.

His influence with the people among whom he moved will be greatly missed and his absence from participating in agricultural development, in which he was interested, can only tend to be disadvantageous to the agricultural industry.

The funeral, which was held on Tuesday, Dec. 21st, was attended by a large number of friends of the deceased, showing the high esteem in which he was held.

TRADE NOTES.

R. E. Newton, Lethbridge, Alta., has moved to Taber where he has opened a grocery business with Mr. Jensen, of Taber.

R. A. Smith, merchant, Newmarket, Ont., was in Toronto on Wednesday. Mr. Smith is thinking of giving up his business, which he has conducted so successfully for many years. He is one of the "life-long" readers of The Canadian Grocer.

A meeting of the independent canners was held last Saturday in Toronto, but the situation remains much the same as last week. The independents are still between the two fires, as mentioned last week, but from statements of some of them the merger is viewed from a more optimistic standpoint than before.

The Ontario and Western Co-operative Fruit Co., is a new concern, with a Dominion charter, organized to deal in fruits, vegetables, grains, etc., as well as canned and preserved fruits, vegetables, etc. The head office will be at St. Catharines, Ont., the incorporators being Mary Moylan, Isabel Suddaby, Robert Gowans, Henry Chalmers, A. M. Garden, J. F. Lash, S. G. Crowell, Wm. Bain and J. S. Lovell, all of Toronto.

THE LAST CALL.

Grocers and retail salesmen are again urged to remember the Christmas window-dressing and advertising competitions which have been fully explained in recent issues of The Canadian Grocer. The results so far have been gratifying but much more is expected the last week of the year when the rush is over and merchants have time to think about something else besides dried fruits, nuts, peels and plum puddings.

Kindly send your window photograph with a description of the window attached and also your Christmas newspaper advertisement to the editor of The Canadian Grocer, Toronto, Ont., as soon as you can. This is the last call.

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

JOHN J. BOSTOCK
 Wholesale Broker
SALMON Canned and Salted
HERRINGS HALIBUT
 LOO BUILDING, VANCOUVER, B.C.

We have Competent Salesmen
 Best facilities for Distributing and Storing
W. HARRY WILSON & CO.
 330-332 Cordova St. W. VANCOUVER, B.C.

McLEOD & 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.

**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.
 25 Alexander St.
 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.

Wholesale Manufacturers' Agents
 Correspondence Solicited.
F. R. McINTOSH & CO.
 Vancouver, B.C.

F. G. EVANS & CO.
 139 Water St. VANCOUVER, B.C.,
 Wholesale Grocery Brokers and
 Manufacturers' Agents
 Correspondence Solicited.

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

W. C. FINDLAY W. CARTER
E. A. MARSHALL & CO.
 Manufacturers' Agents
 SUITE 11 COURT HOUSE BLOCK, VANCOUVER, B.C.
 We have an established connection and can handle a
 few more good agencies to advantage.
 Highest References.

**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.

HERMAN ERB
 Manufacturers' and Wholesale Com-
 mission Agent
 P. O. BOX 405
 522 Bastion Street, Victoria, B.C.
 Open for a few more agencies

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
140 Water St., Vancouver, B.C.
 Correspondence Solicited Highest
 References

THE CANADIAN GROCER
 British Columbia Office at Room 11, Hartney Chambers,
 Cor. Pender and Homer Sts., Vancouver.
 H. HODGSON Manager

The WEST INDIA CO., Ltd.

Solicits orders for, and enquiries regarding, all descriptions of West India
 Produce, including :

Sugars Rums Molasses Cocoa
Rice Limes Arrowroot

Prices and full information gladly furnished. Write us to-day.

St. Nicholas Building MONTREAL

Good Reason for Good Cheer

It is good to be in business in Canada with a new period of commercial and industrial prosperity at the doors.

This year just closing has been one of remarkable progress for Red Rose Tea with a new record of sales far above any previous year, and I wish to thank every customer for his or her share of Red Rose business.

To every merchant in Canada I wish a Joyous Christmas, a Happy New Year, and in 1910 a full share of the great wave of prosperity that is breaking over Canada.

Wellington St. E.
Toronto, Ont. } Branches
315 William Ave.
Winnipeg, Man. }

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

Thurston & Braidich

128 William Street NEW YORK CITY

Direct Importers of

VANILLA BEANS
TONKA BEANS
GUM TRAGACANTH
GUM ARABIC

Winnipeg Representative,

W. H. Escott

Wholesale Grocery Broker

141 Bannatyne Ave., East

Are You Carrying The Empress Brand?

Coffees, Spices, Flavoring
Extracts, Pure Jams
and Jellies

WE WANT YOU to do so.
IT WILL PAY YOU to do so.
YOU WILL do so if you try them once.

WRITE US

Empress Manufacturing Co.
Limited

VANCOUVER, B.C.

Price-Cutting a Thorn in Side of London Grocers

Trouble Claimed to be Caused by a Few—Better Training Believed to be Cure for Many Ills—One Merchant Doesn't Like Idea of Running Excursions Out of Canada—Wholesalers Criticized for Disallowing Cash Discounts.

Staff correspondence.

London, Ont., Dec. 22—During a visit of about ten hours in a place the size of London, one can get only a small idea of the extent and methods of the grocery trade. There are about 200 grocers, scattered over the entire city, and all have good ideas on the important matters affecting the trade. This is due principally to the fact that the London grocers have a strong association, which is most educative in its influence on the members and which has grown rapidly.

Better still, they are all loyal to their association, because they realize its beneficial results in many ways, although they may not yet have overcome the many obstacles that stand in the way.

Considerable complaint has been made about the universal trouble of price-cutting. One grocer is particularly pointed out by others as being guilty of this crime. In speaking of him, however, they all say he is a splendid fellow and is well thought of by his fellow grocers, but he has this one fault, which causes them all some trouble.

This reminds the writer of an incident that happened when he visited an uncle in the United States many years ago. While in the town where his uncle lived, the writer wandered over to a neighbor's garden to have a chat with the owner. During the conversation, which drifted—as conversations sometimes will—towards the uncle, the latter was referred to with much pride as being a relative of your humble servant.

"Is that so?" remarked the neighbor, with an expression that fairly bristled with kindness and tenderness. "Mr. — is a very nice man, he is a real good neighbor, but he is the biggest liar I ever saw."

Some good fellows sometimes have a few faults, and if they are treated properly they will gradually and naturally grow out of them.

Advices Better Training.

"We never cut prices and never pay any attention to what others do," remarked one merchant. "A grocer that kicks sells too cheaply. I never yet saw one gain customers or make money by cutting prices. The people only go there for bargains, while we sell the goods on which we make fair profits. Grocers should have a better training, and then a good many of our troubles would disappear."

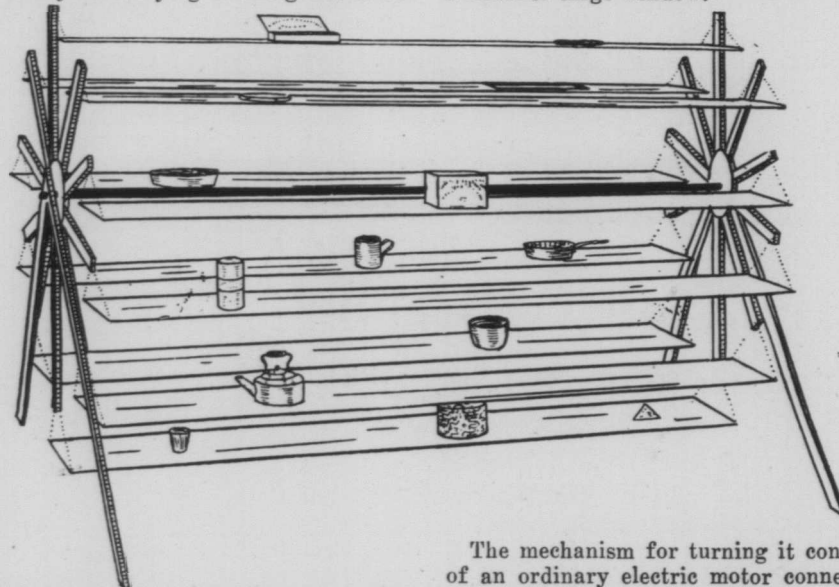
Another grocer has some good ideas regarding cleanliness. "All our clerks must wear white coats and aprons, which must be changed every day. It costs from 40 to 50 cents each man a week, but it pays. Cleanliness is the best advertisement a grocer can have."

"Our excursion last summer to De-

troit was a great success, but, after all," said a third, "it seems to be a mistake to take our customers over there to spend their money. Our people are often short in paying their bills, and I begin to think that it is not the best policy to be instrumental in taking them out of the city, and especially out of our country, to spend their money."

"I am an old reader of The Canadian Grocer, and I always look for it; there is certainly nothing, to my mind, that pays as well as the two-dollar investment in The Grocer," were the encouraging words of another. "It is remarkable how a man almost unconsciously grows out of his narrow ideas by keeping in touch with the general trend of the trade."

A Richmond Street grocer makes a specialty of carrying choice goods in or-



der to cater to the best class of trade. "I control the sale of the — brand of California goods west of Toronto," he said, "and several other exclusive lines. I keep my store clean and tidy, not only where people see it, but just come down into the cellar and see how we keep things there; everything must be in order."

Makes Collections Easily.

"I have not much trouble in making my collections; I believe in being prompt myself, and I let my customers know that I expect them to be prompt as well," were some views of another.

"I am a new man in the business," said one grocer, "and about the first thing I did was to order The Canadian Grocer, which I find a great help to me."

"We will send you a photo of our window and do our best to win the prize—you see the size of our window and with

the other advantages we will give the competitors a good chase, even if we do not win."

"We are bothered a good deal in this city with mechanics who have a little money and who start small groceries and make their wives attend to them," remarked another. "They know nothing about the business, neglect their own housework and in about five years they break down from overwork. People should have some qualifications, I believe, before they are allowed to start business, especially handling goods for food."

"I think the wholesale houses made a stupid mistake when they cut out the discounts for cash. This was the only fair and decent way to encourage prompt payment. If they would carry it out properly it would not be so annoying, but some who get down and beg for it, get it, secretly. It is demoralizing trade instead of lifting it."

A REVOLVING SHELF DISPLAY RACK.

The accompanying illustration shows a revolving shelf rack, adapted for either a small or large window.

The mechanism for turning it consists of an ordinary electric motor connected under the floor of the window and connected to the pulley wheel on shaft by a leather belt. The adjustment should be such that the large wheels carrying the shelves should revolve very slowly. Brass plumbers' chain is used to support the shelves. To the persons looking in the window, the shelves then rise gradually to the level of their eyes, and as slowly disappear behind the mandrel.

There is a fascination about the device that draws people to the window. One reason may be that anything in motion is attractive, but another is that with the shelves full of small articles, one has to be a close observer to take them all in before they are carried past the range of vision.

Another way to use the device is to cut out a space a little wider and longer than the shelves at front and back of window flooring then suspend the floor

of the window as a wide shelf to the revolving axle by chain and hooks thrown over the axle. The shelves will then have the appearance of coming up through the floor of the window.

In using this device, or, in fact, any window idea that is at all out of the ordinary, much of the advertising effect is lost if the name of the house using the device is not clinched in the observers' mind as firmly as the device itself. Be sure, therefore, to have your firm name stand out clear on the window or on some card bearing some such phrase as "Buy it at Brown's."

CONFECTIONERY FIRM FAILS.

St. John, N. B., Dec., 22.—A meeting of the creditors of the Phillips & White

Company, manufacturing confectioners, was held last week when a thorough investigation was made into the company's business. The company was incorporated about two years ago with a capital of \$28,000, of which \$20,500 was used. A large amount of this was invested in machinery, leaving the company with insufficient working capital. A committee was appointed to look carefully into the affairs of the company and report back at a meeting to be held shortly. The company will likely ask for an extension of time in order to settle their affairs and still continue the business.

Alderman John W. Vanwort, the Charlotte Street grocer, organized a last-of-the-season trip on the river on Thursday, Dec. 16. The party left on a tug-boat and intended going up to Evandale for dinner, but were stopped by the ice

after they had covered about 20 miles, and were forced to return home. They established a record for late navigation, however.

Miramichi fishermen have been having great luck with their smelt fishing. The catches have been unusually heavy and they are receiving 5½ cents a pound on the ice. One night last week the combined catch totalled to the value of \$12,000.

A Canadian canner states that 100 tons of raw pumpkin only produces about 50 ton of canned goods including the tins. Although it may not generally be known, the outside rind on the pumpkin is used. It is claimed to be the best part of the pumpkin for flavoring purposes and that housewives in making pumpkin pie make a mistake when they throw the rind away.

May We Be Partners With You?

May we not help you to introduce your goods to the Hustling West?

We have an intimate knowledge of the commercial conditions there, and will give you thorough and conscientious service, if you will allow us to handle your business for you. Our large track warehouses at all the important commercial centres offer you special facilities unequalled by any other firm.


Let us hear from you! There's money in this proposition for you!

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

CALGARY WINNIPEG EDMONTON

Storage for all classes of Merchandise. Also Cars distributed at Calgary, Winnipeg and Edmonton.



"VOL-PEEK"
GRANITE CEMENT

Mends Holes in Anything
Made of Metal

Wanted in every household.
Always in demand. A quick
seller, yielding excellent pro-
fit.

Order a Supply To-day

H. NAGLE & COMPANY, Montreal, Que., Sole Manufacturers

Agents:
N. A. Bedard & Co., Montreal, Agents for Province Quebec.
Watson & Truesdale, Winnipeg, Agents for Manitoba and Sask.
(Regina excepted)
C. E. Jarvis & Co., Vancouver, Agents for British Columbia, Edmon-
ton and Calgary.
P. H. Cowan & Co., St. John's, Nfld., Agents for Newfoundland.

MEND YOUR POTS AND PANS.

"VOL-PEEK"
Granite Cement
MENDS HOLES IN A MINUTE.

Wholesale: 100 lbs. \$1.00, 50 lbs. \$0.50.
Retail: 10 lbs. \$0.15, 5 lbs. \$0.08.
One Pound 5 Cents.



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 THE CANADIAN GROCER.

WE WISH OUR
MANY
CUSTOMERS AND FRIENDS

A Merry Xmas

AND
ABUNDANT PROSPERITY

FOR THE

New Year

GUNNS Pork and Beef Packers
LIMITED TORONTO

We take this
opportunity
to wish all
users of the

**STAR BRAND
HAMS and BACON**

A Very Merry
CHRISTMAS



F.W.FEARMAN CO.
[LIMITED
HAMILTON, :: :: ONT.

Never had a can of
milk returned to us yet

Banner and Princess Brands of Condensed
Milks—and two brands of Powdered Milk—
manufactured by J. Malcolm & Son, St.
George, Ont., are the best brands that skill
and science can produce. No dead stock
on your shelves if you handle these lines.

Write for prices

John Malcolm & Son,
ST. GEORGE, - ONT.

**BUTTER
EGGS
POULTRY
GAME**

¶ We require large quantities of each of
the above lines and shall be pleased to
quote prices f.o.b. your station. Write us

The WM. RYAN CO.

PACKING HOUSE: LIMITED

FERGUS, - - ONT.

HEAD OFFICE:

70 and 72 Front St. East, TORONTO

Dressed Poultry

is our specialty

We are the largest dealers in Dressed Poultry in Canada. A life-
time has been spent by us specializing along this line. This
valuable experience is at your service. We want large quantities
of

Turkeys, Geese, Ducks, Chickens and Hens

Personal attention given to each shipment. A square deal for all
Payments daily.

**THE DAVIES CO.,
WM. DAVIES LTD.**

Established 1854 James St., TORONTO Phone Main 119

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First Class Bacon Being Manufactured in Canada

Price of Hogs too High to Allow Industry to Develop Properly—Butter Inclining to Lower Prices—Christmas Turkeys Very Expensive—Advances in Lard.

The high price of hogs should certainly induce our farmers to raise more hogs. The packers have provided themselves at great expense with the best possible equipped plants to handle the hog product of this country, and are turning out bacon second to none in the world, and it is in the interest of the farmers to keep such a great and profitable industry in flourishing condition. The farmers' interests do not cease when he steps off his farm, but his success largely depends on the enterprise of the men who prepare his products for the markets of the world.

Instead of harboring jealousy, as is too often the case he ought to be familiar with the difficulties that confront the men who by their skill and means are making their produce more valuable, and assist them in carrying on the business which is of mutual benefit to both. It is through the excellent quality of bacon produced by the improved methods of curing which has created the demand and the enormous consumption of cured meats that farmers are getting the high prices for their hogs.

This is not only the case with hogs, but also with butter, eggs and poultry. The splendid facilities provided by the dealers to handle all these goods to better advantage are the causes of the high prices of all these things. A lesson yet to be learned is to work more in harmony with one another, in order to produce the best result to all.

MONTREAL.

PROVISIONS — Compound lards are up ¼c, owing partly to an increase in demand. Roads as yet are too bad for the lumberman to come in, and as a result trade has not been so far as good as might have been expected. However, if the present cold weather keeps up a decided increase is looked for. Prices other than on compound lards are steady.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 16½
Cases, tins, each 10 lbs., per lb.	0 16½
" " " 5 " " " "	0 16½
" " " 3 " " " "	0 17
Pails, wood, 20 lbs. net, per lb.	0 16½
Pails, tin, 20 lbs. gross, per lb.	0 16½
Tubs, 50 lbs. net, per lb.	0 16½
Tierces, 375 lbs., per lb.	0 16½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 11½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 12½
" " " 5 " " " "	0 12½
" " " 3 " " " "	0 12½
Pails, wood, 20 lbs. net, per lb.	0 12½
Pails, tin, 20 lbs. gross, per lb.	0 11½
Tubs, 50 lbs. net, per lb.	0 12
Tierces, 375 lbs., per lb.	0 11½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	28 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 00
Heavy clear pork, bbls. 20-35 pieces	28 50
Clear fat backs	32 00
Heavy flank pork, bbl.	28 00
Plate beef, 100 lb bbls.	7 75
" " " 200 " "	15 00
" " " 300 " "	22 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14½
Long clear bacon, heavy, lb.	0 14½
Long clear bacon, light, lb.	0 15

Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 14½
Large sizes, 18 to 25 lbs., per lb.	0 15½
Medium sizes, 13 to 18 lbs., per lb.	0 16
Extra small sizes, 10 to 13 lbs., per lb.	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 17
" " " small, 9 to 12 lbs., per lb.	0 17½
Breakfast bacon, English, boneless, per lb.	0 16½
Windsor bacon, skinned, backs, per lb.	0 17
Spiced roll bacon, boneless, short, per lb.	0 14½
Hogs, live, per cwt.	8 40
" " " dressed, per cwt.	8 50
	12 10

BUTTER—This market is steady, but quiet. Receipts are keeping up remarkably well, being larger for the past week than the corresponding week last year. The figures are 3,680 packages, as against 3,229 packages for 1908. For the season they are 382,597 packages, as against 405,752 packages same season last year.

Creamery solids, lb.	0 26
Creamery prints	0 26½
Dairy, tubs, lb.	0 21
Fresh dairy rolls	0 22
	0 23

CHEESE—Just at present there is little inquiry for cheese. It is hoped that the open air political meetings in England will serve to somewhat stimulate demand for this commodity, as cheese will be served at all of them. It may not have a great deal of effect, however, as the quantity used in this way would not in itself materially increase consumption. Receipts for the week are 1,859 boxes, as against 1,783 boxes same week last year. For the season they are 1,964,861 boxes, as against 1,954,795 boxes same season 1908.

Quebec, large	0 11½	0 12
Western, large	0 11½	0 12
" " " twins	0 12½	0 13
" " " small, 20 lbs.	0 12	0 12½
Old cheese, large	0 15	0 16

EGGS—As usual at this season there is a distinct scarcity of new laid. Storage stocks have been drawn on very heavily to meet the demand, which has been unusually large for the better grades. As a result the market is firm, with a probable rise in the near future. Receipts for the week are almost nothing, 171 cases, as against 571 cases same week last year. For the season they are 189,821 cases, as against 193,597 cases same season 1908.

New laid	0 35
Selects, dozen	0 29
No. 1, dozen	0 26
No. 2, dozen nominal	0 22
	0 23

POULTRY — Prices of all lines of poultry are up a cent. There is none too much stock in the dealers' hands to supply the Christmas trade. In fact some dealers say there is far from being sufficient, with little prospect of much new stock arriving. The country buyers have only been able to pick up small lots, and not many of them. Scarcity and higher prices in all lines are looked for before the first of the year.

Chickens, per lb.	0 16	0 17
Hens, per lb.	0 12	0 13
Young ducks, per lb.	0 16	0 17
Turkeys, per lb.	0 20	0 21
Geese, per lb.	0 12	0 13

HONEY—Honey has been selling at previous quotations. Supplies seem to

be fully equal to any demands that may be made. It is not thought that there will be any decided change for some time, as both supply and demand are normal.

White clover comb honey (nominal prices)	0 14	0 15
Buckwheat, extracted	0 08	0 09
Clover, strained, bulk, 30 lb. tins	0 11	0 11½

TORONTO.

PROVISIONS — Cured meats which are regarded with so much favor can well afford to allow poultry to crowd them back at this particular time of the year. Nice hams and bacon, however, are used in decorating, or beautifying the stores, and this has kept up a fairly good demand. Packers say "business is good."

Long clear bacon, per lb.	0 13½	0 14
Smoked breakfast bacon, per lb.	0 17	0 18
Roll bacon, per lb.	0 14	0 14½
Light hams, per lb.	0 15	
Medium hams, per lb.	0 15	
Large hams, per lb.	0 14	0 14½
Shoulder hams, per lb.	0 12	0 12½
Backs, plain, per lb.	0 17½	0 18
" " " pea meal	0 18	0 18½
Heavy mess pork, per bbl.	26 00	27 00
Short cut, per bbl.	28 00	29 00
Lard, tierces, per lb.	0 15½	0 16
" " " tubs	0 15½	0 16½
" " " pails	0 16	0 16½
" " " compounds, per lb.	0 16	0 12½
Live hogs, at country points	7 85	
Dressed hogs	11 25	

BUTTER—Dealers in butter as usual during the winter, complain of poor qualities. This is partly owing to the feed and partly to want of proper facilities and to carelessness of the makers, and often to the way it is handled by the storekeepers in the country. There is little change in the prices, but from all appearance the tendency is towards lower figures. Prof. Dean made the statement at the Guelph Reunion that he hoped butter would bring 30c a pound all the year round. He should, however, not forget that that is a very high price to pay for the man who has to buy it, but the public is generally satisfied to pay a good price for all kinds of farm products if they get the right quality.

Fresh creamery print	0 27	0 28
Fresh creamery solids	0 25	0 26
Farmers' separator butter	0 25	0 26
Dairy prints, choice	0 22	0 23
Tub butter	0 21	0 22
Baking butter	0 19	0 20

CHEESE—The cheese market is quiet, at the same time there is a feeling of safety in holding at the present prices. Canadian cheese has a preference in England, which was secured much to the credit of our cheese men, and will therefore, as long as it will hold this position, sell at a premium.

Cheese, new, large	0 12½	0 12½
" " " twins	0 12½	0 13

EGGS—Strictly new laid eggs are still scarce which cannot be expected to be otherwise at this time of the year, and will sell at high prices, but the bulk of eggs used now are cold storage stock. These turn out well and answer almost every purpose. The stock is supposed to carry us nicely through the winter, and at reasonable prices compared with other articles of food.

Cold storage eggs	0 25	0 26
Select eggs	0 25	0 28
Strictly new laid	0 35	0 40

POULTRY—This week is the great poultry week of the year, and by all appearance the supply will be short and prices unusually high. A good many farmers are still blind to their own interests and unfair to those who buy their poultry, by sending skeletons instead of birds with meat to eat. They make nothing for themselves and positively rob the consumer.

Spring chicken, alive, per lb.....	12	0	14
Spring chicken, dressed.....	0	15	0
Hens, per lb. dressed.....	0	11	0
Turkeys, per lb., large.....	0	22	0
Spring ducks.....	0	15	0
dressed.....	0	13	0
Geese.....	0	13	0

HONEY—There is a noticeable increase in the sale of honey this year. People are finding out the value of it, as compared with fruit preserves. Prices are unchanged.

Honey, extracted, 60 lb. cans.....	0	10	0	11
" " 10 lb pails.....	0	11	0	12
" " 5 lb. pails.....	0	12	0	12
" comb, per dozen.....	2	40	2	50

TRADE NOTES.

D. O. Shaver, of Newboro, Ont., has bought the business of Saml. Rea.

G. E. Armstrong, Perth, Ont., has sold his stock to W. H. Newman, of Napanee.

The Atlantic Soap Co., Toronto, has moved its plant and machinery to Orangeville.

Albert Bremner, originally from Dundee, Scotland, has opened a grocery business in Olds, Alta.

BACON AIDS DIGESTION.

Some doctors frequently prescribe bacon for weak digestion which tends to disprove the impression in the minds of some that it is indigestible.

Prof. Snyder, of the Minnesota Food Station, gives in a report some reasons why bacon should become popular. In reference to a test he says that bacon was cut in thin slices and baked or broiled in the oven until crisp and brown. All the fat which was cooked out, was saved and eaten with the bread and other foods which made up the daily fare.

On an average, about 90 per cent. of the protein and 96 per cent. of the fat of the ration containing bacon were digested, and about 88 per cent. of the energy was available. Calculated values for bacon alone showed over 90 per cent. protein, and 96 per cent. digestible fat, figures which compare favorably with those which have been obtained for other animal foods.

"Lean bacon contains as much protein and about twice as much digestible fat as other meats," says Prof. Snyder, "making it at the same time and even at a higher price a pound, a cheaper food than other meats. Bacon fat is easily digested, and when combined with other foods it appears to exert a favorable mechanical action upon digestion."

Cause of Many Losses Due to Poor Buying Systems

The Season Makes a Big Difference — Necessity of Watching Reliable Quotations in Trade Papers—Where the Greatest Losses Occur—Every Line Should Bear Its Own Share of Expenses.

In some recent conversations with Montreal retailers as to their systems of buying, information which will be of value to others was obtained by The Grocer representative.

Probably the most timely hint was as to systematic buying as regards the season. For instance, different lines of goods should be stocked at Christmas and Easter. Luxuries are in order at these seasons. They should be laid in well before the time when they will be needed, and a careful study made as to the lines most adapted for the particular custom to be appealed to. If the customers are mostly of the wealthy class, there is nothing too good for them. However it must be remembered that time is an important consideration. Overstocking for the time when articles will be readily saleable is quite a common fault, particularly among grocers who have never clerked behind the counter, or who pay too little attention to this source of information. The best index to a man's ability to run a successful business of any kind is his knowledge of what is going on in the store, and the use he makes of that knowledge.

For a man who is closely in touch with his clerks it is a comparatively easy matter to decide just how much of any one line to buy and when to buy it. Reports on daily sales are one of the most useful helps to a buyer. Have the clerks keep track of the various lines as an additional check on your own figures, assigning certain ones to each. Then with a careful study of the extras, goods stocked only at certain seasons, a quicker turnover will be made, and goods will not have a long enough stay in the store to become stale.

Where Losses Come From.

Some of the worst losses that come to the average grocer come from unsaleable stock. It takes up valuable space and eventually has to be sold for cost or under. Even if sold at cost it is a loss, for overheads are always eating away at profits, insurance must be paid, and salaries are paid as usual.

Every line stocked should bear its fair share of all expenses incident to operating the store. If not there must be a reason, and that reason can usually be looked for in the buying.

To be successful as a buyer takes years of experience, combined with a full knowledge of the class of buyers who frequent the store. That man has the best chance who has clerked in the store for which he is buying, and who has made the detailed study which this gave him the opportunity to do.

Current quotations in reliable trade papers are of great assistance. A study of their variations will enable foresight to be developed to a very great extent. The man who hasn't time to read good reliable information hasn't time to look after other details of his business properly. It is as necessary to keep track of markets, as it is to have light in the store at night.

Watch Quotations Closely.

There are so many lines carried in the average grocery that it is almost an impossibility to keep closely in touch with the latest quotations without the aid of good trade papers. Their representatives are paid to do just this. They keep daily in touch with the wholesalers and are often advised in advance as to the probable rise or decline of the price of articles. No up-to-date merchant can neglect any easily accessible source of reliable information.

Mistakes are bound to occur in stocking up. The wise buyer is the one who learns from his mistakes. It sounds very trite to say "don't do it again," but that is one of the soundest mottoes to keep in mind, when looking over some dead stock.

In conclusion the advice given by most of the men consulted was that every man should use the brains nature has given him and avoid future trouble by studying past mistakes and future possibilities. With careful attention to the sources of information available, either in the store or in papers, it will only be a matter of time to perfect your system.

HOW THE TRAVELER LOST.

It was in a country tavern, where a newly arrived commercial traveler was holding forth.

"I'll bet my case of samples," he said, "that I've got the hardest name of anybody in this room."

An old farmer in the background shifted his feet to a warmer part of the stove.

"Ye will, will ye?" he drawled. "Wa-a-l, I'll have to take ye up. I'll bet ten dollars against your samples that my name'll beat yourn."

"Done," cried the salesman. "I've got the hardest name in the country. It is Stone."

The old man was game.

"Mine," he said, "is Harder."—Philadelphia Public Ledger.



GROCCERS FROM THE ATLANTIC TO THE PACIFIC



ACKNOWLEDGE

Gillett's Cream Tartar

to be the best selling Cream Tartar on the market because it is **Chemically Pure.**

(Note the difference between **Pure** and **Chemically Pure.**)

Put up in Sealed Packages, Screw Top Cans and in Bulk.



Established 1852.

Every Grocer in the country can make money out of Wm. Clark's advertising.

Any article of such merit as Clark's Meats, and advertised as extensively as Clark's Meats, is bound to be in great demand.

As Clark's Meats are advertised all over Canada, there is not a grocer who would not benefit by the sales resulting from such advertising.

It is only after putting in a supply that he realizes what sales have passed his door.

Clark quality, Clark reputation and Clark publicity combine to aid the grocer in his sales.

- | | |
|------------------------------------|------------------------------------|
| <u>Clark's Pork and Beans</u> | <u>Clark's Mince Meat</u> |
| <u>Clark's Ham, Tongue or Veal</u> | <u>Clark's Ox Tongue</u> |
| <u>Clark's Sliced Smoked Beef</u> | <u>Clark's Chateau Baked Beans</u> |

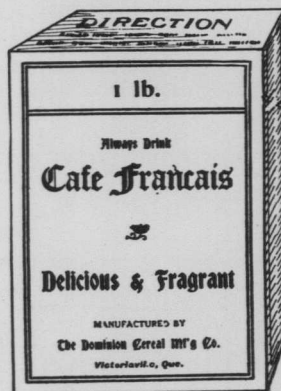
and **CLARK'S INGLASS BRAND MEATS**

INGLASS BRAND includes a full assortment of Clark's Meats packed in air-tight glass containers.

WRITE FOR SPECIAL LIST

WM. CLARK, - MONTREAL

Manufacturer of High-Grade Food Specialties



Café Français

is a good line to stock right away. It is a profitable article to push, and will give you more return, for less effort, than most other groceries.

WRITE FOR FREE SAMPLE

Dominion Cereal Mfg. Co.

VICTORIAVILLE, QUE.

Also Makers of Imperial Self-Raising Flour

How to Avoid Reflections in Window Photographs

Screen May Be Easily Made For This Purpose — Things to Look After in Having Photographs Taken at Night — An Answer to an Inquiry.

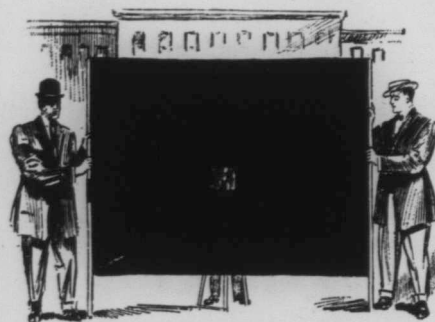
Many mistakes are made in taking photographs of windows which are too small to show the detail of the display. The Canadian Grocer, for instance, frequently receives photos of post card size, which cannot be used. The chief difficulty, however, is found in overcoming the reflections from buildings or trees across the road, when photos are taken in the daytime. A Grocer subscriber has written to say that he has had two photos taken of his Christmas window, but both were spoiled by reflections; he wants to know of some method to prevent this.

The accompanying drawing shows a simple and inexpensive device for eliminating the reflections for daytime photographing. This consists of two poles that are a little longer than the height of the window. Cut strips a little longer than the window is wide, and sew them together until there is a sheet large enough to reach nearly from the top to the bottom of the glass. Tack the upper corner of this sheet to the top of each of the poles and continue along down the poles, thus forming a large, black screen. A square hole is made in the centre for the camera, and when the photographer is ready to begin operations, have two men hold it as illustrated, thereby shutting off all reflections from across the street or from whatever direction it comes.

In daytime photographing, the right time of day must be chosen in order to get the greatest amount of light in the window. Professional photographers usually choose the early morning on a clear day. This, however, must be left

to the judgment of the man who takes the picture. The length of strips out of which to make the screen can be determined by taking the poles out on the walk and observing how much is necessary to shut out reflections. Black lining cambric or black calico will serve the purpose, and is not expensive.

If the windows are strongly illuminated by artificial light, and the picture taken at night, from 10 to 25 minutes will



A Device That May be Effectively Used To Eliminate Reflections

bring out the greatest amount of detail. People passing on the street will not interfere with such a picture, unless there is a continual crowd. No one should be allowed to stop between the camera and the window during the exposure. If the store or windows across the street are illuminated, these lights are very apt to reflect on the window pane and result in marring the photograph.

In order to secure a perfect photograph, the show window lighting should at all times be concealed and should be located in the upper part of the window near the window pane. All the shadows on the goods are then clearly defined and this contrast between the high lights and shadows will give a perfect picture. Open lights in the window have a tendency to blur the photo.

CONDEMNS USE OF PORTRAIT.

A Montreal retail grocer takes exception to the use of a merchant's photograph in newspaper advertising and writes to the Canadian Grocer to ventilate his views. Here is what he says:—
“In a recent issue of a Montreal daily an advertisement of a retailer appeared, the central portion of which was taken up by a photo of himself.

“Possibly in a booklet or circular the use of a personal photo would be good judgment, but it is a waste of valuable space to insert it in a daily advertisement. High-priced space is for use, not ornament. There are so many ways to make use of it for articles of special value, that it shows a lamentable lack of advertising knowledge to waste a large portion of the space taken by a photo, which is of no particular interest to any but close acquaintances, and even they would not, in all probability, think more of the advertiser for such an insertion. Advertising space costs money and special study is necessary to obtain the best value for that reason.”

It would be interesting to learn what others think of this system of advertising.

S. J. Willson and M. A. Jackson have opened a grocery and crockery business at Ridgetown, Ont. Mr. Willson has for nine years been connected with the Plain-dealer newspaper there.

Mr. Merchant,

Are you handling

**Royal Purple Stock
and Poultry Specifics**

the largest advertised goods of this nature on the market? If not, write us for price list and our plan of advertising to bring you direct results.

**The W. A. Jenkins Mfg. Co.,
LONDON : : : ONT.**

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes. Delicious in flavor; prices just right.

**FRANK L. BENEDICT & CO., Montreal
Agents.**



FOR QUALITY

GEORGE KEMP, Limited
LONDON, ENGLAND

BUTTER PUFFS

The very latest in
BISCUITS

Be up-to-date
STOCK

BUTTER PUFFS

A splendid selling line. Always fresh.
Hermetically sealed tins, specially
packed for Canada.

OTHER LEADING LINES

Export Agents: **H. COLLINGS & CO.**
16, Philpot Lane, LONDON, E.C., ENGLAND

The causes which lie behind Christie reputation.

For over half a century our whole efforts have been concentrated in the making of better biscuits.

We have paid no attention to any side issue—all the ability we possess and every hour of our experience has been utilized for the purpose of bettering Christie biscuits.

Every ounce of raw material is selected and tested—the flour used is a blend of the best flours milled—butter, eggs, sugar and lard must all be high-grade table quality.

Our factory is the biggest, brightest and cleanest in all Canada. Our employees are all healthy and happy and imbued heart and soul with Christie ideals.

Christie ideals—that's the real source of Christie reputation. It's this constant effort to better the product of yesterday—this striving after excellence that has made the name *Christie* a household word all over the Dominion.

Are you making the most of Christie reputation?

Remember, "*Christie biscuits do sell more than biscuits*"

CHRISTIE, BROWN & CO., Ltd.

You can very easily work up a snug little trade in

Cowan's

Bake Icings



Just get your customers who are not already using them to try a single package.

That will be pretty sure to make them regular users, to their satisfaction and your profit.

The Cowan Co., Ltd.

Toronto, Canada

PROGRESSIVE GROCERS HANDLE THIS MONEY-MAKER



Our
VILLAGE
Biscuit
retails
3 lbs. for
25c.

DIGNARD, LIMITED, Biscuit Manufacturers MONTREAL



CAPSTAN BRAND PURE MINCE MEAT

Package Mince Meat
Put up in ¼ gross cases

Bulk in 7-lb. Pails,
½ doz. in crate.

25-lb. Pails and 75-lb. T. lbs.

Capacity one ton per hour.
Sold by all wholesale dealers

The Capstan Mfg. Co., - Toronto Ont.

DESICCATED COCONUT and COCONUT FAT

Finest Quality Manufactured.

J. H. VAVASSEUR & CO., Limited 4 Lloyds Ave. **LONDON, ENG.**
Factories—Ceylon : Telegrams—Citronella, London

THOSE ANIMAL BISCUITS---

Have you had a trial shipment of them yet? We feel justified in saying that our biscuits in animal form—representing horses, cows, pigs and other creatures---will yield you a greater profit than any other biscuits. We know this to be likely from our experience with other firms.

Had you not better get our prices?—And a few samples which we will gladly furnish.

THE CANADIAN BISCUIT COMPANY, LIMITED
LA PERADE, QUE.

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 St. 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 R. S. McIndoe Jos. E. Huxley Arthur Nelsen
Montreal Toronto Winnipeg Vancouver
Arthur M. Loucks R. G. Bedlington
Ottawa Calgary

Pec

The flour is especially marketed the influence effect

The Argentinian winter wheat such as the m. guess wheat the of which require to the

FLouring wheat if it is higher a high in price

Winter Straight Extra, b Royal H Glenora, Manitowish Five Ro Harvest

RO ing up mand lines sent rise c ing c there

Fine oat Standard Granula Gold dust Bolted Rolled

Fe have is we at pr mark ward Ontario Manitoba Mouill Feed n

FL slow Mille whic

Peculiar Conditions in Wheat and Flour Market

Work of the Speculators Making Itself Known—Good Cable Demand for Patents—Tendency of Cereal Market is to Firmer Prices.

The general tone of the wheat and flour market is heavy. The fluctuations, especially on the Winnipeg and Chicago markets yield to the greater strength of the buyer or seller. Every conceivable influence is brought to bear in order to effect profitable transactions.

The weather conditions affecting the Argentine crop were closely watched, and now calculations are already made on the winter wheat crop of next year. Under such conditions all that can be said about the market is to quote present prices and guess at the future. With the greatest wheat yield the world ever had, and with the outlook of the winter crop prospects, which are all that could be desired, it requires some effort to keep the prices to their present level.

MONTREAL

FLOUR—There is a steadily increasing cable demand for best grade spring wheat patents. Millers are saying that if it goes on prices will be liable to be higher. The market is already firm, with a higher tendency. As yet no changes in prices have occurred.

Winter wheat patents, bbl.....	5 45
Straight rollers, bb.....	5 20
Extra, bbl.....	4 80
Royal Household, bbl.....	5 70
Glenora, bbl.....	5 20
Manitoba spring wheat patents, bbl.....	5 70
strong bakers, bbl.....	5 20
Five Roses, bbl.....	5 70
Harvest Queen, bbl.....	5 20

ROLLED OATS—The market is firming up, owing to a decidedly increasing demand and higher prices in some of the lines are looked for. Supplies at present are too plentiful to let any decided rise occur, but should there be any falling off in receipts, as many prophesy, there is sure to be a rise.

Fine oatmeal, bags.....	2 52 1/2
Standard oatmeal, bags.....	2 52 1/2
Granulated ".....	2 52 1/2
Golddust cornmeal, 98-lb. bags.....	2 10
Boiled cornmeal, 100-bags.....	1 85
Rolled oats, bags.....	2 30
barrels.....	4 85

Feed—Bran is scarce, and both lines have gone up to \$21. Mouillie, milled, is weaker and seems to have a slow sale at present. The general tone of the feed market, however, is firm with an upward tendency.

Ontario bran, per ton.....	21 00
Manitoba shorts, per ton.....	22 00
bran, per ton.....	21 00
Mouillie, milled, per ton.....	26 00
straight grained, per ton.....	31 00
Feed flour, 98-lb. bag.....	1 55 1 75

TORONTO.

FLOUR—The local wheat market is slowly but gradually climbing higher. Millers are paying from \$1.09 to \$1.10 which is about a cent higher than last

week. The local demand, perhaps owing to Christmas baking, is active. Ontario wheat is still scarce. Farmers are holding back.

Manitoba Wheat.		
1st Patent.....	5 20	5 30
2nd Patent.....	5 00	5 10
Strong bakers.....	4 90	5 00

Winter Wheat.		
Straight roller.....	5 20	5 40
Patents.....	5 40	5 50
Blended.....	5 40	5 50

CEREALS—Merchants having had their supplies laid in for the holiday seasons, causes a lull in the demand for these goods this week. The prices, however, are not affected and after the holidays the demand will likely improve. The prices of both wheat and oats are firm, and are higher than was expected some time ago. People seem to have money and are spending it freely without complaining about the prices.

Rolled wheat, car load.....	2 95
oats.....	2 20
Oatmeal, car load.....	2 50
Rolled wheat in barrels, 100 lbs.....	3 05 3 15
oats in bags, per bag 90 lbs.....	2 30
Oatmeal, standard and granulated, in bags 98 lbs.....	2 60

NO BREAD WRAPPERS.

During the past few weeks Montreal bakers have been much exercised over the persistent attempts made by some parties to have all bread wrapped in oiled paper, or some substitute.

Finally the matter came before the Health Committee, when both sides of the matter were presented. The reasons advanced by those wishing bread to be wrapped were simply that it would be much more sanitary, would not be so susceptible to outside influences such as weather and handling, and there would be little additional manufacturing cost.

When they were asked regarding the matter the bakers showed clearly the impracticability of the scheme. Thousands of loaves were sent out daily by many of them, and it would require a tremendous increase in running expenses to hire sufficient additional help to wrap all the bread. This would mean a corresponding increase in the price of that commodity, thus bringing a hardship upon the poor, whose chief table necessity was bread. Also it would require additional handling, which would negative the sanitary idea advanced by those in favor of wrapping.

The Health Committee decided that it was best to leave conditions as they now are. Nothing was to be gained by the change and it would be a hardship on the consumer to ask the price necessary for bread under the changed conditions.

CUSTOM CATCHERS!

Some goods you sell create a regular demand for themselves and influence a large volume of the family trade to your store. Such an article is the Mooney "Perfection" Cream Soda, which always reaches you in as fresh and crisp condition as it leaves our ovens.

Here's the box!



The Kind that is Different!

Don't forget the name "MOONEY'S"

Order to-day

The Mooney Biscuit and Candy Co., Ltd.

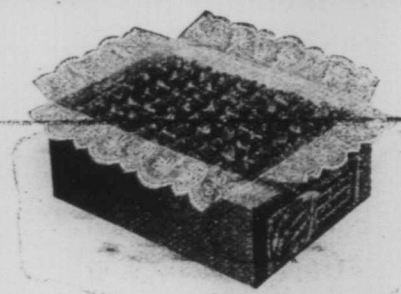
STRATFORD - CANADA



COX'S, GELATINE

The Leading Gelatine for more than Sixty Years Foremost in Purity and Manufactured by Messrs. Cox as well as PACKED by them.

Canadian Agents: **J. & G. Cox Ltd.**
 C. E. Colson & Son, Montreal
 D. Masson & Co., " Gorgie Mills
 A. P. Tippet & Co., " EDINBURGH



You can make more money out of confectionery than out of any other line you sell

This is a reasonable truth when you are engaged in holiday trade. Compare profits and verify this statement.

Confectionery is easy to sell at all times, but particularly around the holiday season—ALWAYS PROVIDING IT IS OF HIGH QUALITY.

“Chocolate Bordo”

is famous for the uniformity of its excellence and is most highly appreciated by the consumer. Grocers feature it for this reason, and because the profit is larger than on most other Chocolates.

The Montreal Biscuit Company

Wholesale Confectioners

MONTREAL

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS. Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

CIE FRANCAISE des PATES ALIMENTAIRES
Macaroni, Vermicelli, etc.

Strictly French Manufacture Guaranteed

Manufactured at

92 Beaudry Street MONTREAL

The GRAY, YOUNG & SPARLING CO., Limited

SALT
MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

MAPLE SYRUP

“Your syrup is superior to anything I have seen on the market.”—H. Mockford, Charlmoud Road, London It is STANDARD. Get Prices.

CANADA MAPLE EXCHANGE
Montreal



HOLLAND HERRINGS

In 10 lb. Kegs

—GET—

GARLAND BRAND

They are the best

Packed by

Palvast and Van der Viiss, Holland

WRITE

W. H. ESCOTT

BROKER, - WINNIPEG

Direct Importer, for a Car

GRATEFUL

COMFORTING

EPPS'S
COCOA

The Choicest of all
Cocoas

The Most Delicious
The Most Nutritive

A cup of this delightful beverage is a cup of real enjoyment, giving true exhilaration and invigorating the whole system.

The LEADING COCOA of MANY GENERATIONS

Special Agents C. E. COLSON & SON, Montreal

Nova Scotia, E. B. ADAMS, Halifax.

Manitoba, BUCHANAN & CORDON, Winnipeg.

Let us quote you on your

APPLE BARREL

requirements for the coming season. Also staves, hoops and heading for sale.

H. CARGILL & SON
CARGILL, ONTARIO

SALT

Car Lots of Fine, Medium or Coarse, in Barrels, Sacks or Bulk.

TORONTO SALT WORKS, 128 Adelaide St. E., Toronto
G. J. CLIFF, Manager.

KEEP POSTED ON SUGAR

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

SMITH & SCHIPPER, No. 138 Front Street, NEW YORK

TRUMILK

A full-creamed Milk in soluble powder form.

MILK STOCK

A separated Milk in soluble powder form.

These products are unequalled in quality by any other milk, whether in powder or condensed form. Pure, healthful, digestible, convenient. Guaranteed free from preservatives or adulteration. Dissolve easily in cold water and make perfect liquid milk.

MADE IN CANADA

Canadian Milk Products, Limited

Head Office: TORONTO.

Plant: BROWNSVILLE, ONT.

Persons addressing advertisers will kindly mention having seen their advertisement in this paper.

To Brother Grocers & Square
 Dealers generally, Good Neigh-
 bors all, a Hearty Handshake
 across the Miles from the makers
 of the GOOD Flour commonly
 yclept FIVE ROSES ¶ Likewise
 an Extra Gentler Squeeze to
 the Sellers of the Good Stuff
 ¶ & to all good men & women
 (ye suffragettes included), of
 HEALTH & WEALTH a yearful

in NINETEEN TEN



AS WISHED BY LAKE OF THE WOODS MILLING COMPANY AT THEIR HEAD HOUSE, WHICH
 IS IN MONTREAL, QUEBEC, THIS CHRISTMAS EVE, NINETEEN NINE

Comparison of Grocers' and Farmers' Methods

No Price Cutting and no Jealousy on the Berlin Market—The "Three-for-a-Quarter" System Not Heard of There—Business all Done With Precision.

A short time ago, a Canadian grocer in speaking of the unbusinesslike methods employed by grocers, made the statement, that the farmers at their markets were doing their selling in a more business-like manner than the merchants do in their stores.

This remark led a representative of The Canadian Grocer to visit one of the largest farmers' markets in Western Ontario (Berlin), to look into this matter. To get the full benefit of this market, it is necessary to be on hand early in the morning, and to be on time, the town was reached the evening before, and after getting acquainted with the market programme, retired, leaving an order with the porter to be called at 6 o'clock.

This was just a safeguard, but turned out to be not at all necessary for before the clock struck six, the scribe was awakened from his sweet slumbers, by the rumbling of the hundreds of vehicles and the noise of the horses' hoofs on the frozen ground. The farmers were coming to the market. At 7 o'clock they had their produce all arranged on their tables and were ready for business. Here one takes a hurried look over the tables, and sees a variety of things altogether too numerous to mention. When he turns his gaze up and down the street, through the morning twilight, he thinks the whole town is let loose. The sidewalks, the middle of the streets, and everywhere is a living hustling mass of humanity. Men women and children, rich and poor, all on their way to the market, and not one without the necessary basket to carry home whatever he may buy. The market is now in full swing. The farmers are ready to wait on their hurried customers.

The produce is cut into pieces with a paper attached to each, showing the weight and value. There is no cutting of prices, no attempt made to buy below the stated figure and no asking to have the goods delivered. They are promptly paid for and the buyer takes immediate possession, by placing his purchases in his basket. The farmers get rid of their goods without cutting prices. They get good value for their produce and the people who buy them make no kicks.

Clear-cut Methods.

So business-like is everything arranged, and the service so promptly rendered, that customers buy their supplies to the value of \$3 or \$4, and in fifteen minutes' time are on their way home. At 10 o'clock the market is practically over. The goods are all delivered, the farmers have their money in their pockets, and all they have to do is to gather up their empty vessels, spend some of their cash in the stores, and get home by 12 o'clock.

Now, was the grocer right when he

made the statement as he did? The farmers' sell for cash, they do not cut prices, they do not give a ten-cent article for 3-for-a-quarter, they do not deliver the goods, they offer their goods at certain hours of the day only, and they have their customers educated to adapt themselves to their methods. In short, they control the situation. If the goods of one are not picked up as readily as those of another, the only reasonable thing for the former to do is to produce better goods. If these farmers can educate their customers to come out in the morning before daylight, is it not reasonable to suppose that the retail merchants can educate their customers to come out for their goods during reasonable hours of the day? If they never lose a dollar through bad debts, can the merchants not also agree upon certain plans to cut out the dead-beat? If the farmers do not cut their prices below living profits, cannot the merchants also do the same thing? If the people can carry all their things home from the market, why can they not be educated to carry home a spool of thread without considering it any disgrace?

It all seems to resolve itself into this: Retail merchants, through a mistaken idea of being extraordinarily kind, and a stupid jealousy of each other, have spoiled their customers, like spoiled children, and for all their extra efforts to please them, they receive no thanks.

The farmers meet one another, talk over their affairs, arrive at profitable methods, but the merchant stands behind his counter, jealous of his fellow merchants, ignorant of each other's methods, afraid of one another's tactics, and gives his hard labor, business energies, and the most active part of his life to the ser-

vice of the people without much profit and when all is done, he is only a "store-keeper."

FROST AND CANNED GOODS.

The question as to whether frost causes injury to canned goods is being widely discussed. The general opinion is that frost is injurious especially when the contents are allowed to thaw and freeze repeatedly. A canner stated to The Canadian Grocer that he believed frost had much the same effect as too much heat—it disintegrates the particles and lightens the color, thus making the contents "washy" in appearance and to the taste. He believed the ideal temperature for canned goods was about 3 or 4 degrees above freezing and that if this could be maintained by retailers they could obtain the best results.

Tell Your Customers That:

**SHAMROCK
BIG PLUG
SMOKING TOBACCO**

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

CLAY PIPES

A perfect article. Sell it
Insist upon having McDougall's.

D. McDOUGALL & CO., Glasgow, Scot.

SPRAGUE

**CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.**

Black Watch

**The Big Black Plug
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade



Keep your eyes open!

The grocery business is not *all profit* and your nearest competitor is very much wide-awake! Steal a march on him by starting a tobacco department, and by making a feature of the

7-20-4 CIGAR

They have gained the public favor by their uniformly fine flavor, and prove ready sellers, while leaving you a 'worth-while' profit.

GET OUR PRICES TO-DAY.

The Sherbrooke Cigar Co.
SHERBROOKE
QUEBEC

PROMOTE by handling "honest" Soap!
PROFIT

You'll find

**WONDERFUL
SOAP**

is invariably good soap, and is an article which is a prime favorite on wash day and for all cleaning purposes.

You'll be surprised at the increase in your soap sales if you are handling **WONDERFUL**, and delighted at the profit its sale yields. Try a case!

GUELPH SOAP CO.
GUELPH ONTARIO

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT ?

"Tuckett's Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured
from

Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited
HAMILTON, CANADA.

Large Quantities of Apples and Oranges on Hand

Novelties in for the Christmas Trade—Demand For Fish Falling off on Account of Holidays—Potato Market Steady.

To our Customers and Friends:

Wishing you the Compliments of the Season and a Very Prosperous New Year



25-27 CHURCH ST. - TORONTO

St. Nicholas

Tracuzzi, Messina, Packer

Christmas Greetings

McCabe, Toronto Agent

Home Guard

MONTREAL.

GREEN FRUITS—Novelties for Christmas are appearing on the market. Kumquats and tangerines have arrived in considerable quantities, and appear to be of good quality. While trade is brisk it is expected that Thursday and Friday will be the record days, and if they are at all what is looked for it will indeed be a Merry Christmas for fruit men. Prices are unchanged, with the exception of cranberries, good grades of which are scarce. They are quoted \$9-\$9.50 per bbl.

Apples, Baldwins, per bbl.	4 00
" Greenings, per bbl.	4 00
" Russets.	4 50
" Kings, No. 1.	5 00
" Spies, per bbl.	4 50
" Fameuse, per bbl.	4 00
" Mackintosh reds.	5 00
" No. 2.	4 50
" Tallman Sweets.	2 50
" Wealthys, No. 1, bbl.	4 50
" No. 2, bbl.	4 00
Bananas crated, bunch.	1 75
Cranberries, per bbl.	9 00
Cocoanuts, bag.	4 25
Grape fruit, Florida.	4 50
" Jamaica.	3 50
Grapes, Almeria, per keg.	5 50
Lemons, Verdillas, box.	3 25
" Maoris, box.	3 25
Limes, per box.	1 00
Oranges, late Valencias.	5 20
" Floridas.	3 00
" California navels.	3 50
" Porto Ricos.	2 50
" Mexicans.	2 40
" Jamaica, per crate.	4 50
Pineapples, Floridas, box.	3 00

VEGETABLES—Hot house goods are appearing in considerable quantities on the market. Asparagus, green peas, new potatoes, and tomatoes are among the principal ones. Sale for them has been encouraging, and dealers say that money seems to be fairly plentiful this year from the way people are buying luxuries, rather than staples. Prices on the regular lines are firm and unchanged.

Beets, per bag.	0 50	0 60
Carrots, bag.	0 50	0 60
Cabbage, dozen.	0 25	0 40
Celery, Canadian, dozen.	0 75	0 90
Cauliflowers, dozen.	1 00	2 00
Cucumbers, Boston, per doz.	1 50	1 75
Green peppers, basket.	0 75	0 75
Lettuce, curly, dozen.	0 25	0 25
" Boston.	0 60	0 75
Leeks, dozen.	1 50	1 50
Onions, red, per bag.	1 00	1 00
" Spanish, cases 150 lbs.	2 75	2 75
" half cases.	1 65	1 65
" crates 50 lbs.	0 90	1 00
Potatoes, Montreal, bag.	0 65	0 75
" sweet, per bbl.	2 50	3 50
" basket.	2 00	2 00
Parsley, dozen.	0 40	0 75
Paranips, per bag.	0 90	1 00
Pumpkins, doz.	1 25	1 50
Sage, dozen.	0 40	0 50
Savory, dozen.	0 40	0 50
Spinach, Canadian, box.	0 50	0 60
String beans, basket (large).	3 50	3 50
Squash, Hubbard, per dozen.	1 50	1 50
Thyme, dozen.	0 75	1 00
Tomatoes, hot-house, lb.	0 20	0 25
Turnips, bag.	0 40	0 75
" Quebec, per ton.	7 50	9 00
Vegetable Marrows, dozen.	0 90	1 00
Watercress, dozen.	0 40	0 75

FISH—Christmas trade has fallen off during the past few days, and there will be a gulness now until after New Years. Supplies in general are better than was anticipated some time ago, so when the demand starts in again prices will be reasonable. If the demand is good green cod would probably show a scarcity. Herrings and haddock will be high if fishing does not improve.

Market cod, lb.	0 05	Dore, per lb.	0 08	0 06
Perch, dressed, lb.	0 08	Eels, fresh, per lb.	0 07	0 07
Pike, headless and dressed.	0 07	Haddock, lb.	0 09	0 10
Salmon, B.C.	0 12	Herring, per 100 fish.	1 75	1 75
Steak cod, per lb.	0 06	Mackerel.	0 10	0 10
Barbotte.	0 08			

FROZEN

Dore, winter caught, per lb.	0 08	Steak cod, per lb.	0 05
Flounders.	0 06	Salmon, B.C., red, lb.	0 10
Halibut, per lb.	0 09	Salmon, Gaspe.	0 18
Herring, per 100.	1 75	Salmon, Qualla, lb.	0 08
Lake trout.	0 08	Smelts, 10 lb. boxes.	0 12
Mackerel.	0 10	Tom cods, per bbl.	2 25
Pike, headless and dressed.	0 06	Whitefish, large, lb.	0 10
		Whitefish, small, lb.	0 06

SALTED AND PICKLED

Green cod, No. 1 medium, per bbl.	7 00	No. 1 mackerel, brls.	20 00
Green cod, small, bbl.	5 50	Salmon, B.C., 1/2 bbls.	8 00
Green cod, large, bbl.	7 50	" " bbls., red	15 00
Labrador herring, bbl.	5 25	" " pink.	14 00
Labrador sea trout, bbl.	3 00	" " Labrador, bbl	18 00
Labrador sea trout, half bbls.	12 00	" " 1/2 bbls	9 50
No. 1 mackerel, pall.	2 25	300 lb.	26 00
" " 1/2 bbls.	10 00	Salt eels, per lb.	0 08
		Salt sardines, 20 lb. pl	1 00
		Sardines, Quebec, bbl	5 50

SMOKED

Bloaters, large, per box.	1 10
Haddies, 15 lb. box, per lb.	0 07
Herring, new smoked, per box.	0 13
Kipper herring, per box.	1 20
Kipper herring, imported.	1 25
Smoked salmon, sugar cured, per lb.	0 25

SHELL FISH

Lobsters, live, per lb.	0 30
Lobsters, cooked.	0 22
Oysters, choice, bulk, Imp. gal.	1 40
" " Sealshipt, standards, Imp. gal.	1 75
" select.	2 00
" shell, per bbl.	7 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5 1/2, 6, 8, 9 & 10c. per lb.	5 50
Dry cod in bundles, per bundle.	5 50
Skinless cod, 100 lb. case.	5 50
Shredded cod, per box.	1 80

TORONTO.

GREEN FRUITS—Since the big fire in two of the largest fruit houses, the trade has been somewhat confused. The large quantities of damaged goods which were thrown on the market at hurried sales had a demoralizing effect on the market for the greater part of this week. New stocks, however, have arrived, the trade is assuming its natural shape again, and business moves in its regular order, with prices little changed from last week. It was the full intention of the fruit men to have an exceptionally large variety of fruit from all parts of the world for this Christmas, but the fire has made it impossible, and in consequence such lines as strawberries, cherries, etc., will be missing. Oranges and apples are plentiful.

Apples—		Lemons—	
Snows.	3 50	Messina.	2 75
Spies.	3 00	Palermo.	3 00
Greenings.	2 25	Oranges—	
Bananas.	2 00	California navels	2 75
Cranberries, bbl	8 00	Floridas.	2 50
Grapes, Almeria	5 50	Mexican.	2 00
per keg.	5 50	Pears, Canadian	0 75
Grape Fruit.	3 50	basket.	3 75
		Pineapples, case	3 75

VEGETABLES—The potato market is steady with no change in sight, selling at from 60 to 65c. a bag in small lots to retail stores. Imported cucumbers, new potatoes and lettuce are regular arrivals at top notch prices.

Beets, bag.	0 70	Spanish, 1/2 cases.	1 50
Cabbage, Canadian, dozen.	0 35	Potatoes.	0 75
Carrots, bag.	0 50	Canadian, bag.	0 60
Celery, Canadian, dozen.	0 30	Bermuda, new, per barrel.	9 00
Cucumbers, doz.	1 75	Sweet, basket.	0 56
Lettuce, hamper.	2 50	" hamper.	1 25
Canadian, bag.	1 00	" barrel.	3 50
Valencias, new, crate.	2 75	Radishes, doz.	0 20
Spanish.	2 50	Tomatoes, hot house, lb.	0 25
		Turnips, bag.	0 40

FISH—As fish have to stand back to make room for poultry this week, the demand is slow with the exception of

Oysters which claim a strong position during the holiday season.

LAKE FISH (FROZEN)	
Goldeyes.....	0 05½
Herring, Lake Erie.....	0 06
" Lake Superior.....	0 05½
" Lake Ontario.....	0 04
Pickarel, blue.....	0 05½
Pickarel yellow.....	0 09
Pike.....	0 06
Perch.....	0 06
Trout.....	0 10
Whitefish.....	0 10

OCEAN FISH (FROZEN)	
Cod steak.....	0 07
Halibut.....	0 09
Haddock.....	0 06½
Herring, per 100.....	3 00
Mackerel, each.....	0 20
Salmon, pink, per lb.....	0 09
" red.....	0 10
" sea dressed.....	0 13
Smelts, per lb.....	0 12
Shrimps, per gal.....	1 15

SMOKED, BONELESS AND PICKLED FISH.	
Acadia, per crate.....	2 40
" tablets, box.....	1 60
Bloaters, per basket.....	1 00
Codfish, shredded, box.....	1 80
" Bluenose, ".....	1 40
Cod steak, per lb.....	0 07
Cod, Imperial, per lb.....	0 05
Ciscoes, per basket.....	1 00
Haddie, Finnan.....	0 08
Herrings, Labrador, half barrels.....	2 90
Herrings, Digby, bundle.....	0 60
Herrings, Imported.....	
Loch Fyne, per kit.....	1 10
Kippers, per box.....	1 25
Quail on toast, per lb.....	0 05½
Trout, pickled, 100 lb. barrels.....	6 00

SHELL FISH.	
Oysters, standards, per gal.....	1 65
Oysters, selects, per gal.....	1 85
Oysters, extra selects.....	2 00

THE ENCYCLOPAEDIA.

Something About the Production of Evaporated Apples in Canada.

By H. D. McMullen.

Canada is the home of the evaporated apple, and in Canada, Ontario is by far the largest producer. Quebec and the Maritimes produce a large quantity, mostly for home consumption. The United States is also a large producer, though the highest grades come from this country.

Almost everyone knows the dried apple on sight, so no description is necessary.

As to what apples are best for drying it depends largely on the use to which they are put. Early apples are not nearly so satisfactory for keeping qualities or flavor as the winter varieties, but the average evaporator dries large quantities of them, with which to start the season. When winter apples begin to come in, the early ones become almost unsalable, except at considerably reduced prices.

One rather interesting process preparatory to drying the higher grades is what is known as sulphuring, that is, exposing the pared and sliced fruit to sulphur fumes for a limited time. This whitens the apple and keeps it comparatively white even after drying. The

1909

Christmas finds us again Happy

A Big Year's Business A Big Fire Dec. 14th.

One has to take the bitter with the sweet. Rebuilding already begun. Bigger than ever.

With kindest wishes to all our friends

WHITE & CO., Limited
Toronto

WE extend to our many customers and friends our heartiest good wishes for a Happy Christmas and Bright and Prosperous New Year

Should you run short on anything for the Holiday trade let us have your rush orders. We are quick shippers.

HUGH WALKER & SON
(Established 1861)
GUELPH, ONTARIO

Season's Greetings

—to all—

FRUIT BROKER

W. B. Stringer

TORONTO, CAN.

fruit thus prepared brings a much higher price on account of its appearance.

One of the least known, yet most valuable uses of dried apples, is their value in the making of champagnes. France imports large quantities from this country for that purpose. It is stated that the

highest grades of champagne now made are those in which dried apples are used.

Canada's production is on the increase and in Ontario it is hard to find a small town, where apples are grown, which has not at least one evaporator. Buyers are plentiful and good evaporated apples usually find a very ready sale.

promoters of the concern, which will occupy quarters now being renovated at 589 St. Paul St.

Press advices from the Fresno "Republican" concerning the meetings of raisin growers of that section tell that 2,500 tons were pledged to the growers' pool a week ago and that it was probable that much more would be under contract during the following week.

O. Lefebvre, proprietor of the Ocean Mills, Montreal, has moved into new quarters recently completed. The manufacturing is now being carried on by an up-to-date brick factory, four stories high, situated at the corner of Lasalle Street and Mount Royal Ave. Different departments are located on each floor.

E. Kelly, of Winnipeg, acting on behalf of a syndicate of northwest wholesalers, has closed for the purchase of the Tilbury canning factory, Tilbury, Ont. An option was taken on the plant a couple of months ago. Three factories were purchased:—Tilbury, Alvinston and Jordan in the Niagara fruit district.

The announcement that the Dominion Government has granted a subsidy of \$25,000 a year to Wm. Thomson & Co., for a line of steamers between this port and Havana, Cuba, is of great interest to shippers in St. John, N.B., as it guarantees direct communication with the Cuban market where a large and profitable trade is being developed. The prospect of an extension in the South African service of the Elder Dempster line, to provide a fourteen boat service between the port of St. John and Australia via South Africa, is also being viewed with great interest.

Canadian Trade Changes of Recent Occurrence

Many Retail Businesses Change Hands—New Grocers in the Trade—Damages by Fire and Assignments Made — New Companies Formed.

Ontario.

Assets of Jno. Flynn, grocer, Ottawa, have been sold.

W. J. Deans, grocer, Toronto, has sold to C. R. Stone.

D. L. Gibb, grocer, Clinton, Ont., has sold to B. A. McEwan.

P. L. Parker, grocer, Sudbury, Ont., has sustained loss by fire.

Walter Ross, grocer, Toronto, sustained small loss by fire recently. He was insured.

S. Sanders & Co., general merchants, Arnprior, Ont., are removing to Killaloe Station.

T. E. Yates, grocer and boat and shoe merchant, Newbury, Ont., has sold to H. P. Ralph.

A meeting of creditors of Michael Dunnigan, general merchant, Barry's Bay, Ont., has been called.

Quebec.

J. L. Ledue, grocer, Hull, Que., has assigned.

J. Harry Smith, grocer, Montreal, has assigned.

Briere & Chaput, grocers, Montreal, have dissolved.

Louis Bellehumeur, grocer, Joliette, Que., died recently.

Joseph Warren, general merchant, Pointe a Pic, Que., has assigned.

Assets of H. W. Legare, grocer, Hull, Que., have been sold at 56c on the \$.

Wylie & Rice, grocers, Montreal, have dissolved, Wm. J. T. Wylie registered.

Western Canada.

Dart & Fitzgerald, Meota, Sask., have dissolved.

G. Schaffer, general merchant, Humboldt, Sask., is retiring.

O. J. Hamre, grocer, Hanley, Sask., has sold to A. C. Peters.

Thos. Grant, grocer, Frobisher, Sask., is succeeded by Davis & Stinson.

W. A. Bingham, general merchant, Eyebrow, Sask., is succeeded by J. G. Munro.

G. A. Chandler, general merchant, Tyvan, Sask., is succeeded by Good & Robertson.

Gemmell Bros., general merchants, Mervin, Sask., is succeeded by Keen & Smithhurst.

A meeting of creditors of H. Aberman, general merchant, Watson, Sask., has been held.

The Fulton-Phillips Co., general merchants, Balcarres, Sask., is succeeded by J. E. Fulton.

Hargraves & Gold, general merchants, Swan River, Man., are succeeded by Hargraves & Co.

SUGAR IN OLDEN TIMES.

Cane sugar was produced by the Chinese at a very remote epoch. In western countries it was a more recent introduction. The Roman writers, Pliny, Varro, and Lucian, at the beginning of our era, barely mentioned it. It was then known by the name of Indian salt and honey of Asia, Arabia, or India. In 1090, Crusaders arriving at Syria discovered sugar cane, which became a favorite dainty of the soldiers. During the following centuries, the sugar cane was introduced into Cyprus, the Nile Delta, the north coast of Africa, as far as Gibraltar, Sicily, and the kingdom of Naples. It reached Spain in the fifteenth century, and thence was carried to Madeira and the Canaries. In 1644 the French imported it into Guadeloupe and a little later into Martinique and Louisiana. The Portuguese introduced it into Brazil and the English into Jamaica.

TRADE NOTES.

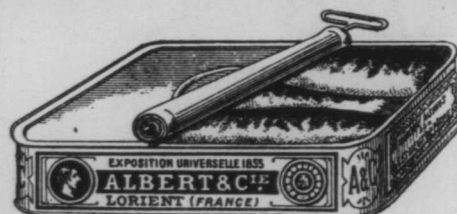
The J. P. Tanton Company, Summerside, P.E.I., is canning poultry of all kinds.

Incorporation has been secured by the Allredie Pure Food Company, Montreal, with authorized capital of \$60,000. A. H. Clements and A. W. Hugman, are the

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

SEASON 1908-9
Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

Ask for
"ALBERT & CIE"
French Sardines
This popular and world renowned brand is packed in FRANCE from specially selected fish only.
AGENTS: The SMITH BROKERAGE CO., LTD., St. John, New Brunswick. J. L. WATT & SCOTT, Toronto, Ontario. WATT, SCOTT & GOODACRE, Montreal. O. F. LIGHTCAP, 214 Princess St. Winnipeg, Man., Can. G. A. STONE, Vancouver, British Columbia.



MORE FRESH CURED HADDIES

You will be glad to know that we are daily receiving supplies of these fish. Our Haddies possess a delicacy of flavor all their own, due to the fact that experts are in charge of the curing, which is done in our own plants. For high class trade you cannot secure more tasty Haddies.

IT IS GOOD BUSINESS

to be sure your stock of fish for "after-the-holiday" trade is complete. Ask us to quote you on :

FRESH FROZEN FISH **PICKLED DRIED FISH** **SALTED PREPARED FISH**

As usual our supply of oysters is sufficient to promptly meet your needs in "Sealshipt" solid meats and bulk in tubs.

WRITE FOR OUR PRICE LIST

BRANCHES:
St. John, N.B.,
Grand River,
Gaspe.

LEONARD BROS.

The Largest Fish and Oyster Warehouse in Canada.
YOUVILLE SQUARE (Near Customs House.) MONTREAL

Four
Long
Distance
Telephones

YOU, Mr. Retailer

are not in business for your health.
You doubtless want to "get yours" out of every sale.
You also without doubt want to make more sales to your trade.
And probably you would not mind getting a nice slice of somebody else's trade.
The question always is, how to get more good customers without such expense as will eat up all the profits.



The answer is: become a SEALSHIPT AGENT.

Write us to-day and we will tell you how it's done.

The Sealshipt Oyster System, Inc.
SOUTH NORWALK, Connecticut.

TO THE Merchants of Canada

We are sole Canadian Agents for and are now offering the
FINEST grade of

FINNAN HADDIES
ever produced, the famous

WACHUSETT FINNAN HADDIES

packed by

FREEMAN & COBB CO.

(Incorporated)

FISH

BOSTON - - MASS.

and sold by progressive dealers everywhere. Each haddie is branded with the Freeman & Cobb Co. (Inc.) NAME and TRADE MARK and each one is guaranteed. All are smoked, strictly fresh-caught, shore haddock.

JUST WHAT YOU WANT FOR ADVENT

Packed in 15, 30 and 50-lb. boxes.

Prices on application.

D. HATTON & CO.

18 Bonsecours St. - - - - MONTREAL

The Bartering Methods of Northern Merchants

Difference Between the Goods Sold in Canada's Hinterland and Those in our Modern City Stores—Salt Pork, Sugar and Tobacco the Leaders—Merchants Receive Animals and Furs in Exchange.

By L. C. Harkness.

To have one hundred per cent. of the trade of Indians, who come for their goods in canoes or dog trains, is something quite out of the ordinary for the average grocer and provision merchant. There are perhaps no stores in Canada that enjoy this distinction except the Hudson Bay Posts of Western Canada. Each year sees the number of these trading posts diminishing or pushing farther into the unknown parts, due to the inroads of the white people and the gradual depopulation of the Indian race.

The trade in these posts is neither cash nor credit. It is almost all barter.

The wholesale houses in the west keep the various posts scattered throughout the whole northern part of Canada supplied with provisions which are given in return for whole animals, furs and fish.

The conveniences of getting goods to some of these posts are not always simple, but in these days they are much more simplified than when Lord Strathcona first swept the prairie with his heavy stride.

A view of one of the company's posts, three hundred miles north of Winnipeg at the head of Lake Winnipeg is shown herewith. To get provisions to this post they are transported forty miles by rail, then loaded on a little steamer that plows its way up the lake to the little village post. This is alright in summer when the lake is free from ice. But several months of the year it is frozen over

The class of trade does not require such a large range of goods as the average grocer in our city centres. An Indian family can make a piece of salt pork go a long way in sustaining health and happiness. Sugar is a large item



A Hudson Bay Post, 300 Miles North of Winnipeg, at the Head of Lake Winnipeg.

on the books of the post keeper. The Indian hut is always supplied with sacks of sugar, tea and tobacco. The latter commodity is perhaps the last thing of which he will deprive himself.

In the late fall of the year the post keeper usually supplies the Indians with

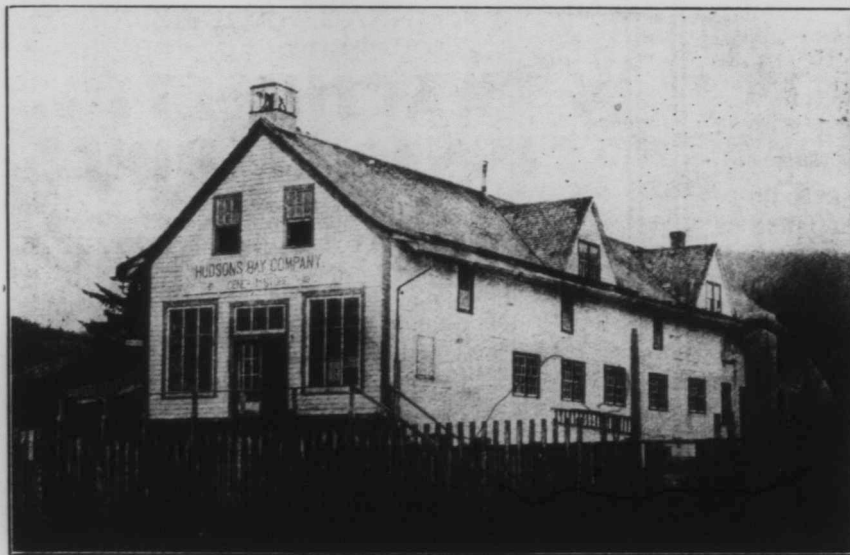
CELEBRATE SUCCESSFUL YEAR.

At McConkey's restaurant, Toronto, Henry Wright, president of the MacLaren Imperial Cheese Co., entertained on Friday evening, Dec. 10th, the travelers, part of the staff and a few friends to a dinner to celebrate the closing of a successful year's business. The table decorations were both beautiful and unique, displaying several of the lines of which the firm are agents, and several of their own products. After dinner a humorous address was presented by the president, whose good health was heartily proposed. The chair was occupied by

C. E. Stone, a director, while R. T. Macdonald, sec.-treas., was vice-chairman. The speeches were appropriate and all tinged with best wishes for the future welfare of the company. The remainder of the evening was spent in euchre, the first prize—a beautiful cigarette holder—being won by C. Michie and the "booby"—a box of pills—by J. Creig. So successful was the event that it is to be made an annual affair.

VAST NUMBER PRESENT.

The Fortieth Anniversary of the establishment of the H. J. Heinz Co., was celebrated in Pittsburg, Pa., Dec. 18th, by a banquet tendered to the president and founder, H. J. Heinz, by the firm. There were about 2,000 in attendance, and among the many interesting features was the presentation of a massive sterling silver and gold loving cup to Mr. Heinz, by a committee, composed of five of the oldest employes. The event, in view of the vast number present, was one of more than ordinary interest.



Hudson Bay Post, at Fort Simpson, B.C.

solid with ice about ten feet thick. The provisions during these months are delivered from the train by teams and sleighs which make the trip in several days.

provisions to allow them to travel far away in the winter months in search of fur-bearing animals. In the spring they return and lay their spoil at the feet of the good merchant.

H. A. Bishop has joined the traveling staff of R. S. McIndoe, commission merchant, Toronto, and will sell the products of Wm. Clark, Montreal. Mr. Bishop represented the Canadian Shredded Wheat Co., in Toronto and London for some years.



A Merry Christmas

of much good cheer

and a

Happy New Year

with great prosperity

to all the trade, is the sincere wish of the packers of

Brunswick Brand
Sea Foods

CONNORS BROS., Limited
BLACK'S HARBOR, N.B.



Don't Worry

The profits are within your grasp if you use the right mediums.

A guaranteed quality means a fixed, reasonable price when selling your goods.

"BEACON BRAND"
Oysters and Haddies

are unequalled in quality and reasonable in price. Perhaps you are one of the people that have this yet to learn. Is it so, Friend Retailer?



The F. T. JAMES CO., Limited

Fish and Oyster Distributors

TORONTO



If Interested in Modern Grocery Equipment write for Our Illustrated Catalogue.

The Walker Bin & Store Fixture Co., Ltd.
 Berlin, - - Ontario

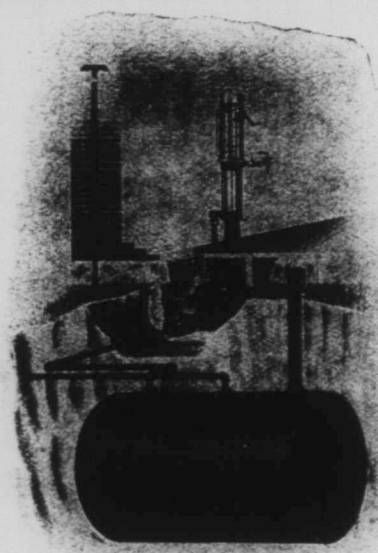
BASKETS

You can make money as well as oblige your customers if you handle our

**Butcher Baskets,
 Clothes Baskets,
 Grain and Root Baskets
 and Patent Strawboard
 Berry Box.**

We can supply all your basket wants and guarantee satisfaction because we guarantee the goods. Orders receive prompt attention.

The Oakville Basket Co.,
 OAKVILLE, ONT.



BOWSER

Long Distance System
 For Handling
Kerosene or Gasolene

meets the highest approval because it is
SAFE.

The old method of handling oil by gravity or any kind of pressure was very dangerous, as a leak in a joint or elsewhere was most apt to result in an explosion.

Every feature of the Bowser Long Distance Underground Storage System meets the requirements of the most careful Insurance Companies and Fire Underwriters.

HERE IS THE PLAN:—The oil is stored in a tank buried outside, any distance that you desire away from the building.

The tank is made of best heavy sheet steel, riveted and soldered, tested and guaranteed leak and evaporation proof. It is painted with three coats of asphaltum, which absolutely prevents the damp earth from acting upon the metal. The pump is the latest improved, all metal, and measures accurately gallons, half-gallons, quarts or pints at a stroke. The nozzle is fitted with a lever shut-off that absolutely prevents evaporation.

THE SYSTEM HAS NEVER CAUSED A FIRE, nor has an explosion of a Bowser Tank ever occurred. One hundred and eighteen outfits passed through the San Francisco Fire—not one explosion resulted. Some of the pumps were warped and melted by the heat, but the oil remained in good condition in the tanks. The Bowser System is safe in every way.

WRITE TO-DAY FOR BULLETIN 5-G.

S. F. Bowser & Co., Ltd., Toronto, Ontario



ABSORBINE

Will reduce inflamed, strained, swollen Tendons, Ligaments, Muscles or Bruises, Cure the Lameness and Stop pain from a Splint, Side Bone or Bone Spavin. No blister, no hair gone. Horse can be used. Horse Book 2 D free. \$2.00 a bottle at dealers or delivered.

ABSORBINE, JR., for mankind. \$1. Reduces Strained Torn Ligaments, enlarged glands, veins or muscles—heals ulcers—allays pain. Book Free.
 W. F. YOUNG, P.D.F., 204 Temple St., Springfield, Mass.
 LYONS Ltd., Montreal, Canadian Agents.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

**FIRE
 AND
 MARINE**

HEAD OFFICE—TORONTO, ONT.

Assets over - - \$3,570,000
 Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
 W. R. BROCK, Vice President
 W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

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 Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - \$1,400,000.00
 ASSETS - - - - - 2,162,753.85
 LOSSES PAID SINCE ORGANIZATION 29,833,820.96

—BUY—

Star Brand

COTTON CLOTHES LINES

—AND—

COTTON TWINE

Cotton Lines are as cheap as Sisal or Manilla and much better
For Sale by All Wholesale Dealers.
 SEE THAT YOU GET THEM.

Wolverine **Show Cases**

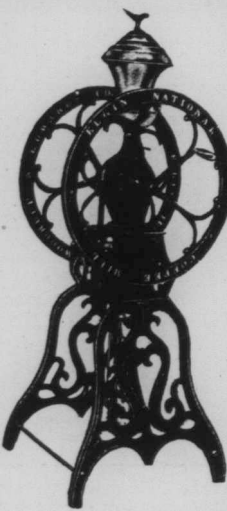


The best show case made in America for the money.
 Price, \$4.50 per foot f.o.b. Detroit

W. H. ESCOTT
 141 Bannatyne Avenue
 Winnipeg, Selling Agent

No. 100.
 This case is finished in golden oak—Beveled plate top.
 —Shipped K.D.—
 Made by

Michigan Show Case Co., Detroit, Mich.



Five Essentials

Simplicity
 Fast Grinding
 Durability
 Easy Adjustment
 Finish

ELGIN NATIONAL COFFEE MILLS

(40 STYLES)

These are high-grade, attractive looking mills, at a

LOW COST

Ask any of the following Jobbers for our Catalogue:
 WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
 VANCOUVER The W. H. Malkin Co. Ltd.; Wm. Braid & Co.
 HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; MacPherson, Glassco & Co.
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 LONDON—Gorman, Eckert & Co.
 ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
 REGINA, SASK.—Campbell Bros. & Wilson
 MONTREAL—The Canadian Fairbanks Co.

MANUFACTURED BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

A Merry Christmas

and a

Happy and Prosperous New Year

to our many friends
 and to every reader of


"THE GROCER"

Hamilton Stamp and Stencil Works, Ltd.

HAMILTON - and - TORONTO

"We consider it far ahead of any System we have ever used. No more working nights and Sundays to get our posting done, and our customers pay up promptly. We first bought one, and have since ordered another for our other store."

THE BROWN MEAT CO.,
 Port Arthur, Ont.



The interior takes out and fits any safe, thus giving complete fire protection.

Huber Account Register and System

has done away with all bookkeeping and posting, and by avoiding errors has gained the customers' confidence. It is the latest, most accurate and most satisfactory way of keeping accounts, and is adaptable to any business. Shall we send you our Catalogue?

We Want Salesmen—Live Ex-Merchants Should Apply

R. B. Belden & Co.,

178-180 Victoria Street - - Toronto

Classified Advertising

AGENCIES WANTED.

AGENTS WANTED—For Halifax, Quebec, Montreal and Toronto for high class firm of Scotch confectioners, chocolate makers, jam and marmalade manufacturers. Apply with particulars and references to John Buchanan & Bros., Ltd., Stewart Street, Glasgow, Scotland. (51p)

AGENTS WANTED.

AGENTS WANTED by British manufacturer of sauces, pickles, etc. These goods are of excellent quality and can be sold at competitive prices. A good line for an active man. Apply "Pickler," care THE CANADIAN GROCER, 88 Fleet St., London, E.C., England. (2p)

ADDING MACHINE.

ELLIOTT-FISHER Standard Writing-Adding Machines makes toll easier. Elliott-Fisher Limited, 513, 83 Craig St. W., Montreal and 129 Bay St., Toronto.

BUSINESSES FOR SALE.

GROCERY BUSINESS FOR SALE on Main Street, Vancouver. Price + valuation, about \$3,000; on terms. Full particulars from James Brooks, Merchants Bank Building, Vancouver.

GROCERY BUSINESS in City of Kingston—Stock \$2,000. Weekly sales average about \$300. Business practically on cash basis. Splendid accommodations. Rent reasonable. A rare opportunity for an up-to-date man. Address Box 326, CANADIAN GROCER, Toronto. (53p)

COUNTER CHECK BOOKS.

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.

FOR SALE.

FOR SALE Automatic Computing Scale. S. H. Pagen, Windsor, Ont.

HONEY—Choice white clover extracted honey, well ripened and of fine flavor. Speak quick as my stock is limited. CHAS. T. RUSS, 15 Liverpool Street, Sherbrooke, Que. (1p)

ESTABLISHED grocery in fast growing suburb of Vancouver, splendid location. Stock runs about \$900; fixtures, including horse and rig, \$700. We can offer this good buy at invoice. See Vancouver Business Mart, 9 Hastings St. E., Vancouver, B.C.

FOR SALE—Six cylinder coffee roaster; centrifugal cooler. One horse motor. Hangers, shafting, pulleys, belt—everything complete and in perfect order. Only used one year. Space required 14 x 60 inches. One of the best window advertisements any up-to-date grocer could have. Will pay for itself in six months. Write Box 327, CANADIAN GROCER, Toronto. (52)

SITUATIONS VACANT.

GROCERY CLERK for Port Arthur. Must be number one, able to window dress, decorate and manage high class business. Married man preferred. State salary and experience. P.O. Box 511, Port Arthur.

GENTLEMAN, long experience in tea trade, London, England, particularly in blending and as sales man, open for engagement in Canada. Thoroughly conversant with Western conditions; now resident in Alberta. Letters, "Blends," THE CANADIAN GROCER, Montreal. (3p)

GREAT OPPORTUNITY FOR SALESMAN visiting the drug or grocery trade in and west of Winnipeg. Firm established on east market several years wants salesman who can invest \$300. All profits from his territory will be turned over to him until his investment is paid back. Commission and half the profits thereafter. Profits very large. L.C.M. Co., 506 Union Trust Building, Detroit, Mich.

WANTED—A thoroughly competent specialty man to work with the retail grocery trade in the Provinces of Quebec and Ontario. Must be energetic, persistent, conscientious and reliable. State experience, age and connection. All communications treated strictly confidential. Apply to Steple Line, care of CANADIAN GROCER, Montreal.

Traveler Wanted

Grocery traveler for large Toronto house, with experience and first-class connections, from Sudbury to Fort William. Apply, giving qualification and experience, to W. H. Seyler, Canadian Grocer, Toronto. 52

SITUATION WANTED.

MALE Invoice Stenographer (grocery) wants change position. Desires better opportunity learn business. Salary secondary. "Steno," c/o H. Hodgson, 11 Hartney Chambers, Vancouver, B.C. (1p)

MISCELLANEOUS.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

BEFORE buying office furniture, filing systems and supplies, see our catalog. Our modern goods at moderate prices will result in money-saving and satisfaction. Write to-day, stating your requirements. Benson Johnston Co., Ltd., 8 John St. N., Hamilton. (1f)

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

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (1f)

DOES ANYONE OWE YOU MONEY? Let us collect it. No collection—no pay. National Collecting Co., 619 Hastings Street, Vancouver, B.C. (2p)

ERRORS AVOIDED, LABOR SAVED—Using the "Snou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., St. Paul and St. Nicholas Sts., Montreal. (1f)

FIREPROOF WINDOWS AND DOORS made strictly to the fire underwriters' requirements reduce your insurance rates and protect your building. We are experts in this line and guarantee you really fireproof goods and the maximum insurance allowance. Let us give you our figure. A. B. Ormsby, Limited, Sheet Metal Workers, Factories—Toronto, Winnipeg.

HARRISON FISHER CALENDARS for 1910 make excellent Christmas or New Year gifts. Five pages in full colors. Size 14 x 22 inches. Pictures may be removed and framed at the end of the year as they are only "tipped" on the mounts. Price \$3 boxed. Copp, Clark Co., Ltd., Toronto, are Sole Agents for Canada. (1f)

INSURE HEALTH by installing Pullman system of natural ventilation. Simple, inexpensive. Fresh air introduced under window sash is gradually diffused throughout room. All foul air in room expelled through special outlets. Use in store, office and home. Send for free booklet. Wm. Stewart & Co. Saturday Night Building, Toronto; Board of Trade Building, Montreal. (1f)

JUST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remingtons, Oliviers, Emp res, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Company, Limited, 98 King St. W., Toronto, Ont. (1f)

KAY'S furniture catalogue No. 36 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. It brings you into close touch with the immense stocks and splendid manufacturing facilities of John Kay Company, Ltd., 38 King St. West, Toronto. Write for a copy to-day, it's free. (1f)

SAVE 70% OF YOUR LIGHT BILL by using the "JUST" Tungsten Lamp. Fits any socket. Burns any angle. All candlepowers from sixteen up. Prices as low as 50 cents. Better write us TO-DAY. Sterling Electric Supply Co., Ltd., 369 Yonge St., Toronto, Ont.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-aulev Street, Toronto. (1f)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check books endfold and sidefold, single and triple pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., 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. It cannot get out of order. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

USE the best carbon paper. Our "Klear-Kopy" carbon gives clear unsmudged copies of your letters and other documents. It has been selected by a leading government against 43 competitors. "Peerless" typewriter ribbons give clear letters and will not clog the type. Sold by all dealers. Write us for samples. Peerless Carbon and Ribbon Co., Toronto. (1f)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Write Press Company, Limited, 33 John St., Hamilton, Ont. (1f)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (1f)

YOU need the best possible protection from fire! If your valuables are in one of our safes, you can rest at ease; no fire is too hot for our safes and vaults to withstand. We manufacture vaults and safes to meet every possible requirement. Write for catalogue "S." The Goldie & McCulloch Co., Ltd., Galt, Ontario. (1f)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (1f)

\$75 buys the best duplicating machine on the market. ACME will print anything a job printer can do. Complete outfit: Acme Duplicating Machine, one tubular stand fitted with type cases, compartments plainly lettered and arranged like universal keyboard of the standard make of typewriters, one drawer for accessories and forms, 20 lb. font of typewriter type, one chase, one Acme ribbon any color with typewriter ribbon to match, one pair tweezers, two quills, one key, one oil can and one set of registers. Sold with a guarantee. Acme Duplicator Co., Baltimore, Md., U.S.A.

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us or proof. National Cash Register Co., 285 Yonge St., Toronto.

REPRESENTATIVE WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (1f)

EXPORT TRADE DEPARTMENT.

Messrs. Gordon, McDonald & Co., 67 Cross Lane, East, cheap, London, invites correspondence, either from Exporters of Canadian produce or Importers of general groceries. From their long experience in Glasgow, Liverpool, and London, they have a wide and comprehensive knowledge of both trades on every side. All goods imported paid cash against documents. References to Montreal firms with whom we have done business for many years. Cable address, "Donable." Codes "A B C," fifth edition, Riverside and Adams.

Traveler Wanted

Exceptional opportunity for an experienced grocery traveler to represent a Toronto house in Manitoba and West. Must have first-class connections. Apply, with full particulars, to W. H. Seyler, Canadian Grocer, Toronto. 52

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

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

BLACK JACK

QUICK, CLEAN, HANDY



TRY IT.

SOLD BY
ALL
JOBBER

3/4-lb tins—3 doz. in case.



BIG MONEY

on goods handled is desired by all grocers. Being made in Canada, and having to pay no duty,

Royal Polishes

yield a greater profit than any other similar line.

ROYAL POLISHES COMPANY
MONTREAL

SOMETHING NEW

And what is more important "Something Good"

DOMELINE

Simply the genuine old reliable James Dome Black Lead in **PASTE FORM**. Put up in a very attractive tin, makes a big 5 cent package. Shines up clean and quick, leaving a lasting, brilliant polish. Pays a good profit.

W. G. A. LAMBE & CO. - Canadian Agents.

Tea Lead,

Best Incorrodible

"Pride of the Island"

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

Tel. Address: "Laminated," London. **LIMEHOUSE,**
A.B.C. Codes used 4th and 5th Editions. **LONDON, E., ENG.**

Canadian Agents: **ALFRED B. LAMBE & SON, TORONTO**
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

R. B. Wiseman & Co.

123 Bannatyne Avenue East **WINNIPEG, MAN.**

Warehousemen, Forwarding Agents and Wholesale Brokers

We make a specialty of distributing car lots. Goods stored at reasonable prices. Our facilities are unequalled. Warehouse situated in the wholesale district. Consign your cars to us, and we will look after everything. This is our business, having been established for years. If interested, we will gladly furnish you with a list of satisfied customers.

Reference—Bank of Ottawa, Winnipeg

CURRANTS

We are proprietors of
 "AFRODITE" brand, the best AMALIAS
 currant on the market.
 "NARCISSUS," fine FILIATRA currants,
 "NAUSICAA," fine FILIATRA cleaned
 currants
 and importers and distributors of
 highest grade PATRAS and VOSTIZZA
 currants.

We aim to give the trade the best grades
 of currants obtainable from season to season.
 We solicit the opportunity to quote on
 your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:
 W. H. ESCOTT, Winnipeg
 LAMBE & MacDOUGAL, London
 H. & A. B. LAMBE, Hamilton
 W. G. A. LAMBE & CO., Toronto
 H. D. MARSHALL, Ottawa
 ARTHUR P. TIPPET & CO., Montreal
 J. W. GORHAM & CO., Halifax

GREEK CURRANT CO.
 95 Broad Street - NEW YORK
 THE LARGEST CURRANT HOUSE IN GREECE

Mr. Grocer :

When buying canned goods always
 remember that

"CANADA'S PRIDE"

can be relied on as being the best
 packed and can be recommended to
 your customer for fine natural flavor.
 Every line is packed fresh from the
 grower and in a factory without an
 equal for machinery equipment,
 sanitary arrangement and cleanli-
 ness, by thoroughly trained help,
 thus assuring the best quality pos-
 sible to pack.

Give "Canada's Pride" a trial and be convinced.

To be had of the following wholesale grocers :

Messrs. W. Galbraith & Sons, Montreal
 Messrs. Fenwick, Hendry & Co., Kingston
 Messrs. Medland Bros., Toronto

PACKED BY

THE NAPANEE CANNING CO., Ltd.
 W. A. Carson, Manager NAPANEE, ONTARIO

30-lb. wood pails..... Per lb. 0 06
 Pure assorted jam, 1-lb. glass jars, two
 dozen in case..... 1 75

Jelly Powders
 MacLaren Imperial Cheese Co., Limited.
 IMPERIAL DESSERT JELLY



Assorted flavors, cases 10 75



Assorted Case, Contains 4 doz. \$3.00
 Assorted Case, Contains 3 doz. \$1.80
 Lemon (Straight) Contains 3 doz. \$1.80
 Orange (Straight) Contains 3 doz. \$1.80
 Raspberry (Straight) Contains 3 doz. \$1.80
 Strawberry (Straight) Contains 3 doz. \$1.80
 Chocolate (Straight) Contains 3 doz. \$1.80
 Cherry (Straight) Contains 3 doz. \$1.80
 Peach (Straight) Contains 3 doz. \$1.80
 Weight, 8 lbs. to case. Freight, rate, oru class

Soap
 The GENUINE. Packed 100 Bars to case.



Price—Ontario and Quebec:
 Less than 5 cases..... \$5 00
 Five cases or more..... 4 50



WHITE SWAN SPICES
 AND CEREALS, LTD.

White Swan, 15
 flavors. 1 doz. in
 handsome counter
 carton, per doz., 90c.



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

Lard

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

Tierces.... \$0 12
 1-bbls. 0 12
 Tubs, 60 lbs. 0 12
 20-lb. Pails. 2 60
 20-lb. tins.. 2 50
 Cases 3-lb. 0 13
 " 5-lb. 0 13
 " 10-lb. 0 13

F.O.B. Montreal.



GUNNS
 "EASIFIRST"
 LARD
 COMPOUND.

Tierces.... 0 12
 Tubs 0 12
 20-lb. pails. 0 12
 20-lb. tins.. 0 22
 10-lb. " 0 13
 5-lb. " 0 13
 3-lb. " 0 13
 1-lb. cartons 1 34

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 box, 40), per box 1 50
 Tar licorice and tolu wafers, 5-lb. cans,
 per can..... 3 00

Licorice lozenges, -lb. glass jars..... 1 75
 " 20 5-lb. cans..... 1 50
 "Purity" licorice, 10 sticks..... 1 45
 " 100 sticks..... 0 73
 Dulc, large cent sticks, 100 in box.

Lye (Concentrated)

GILLET'S PERFUMED Per case
 1 case of 4 dozen..... \$3 60
 3 cases of 4 dozen..... 3 50
 5 cases or more..... 3 40

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 3 doz. case ... per doz \$1 00
 16-oz. glass jars, 3 doz. in case " 1 40
 In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07
 Pint Sealers (24 oz.), 1 doz. in case, per
 dozen..... 2 00



SHERIFF BRAND

"Imperial Scotch"—
 1-lb. glass, doz... 1 55
 2-lb. " " " 2 80
 4-lb. tins, " " 4 80
 7-lb. " " " 7 85
 "Shredded"—
 1-lb. glass, doz.... 1 90
 2-lb. " " " 2 10
 7-lb. tins, " " 8 25



SPRATTS PRICE LIST

Mixed Bird Seeds, 1-lb. pkts., 3 dozen
 cases per doz \$0 95
 Parrot Food, 1 lb. pkts., 1 doz cartons 0 45
 Parrot Food, 2-lb. pkts
 Bird Cage Sand, about 1 1/2-lb. bags, 1-
 gross cases, per doz. 1 35
 Bird Cage Grit, about 1 1/2-lb. bags, 1-
 gross cases, per doz. 0 30

Mince Meat

Wethay's condensed, per gross, net. . \$12 00
 per case of 3 dozen, net. 3 00



ST. CHARLES CON-
 DENSING CO.

PRICES:
 St. Charles Cream,
 family size, per case
 \$3.50
 Baby size, per
 case..... 2.00
 Ditto, hotel, 3.70
 Silver Cow Milk 4.55
 Purity Milk..... 4.25
 Good Luck.... 4.40

Mustard

COOLMAN'S OR KEEN'S
 D.S.E., 1-lb. tins..... per doz. \$ 1 40
 " 1-lb. tins..... " 2 50
 " 1-lb. tins..... " 5 00
 Durham 4-lb. jar..... per jar 0 75
 " 1-lb. jar..... 0 25
 F.D. 1-lb. tins..... per doz. 0 85
 " 1-lb. tins..... " 1 45

Olive Oil

LAPORTE, MARTIN & CIE., LTD.
 Minerva Brand—
 Minerva, qts. 1 1/2's \$ 5 75
 " pta. 2 1/2's 6 50
 " 1-pa. 2 1/2's 4 25

Sauces

PATERSON'S WORCESTER SAUCE
 1-pint bottles, 3 and 6 dozen cases, doz 0 90
 Pint bottles, 3 dozen cases, doz. 1 75

Soda

Case of 1-lb. contain-
 ing 60 packages, per
 box, \$3.00
 Case of 1-lb. con-
 taining 120 pkgs. per
 box, \$3.00
 Case of 1-lb. and 1-lb.
 containing 30 1-lb.
 and 60 1-lb. pkts. per
 box \$3.00

MAGIC BRAND Per case
 No. 1, cases 60 1-lb. packages..... \$ 2 75
 No. 2, " 120 1-lb. " 2 75
 No. 3, " 30 1-lb. " 3 75
 No. 4, " 60 1-lb. " 3 75
 No. 5 Magic soda—cases 100—10-oz. pkgs.
 1 case 2 85
 5 cases 3 75



Wood's "Canadian Souvenir" Canister Coffee

Roasted in Bean or Roasted and Ground
Cases of 48 lbs., 1 lb. cans, \$14.40 per case

THIS COFFEE has found a welcome in thousands of homes. If you are not selling it you are missing a pleasure. It is of unequalled quality as a popular, rapid-selling line. THE CANISTER is lithographed on the tin in rich, delicate coloring. It has a permanent usefulness every housekeeper prizes. It sells and it suits! We solicit your orders.

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St.

Montreal

Soap and Washing Powders.

A. F. TIPPET & CO., Agents.

Marypole soap, colors..... per gross \$10 30
" " black..... " 15 30
Oriole soap..... " 17 30
Gloriola soap..... " 18 00
Straw hat brush..... " 18 30



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



1 Box Price..... \$4.00
5 Box Price..... \$3.90
Freight paid on 5 box lots.



Or Quick Naphtha Soap (100 bars to case) in 5-cs. lots (delivered) \$3.85 each. The Richards Pure Soap Co., Ltd., W. Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED.
L.undry Starches— per lb
No. 1 White or blue, 4-lb. carton. \$0 07
No. 1 " " 4-lb. " 0 07
Canada laundry..... 0 06
Silver gloss, 6-lb. draw-lid boxes. 0 08
Silver gloss, 5-lb. tin canisters..... 0 08
Edward's silver gloss, 1-lb. pkg. 0 07
Keg silver gloss, large crystal. 0 07
Benson's satin, 1-lb. cartons..... 0 07
No. 1 white, bbls. and kegs..... 0 04
Canada White Gloss, 1-lb. pkg. n 064
Benson's enamel..... per box 1 50 to \$ 00
Culinary Starch—
Benson & Co.'s Prepared Corn..... 0 07
Canada Pure Corn..... 0 06
Rice Starch—
Edwardsburg No. 1 white, 1-lb. car. 0 18
" " " or blue,

BRANTFORD STARCH WORKS, LIMITED
Ontario and Qu. beca.
Laundry Starches—
Canada Laundry, boxes of 48-lb. \$0 06
Anne Gloss Starch—
1-lb. cartons, boxes of 48 lb. 0 06
Finest Quality White Laundry—
3-lb. Canisters, cases of 48 lb. 07
Barrels, 200 lb. 0 06
Kegs, 100 lb. 0 06

Lils White Gloss—
1-lb. fancy cartons, cases 20 lb. 0 07
6-lb. toy drums, 2 to case, 0 08
6-lb. toy drums, with drumsticks in cases. 0 08
Kegs, ex. crystals, 100 lb. 0 07
Brantford Gloss—
1-lb. fancy boxes, cases 20 lb. 0 07
Canadian Electric Starch—
Boxes of 60 fancy pkgs., per case 3 00

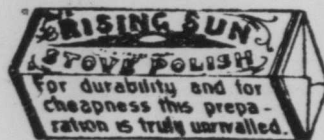
For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Royal Purple Stock and Poultry Specifics

THE W. A. JENKINS MFG. CO.
London, Ont.
One case, 30 fifty cent packages (assorted) \$10 00
Six pails (retail \$1.50) 6 00

Stove Polish.

Per gross.
Rising Sun, 6-oz. cakes, 4-gross boxes \$6 50
Rising Sun, 8-oz. cakes, gross boxes 4 50
Sun Paste, 10c. size, 4-gross boxes... 10 00
Sun Paste 6c. size, 4-gross boxes.... 5 00



For durability and for cheapness this preparation is truly unrivalled.

JAMES' DOME BLACK LEAD

Per gross.
5a size \$2 40
2a " 2 50

Syrup.

EDWARDSBURG STARCH CO., LTD.
"Crown Brand Perfection Syrup.
Barrels, 700 lbs. 0 03 per lb.
Half-barrels, 350 lbs. 0 04 " "
4-barrels, 175 lbs. 0 07 " "
Pails 20 lbs. 1 30 each
36 1/2 lbs. 1 80 " "
Plain tins, with label—
1 lb. tins, 2 doz. in case..... 2 50
" " " " " " " " 2 35
" " " " " " " " 2 75
" " " " " " " " 2 70
(5, 10 and 20 lb. tins have wire handles.)

Teas

THE "SALADA" TEA CO.
Wholesale Retail.
Blue Label, 1's and 2's \$ 25 \$0 30
Green Label, 1's and 2's 0 27 0 35
Blue Label, 1's, 2's and 3's 0 30 0 40
Red Label, 1's and 2's 0 36 0 50
Gold Label, 1's and 2's 0 44 0 60
Red-Gold Label, 2's 0 55 0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.



Cases 30 and 50 lbs. each—
Black, Mixed, and Green Ceylon.
250..... 1s. 30c. 1s. 21c.
300..... 1s and 3s 23c.
400..... 1s and 3s 25c.
500..... 1s and 3s 25c.
750..... 1s and 3s 25c.
100 lb. lots freight paid.



Blue Label, 1's..... \$1 00

Orange Label, 1's and 2's 0 23 0 40
Sun Label, 1's 0 30 0 35
Brown Label, 1's and 2's 0 38 0 40
Green Label, 1's and 2's 0 35 0 50
Red Label, 2's 0 40 0 50

LAPORTE, MARTIN & OIE, LTD.
Japan Teas—
Victoria, hf-c, 90 lbs 0 25
Princess Louise, hf-c, 80 lbs 0 19
Ceylon Green Teas—Japan style—
Lady, cases 60 lbs 0 18
Duchess, cases 60 lbs 0 19



BLUE RIBBON TEA CO., MONTREAL

Wholesale Retail
Yellow Label, 1's..... 0 20 0 25
" " " " " " " " 0 21 0 25
Green Label, 1's and 2's..... 0 24 0 30
Blue Label, 1's and 2's 0 35 0 35
Red Label, 1's, 2's and 3's. 0 30 0 40
White Label, 1's, 2's and 3's. 0 35 0 50
Gold Label 1's and 2's..... 0 42 0 60
Purple Label, 2's and 3's..... 0 55 0 80
Embossed, 2's and 3's..... 007 1 00



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



MELAGAMA TEA. MINTO BROS., 45 Front St. East

Wholesale Retail
Black, green, mixed, 1's 0 70 1 00
" " " " " " " " 0 55 0 80
" " " " " " " " 0 44 0 60
" " " " " " " " 0 40 0 60
" " " " " " " " 0 38 0 50
" " " " " " " " 0 35 0 50
" " " " " " " " 0 30 0 40
" " " " " " " " 0 25 0 30
" " " " " " " " 0 24 0 30

We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



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

Black Label, 1-lb., retail at 25c. \$0 20
" " " " " " " " 0 21
Blue Label, retail at 30c. 0 22

Green Label, " 40c. 0 30
Red Label, " 50c. 0 35
Orange Label, " 60c. 0 42
Gold Label, " 50c. 0 32



Pure Gold Jelly Powder..... } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD. Montreal and Boston

Wood's Primrose, per lb. wholesale reta
" Golden Rod 0 40 0 90
" Fleur-de-Lis 0 35 0 60
" Pack in 1/2-lb. tins. All grades—either black, green or mixed.

GILLET'S CREAM TARTAR Per doz
1/2-lb. paper pkgs., 4 doz. in case..... 0 90
1/2-lb. paper pkgs., 4 doz. in case..... 1 80
Per case
4 doz. 1/2-lb. paper pkgs. } assorted. 7 20
2 doz. 1/2-lb. paper pkgs. } Per doz
1/2-lb. cans with screw covers, 4 doz. in case..... 1 95
1-lb. cans with screw covers, 3 doz. in case..... 3 75
Per lb.
5-lb. sq. canisters, 1/2 doz. in case. 0 28
10-lb. wooden boxes..... 0 26
25-lb. wooden pails..... 0 26
100-lb. kegs..... 0 25
300-lb. barrels..... 0 24 1/2

Tobacco.
IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.
Chewing—Black Watch 5s..... 36
Black Watch 11s 38
Bubs 5s and 10s..... 38
Bully 6s 44
Currency 5/8s. and 10s..... 38
Stag 5s..... 38
Old Fox 12s..... 44
Pay Roll Bars 7/8s..... 46
Pay Roll 7s..... 56
Plug making—Shamrock 6s. plug or bar 45
Rosebud Bars 6s..... 45
Empire 6s. and 10s..... 36
Amber 6s. and 3s..... 60
Ivy 7s..... 60
Starlight 7s 61
Out Smoking—Great West Pouches, 7s. 61
JOS. COLE, QUEBEC.

Veterinary Remedies.
W. F. YOUNG
Absorbine, per doz. \$18 00
Absorbine Jr., per dozen..... 9 00

Yeast.
Royal yeast, 3 doz. 5 cent pkgs 1 10
Gillett's yeast, 3 doz. in case 1 10

Tell your Doggy Customers that you Stock
Spratt's ^{MEAT} **Dog Cakes**
 "FIBRINE"

Your Jobber can supply. **It means More Business.** Packed in all Sizes.

MAY WE SEND OUR ILLUSTRATED LIST?

Write **SPRATT'S Patent Ltd., London, Eng.** Canadian Branch: 13 St. Therese Street, St. Gabriel's, Montreal.

Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc.

Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Black-

berries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"
 "Bottom Like The Top"

Write for Samples

Sanitary Can Company, Ltd.
 Niagara Falls, Ontario

WARNING!

Crescent



Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

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

PICKFORD & BLACK
 HALIFAX

Oakey's

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

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
 Manufacturers of
 Emery, Black Lead, Emery, Glass
 and Flint Cloths and Papers, etc.

Wellington Mills London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

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

FOR SALE EVERYWHERE

To Our Friends
All Good
Wishes
This Christmas



VERRET, STEWART & CO.
LIMITED
MONTREAL

**WETHEY'S
CONDENSED
MINCE MEAT**

(in Cartons)

Just as staple as sugar

**No Grocer's Stock is Com-
plete Without It**

If your jobber cannot supply you
—write us direct.

J. H. Wethey, Ltd.
ST. CATHARINES, ONT.



WE congratulate our customers
on the measure of prosperity
the year has brought, and the
promise of still better things for 1910.

Our own trade has been big and
most satisfactory, and in extending
the Compliments of the Season to
our friends, we add a hearty "Thank
you" for their generous support
and encouragement.

GEO. E. BRISTOL & CO.

WHOLESALE GROCERS

HAMILTON

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