

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.

Toronto: 148-149 University Ave.

Winnipeg: 94 Royal Bank Building

London, Eng.: 95 Fleet St. E.C.

New York: 115 Broadway

VOL. XXV.

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No. 52

KEEN'S BLUE

In every civilized country **KEEN'S OXFORD BLUE** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

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

30 Church St., Toronto

Agents for the Dominion of Canada



Wherever a Syrup Sweetening is Needed

you can tell your customers to use

CROWN BRAND CORN SYRUP

for it has a pure, rich flavor that blends naturally with spices and flavoring extracts. It has thousands of friends everywhere and by many is preferred to all other syrups.

THE EDWARDSBURG STARCH CO. 690

LIMITED

MONTREAL-CARDINAL-TORONTO-BRANTFORD-VANCOUVER

THE CANADIAN GROCER

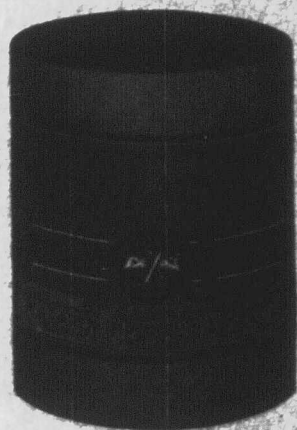
There Must Be A Reason



Why you can go into any grocery, produce and department store of any reputation in any place and ask their buyers what they think of

MacLAREN'S IMPERIAL CHEESE

And their answer will be "Nothing Better." Partly for that reason we have adopted the phrase, but the real reason is that no better cheese can be made.



The same care as to quality has also been taken in preparing

MacLAREN'S CANADA CREAM CHEESE

A fine flavored cheese, milder than MacLaren's Imperial, put up in packages (three sizes.)

MacLAREN'S

Pimento Cheese (In Glass)

Real tasty, has just the flavor that will appeal to particular tastes.

MacLAREN'S

Neufchatel and Miniature Cream Cheese

Our latest, worth trying. We are packing this cheese in one dozen boxes, for your convenience.

NOTHING BETTER

ASK YOUR WHOLESALE GROCER

We handle all kinds of cheese—Ask for our prices.

ROQUEFORT
PINEAPPLE
GORGONZOLA

ENGLISH STILTONS
CAMEMBERT
LIMBURGER—(Imported and Domestic)
CANADIAN LARGE, TWINS AND STILTONS

SWISS
EDAM

OKA
BRICK

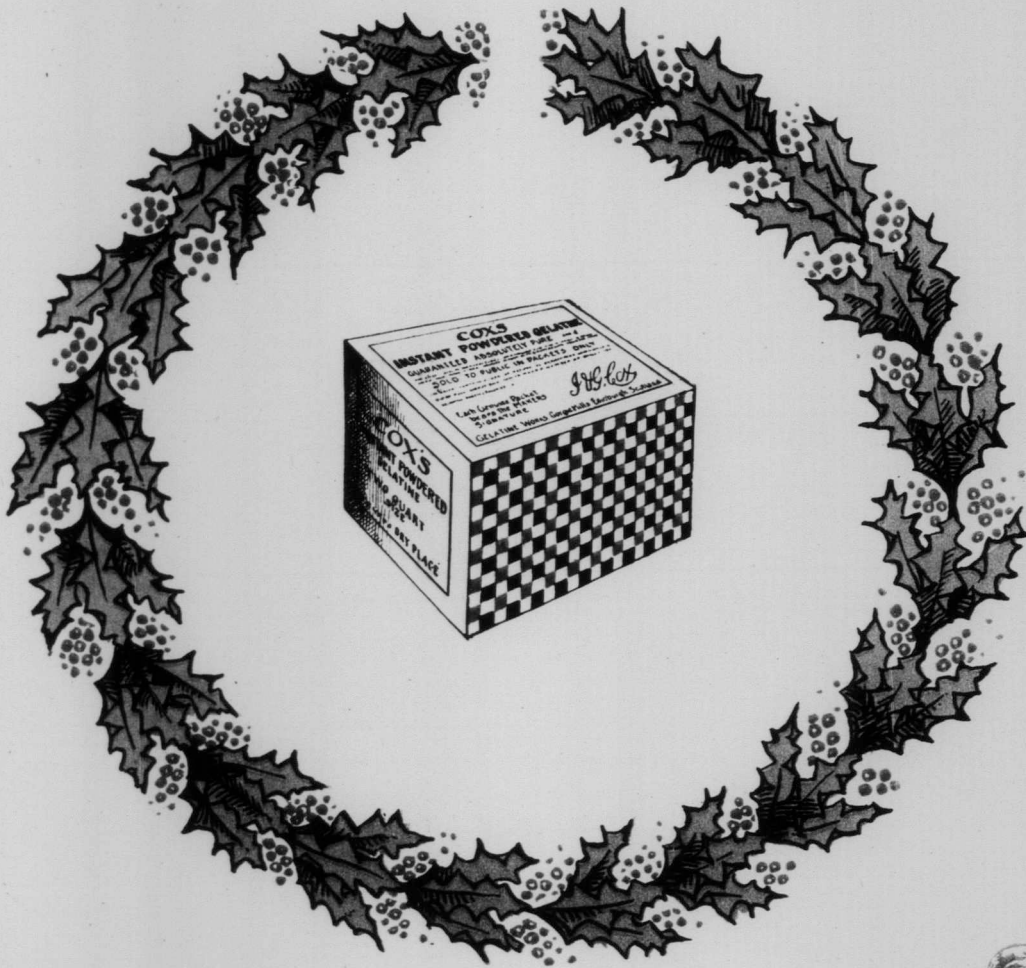
MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

Manufacturers and Importers of Cheese

OFFICES ---NEW YORK CHICAGO DETROIT MONTREAL TORONTO
FACTORIES ---WELLESLEY, ONT. WOODSTOCK, ONT. BANCROFT, MICH

Compliments of the Season

WE would like at this season of the year to meet you face to face, clasp your hand and thank you for your co-operation during the past year—and wish you the height of prosperity for the coming year. Let's shake on it.



Over seventy years the leader, BECAUSE ITS EQUAL HAS NOT BEEN MANUFACTURED.

Sold by leading dealers everywhere

Made only by J. & G. COX, Limited, Edinburgh.

Arthur P. Tippet & Co., Agents



A FACT

MANUFACTURERS:—

With our two factories equipped with the latest and most modern machinery we are now prepared to turn out in large volume any and all kinds of tin containers for food products as well as for other lines of trade. Will you let us quote you on:

Fruit and Vegetable Cans,
Syrup and Oil Cans,
Baking Powder Cans,
Spice Cans, Coffee Cans,
Meat Cans, Tea Cans,
Lard Pails, Jam Pails, Etc., Etc.

EITHER PLAIN OR DECORATED

Write

American Can Company

MONTREAL, QUE.

HAMILTON, ONT.

WE "CAN" SUPPLY YOU

LABOUR-SAVING MACHINERY

FOR
PACKETING
LABELLING
WRAPPING
BAG-MAKING

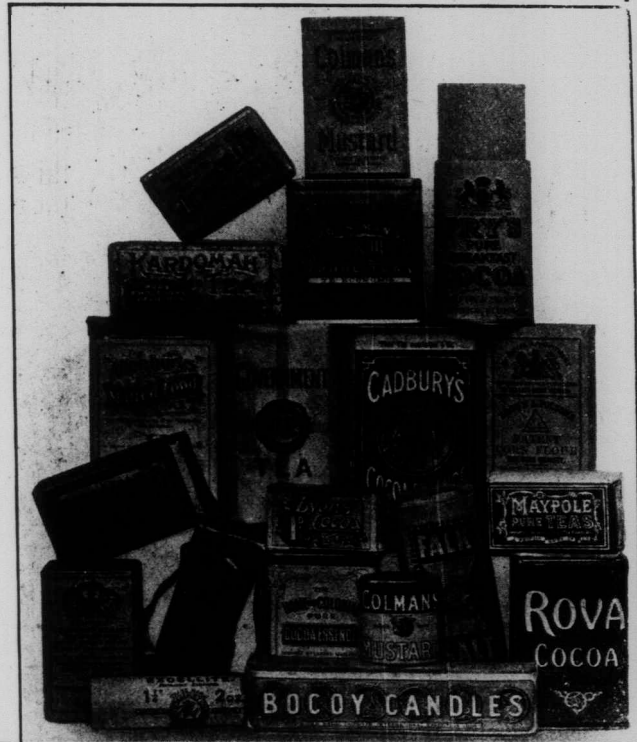
Etc., Etc.

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

X Send us samples and let us suggest what we can do for you X

Lovell's Bag & Packet Machinery LIMITED

59-60 Gracechurch St., LONDON



BORDEN'S EAGLE BRAND CONDENSED MILK EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.

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

Sales Offices and Agencies:—

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



CHIVERS'

CANNED AND BOTTLED

English Fruits in Syrup

Specially selected Home Grown Fruit, canned under ideal conditions within a few hours of being gathered.



The STANDARD
(London) says :

"Thanks to Messrs. Chivers we may now look for summer fruits all the year round. Straight from the orchard, it would be difficult to tell the difference between these and freshly stewed fruits.



FRESHNESS
CLEANLINESS
: PURITY :

Highest Awards



GRAND PRIX

Brussels
International
Exhibition, 1910

GRAND PRIX

Turin
International
Exhibition, 1911

GRAND PRIX

Festival of Empire,
London, 1911

CHIVERS & SONS, LTD.

FRUIT GROWERS
HISTON, CAMBRIDGE, ENGLAND

For Samples and Quotations apply to the Agents :

THE W. H. MALKIN CO., LTD.
57 Water St., VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West, MONTREAL
(Canada and Newfoundland)

Cambridge Soups

Prepared from carefully picked vegetables, grown on Chivers & Sons' own farms. Each packet contains sufficient powder to make a quart of delicious and nourishing Soup.

TOMATO
HARICOT
ONION

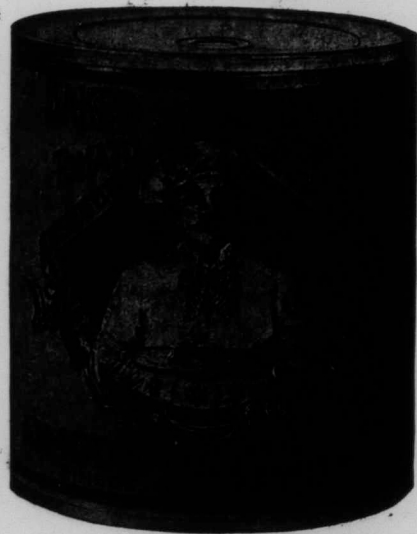


CARROT
LENTIL
PEA
&c., &c.

THE TIME TO STRIKE!

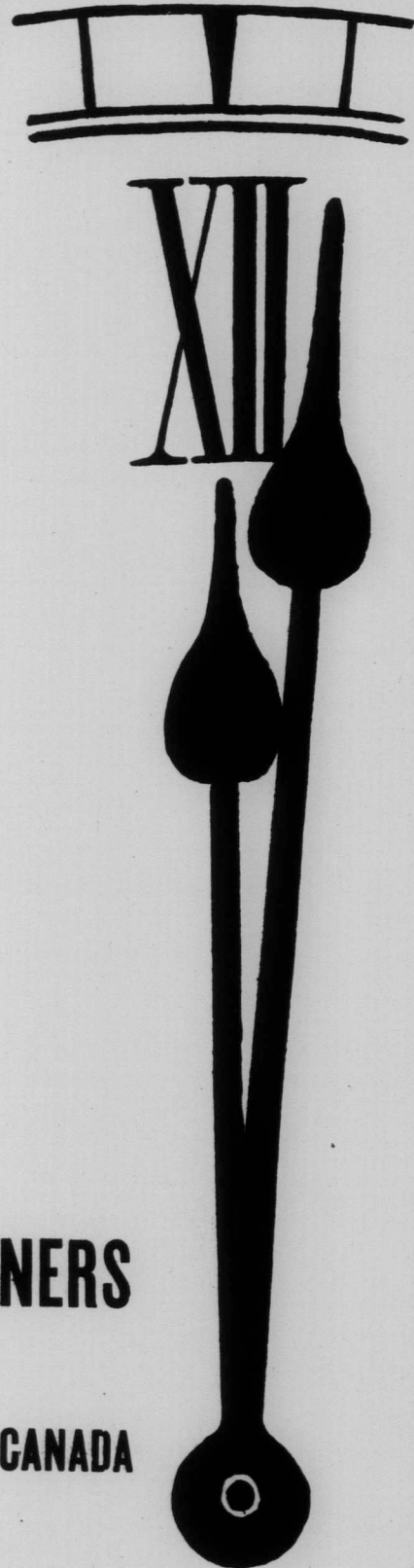
Now is the time to plan your campaign for 1912. Why not specialize on Baked Beans for a starter? Resolve to make your sales for 1912 double those of 1911. How can it be done? Push Simcoe Baked Beans, the family size, the can with more beans at the lower price. Point out Simcoe Baked Beans are cheaper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

Simcoe Baked Beans are
THE Beans

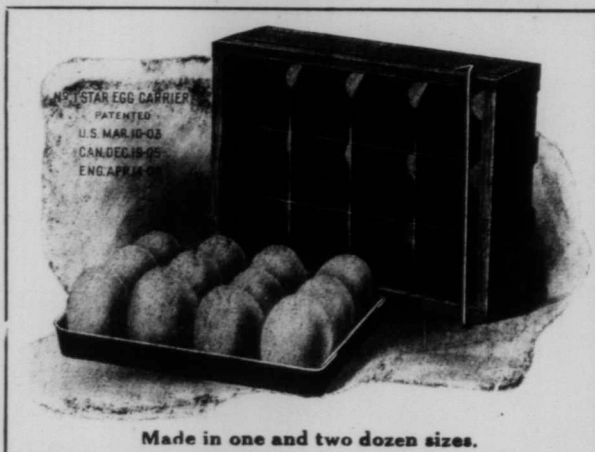


DOMINION CANNERS
LIMITED

HAMILTON, :-: CANADA



THE STAR EGG DELIVERY SYSTEM



Made in one and two dozen sizes.

Gets the Business and Saves Your Money

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

The only system especially invented for delivering eggs by vehicle. Stops all breakage and miscounts. Costs less to install and operate than paper bags or boxes. Satisfies customers and furnishes the best kind of advertising medium possible.

It will pay you to find out all about STAR EGG CARRIERS AND TRAYS.

Write to-day for particulars and we will send you two valuable books :
"SAFE EGG DELIVERY" and "SAMPLE ADS."

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

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



SANITARY CANS

FOR

"Winter Pack"

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

A High Standard

of perfection has been reached in the manufacture of L'Etoile Brand Macaroni, Vermicelli and Spaghetti, and all dealers who are unacquainted with the goods (we know there are a few) should get prices and samples right away.

The "L'Etoile 3"

1
L'Etoile Macaroni

The rich carton is indicative of the quality inside. See it.

2
L'Etoile Vermicelli

One package sold means "a number later, surely." Take note.

3
L'Etoile Spaghetti

Spaghetti that pleases. Made by men who know. Try it.

No Customs Duty

Gie Francaise des Pates Alimentaires

MONTREAL



A Good Trade-winner

'Camp' Coffee is always of incomparable quality and fragrance. Once they try it, customers will come again — and regularly — for 'CAMP.'

'CAMP' COFFEE

Be sure you have it in stock

Makers: R. Paterson & Sons, Ltd., Coffee Specialists, Glasgow

By Royal



Letters Patent.

NELSON'S Powdered GELATINE

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

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

"EUREKA"

Canada's Scientific and Sanitary
REFRIGERATOR



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

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

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative

JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

When Stock Stands Still

you look around for a line that will sell easily, give satisfaction to the customer and leave you a good margin of profit. Here's one—Pink's Lemon Cheese. It NEVER stands on the shelves.

Prices from our sole Canadian Distributors



Made from the purest ingredients, it is absolutely free from any chemical preservatives. It has an exquisite flavor. In ½-lb. and 1-lb. glass jars to retail at a competitive price. A handsome counter or window display can be made with this line.

THE MANUFACTURERS' AGENCY CO.

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

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

22 St. John St.
48 Princess St.
Bedford Chambers.
330 Board of Trade Building.

E. & T. PINK, LONDON, ENGLAND

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



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

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

"Our Baby" No. 1

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

CATALOG GLADLY SENT FREE ON REQUEST

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



**HEALTHFUL
NUTRITIOUS
DELIGHTFUL**

**A DAINTY
DESSERT**

APPROVED BY ALL AUTHORITIES



**THE IDEAL
DIET FOR
CHILDREN
AND
ADULTS**

**A NICE
BREAKFAST**



ST. VINCENT ARROWROOT

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

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

Write the Secretary for information and samples.

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

por-
ively,
, and
ended
ether,

of its
5 other
scopes,
"One
Fibre

and
ners,

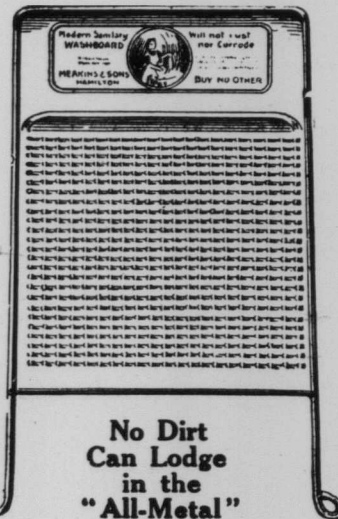
Ultimately you will handle and your customers will demand only

Meakins' Sanitary Washboards


then why not now? Commence right with the ensuing year, modernize your stock with goods that are practical as well as cleanly. Meakins' Washboards are made of all metal, non-rustable, light and durable.

Every housewife wants one. Write for information.

Meakins & Sons, Hamilton, Ont.



**No Dirt
Can Lodge
in the
"All-Metal"**



Modern Sanitary
WASHBOARD
MEAKINS & SONS
HAMILTON, ONT.

Will not rust
Per Corrode

BUY NO OTHER



Continental Germ-Proof Bags

are manufactured from paper especially selected for toughness and durability, and for the most sanitary wrapping of parcels.

Brands: GOVERNOR, PREMIER, and COLONIAL.

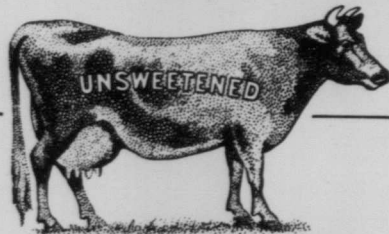
If you are not supplied, write direct to the Distributors for

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

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

QUEBEC and MARITIME PROVINCES:

The Continental Bag and Paper Co., Ltd., Sole Manufacturers Ottawa



ST. CHARLES MILK

Trading Under a Safe Brand

You want your name to be connected with absolutely the best grade of groceries only.

That's our attitude in regard to our products, hence St. Charles Brand Evaporated Milk has a reputation that it fully deserves for purity and general goodness.



St. Charles Condensing Co.
INGERSOLL, ONTARIO, CANADA



TABLE CONDIMENTS

in the form of relishes are most seasonable just now, and every grocer should be doing a good trade in this line.

Try a display of STERLING BRAND products and watch your sales go up. Your customers are aware of the fact that the delightful zest that these relishes add to fish and

meats of all kinds has not been duplicated and therefore substitutes will not satisfy them.

Base your judgment of Sterling Products on their merits by trying them yourself and you will be sincere in their praise.

Look over your stock of Pickles, Relishes, Extracts, Mince Meat, etc., and if in need give Sterling Brand a trial.

The T. A. Lytle Co.,
Limited,

Sterling Road, : : Toronto



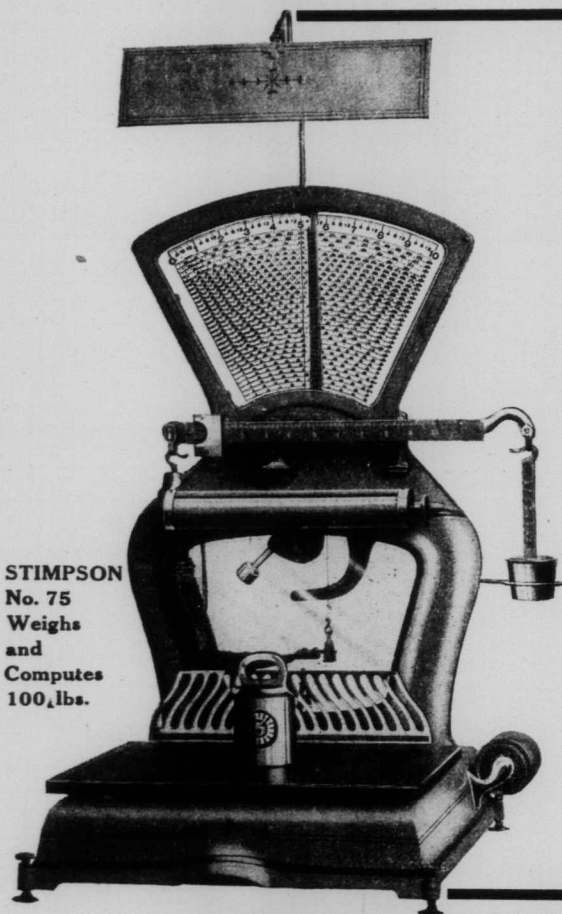
Tartan

BRAND

THE SIGN OF PURITY

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

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



STIMPSON
No. 75
Weighs
and
Computes
100 lbs.

DO YOU KNOW How Much of Your Profits Your Weighing Costs ?

Overweight cannot be given on a Stimpson
Automatic Computing Scale.

Prices \$25.00 Up.

Start the New Year Right!

BUY NOW!

SIXTEEN YEARS ON THE MARKET.
EVERY SCALE GUARANTEED.

Write for Information

STIMPSON COMPUTING SCALE COMPANY
DETROIT, MICHIGAN

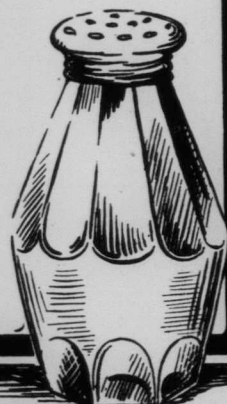
LOCAL AGENCIES { MONTREAL VANCOUVER
WOODSTOCK ST. JOHN
TORONTO WINNIPEG

CENTURY SALT

ONE AIM

in selling salt should be the very essential point of purity. Only scrupulously clean modern appliances are used in the processing of **Century Salt**, insuring the best for table and dairy purposes.

BE YOUR CUSTOMERS'
WANT THIS SALT.



THE DOMINION SALT CO LIMITED
SARNIA ONTARIO

ARE YOU INSURED

AGAINST ADULTERATION
on the spices you handle?

The Government Form of Warranty

is your only safe insurance,
and is attached to every

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

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

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

Is Mrs. Smith baking cakes this week?

If so, she will want some candied peel, but not the sort that turns hard and dry when baked. She wants the kind that keeps its rich, juicy flavor after cooking—the kind made by

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

John Gray's Candied and Drained Peels are cured thoroughly—our hundred years' experience has taught us how—and they retain their flavor when cooked.

Mrs. Smith will thank you for recommending this good peel, it will make her cakes taste twice as good.

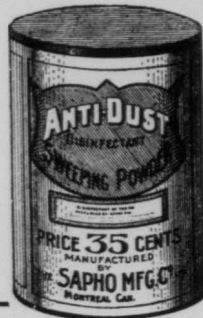
Prices from

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

ANTI-DUST!

ANTI-DUST!

ANTI-DUST!



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

Deodorizes Disinfects

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

Stock It. Sell It. Repeats Follow.

The Sapho Mfg. Co., LIMITED
MONTREAL

Built For Permanence

CONSIDER
CRITICISE
COMPARE

Base your judgment of the COLES models upon what you know—or can learn—of mills for which much higher prices are asked.

We will then be content to abide by your decision.

The COLES catalogue tells you just what you want to know about COLES mills. Write for it now.



COLES MFG. CO., Philadelphia, Pa.

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

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



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

FARROW'S 'Patent Net' PEAS

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

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

CANADIAN AGENTS:

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



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's

Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

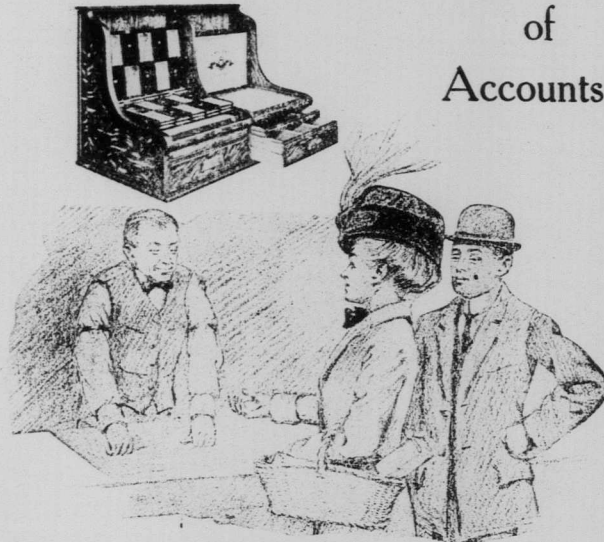


With
Only
One
Writing

The McCASKEY SYSTEM

The
End
of
Drudgery

Simplifies the Handling
of
Accounts



¶ You might just as well use a quill pen instead of a steel or gold one as to keep your accounts in a set of books instead of The McCaskey System.

¶ More than 70,000 merchants in all lines of business are using The McCaskey System. It shortens and simplifies Book-keeping, keeps every account posted and totalled to the minute, keeps every customer informed of what he owes. By giving a statement of the account in full with each purchase you improve your collections, put an end to errors and misunderstandings with customers over their accounts.

¶ The McCaskey system keeps you from forgetting to charge an account. It automatically limits the credit of those upon whom you wish to set a credit limit. It will prove your loss to the penny if your store burns.

¶ We'd like to send you some letters from people you know about The McCaskey System. There is also an entertaining book "Book-keeping Without Books," that will be sent for the asking.

Dominion Register Co.

LIMITED

90-98 Ontario St. ~ Toronto, Canada

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

Australia - New Zealand.

The McCaskey Register - Alliance, Ohio.

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

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

If you handle

any but the SHIRRIFF EXTRACTS, you handle an inferior line of goods. Because no extracts made are the equal of SHIRRIFF'S.

You may be willing to sell goods that have not your own frank endorsement, but **we doubt it.**

Want to test SHIRRIFF'S EXTRACTS? Tell us so. We are willing to let you be the judge. Afterwards you **can** and **will** recommend them to your customers. They'll be glad, too!



**More
Than
Ninety
Flavors**

**More
Than
Ninety
Flavors**

Particular care and the finest materials, plus our own special knowledge of the distillation and concentration of extracts, enable us to produce an unequalled line of the many flavors.

Shirriff's TRUE VANILLA

is the peer. Made from the real Mexican vanilla bean, and **not** from substitutes which come out of the chemist's laboratory, this extract of ours has the true vanilla flavor and is superior to any artificial, so-called "vanilla." The flavor, to many people, will be a new delight in cookery, since most women are accustomed to the crude taste of imitations of the genuine vanilla flavor.

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

IMPERIAL EXTRACT CO. TORONTO

Mr. Grocer, we have told you in our advertising about Heinz Mince Meat.

We told you that it is made of the finest fruits, meats and spices money can buy.

You are telling your customers about it-- because you *know* what Heinz Quality is.

But have you ever told *yourself* about it-- have you ever taken it home and let your family enjoy it, baked in a big, brown, luscious, appetizing pie?

If you haven't, Mr. Grocer, you are missing a rare treat!

Try it and find out and *then* tell your customers about it.

H. J. HEINZ COMPANY

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, ENGLAND

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

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

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

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

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

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

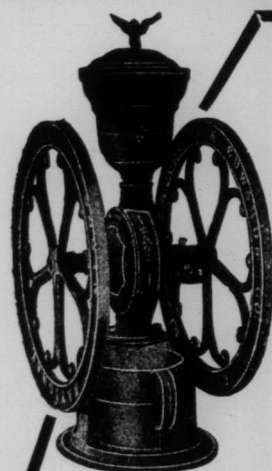
Established in 1854 by John Redpath

Royal Salad Dressing

This is the season when people think of good things to eat. When they are ordering for their Christmas and New Year's dinner if they forget Royal Salad Dressing just remind them. They will thank you.

Made only by

The Horton-Cato Mfg. Co.
Windsor, Canada



BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

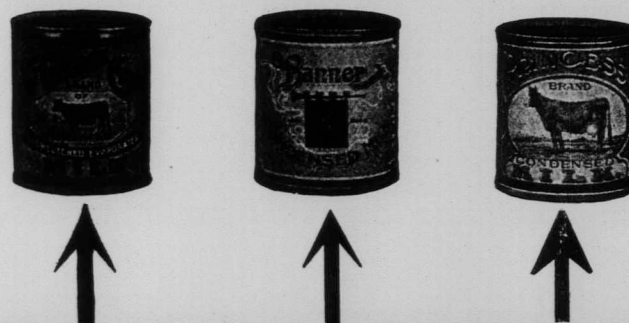
Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
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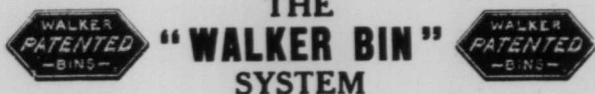
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1911

1912

With the

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being absolutely free from coloring matter

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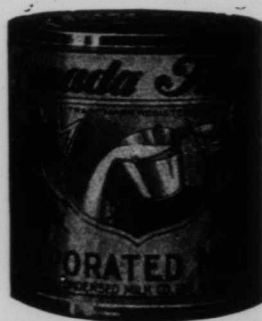
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bring
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to you all.*



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Correspondence Invited.

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

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"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
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Evaporated and Canned

Apples

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ESTABLISHED 1886

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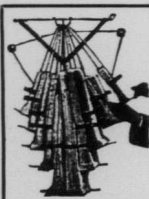
Happy New Year

Brother Grocer. We certainly owe you our hearty thanks for the support you have given us during the year. During 1912 we will put up just the same high quality goods (we can't make them any purer) which have enabled you to tell your customers, and us to tell you that

WHITE DOVE

leads them all in every respect.

**W. P. Downey
MONTREAL**



The **BROWN** is the
Perfect Bag Holder

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

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Insist upon having them

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WINDSOR SALT

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

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Jelly Powders**

have won a name for themselves because they make a jelly which pleases, a jelly which has the real taste of the fruit mentioned on the carton.

We Are Ready

to let you put this statement to the test by sending you a free package which you can use yourself. We would not do so if we knew we had not the "right thing."

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Montreal - Toronto

A Custard Powder free with each package

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

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

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

The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver



To all our friends and
customers we wish the
most prosperous and
Happy New Year.

May our relations be as
cordial as in the past.

Chaput, Fils & Cie.

Wholesale Grocers and Wine Importers

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Established in 1842

YOU SHOULD PROMOTE

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Packed in 2, 5 and 7 lb. tin pails and 30 lb. wooden pails— sizes which suit all buyers.

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Western Agents—Laing Bros., Wholesale Grocers, Winnipeg.



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

WHOLE
OR
GROUND

"GOLD MEDAL" COFFEE

1 and
2-lb.
Sealed
Tins
Only.

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

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

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WHOLESALE GROCERS
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WE WANT A MAN

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

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

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The result is as we have always claimed it would be: Quality wins out where all other means and efforts fail. Stock "SALADA"—the Tea that sells and pleases all.

"SALADA" TEA COMPANY

TORONTO

MONTREAL



BLACK — MIXED — GREEN

"Salada" Uncolored Green Teas are displacing Japans wherever they come into competition.

They are better Teas in every way, that's why.

A sample Order will demonstrate this, in double quick time.

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Business Management--First of a Series

Need of an Inventory at End of Year Emphasized—Too Many Business Men Content to Live on Guesswork—\$10,000 Almost Lost in Three Years—Stock-taking Subject of Next Article.

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

When arrangements were made for this series of talks on business management as a feature for the coming year, the writer stipulated that the first should appear in December. My chief reason for so doing was that I wished to talk first of all on the subject of stocktaking, and the time is close at hand when this very necessary task should be undertaken. Every merchant owes it to himself, and to his banker and creditors as well, to ascertain just how he stands when the year's business has been terminated, and the only satisfactory way to accomplish this is to close the books and accounts, take an inventory of what he owns and what he owes, and prepare a balance sheet or statement of affairs. I know that many a so-called business man is content to make a rough guess at the value of the stock on hand and to let it go at that, but the chances for such a man to become a merchant are remote—he may remain a shopkeeper until such time as his guessing habit has landed him in such a hopeless muddle that extrication has become impossible, and failure stares him in the face. Such a man deserves little sympathy. He has succeeded in fooling himself, as he has, perhaps, a perfect right to do, but what about the banker who has loaned him money and the creditors who have advanced him goods? They will be the first to be abused if they do not extend a helping hand in his time of distress, when in reality they show him a kindness when they fail to prosecute for obtaining credit based on statements of estimated worth. The position does not become less reprehensible because unintentional. Negligence in business is, after all, akin to fraud on those who are made to suffer through the negligence.

On Brink of Failure.

I know a man who commenced business some years ago on a capital of \$10,000. Before the end of three years, ruin had all but overtaken him. During that time he did not take an inventory of his merchandise. His practice was to add an average of 33 1-3 p.c. to the cost of his purchases, and each day, after the amount of his sales had been ascertained, he would set aside, as a separate fund, 33 1-3 p.c. of the amount, labelled gross profit account. Out of this fund he paid his help, store expenses, and personal expenditures. His sales approximated about \$100 per day, so that he figured

on about \$33.33 for his gross profit fund per day. He had no intention of deceiving anyone, least of all himself. He paid his bills in a regular manner and believed himself to be in a highly satisfactory way of business. He lived well, though not extravagantly, and was happy. But he was blind, palpably and hopelessly blind. The inevitable end, Mr. Merchant, is clearly in your mind as you read this, and you begin to wonder how he lasted so long. I also wondered when I was called in to save the situation, if possible. It was almost too late. What had been happening? The diminishment of his stock had been gradual, and, therefore, less perceptible, but even his blind eyes had at last seen that it had dwindled almost to a vanishing point, compared with its original completeness. He had grown suspicious of his help. They must have been robbing him, he said. That he himself had been the culprit never once crossed his mind, and when I pointed out that he had been robbing his own business to the extent of \$8.33 per day, his indignation became so violent that he threatened me with dismissal as incompetent. It is on occasions such as this, however, that an auditor must show firmness as well as reason, and to the lessons then taught is due the fact that this shopkeeper has recovered his loss of about \$6,000, and is now a merchant, successful and respected, and with a growing instead of a diminishing capital.

Where Error Lay.

What were the lessons? First of all, he had miscalculated his gross profits by appropriating the same proportion of his sales as he had added to his purchases. This is an error more common than is realized, and to which many failures are due. One day's sales, aggregating \$100, may be taken to illustrate the point:

| | |
|-----------------------------------|----------|
| Cost of goods sold | \$ 75.00 |
| Profit added (33 1-3 p.c.) | 25.00 |
| | <hr/> |
| | \$100.00 |

The amount that he should have placed in his gross profit fund was \$25, according to these figures, but he had taken a third of the total sales, as follows:—

| | |
|-----------------------------------|----------|
| Day's sales | \$100.00 |
| Gross profit (33 1-3 p.c.) | 33.33 |
| | <hr/> |
| | \$ 66.67 |

As is seen, this method left, after deducting the alleged profit, only \$66.67 with which to replace goods that had cost \$75.00, or a daily stock depletion of \$8.33. He had failed to remember what any 12-year-old boy could have told him—that one-third added to the cost equals only one-fourth of the proceeds. It might be argued that what he was losing on one side he was gaining on the other, and that there was no real shrinkage in assets. That argument would have been fallacious, at least in his case, because he had regulated his store and living expenses too close to the amount of his imaginary profit to permit adjustment in that way.

Convinced, by this time, that he had been grossly stupid, the next lesson taught him how negligent he had been. He had never taken stock. Had he done so at the end of the first year he would have discovered a shrinkage of about \$2,500, or 25 p.c. of his capital, and heroic measures would have been taken then and there to discover the leak, and prevent its recurrence. But he preferred to deceive himself with an annual statement based on estimated stock, and not until two and a half years had elapsed, and it became apparent that all was not right, did he attempt to learn his real position in the only real way. By this time 60 p.c. of his capital had vanished. It was a rude shock, but better late than never, and that he adapted his management to fit his strained resources and, after a time, succeeded in recovering his prestige, is proof that business skill has at least equal value with capital.

Next Article on Stocktaking.

The next talk will deal with methods in stocktaking and the principles that should govern in the preparation of an annual statement of affairs, but it is hoped that enough has already been said to convince all business men who may read this introductory article, that the duty of taking stock, annoying sometimes and inconvenient always, is imperative as a precaution against unseen danger. As a country develops, competition in trade becomes more keen and exacting, and success more difficult to achieve and retain. Buying and selling is becoming more and more an art, or science, in which skill and watchfulness play the leading role, in contra-distinction to the slipshod methods that were

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permissible a decade or so ago. The extension of credit, too, is being measured more by rule and material fact, and less by sentiment or personal favor, and the merchant who measures up best in the eyes of his banker and other credi-

tors, is the one who knows, by rigorous and painstaking examination, just how his business stands, and can present, for their consideration, an exact and well arranged statement of affairs, at the close of each business year.

FROM DIFFERENT VIEWPOINTS.

By J. I. Emmerton.

In reply to your request in issue of The Grocer of December 8, for readers to compete for the three prizes offered for best reasons as to whether or not a merchant should accept inferior poultry from a good country customer, I herewith offer my humble reasons for judgment thereon, and if considered no good, your waste paper basket is handy.

To arrive at an all-round conclusion on a transaction of this kind we are forced to view it from two important points of view. First, from standpoint of encouraging and establishing dishonorable, dishonest, and unjust business principles, among ourselves, in business generally and among the better class of customers. Secondly, we are forced to view it from the standpoint of established custom among grocers and general merchants in handling and accepting poultry, butter, eggs, etc., upon a flat valuation of so much per pound or per dozen, regardless of quality.

A Question of Honesty.

Considering and judging the clerk's method of dealing with said customer from the first standpoint, would say he acted very wisely and with broad vision. First, because the said customer was acting dishonorably, dishonestly and unjustly to the merchant, in offering poultry in that condition. Secondly, the clerk, also his employer providing he approved of his clerk's accepting the poultry, would be acting dishonorably, dishonestly and unjustly to themselves, and also to the honorable patrons of their store. Furthermore, if the merchant expected to dispose of them along with his good stuff, in the hope that the good would sell the bad, likewise he would again be dishonorable, dishonest and unjust to himself, to his fellow merchants in general, to his honorable patrons and those of every fellow merchant, to the buyer to whom he sells, be he an individual, a wholesale or commission house or an open town or city market, because of the fact that he is doing his share towards lowering the standard of quality, thereby necessitating the lowering of valuation to suit the quality. Thirdly, to accept poultry or any other produce of the quality referred to, and be honorable, honest and just himself, presuming again the employer approves of his clerk's doings, the employer must necessarily stand the loss, and in so doing encourage and establish habits among his patrons that have but one result—the tendency of lowering the mental, moral and business character of the community.

Should Have Made an Offer.

Considering the transaction from the second standpoint would say the clerk acted wisely and honorably in his em-

The Acceptance of Inferior Poultry

Best Articles Submitted in Answer to Question Raised in Issue of December 8—Should Inferior Poultry be Accepted by Dealers From Good Country Customers at Same Price Paid for Best Offerings?—The Three Winners.

In the issue of The Grocer of Dec. 8, a reader asked a question regarding the propriety of accepting or declining inferior poultry at same price as paid for good material. The letter in part ran as follows:—

"Our store is located in a good farming section with two other competitors. We sent out circulars soliciting poultry during the winter months. We had a good market for nice dry-picked and bled chickens, etc., and were offering a cent more per pound than competitors. Two young women entered the store and told the clerk they had chickens in the buggy. The assistant was sent out for them and took them to the scales. He called my attention to them as he thought they did not look up to the mark.

"I examined them, and they were the worst lot of chickens I ever saw, small, had been scalded and their necks broken instead of bled; also, they were of an unusual color and the flesh of some badly torn. I took them in myself and told the young women that we could not handle them at any price. I was very sorry that I had to reject them, and pointed out they were quite unsalable in the market we had, that we were pleased and willing to take all kinds our circulars asked for, and that we were paying top-notch prices for good stuff only.

"The young women made a few purchases and left, and upon inquiring I found they belonged to a family who had just begun to deal with us and were pretty good buyers. I never consulted the proprietor as he was busy with a traveler, and I knew he put faith in my judgment, although he would have taken the stuff himself. I still feel uneasy about it, and if it is not troubling you too much I trust you will comply with my wishes."

The winners of the prizes receive \$1 each for their answers. The successful contestants were:—A. E. White, manager The W. H. Stone Co., Winnipeg; J. I. Emmerton, Bervie, Ont., and J. Brunner, Tavistock, Ont. Their opinions are given herewith.

AN IMPORTANT QUESTION.

By A. E. White.

I read with considerable interest the article in your issue of Dec. 8, dealing with the purchase of inferior quality of farm produce, which as pointed out, so frequently obtains in country stores.

As regards the action of the clerk, in the instance given, I would say that in my opinion he was quite right in refusing to purchase the supply offered for sale if really under the impression that the young women were strangers to the store, as unless there had been some very good reasons for so doing, he certainly would not have been justified in accepting poultry of inferior quality at the same price as his firm was allowing for high grade goods. On the other hand, I feel that had he been aware that the vendors were regular customers it was a matter which should have been referred to the manager or proprietor, as in a case of this kind it is for him to decide whether he cares to sacrifice his profit on the poultry for the sake of avoiding any unpleasantness with a customer spending, possibly, a very considerable amount of money per year with him.

Should Exercise Judgment.

I am certainly not in favor of clerks feeling obliged to submit every small point, requiring a decision, which arises in their daily work, to the one in charge, as it is best both for themselves and their employer that they should assume a certain amount of responsibility, and be able to make decisions for themselves. But in a matter such as the one under discussion, I feel that had the clerk been aware that the parties offering the poultry were regular customers, he should certainly have consulted the person in charge as to his course of action.

If, however, he was under the impression that they were not regular customers, I consider his decision quite justifiable.

ployer's interests, but failed to realize his full opportunity. If he had no authority to offer a reasonable price for poultry of that quality, he should have consulted his employer, and if the best price he could offer was not to the satisfaction of customer, he could endeavor to impress upon them that his employer had their personal welfare under his consideration and was offering the best possible price, and also to try and impress the fact that the interests of the merchant and his customer were mutual, and by putting inferior stuff on to the market he injured both parties. By earnest endeavor to demonstrate beyond a doubt, a personal interest in your customer, is one of the strong levers to success.

The Problem of Competition.

From the merchant's point of view it is sometimes wise to accept inferior poultry, if dealing in that line, even at a sacrifice, rather than offend a good customer, from the fact that it is almost universally the case that in every community there are one or more competitors eagerly and anxiously awaiting an opportunity to disturb the peace and harmony of your patrons, in the hope by so doing of gaining patronage themselves. Then again, accepting stuff of this quality should never be done without clearly informing your customers that you do so simply because you have an interest in them and appreciate their trade, but could not again repeat any favors of that nature.

Talk quality, impress quality, insist on quality in goods and service both to a customer and from a customer.

REASON WITH CUSTOMER.

By J. Brunner.

When a customer brings in such stuff, one naturally feels like telling him it is not fit for market, and he had better take it home with him.

It is a provoking proposition, and if the customer happens to be a desirable one, it is at times a very difficult one to handle.

I have found it is not a good plan to absolutely refuse to take it at any price. Customers who are usually in the habit of bringing in good butter or poultry will at times have a poor lot, and of course expect the merchant to take it off their hands at some price. If he refuses, the next dealer may take it, and by so doing stands a good chance of getting their next lot of good produce which they have to offer.

The customers in question may have known their poultry was not up to the mark, and possibly did not expect to get the "Top Notch" price.

Convince by Comparison.

If the salesman had placed the poultry beside some of that on hand, to let them see the great difference there is in the handling of poultry, they would no doubt have been willing to accept a much lower price, if he had shown his desire to do the best he could under the circumstances; and even if there would not have been a cent of profit in that

day's transaction, it would have been much better than to refuse to take the poultry, and drive away a good customer.

Refusing to take inferior produce at any price offered by a customer hits a "vital spot," and the salesman in question will no doubt never again have an opportunity to refuse to take this customer's produce.

Year's Ups and Downs in Sugar Market

1911 Opened With Prospects For Low Market—Why No Landslide Occurred—July Hot Weather Contributed Further to Phenomenal Rise—Close of Year Sees the Market Growing Weaker.

The past year has been an interesting one in sugar with its phenomenal advances and extremely high price. Fortunes might have been made during the past twelve months during which this staple commodity soared to the highest point reached in 22 years. That point was reached on Sept. 8 when refined on a Montreal basis went to \$5.85, which it is interesting to note was an advance of \$1.65 above the lowest point for the year. Since then there has been a period of inactivity until the recent declines in the market began.

Yes, truly fortunes might have been made in sugar during the past year. However, if any person had predicted a year ago that sugar would have reached the high point that it did, he would have been laughed at by the wise ones. A year ago sugar men in general looked forward to a lower level for sugar than during 1910. Thus is shown just what an uncertain article sugar is.

Early Prospects Changed.

However, their predictions considering conditions at the time were soundly based. The prospects for the Cuban crop at that time were rosy. The sugar world was waiting for prices to tumble. They did make a start in that direction and with the Cuban crop coming forward prices during January sagged off from \$4.60 to \$4.20.

Here the market swayed in the balance. "Has the bottom been reached?" was the question asked. Interest was at the high tension mark, awaiting for some deciding information. It came too and very suddenly, when prediction was heralded forth that the Cuban crop would be 200,000 tons short. It was not long in moving the market and on Feb. 24 refined went up 10 cents. The shortage in Cuba became more apparent and prices expanded accordingly, going upward to 4.60 on April 18.

"Well," said the sugar world, "the flurry is over." It was, for the time, and during May and June inactivity

reigned. In June the season of increasing demand was reached, but only a steady market was expected, probably with some slight advances, depending upon the volume of demand. If a person had even then predicted \$5.85, he would probably have been laughed at.

The Great July Spurt.

However, there was yet a shock booked to make the world later sit up and take notice. Little attention had up to this time been directed to Europe, where the beet crop was just getting nicely started. While the trade scorching under the extreme heat of July, European beet quotations began to advance sharply and the information came out that the heat which was causing the retailer's collar to lie limp, was also having a damaging effect on the beet crop of Europe. Prices on this side the water were not long in moving in sympathy and the phenomenal upward trend set in and in July alone prices were advanced 55 cents. That was not the end either. Additional advances followed each other with great rapidity, 40 cents being added in August and 30 cents more in September.

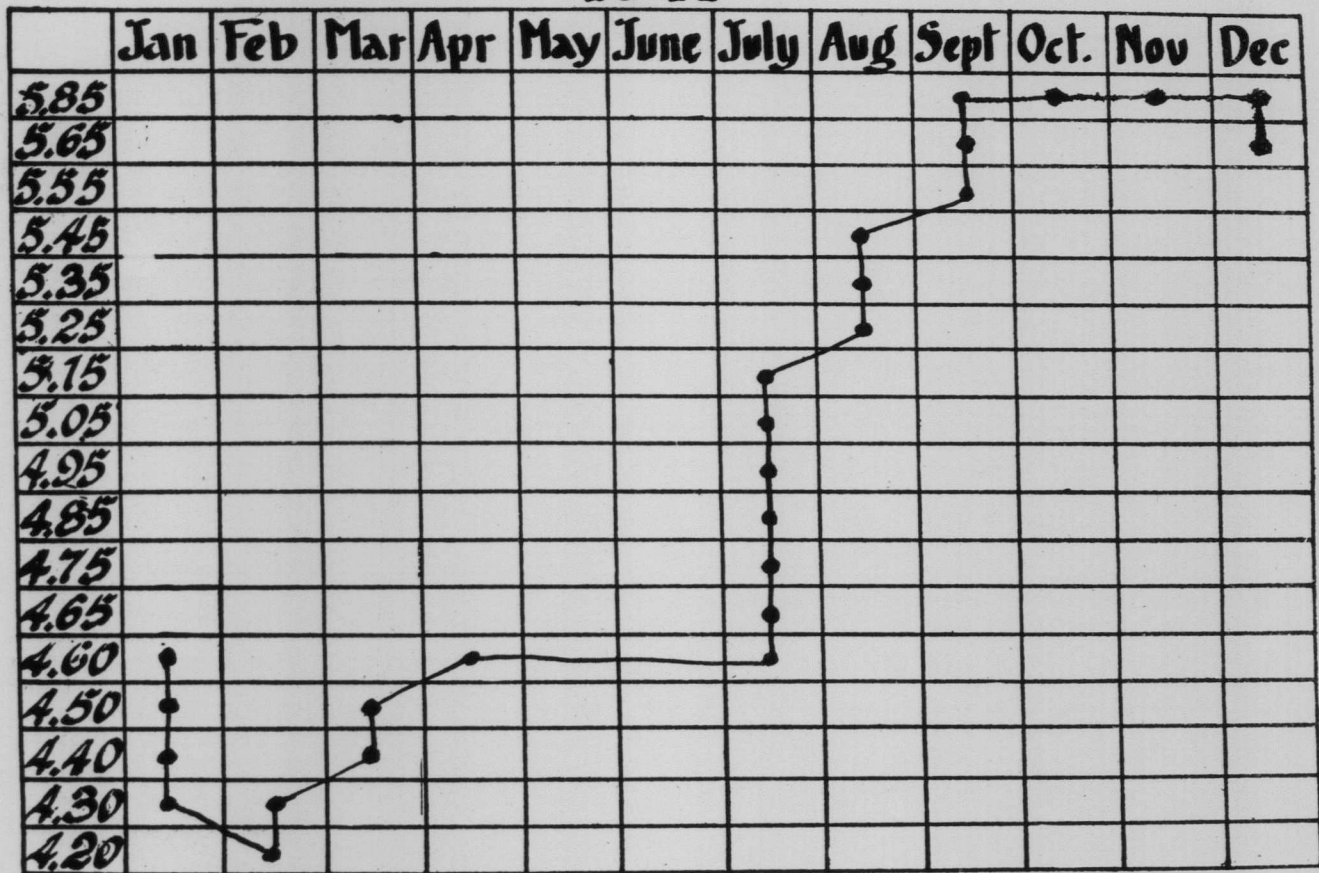
September Arrested Advance.

The end of the soaring came on Sept. 8. Sugar had made history. It had reached the highest point in 22 years. Apparently, it was content, having made the record, to let up. From September until well on in December there was no change but weakening was apparent. United States prices which had gone extremely high began to recede and it was apparent that Canadian prices would do the same as the advent of Cuban crop approached. Our chart on the opposite page records the advances and recessions during the year.

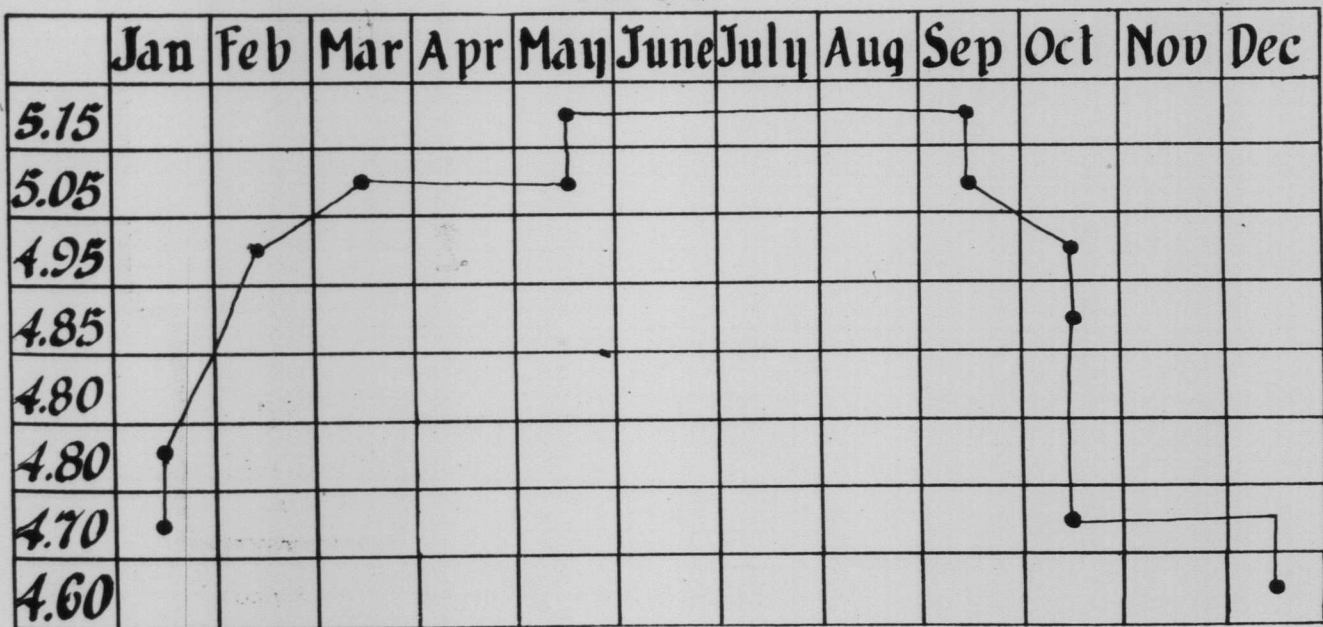
The Present Prospects.

What can be said of the present condition of the markets? It is expected that the movement already inaugurated in

1911



1910



The Canadian Grocer's Sugar Chart Showing Declines and Advances During Past Two Years. It Might With Advantage be Placed in a Handy Place for Reference.

THE CANADIAN GROCER

prices will be continued. There are several features which point to this. In the first place estimates from Europe in regard to the beet crop are more favorable, showing a decrease of 200,000 tons from the first estimated shortage. Cuba is also promising well. One estimate places the probable output of the island at 1,875,000 tons as against last year's yield of 1,483,451 tons, an increase of over 300,000 tons, which will help considerably to make up the normal shortage for the year. Then again, it is anticipated that Russia will be allowed to increase her exports of raw sugar, although the Brussels Convention which is dealing with the question has adjourned to Jan. 29.

Will Not Reach Low Level.

"How low is sugar going to go in this

campaign?" was a question put to one sugar man.

"Well," he replied, "one cannot look for very low prices. It is quite evident that the year's shortage has been considerable and it is going to take some little time to make it up. The increase in the Cuban production now expected will help some but falls much below the total sugar shortage.

"Judging from present condition of the market, I would probably say that \$5.40 for refined Montreal 'might' probably be near the low price for the campaign unless conditions change from what they are at the present."

Such is the opinion of one sugar man. He allows for a decline of 45 cents from the highest point of the season. How near is his guess to what will ultimately come? Time will tell.

Mr. Shupe's present store, as will be seen by fig. I., and there is also submitted suggestion for plan for new store as he requests.

Mr. Shupe's First Letter.

The Canadian Grocer:—Accompanying this letter you will find a plan of my present store, which I wish to renovate in the spring and enlarge same, making it 10 ft. wider and 10 ft. longer, cutting off the oil house addition on south side and the flour and glass room on the north.

As no doubt you have the opportunity of examining more stores than I, I thought you could possibly give me a plan for the enlarging.

Would like also to know if I could use the cellar for a furnace room and use hot water or steam for heating, or would it be better to build furnace room outside the store entirely?

Our ceilings are 11 ft., with a peak roof. I was thinking of making a flat roof and using metallic ceiling.

The front would also have to be altered, which could be easily done, as the present building is a timber frame, and has an 8 x 8 timber across front about 8 ft. from xoor.

If you can give me a good plan from the foregoing description, I

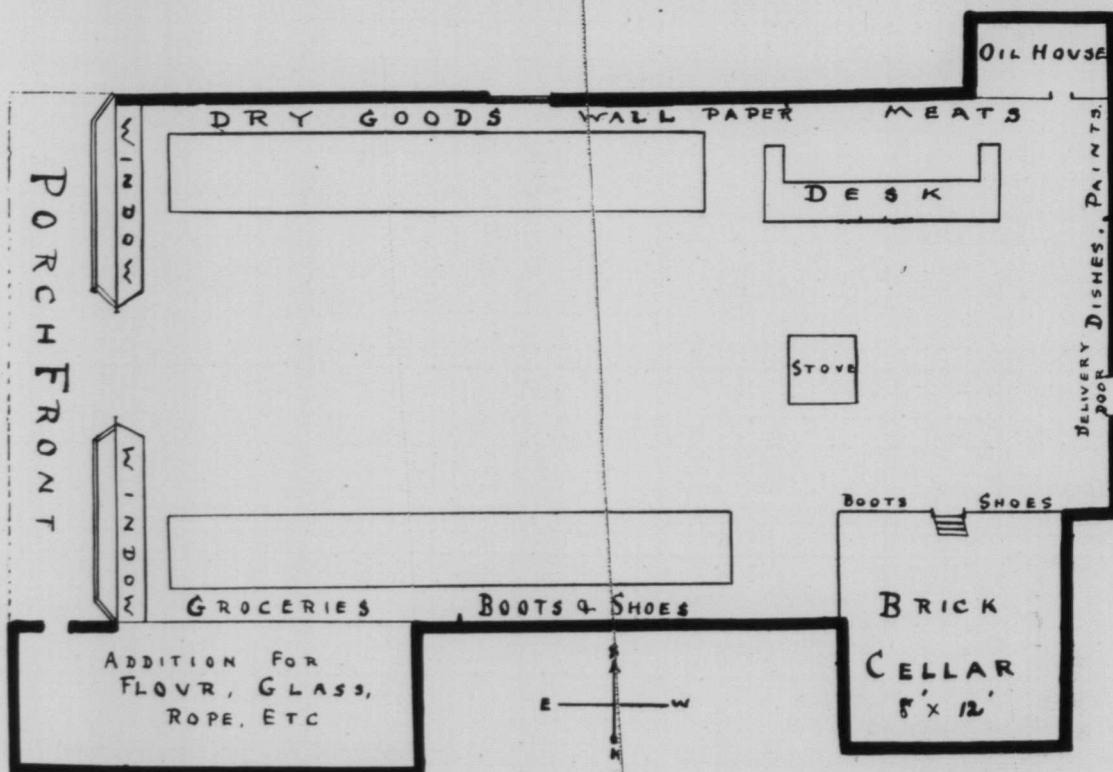
Planning a General Merchant's Store

Dealer Sends Plan of Present Establishment Which He Intends Rearranging in Spring—Will Likely Use Metallic Ceiling—An Interesting Contribution.

Herewith is an interesting addition to the problem of planning a general merchant's store introduced in the issue of The Grocer of Dec. 15. On Dec. 11 C.

He also sent plan of his present store, which he intends enlarging and rearranging in the spring.

Before his letter was posted The Gro-



Present Plan of a North Buxton Store which will be Changed in the Spring.

H. Shupe, of the Shupe Grain Co., North Buxton, Ont., wrote asking for a somewhat similar plan for general store to that required by G. Norman Willets.

cer had reached him with plan suggested for Mr. Willets, and his second letter, that of Dec. 16, was written afterwards. The Grocer has reproduced plan of

would be pleased to hear from you.

C. H. SHUPE.

North Buxton, Ont., Dec. 11, '11

Location of Furnace Room.

The cellar in the new store may be used for furnace room. Many stores, however, are now building furnace rooms outside store proper. This lessens chance of fire, and it may be that a little lower insurance rate could be secured in such a case. The furnace room should practically be a cellar outside the building with plumbing underground.

Metal ceilings are gradually gaining favor among all classes of merchants. They are attractive in appearance and sanitary in character, and can be easily kept clean.

The removal of the front porch would furnish more light and would give the display windows a better chance of selling goods.

The Second Letter.

Editor Canadian Grocer:—Re your issue of Dec. 15, under head "Planning a General Merchant's Store."

I was much struck with the plan as outlined therein. My store is 20 ft. wide by 50 deep, but is minus the unpacking room and storage, which I keep in outbuildings conveniently removed to make danger of fire less. Judging from the amount of shelving asked for in plan, I would judge the stock would be about same as my own.

Now let me say at first that 20 ft. is not wide enough. Shelving and ledge will be 2 ft., alley back of counter 2 ft., and counter 2 ft. 8, or 6 ft. 8 inches total. Double this and you have 13 ft. 4 in., which leaves only 6 ft. 8 in. for the showcases down the centre, and where are the customers going to move about. I omitted the showcases, and find even then too little room in centre, the result being that I am enclosing

a plan of present store, which I expect to change next spring, making the store 30 ft. wide.

If G. N. Willets is cramped for room to build on, possible the plan might do, but as he wants side delivery door I suspect he has more room to build on.

Now the extra cost in width of store and roof, etc., is only a trifle to what it is when you have to tear down to widen, so by all means do not cramp too narrow.

Any suggestions furnished along lines of enquiry on enclosure would be much appreciated.

C. H. SHUPE.

North Buxton, Ont., Dec. 16, '11.

Departments Classified.

In fig. II., the plan suggested, the departments are arranged with a view to convenience, sanitary conditions, and classification. The grocery department should, of course, be given greatest prominence, as it is most used by customers. Meats are placed beside it, as these two are directly associated, and both should be as far away from the oil department as possible.

On the opposite side dry goods, boots and shoes and wall paper are placed, as these are more or less associated with one another. If the wall paper is placed in the corner near the oil house, a better display could be made than if it were against a side wall. Paints are placed near the rear door, as they are in a way associated with oils. The office in the centre near the back of the store allows a good view all round.

As stated in the last article on the subject, The Grocer would appreciate hearing from other general dealers with plans of stores which they have found adequate and convenient.

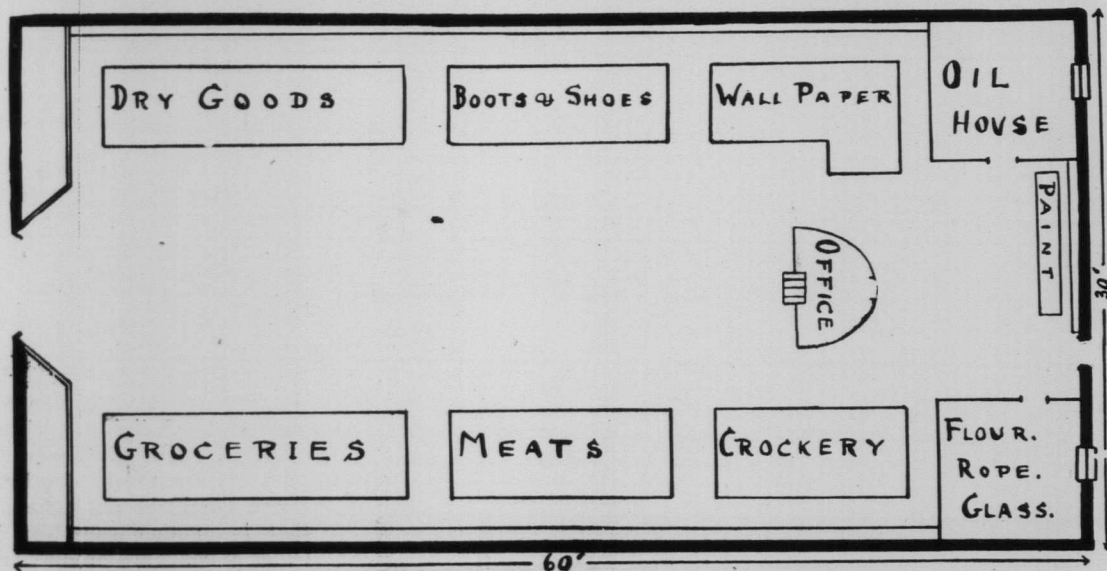
KEEPS NAME BEFORE PUBLIC.

Toronto, Dec. 28.—A Yonge St. grocer believes that keeping your name before the public helps the business, because customers recall it when they wish to make purchases. One of the methods he has of attaining this end is his name and a small ad. on every paper bag that leaves his store. Thus, a customer in looking over her stock before going out shopping, is reminded of his store. In the ad. the name is outstanding, followed by "provisions, groceries fruits; butter and eggs a specialty." Below this is an inscription "the store that aids economists."

He also believes in a good delivery outfit as a trade attraction. His wagon, which is of the covered variety, bears his name and number plainly. On his entrance door is the sign bearing his name, while his name in gold letters on a hanging glass sign adorns both show windows.

SPLENDID MONTREAL WINDOWS.

Montreal, Dec. 28.—Among the merchants along the Main street, the leading grocers have displays that are on par with the general tone of the Christmas windows. Jas. Graham, John Robertson & Sos, Walter Paul, E. J. Quinn, Gravel Freres, A. Dionne, Son & Co., W. J. Brown, and others, have attractive windows showing wealth of Christmas grocery ideas. In some cases it might be difficult to select the best, and yet there are one or two that seem to stand out clearly for the carefulness with which the design has been carried out. Altogether, however, the grocers have ably upheld their share of the decorative Christmas displays.



Suggested Arrangement of Departments When Store is Remodelled.

Taking an Inventory Once Every Month

Simple System Which Must Be Begun in January After Annual Stock-taking Operations Are Over — Will Show Approximate Standing at Any Time.

All up-to-date business men agree that it is a valuable asset to be able to tell at intervals the standing of their business. The man who takes stock yearly can tell once how his business stands, but there are a large number who would like to know oftener. There is, however, a great deal of labor involved in taking complete inventory of financial standing several times a year.

Here is a plan whereby the grocer may tell approximately at all times throughout the year the standing of his business. If there is anything wrong he

does not have to wait until December to find it out and have it remedied. Instead, on any day, with little work, he can find just how his business compares with the last time he took stock and whether it has been progressing favorably.

The method is simple, and while not giving this information just as exact as annual inventory, it gauges it closely enough to tell how the business is getting on. Then, again, at the end of the year the annual inventory can be taken the same as usual.

| <i>Stock Account</i> | | |
|--------------------------------------|-------------|-------------|
| <i>On Hand Jan 1/12</i> | | <i>1500</i> |
| <i>Bought during January</i> | <i>800</i> | <i>2300</i> |
| <i>Sold in Jan. \$1200 less 15%</i> | <i>1020</i> | <i>1280</i> |
| <i>Amt. on Books Account</i> | | |
| <i>January 1/12, total</i> | | <i>1000</i> |
| <i>Sold for credit in January</i> | <i>500</i> | <i>1500</i> |
| <i>Rec'd on account</i> | <i>600</i> | <i>900</i> |
| <i>Amt. Owing Account</i> | | |
| <i>January 1/12</i> | | <i>800</i> |
| <i>Bought goods in January</i> | <i>800</i> | <i>1600</i> |
| <i>Paid out for goods in January</i> | <i>1000</i> | <i>600</i> |

Accounts Necessary to Take Inventory at Any Time During Year.

Three Accounts Kept.

The accompanying cuts will explain the plan itself. First we have the Stock Account. On Jan. 1, when stock was taken, we found we had \$1500 worth of goods on hand. Now, during January, we purchased \$800 worth as shown by the invoice book. During that same time we sold \$1200 worth, which, with the estimated profit on the same deducted, shows amount of goods taken from stock during that month.

How do we find the amount of profit? During the previous year we sold, say, \$14,400 worth of goods on which we made a gross profit of \$2,160, which means 15 per cent. This will vary with stores, but for sake of argument our last year's business shows the average profit as 15 per cent.

Amount on the Books Account.

The amount on books at end of January is simply found. When inventory was taken on Jan. 1, the amount was \$1000. There was sold in January for credit \$500, while \$600 was received on account, so that the amount left on the books would be \$900.

On Jan. 1 the amount owing was \$800. There was bought on credit in January \$800, while there was paid out on account owing, \$1,000. This leaves debts of \$600 at the end of January.

Perpetual Inventory.

Thus, at the end of January we have the Amount of Stock, the amount on books, and the amount owing, so that with the other resources and liabilities such as cash in bank and on hand, notes payable and receivable, etc., a complete inventory can be made. At end of February the same thing can be done, and in this manner at any time throughout the year, the merchant may tell exact standing of his business, or, in other words, he has a perpetual inventory.

At end of the year, the usual inventory should be taken, for as the percentage of profit may vary, so this perpetual inventory may not be exactly accurate.

It is quite evident that this perpetual system has to be started immediately after the annual stocktaking and inventory. Care should be taken to get the average profit as nearly accurate as possible.

Now comes a man in York, Neb., who claims that dogs are the cause of the high cost of living. "There are six million dogs in the United States," he says. "You say the dog lives on waste. There should be no waste. If there is that is another cause of high prices. Other animals are productive; the dog is destructive. The damage inflicted by six million dogs is enormous."

THE CANADIAN GROCER

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PUBLISHED EVERY FRIDAY.

BUSINESS MANAGEMENT ARTICLES.

Commencing with this number, a series of weekly articles on Business Management will appear in The Canadian Grocer, from the pen of H. C. Carson, F.S.S., F.R.C.I. Mr. Carson is Municipal Editor of The Financial Post of Canada, and his writings on Municipal Finance and Administration are recognized as authoritative throughout Canada. He is a Fellow of the Royal Colonial Institute, a Member of the Royal Society of Arts, and his statistical labors were recognized two years ago by a Fellowship in the Royal Statistical Society of Great Britain.

The practice of his profession as a Consulting Accountant and Auditor has brought him into close touch with the various phases of business life in Canada, and the United States, and he is well qualified by education and experience, to render sound and practical advice regarding the numerous problems that arise in business.

These articles will be practical in nature, and devoid of literary embellishment, and The Grocer strongly recommends every reader to study the series carefully. Every reader will be welcome to submit questions to be answered or problems to be solved, and every effort will be made to make 1912 a year of real business education.

CERTIFICATED GROCERS.

In the Fall Campaign number of The Grocer, there was an exceedingly interesting and educative article on the Institute of Certificated Grocers in England. This is a question that should be fully gone into by associations in this country as it opens the way to the elimination of the inexperienced dealer who so frequently not only ends in failure but causes loss and troubles to competitors.

If such an Institute were established in this country, it would, beyond a doubt elevate the standing of the trade to a much higher degree. Every day, for instance, we hear of dealers selling goods at cost or less. This is only one of many shortcomings which would come under the scope of the Institute. A sample examination paper was also given in our Fall Number of Nov. 3, illustrating the splendid work being done.

Canadian dealers would certainly do well to emulate the example from England, and we would strongly urge

the trade to look deeper into this large question with a view towards perpetuating the work of the Motherland in this respect in this country.

WESTERN WHEAT SITUATION.

Threshing still continues throughout the country, but the quality of grain threshed from stooks which are covered with snow is so poor that elevators are refusing to handle the grain at all in many places.

Reports have been received from several points where farmers have been unable to market their grain unless they load and ship the cars themselves to Winnipeg or the head of the lakes. In fact, a case is known where one man carted his grain ten miles to town, and was refused a market by the elevators, and finally had to sell to livery men for the small price of 35 cents per bushel. Reports emanating from Government authorities for the Province of Saskatchewan state that there are 25,000,000 bushels of grain yet to be harvested in this province. A large part of this is flax and the remainder wheat and oats.

CANNED MILK HIGHER.

It was pointed out last week that the high price of raw material and extra cost of production was likely to result in increase in price of canned milk.

The intimation was well worth heeding. One firm at least has advanced prices on evaporated and condensed milk 15 cents per case. Another house has increased the price on one line and intimated that other lines may advance also. Other firms are seriously considering the problem, it is said, because of the increased cost under which they have to operate.

ROLLED OATS DECLINE.

This week a further decline of 35 cents per barrel is announced by a number of firms in rolled oats. Added to the reduction of two weeks ago, it makes a total drop of 60 cents per barrel during the month.

The reason for the reduction is not altogether easy to explain. Prices have been easing off in the face of a fairly steady oat market, although it is pointed out that across the line there is greater weakness.

Then again some of the mills which have lowered prices this week, favored higher prices a week or so ago, yet in the meantime the oat market has varied little.

The failure of prices to work in unison with the oat market, and the differences in prices as quoted by different firms would lead to the belief that something of a price-cutting war is being indulged in by mills at present. Competition for business just now at least appears to be keen.

EDITORIAL NOTES.

Do not advertise goods, service or policy that your store does not have.

One swallow does not make a summer, nor does one good day or week make a business a success.

The Grocer's "Sugar Chart" for 1910 and 1911 appears on another page. Every retailer and wholesaler should cut this out and keep it handy for reference purposes.

Talk on Wholesale and Retail Legislation

Address to the Canadian Credit Men's Association at Winnipeg—Reforms That Have Made Rapid Progress in the West—Application of Criminal Code to Sale of Property by Debtor.

By Norman Mackenzie, Regina, Sask.

The Canadian Credit Men's Association represents one of the most important branches of industry in the West and already represents millions of dollars, yet at the present time it is only in its infancy. Even before its legal life I have been interested in it, and it has certainly been the most aggressive infant I have ever come in touch with.

Before steps were taken to incorporate it, I was busy formulating a scheme of a Bulk Sales Act for Saskatchewan, as mentioned by your chairman, and while on the subject he made some remarks which I think should be commented on. What I did in reference to the Act was done simply as a lawyer. The bulk of the ideas in reference to changing the Manitoba Act came to me from time to time through suggestions from members of your Association made in reference to particular business transactions, from ideas which occurred to me in attending to the different difficulties which arose in connection with the wholesale business. These suggestions and ideas were from time to time jotted down by me as they arose, and were largely supplemented by the discussions and ideas of your Executive itself when the Bill was discussed in detail. These ideas were finally brought into a draft Act, and if I mention to you some of the details that occurred during the process of bringing the draft Act to our Statute Books, you will realize when other legislation arises that it is not always an easy matter to introduce and pass in a new country, where many of the legislators are new, bills which touch on new branches of mercantile law.

Went Straight to Government.

There were two ways in which the legislation could have been brought up. One was to interest private members to such an extent that a majority in the House could be obtained; and here the difficulty would arise that unless the financial and political interests of such members were identical with ours and with those of their constituents, trouble would be sure to arise and the bill might have been defeated on the general vote. We came to the conclusion that as the bill was one which interested the public at large, and was for the benefit of all parties, the best plan was to go squarely before the Government and endeavor to show them that it would be for the common good of the community to pass the act.

On calling the attention of the Government to the act, they first refused to pass any opinion on it until its aspect from the standpoint of the community had been fully considered, and until we had placed before them all the other legislation which had been passed by other legislatures in Canada, or had been brought before such legislatures, and, with this end in view, we obtained all other Canadian bills or acts on the subject. We found that Manitoba, British Columbia and Quebec had already legislated on the subject, while Ontario and another province had introduced legislation, but had apparently deemed it wise to wait until they saw the success of those who first undertook to legislate on the subject. The draft bill was then again submitted to the Government, with copies of all the legislation on the subject, with annotations showing what legislation had already been passed and what ideas were new, after which it was accepted by the Government, who stated that they thought it advisable to introduce the bill themselves.

The Bill Delayed.

I shall now proceed to tell you what happened after the bill had been passed into the hands of the Government. The session during which it was to be introduced dragged on from day to day, and the issues which were raised were such as at times to completely sidetrack our legislation. First the subject of reciprocity came up, then the C. P. R. land resolution, then the blockade of supplies, and finally, and most important, came the Grain Act, and it was not until practically the day the House expected to rise, that the bill received its third reading. I then found that one point in the bill had been omitted, and on pointing this out to the Attorney-General, it was remedied at the last moment by an amendment to the Statute Law Amendment Act, the result being finally the act as forwarded to you being assented to by the Lieutenant-Governor.

I understand that since the passage of the act here, the Manitoba Act has been amended to comply with the provisions of ours, and in conversation with supporters of the Government I have been told that they felt the act was a most beneficial one, and they were of the opinion that if new ideas arose which would make the act even more complete, suggestions as to amendments would be cheerfully received by the Government.

The only point at the present time which occurs to me would add to the strength of the act is that sixty per cent., both in amount and number of the creditors should be necessary to consent to a sale by the debtor. We did not get both in the act; but I believe this can be remedied without difficulty at the next session of the legislature. Another point which I think should be brought to the attention of the Government, and would assist the public generally, is that assignments of book accounts should be registered in such a way that the attention of the public would be brought to the change in the assets of the debtor.

Retailers Helped.

One thing that I feel assisted greatly in bringing the act before the legislature was the fact that your association allowed the legislation to speak for itself. No deputations were sent to endeavor to explain what was put before the Government in plain language, nor were any promises asked for; the act was simply submitted and spoke for itself. I do not know of any stronger recommendation from my standpoint which could be given the legislation as it stands, than realizing as I did, sitting from day to day in my office, how quickly the act was brought to the attention of the public, particularly to the retail dealers. Even before the act was printed and distributed, retail dealers throughout the country consulted me as to proposed sales being made by them, and expressing their anxiety to come strictly within the terms of the act.

We have now been given the legislation and I understand the motto of your association is that "union is strength," but we must remember that legislation is one thing and the direct carrying out of the intention of the act is another. The legislature has now done all that it can do and it remains for us to do the balance. For years the different provinces of Canada have had Creditors' Relief Acts in existence, whereby all execution creditors must share pro rata in the assets of the debtor, and I cannot help but feel that if this Association is ever to have weight with the public and to assist the individual members, the same principle must be carried out wherever possible—practice before judgment, as legally it must after judgment; that is, that the assets of the different debtors of this association should by arrangement be distributed ratably before judgment as well as after, that the old inclination of each wholesale house to secure itself at the cost of its brother creditors should be abandoned, and that the association should act on a system whereby every creditor will share, and where securities taken would be for the benefit of all those, doing away with promiscuous litigation.

gation against the debtor, and actions based on the Fraudulent Preference Act being brought by one creditor against another, for we cannot but remember that while the Government have now legislated as to the rights of the wholesale men against the retail men, they had already legislated under the Fraudulent Preferences Act as between one creditor and another, and it is as incumbent on us to avoid running foul of the question of fraudulent preferences, as it is for us to carry out the spirit of the Bulk Sales Act.

I feel the above suggestion, if carried out, will in the long run not only be of benefit to your association, but to each wholesale house individually and to the public at large, including the retail dealer, and I emphasize this fact, for watching business transactions of this description from day to day, it has been pitiable to see so many instances occur where the large creditors show every inclination to assist the retail dealer, grant him an extension and do everything possible to save him from insolvency, and then, as in one particular case I know, the smallest creditor give instructions for the issue of a writ, which naturally brought about an assignment, a sacrifice of the goods and the incurring of costs which were finally paid by the debtor out of goods on hand which should have been turned into cash and paid to the creditors.

The Criminal Code.

Another point on which I think I could profitably speak to-night is in reference to the application of the Criminal Code to sales and disposal of property by the debtor. Wherever the Criminal Code has been distinctly violated, I think it is the duty of the association to prosecute to the bitter end; but where, through ignorance or stress of circumstances or bad advice, the debtor, without real intent to defraud, has disposed of his property, I can only say that it is, in my opinion, a mistake to invoke the Criminal Law. Many cases arise where the biased view of the creditor might suggest the arrest of the debtor, but in twenty-four cases out of twenty-five, when the facts were brought before an unbiased person, it would be plain that it would be folly, not only on account of the lack of the necessary criminal ingredients, but because the acquittal of every such debtor only tends to weaken the standing of the wholesalers and arouses the sympathy of the public, and also weakens the chances of the association to obtain further legislation to protect them.

Another point which I think should be carefully considered by the Association and by the various solicitors who are representing them, is the care which must be taken to formulate a system in

reference to the report on the standing of debtors which will keep the association and the solicitor strictly within the law, and prevent actions under the circumstances laid down in McIntosh v. Dun, in the Privy Council, and Smith v. Dun recently in your own Courts. This is not a matter to be discussed here, but one to be taken up with great care and exercised with the utmost prudence.

Knight of the Grip Registers Kick About Delays

By A. P. H.

The total amount of time lost by travelers throughout the Dominion through the indifference of retailers means an immense sum of money yearly. Instead of giving the traveler his hearing or his order at once, the retailer is wont to keep him waiting while he performs some minor work that could just as well be done at any other time.

Especially is this habit of delaying the traveler more prevalent in the small towns and villages where it is a common occurrence in some instances for a traveler to have to call at a store several times before he receives his order, while in many cases it would be just as easy for the merchant to give it to him on his first call.

Now, while he may do it pleasantly enough, his thoughts may be different. Put yourself in his place and you will no doubt make an effort to eliminate this loss of time as far as it lies in your power.

CREDIT MEN'S BANQUET.

Address to Be Given by Member of Parliament on Bulk Sales Question.

Toronto, Dec. 28.—The Eastern Branch of the Canadian Credit Men's Association will hold their monthly banquet on Thursday evening, Jan. 4, at McConkey's, this city. The feature will be an address by W. D. McPherson, M.P.P., on the bulk sales question. Mr. McPherson introduced a bill into the Ontario Legislature some time ago on this question, but it did not go through, chiefly on account of objections from the attorney-general. It is quite likely, however, that when it is again introduced there will be no objections from that source.

Although the eastern wholesalers have only been organized about a month, the work is progressing favorably. They have secured offices at 58 Front St. west, and appointed L. J. Ball as secretary. One of the chief objects of this association is to prevent bad debts.

The fifteen hours a day method will not make a man successful. It will make him unfit to enjoy success if he should win it.

It isn't all advertising to throw a lot of words into type. The question of the right kind of copy is a serious one. "I'd rather have fifty dollars' worth of copy in a five dollar space than five dollars worth of copy in a fifty dollar space," remarked one big advertiser recently.



Reproduction of Frank's fruit window at corner of Church and Carlton Streets, Toronto. This was a handsome display and cut does not do justice to it.

1911 a Good Year for Grocery Trade

General Satisfaction with Past Years' Business—The Last Week of Year, as Usual, Finds Trade Quiet—Sugar Holds Same Weak Position—Canned Milk Strong and Advancing—Grocery Staples are on Whole Steady—Syrup Down in Winnipeg—Coal Oil Lower in Montreal.

QUEBEC MARKETS.

POINTERS:—

Brazil Nuts.—Another advance.
Coal Oil.—Up one cent per gal.
Condensed Milk.—Firmer.
Montreal, Dec. 28.—The Christmas season has passed with a flourish before the turning of another new leaf in the history of the Canadian grocery trade. It has been a prosperous year, and high tide of business that gathered months ago rolled on unbroken to the very end. December has not been seasonable with its weather, and while this may have had some ill effect on trade, it was not noticeable in groceries, although with real winter it is possible that this last record would have been broken. The present week is not generally regarded as an important one from a business standpoint, although the local houses were busy. It is felt that owing to comparatively high prices, retail grocers did not purchase as extensively as they might have, that supplies will become exhausted sooner than usual and that business will, therefore, be good earlier in the year. It is also conceded that snow and cold weather will have a good effect. One hears many remarks in other circles that the mild weather has been "killing" to them. If they require the genuine article it generally results that everyone benefits. Altogether the new year opens to a confident trade. Prices have held firmly, and in the majority of cases they should continue strong.

SUGAR.—The tendency to decline is still with the market, and further reductions are expected in near future. The Cuban sugar yield is likely to exceed last season's by about 350,000 tons. Estimates of the European yield are larger, and this appears to make Europe less a factor in the market. The general tone at present is downward with the announcement of a reduction a possibility at any time.

| | |
|---|----------|
| Granulated, bags | 5 65 |
| " 20-lb. bags | 5 70 |
| " Imperial | 5 50 |
| " Beaves | 5 55 |
| Paris jump, boxes, 100 lbs. | 6 35 |
| " " 50 lbs. | 6 45 |
| " " 25 lbs. | 6 75 |
| Red Seal, in cartons, each | 0 25 |
| Crystal diamonds, bbis. | 6 35 |
| " " 100 lb. boxes | 6 45 |
| " " 50 lb. | 6 55 |
| " " 25 lb. | 6 75 |
| " " 5 lb. cartons, each | 0 37 1/2 |
| Crystal Diamond Dominoes, 5-lb. cartons, each | 0 37 1/2 |
| Extra ground, bbis. | 6 10 |
| " " 50-lb. boxes | 6 00 |
| " " 25-lb. boxes | 6 50 |
| Powdered, bbis. | 6 90 |
| " " 50-lb. boxes | 6 10 |
| Phoenix | 5 65 |
| Bright coffee | 5 40 |
| No. 2 yellow | 5 40 |
| No. 1 " | 5 40 |
| No. 1 " bags | 5 25 |

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

SYRUP AND MOLASSES.—There is a fair sale for molasses in small orders, but after the first of January, and with the advent of cold weather there should be more enquiries from the retail trade. Syrups are moving steadily. This is a seasonable line and should be extensively handled.

| | | |
|-------------------------------------|------|------|
| Fancy Barbados molasses, puncheons | 0 38 | 0 40 |
| " " " half-barrels | 0 41 | 0 43 |
| " " " barrels | 0 43 | 0 45 |
| Choice Barbados molasses, puncheons | 0 34 | 0 36 |
| " " " barrels | 0 37 | 0 39 |
| " " " half-barrels | 0 39 | 0 41 |
| New Orleans | 0 25 | 0 28 |
| Andgua | 0 30 | |
| Porto Rico | 0 40 | |
| Corn syrups, bbis. | 0 63 | |
| " " 1-bbls. | 0 63 | |
| " " 35-lb. pails | 1 75 | |
| " " 25-lb. pails | 1 25 | |
| Cases, 2-lb. tins, 2 doz. per case | 2 40 | |
| " 5-lb. " 1 doz. " | 2 75 | |
| " 10-lb. " 1 doz. " | 2 65 | |
| " 20-lb. " 1 doz. " | 2 60 | |

DRIED FRUITS.—The supply of California and Valencia raisins, as previously stated, is none too plentiful, although no change has been made in price. The last boat of the season carrying dates, figs, etc., is the Armanistan. The Christmas demand for all kinds of dried fruits has been of the best, and for the reason that stocks are generally not heavy the market is likely to remain firm. Dried fruits will be worth watching early in the year to find out any movement in regard to buying, etc. Prunes are steady and firm, but the spot trade is quite ordinary. Grocers have sold extensively this year of Malaga raisins and table raisins of all kinds have received more attention than ever with evident results.

| | | |
|---|----------|----------|
| Evaporated apricots | 0 22 | 0 24 |
| Evaporated apples | 0 09 1/2 | 0 10 1/2 |
| Evaporated peaches | 0 18 | 0 19 |
| Evaporated pears | 0 18 | 0 19 |
| Currants, fine filatras, per lb., not cleaned | 0 07 | 0 07 1/2 |
| " " lb. packages, fine filatras, cleaned | 0 07 1/2 | 0 08 |
| " " Patras, per lb. | 0 08 | 0 09 1/2 |
| " " Vostizas, per lb. | 0 09 1/2 | 0 10 |
| Dates, 1-lb. packages | 0 07 1/2 | 0 08 |
| Dates, Hallowee, loose | 0 06 | 0 07 |
| Figs | 0 11 | |
| Figs, 3 crown | 0 07 1/2 | 0 10 1/2 |
| Figs, 4 crown | 0 08 | 0 10 1/2 |
| " 5 crown | 0 08 1/2 | 0 13 |
| Figs, 6 crown | 0 09 | 0 14 |
| Glove boxes, 16-oz., per box | 0 10 1/2 | 0 11 1/2 |
| Glove boxes, 10-oz., per box | 0 07 | 0 07 1/2 |
| Prunes— | | |
| 30-40 | 0 15 | 0 18 |
| 40-50 | 0 14 | 0 16 |
| 50-60 | 0 13 | 0 14 |
| 60-70 | 0 12 | 0 13 |
| 70-80 | 0 11 1/2 | 0 12 |
| 80-90 | 0 11 | 0 11 1/2 |
| 90-100 | 0 10 | 0 11 |
| Bosina prunes | 0 08 | 0 09 |
| Raisins— | | |
| Choice seeded raisins | 0 09 1/2 | 0 10 1/2 |
| " " fancy seeded, 1-lb. pkgs. | 0 10 1/2 | 0 11 1/2 |
| " " loose muscatels, 3-crown, per lb. | 0 08 | 0 08 |
| " " " 4-crown, per lb. | 0 09 | 0 10 |
| Seedless, new, in packages | 0 10 | 0 10 |
| Select raisins, 7-lb. box, per box | 0 63 1/2 | |
| Sultana raisins loose, per lb. | 0 12 | |
| Sultana raisins, 1-lb. cartons | 0 14 | 0 16 |
| Malaga table raisins, clusters, per box | 2 50 | 5 75 1/2 |
| Valencia, fine off stalk, per 1/2 box | 0 80 | 1 90 |
| " " select, per lb. | 0 07 1/2 | 0 08 |
| " " 4-crown layers, per lb. | 0 08 1/2 | 0 09 |

NUTS.—Brazil nuts are higher again this week, and supplies appear to be quite limited. The holiday demand for nuts was good, and generally speaking, compares well with other years. Shelled walnuts and almonds appear to retain their steadiness and strength of the pre-holiday jobbing trade.

| | | |
|------------------------------------|----------|----------|
| In shell— | | |
| Brazils | 0 21 1/2 | 0 22 1/2 |
| Filberts, Sicily, per lb. | 0 10 1/2 | 0 12 |
| " Barcelona, per lb. | 0 10 1/2 | 0 12 |
| Tarragona Almonds, per lb. | 0 16 | 0 17 1/2 |
| Walnuts, Mayette Grenoble, per lb. | 0 15 1/2 | 0 17 |
| " Marbots, per lb. | 0 13 | 0 14 |
| " Cornes, per lb. | 0 10 | 0 11 |
| Hungarian | 0 13 1/2 | 0 15 |
| Shelled— | | |
| Almonds, 4-crown selected, per lb. | 0 35 | 0 37 |
| " 3-crown " " | 0 32 | 0 34 |
| " 2-crown " " | 0 31 | 0 32 |
| " (in bags) standards per lb. | 0 27 | 0 28 |
| Valencia shelled almonds, new crop | 0 33 | 0 35 |
| Cashews | 0 15 | 0 17 |
| Peanuts— | | |
| American— | | |
| Japanese roasted | 0 08 1/2 | |
| Coon, roasted | 0 08 1/2 | 0 09 |
| Diamond G, roasted | 0 09 1/2 | 0 09 |
| Bon Ton, roasted | 0 11 1/2 | 0 12 |
| Sun, roasted | 0 10 | |
| Spanish, No. 1 | 0 12 | |
| Virginia, No. 1 | 0 13 | 0 15 |
| Pecans, jumbo | 0 18 | 0 20 |
| Pistachios, per lb. | 0 18 | 0 20 |
| Walnuts— | | |
| Bordeaux halver, bright | 0 33 | 0 35 |
| Brokens | 0 28 | 0 30 |

TEAS.—Reports of the tea market indicate a relief to the tense situation that has prevailed for some time. Poor grades of tea that first were held strongly received a setback. The supply of good liquoring teas was so very limited that firm prices prevailed. The whole market, however, is firm.

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

RICE.—There is nothing special in this market. Routine trade is passing at former prices. Consular advices from Ceylon state that although there are 600,000 acres under rice, the amount harvested each year is insufficient for home consumption. The customs returns for 1910 show that rice to value of more than \$15,000,000 was imported during the year.

| | | |
|-------------------------------|------|------|
| Rangoons— | | |
| Rice, grade B, bags, 250 lbs. | 3 65 | 3 75 |
| " " 100 lbs. | 3 65 | 3 75 |
| " " 50 lbs. | 3 65 | 3 75 |
| " " pockets, 25 lbs | 3 75 | 3 85 |
| " " " 12 1/2 lbs | 3 90 | 4 00 |
| " " C.C., bags, 250 lbs. | 3 55 | 3 65 |
| " " " 100 lbs. | 3 55 | 3 65 |
| " " " 50 lbs. | 3 55 | 3 65 |
| " " " pockets, 25 lbs | 3 65 | 3 75 |
| " " " 12 1/2 lbs | 3 70 | 3 80 |
| Fancy Patna— | | |
| Patna polished | 3 85 | 3 95 |
| Pearl | 4 10 | 4 20 |
| Imperial Glace | 4 60 | 4 70 |
| Sparkle | 4 70 | 4 80 |

THE CANADIAN GROCER

end of the Christmas trade finds no overplus of spot stocks. Peels are next to being scarce, although the demand will now slacken materially. Malaga raisins found a good sale for the festive season and are now quite well cleaned up.

Figs and dates are receiving considerable attention from retailers. No prices have been made on the dates on third steamer, Armamistan, which will be last for season.

Prices on prunes continue to stiffen on the coast as supplies diminish.

| | |
|---|------------------|
| Prunes | |
| 30 to 40, in 25-lb. boxes | 0 16 |
| 40 to 50 " | 0 15 |
| 70 to 80, in 25-lb. boxes | 0 10 |
| 80 to 90, in 25-lb. boxes | 0 09½ |
| 90 to 100, in 25-lb. boxes | 0 09 |
| Same fruit in 50-lb. boxes ¼ cent less. | |
| Apricots | |
| Choice, 25 lb boxes | 0 23 0 24 |
| Fancy, | 0 25 |
| Candied Peels | |
| Lemon | 0 10 0 11 Citron |
| Orange | 0 10 0 11 |
| Figs, 2 to 2½ inches, per lb | 0 10 0 13 |
| Tapioca, | 0 04½ 0 04½ |
| Bag figs | 0 17 0 18 |
| Dried peaches | 0 08½ 0 09 |
| Dried apples | 0 09 0 10 |
| Evaporated apples | 0 09 0 10 |
| Currents | 0 10 0 12 |
| Fine Filiatras | 0 07½ 0 08 |
| Patras | 0 08 0 08½ |
| Uncleaned ¼ cent less | |
| Raisins | |
| Sultana | 0 11 0 12 |
| " fancy | 0 14 0 14½ |
| " extra fancy | 0 16 0 17 |
| Valencia selected | 0 08½ |
| Seeded, 1 lb packets, fancy | 0 09 |
| " 16 oz. packets, choice | 0 08½ |

| | | | |
|------------------|---------|-----------------------|-------------|
| New Dates | | Package dates, | |
| Halloweese | per lb. | 0 07½ | |
| Full boxes | 0 06½ | Fards choicest | 0 09½ 0 10½ |
| Half boxes | 0 07½ | | |

Tea.—Colombo shipments have rather more than realized anticipations, the actual shipments during November being 5,000,000 lbs. in excess of the same month last year, and furthermore the estimate for December is put at 2,000,000 lbs. more than Dec. 1910. In some quarters at least, it is felt that prices have about gone the limit for the present considering conditions.

Coffee.—Market conditions on coffee affecting prices to the retail trade show no great variation. Trade seems to be running along fairly briskly.

The world's visible supply of coffee on Dec. 1st, was 13,420,000 bags as against 13,122,000 on Nov. 1 and 14,755,000 bags on Dec. 1, 1910. Thus the statistical position is shown to remain quite strong.

| | | | |
|-----------------|-----------|----------------|-----------|
| Ken, roasted | 0 22 0 23 | Mocha, roasted | 0 30 0 33 |
| Green Rio | 0 20 0 21 | Java, roasted | 0 32 0 35 |
| Santos, roasted | 0 24 0 25 | Mexican | 0 27 0 28 |
| Maraicao | 0 24 0 25 | Gautemalo | 0 24 0 25 |
| Bokotas | 0 26 0 27 | Jamaica | 0 24 0 25 |
| | | Chicory | 0 12 |

Spices.—A fairly good demand for the season is reported in spices. Demand from the retailer is just not a little on quiet side but is expected to rule normal during January. There are no special features to the markets.

| | Tins | ½ lb. pkgs. d | ¼ lb. tins d |
|----------------|-------------|----------------------|---------------------|
| Allspice | 15-18 | 60-70 | 70-80 |
| Cassia | 24-32 | 85-115 | 95-125 |
| Cayenne pepper | 22-31 | 90-105 | 90-115 |
| Cloves | 22-29 | 75-95 | 85-110 |
| Cream tartar | 28-00 | 90-00 | |
| Curry powder | 25-80 | | |

| | | | |
|----------------|-------|---------|-----------|
| Ginger | 22-33 | 65-85 | 75-95 |
| Mace | 50-80 | 0-2 | 75 |
| Nutmegs | 35-60 | 90-00 | 1 60-2 50 |
| Peppers, black | 22-00 | 67-75 | 80-9½ |
| Peppers white | 22-00 | 90-1 05 | 1 05-1 15 |
| Pastry spice | 17-27 | 85-95 | 75-1 10 |
| Pickling spice | 18-22 | 75-00 | 75-00 |
| Turmeric | 16-00 | | |

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

Mustard seed, per lb. in bulk..... 0 12
Celery seed, per lb. in bulk..... 0 30
Shredded cocoanut, in pails..... 0 19 0 22

Nuts.—With the passing of Christmas interest in nuts has dwindled somewhat. Retailers will, no doubt, aim to clean stocks up this week. While Christmas is the season of big demand, nuts should be an all the year round seller, and the dealer will no doubt find them so if he maintains his assortment and gives them the required prominence.

The holiday trade reduced wholesalers' stocks to quite a low level. Brazils are real scarce. Almonds still hold their steady position.

| | |
|---------------------|------------|
| Almonds, Formigetta | 0 15 0 15½ |
| " Terzagona | 0 16½ 0 17 |
| " shelled | 0 34 0 37 |
| Walnuts, Grenoble | 0 15 0 16 |
| " Bordeaux | 0 12 0 13 |
| " Marbots | 0 13 0 14 |
| " shelled, new | 0 35 0 38 |
| Filberts | 0 11 0 12 |
| Pecans | 0 17 0 18 |
| Brazils | 0 21 0 21 |
| Peanuts, roasted | 10 0 13 |

Rice and Tapioca.—Prices are unchanged, while demand is inclined to quietness. The estimate of the rice crop in Burmah is set at 2,450,000 tons as against 2,600,000 last year. Tapioca appears to hold steady.

| | |
|--|------------|
| Standard B, from mills, 500 lbs. or over, f.o.b. | 3 65 |
| Montreal | 3 75 |
| Rice, standard B | |
| Per lb. | |
| Rangoon | 0 03½ 0 04 |
| Fancy rangoon | 0 05 |
| Patna | 0 05½ 0 06 |
| Japan | 0 05 0 07 |
| Java | 0 06 0 07 |
| Carolina | 0 08 0 10 |
| Sago, medium | 0 05½ 0 06 |
| Tapioca— | |
| Bullet, double | 0 08 |
| goat | 0 07 |
| Medium pearl | 0 06½ 0 07 |
| Flake | 0 08 |
| Seed | 0 06½ 0 07 |

Beans.—Prices are unchanged and there is little or no difference in the general situation.

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

MANITOBA MARKETS.

POINTERS—
Syrup.—Decline of 10c.
Dried Fruits.—Steady.
Nuts.—Active.
Coffee.—Firm.

WINNIPEG, Dec. 28.—To surprise of most grocery wholesale firms in the city trade this year remained quite firm up to Christmas holidays. As is the general case a slackening prevails at this period and last week the tone of the trade seemed to be edging towards such a condition existing. During the week, however, a large volume of business has been transacted and sorted orders have been rushed out in considerable quantity.

The serious congestion of cars has to some extent been rectified and freight traffic has once more apparently resumed its normal appearance. Shipments by no means reached their destination as

quickly as under general circumstances, but conditions are a great deal better than they were last week, and as great attention is being paid to the solving of this problem by all railroads, it is expected that traffic will be on its normal basis within another week.

Travelers are all off the road and many who returned to the city at the earlier part of the week have left to spend Christmas in the east. Others have departed for western homes and will not go out again until after the new year. The tone of the market throughout the week has been somewhat weaker than of late, and syrup has shown a decline of 10c following recent sugar drop. Dried fruits are holding steady, while Christmas lines such as nuts and seeded raisins are still moving rapidly.

SUGAR—The readjustment in the sugar market and the easing off of conditions to the south resulted in the decline of 10c on local market referred to last week.

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

SYRUP—Syrup took another decline of 10c this week, due it is reported to further weakness on the southern market. As the demand in this commodity is only normal at best of times it is not expected these declines will cause any great flurry.

| | |
|--|-----------|
| Syrups | |
| 24 2-lb. tins, per case | 2 18 |
| 12 5-lb. tins, per case | 2 55 |
| 6 10-lb. tins, per case | 2 45 |
| 3 20-lb. tins, per case | 2 47 |
| Half barrels per cwt | 3 50 |
| Barbados molasses, in half barrels, per gallon | 0 48 |
| New Orleans molasses, half barrels, per gallon | 0 30 0 31 |

DRIED FRUITS—There is little new to say in dried fruits except that prices are holding steady and trade is active. The greatest demand has been for seeded raisins for the Christmas trade and it is expected that an increased trade in this line will be noticed this year.

| | | | |
|-------------------|---------|-------------------|-------|
| New prunes | Per lb. | 70-80s, 25s, s.p. | 0 09 |
| 90-10s, s.p. | 0 08 | 70-80s, 10s, s.p. | 0 10 |
| 90-10s, 10s, s.p. | 0 09 | 60-70s, 25s, s.p. | 0 09½ |
| 80-90s, 25s, s.p. | 0 08½ | 50-60s, 25s, s.p. | 0 10 |
| 80-90s, 10s, s.p. | 0 09½ | 40-50s, 25s, s.p. | 0 11½ |

| | |
|------------------------------------|-------|
| New Figs | |
| Camel 3-crown table figs | 0 10 |
| " 4-crown table figs | 0 11 |
| " 5-crown table figs | 0 11½ |
| " 6-crown table figs, about 10 lbs | 0 12 |
| " 6-crown table figs, about 50 lbs | 0 12½ |
| " 7-crown table figs, about 10 lbs | 0 14 |
| " 9-crown table figs, about 10 lbs | 0 16 |
| Emmanuel 3-crown | 0 08½ |
| " 4-crown | 0 09½ |
| " 5-crown | 0 09 |
| " 6-crown | 0 10 |
| " 7-crown | 0 11 |
| Club box figs | 0 06 |

| | |
|---------------------|-------|
| Cooking Figs | |
| Choice boxes | 0 05½ |
| Half boxes | 0 05 |
| Half bags | 0 04½ |

| | |
|------------------------------------|------|
| Valencia Raisins | |
| Fine, f.o.s., 25s, s.p., per box | 2 00 |
| Fine, selected, 25s, s.p., per box | 2 20 |
| 4-crown layers, 25s, s.p., per box | 2 30 |
| 4-crown layers, 14s, s.p., per box | 1 2½ |
| 4-crown layers, 7s, s.p., per box | 0 88 |
| Ne plus ultra, 25s, s.p., per box | 2 33 |

THE CANADIAN GROCER

| | |
|------------------------|-------|
| Currants— | |
| Dry clean, per lb..... | 0 07½ |
| Washes, per lb..... | 0 18 |
| 1-lb. package..... | 0 08½ |
| 2-lb. package..... | 0 17 |

EVAPORATED APPLES—The market for this line remains steady and prices hold steady at 10c flat, Winnipeg.

NUTS—Nuts are selling well and an active condition is existing due to the Christmas season. French Grenoble walnuts have made their appearance in the market and are selling at 16½c per lb. The quality of these nuts is reported to be good and a fair demand is prevailing for them.

| | | | |
|--------------------------|-------|------------------------|-------|
| New Filberts, large..... | 0 11½ | Tarragona Almonds..... | 0 15½ |
| Marbot Walnuts..... | 0 13½ | Ab-raness..... | 0 14½ |
| Brazil Nuts..... | 0 15 | Pecan Choice..... | 0 17 |
| Grenoble walnuts..... | 0 16½ | | |

COFFEE—Some difference of opinion prevails regarding coffee. The market this week shows a firmer tone and prices as yet remain unchanged.

| | | | |
|---------------------------|-------|---------------------------|-------|
| Coffee, standard Rio..... | 0 17½ | Coffee, choice..... | 0 17 |
| | | Coffee, extra choice..... | 0 12½ |

SPLIT PEAS—The market is high and split peas are scarce at present time. One wholesaler reported they were worth 4½c and hard to secure at that price. Pot barley and pearl barley are also high and scarce and higher prices can be looked for in these two lines.

| | | |
|--------------------------------------|------|------|
| Beans, 3-lb. picker, per bushel..... | 2 55 | 2 65 |
| Hand picked, per bushel..... | 2 71 | 2 75 |
| Peas, split, 100 lbs..... | 4 25 | 4 50 |

WINNIPEG.

CANNED GOODS—Trade in canned goods during last few months has been considerably lighter when compared with this season last year. While wholesale jobbers refuse to be quoted in any definite remarks, yet they stated that decrease in volume of trade transacted appears to be due in part to the high price existing for almost all lines of canned goods. It was pointed out that canners had been unable to supply the demand in many of the lines and as result prices had been forced up. This meant they reached heights which were practically prohibitive and the small consumer was absolutely unable to enjoy these luxuries. As is well known canners were unable to supply full orders. In fact only a small percentage of orders for tomatoes, raspberries, strawberries, peas and gooseberries were supplied. Last summer prices were considered high but when compared with the prices that are in existence to-day, it will be seen that in the majority of cases advances have taken place. On the whole it is the opinion that owing to the small stocks higher prices will yet be seen and the majority of the canned good lines will be practically off the market before the season is over.

| | | |
|--------------------------|---------|----------|
| VEGETABLES | | Per doz. |
| | Group B | Group A |
| Asparagus tips, 2's..... | 2 60 | 2 69 |
| " (talls) 2's..... | 2 64 | 2 66½ |

| | | |
|---|-------|-------|
| Beans, golden wax, 2's..... | 1 11½ | 1 14 |
| " " midglets, 2's..... | 1 11½ | 1 14 |
| " " 3's..... | 1 59½ | 1 62 |
| " refuzee or valentine (green) 2's..... | 1 11½ | 1 14 |
| " " 3's..... | 1 11½ | 1 14 |
| " " 3's..... | 1 59½ | 1 62 |
| Beets, sliced blood red, 2's..... | 1 11½ | 1 14 |
| " " whole blood red, 2's..... | 1 11½ | 1 14 |
| " " sliced, blood red, 3's..... | 1 51½ | 1 54 |
| " " whole, blood red, 3's..... | 1 59½ | 1 62 |
| " " 3's..... | 1 77 | 1 80 |
| Corn..... | 1 09 | 1 11½ |
| Peas, standard, size 4, 2's..... | 1 11 | 1 14 |
| " Early June, size 3, 2's..... | 1 06½ | 1 09 |
| " " sweet winkle, size 2, 2's..... | 1 30 | 1 34 |
| " " extra fine lifted, size 1, 2's..... | 1 25 | 1 29 |
| Spinach, table, 2's..... | 1 41½ | 1 44 |
| " " 3's..... | 1 99½ | 2 02 |
| Tomatoes 2's..... | 2 60 | 2 60 |
| " 3's..... | 3 60 | 3 65 |

FRUITS

| | | |
|---|-------|-------|
| Apple, standard, 3's..... | 1 29½ | 1 32 |
| " " preserved, 3's..... | 3 57½ | 3 60 |
| " " 3's..... | 1 99½ | 2 09 |
| Goos berries, heavy syrup, 2's..... | 2 39 | 2 41½ |
| Peaches, white heavy syrup, 2's..... | 2 01½ | 2 04 |
| " " 3's..... | 3 09½ | 3 12 |
| " " yellow heavy syrup, 2's..... | 2 01½ | 2 04 |
| " " 3's..... | 3 09½ | 3 12 |
| Pineapple, sliced, heavy syrup, 2's..... | 2 16½ | 2 19 |
| Raspberries, black, heavy syrup, 2's..... | 2 14 | 2 16½ |
| Strawberries, heavy syrup..... | 1 91½ | 1 94 |

NEW BRUNSWICK MARKETS.

St. John, Dec. 28.—There were practically no changes in markets during the week but good business prevailed, as had been expected. In fact the grocers were vastly encouraged by the amount of trade transacted, wholesale and retail, as it was beyond even their most cheerful expectations. Fine weather all through the week resulted in drawing large shopping crowds, and in inducing trade, and the bulk of the business was done before Saturday when rain fell heavily. Poultry was in brisk demand and large quantities were sold, while dairy produce also came in for liberal share of attention. Turkeys owing to soft weather toward latter part of the week took a drop to 23 cents and ranged to 27 cents. Geese and chickens were unchanged in price, as were eggs, selling at 50 cents for hennery stock, and butter ranging from 24 to 29 cents.

| | | | | |
|--------------------------|-------|-------------------------------|-------|-------|
| Bacon..... | 0 15 | Eggs, hennery..... | 0 40 | 0 50 |
| Beans, hand..... | | Eggs, case..... | 0 28 | 0 30 |
| picked, bus..... | 2 50 | Fin. Haddies..... | 4 40 | 4 50 |
| Beans, yellow..... | | Fish, cod, dry..... | 6 25 | 6 50 |
| eye, bus..... | 2 60 | Flour, Manitoba..... | 6 45 | 6 50 |
| Butter, dairy..... | | " Ontario..... | 5 35 | 5 40 |
| lb..... | 0 21 | Ham..... | 0 15 | |
| ery, lb..... | 0 24 | Lard, compound..... | | |
| Buck wheat..... | | lb..... | 0 10½ | 0 11 |
| west, grey, bag..... | 2 80 | Lard, pure, lb..... | 0 12½ | 0 13 |
| Cheese, new, lb..... | 0 15½ | Lemons, Messina, per box..... | 4 50 | |
| Currants, 1's, lb..... | 0 08 | Molasses, fcy..... | | |
| 0 08½ | | Barbados, gl..... | 0 40 | 0 41 |
| Canned goods— | | Oatmeal, rolled..... | 5 75 | |
| Beans, baked..... | 1 15 | Oatmeal, std..... | 6 35 | |
| Beans, string..... | 1 02½ | Pork, domestic..... | 22 00 | 22 50 |
| Corn, doz..... | 1 00 | Pork, American clear..... | 21 50 | 24 00 |
| Peas, No. 4..... | 1 20 | Potatoes, bbl..... | 1 75 | 2 00 |
| " No. 3..... | 1 25 | Raisins, Cal., seeded..... | 0 10½ | 0 11 |
| " No. 2..... | 1 30 | Rice, lb..... | 0 03½ | 0 04 |
| " No. 1..... | 1 80 | Salmon, case— | | |
| Peaches, 2's, dozen..... | 1 95 | Red spring..... | 7 75 | 8 00 |
| Peaches, 3's, dozen..... | 3 00 | Cohoos..... | 7 25 | 7 50 |
| Raspberries, dozen..... | 2 05 | Sugar— | | |
| Strawberries, 1 doz..... | 1 85 | Standard gran..... | 5 90 | 6 00 |
| Tomatoes..... | 1 75 | Austrian..... | 5 80 | 5 90 |
| Clams..... | 4 00 | Bright yellow..... | 5 70 | 5 80 |
| Cornmeal, gran..... | 5 25 | No. 1 yellow..... | 5 40 | 5 50 |
| Cornmeal, bag..... | 1 78 | Paris lumps..... | 7 00 | 7 25 |
| " l.b.l..... | 3 65 | | | |

NOVA SCOTIA MARKETS.

HALIFAX, Dec. 28.—Grocers report Christmas trade ahead of last season. The retailers had an excellent week's business in all lines. The sales of fruit, both dried and green, were heavy, or-

anges and grapes selling particularly well. The last steamer that arrived here landed 1,800 barrels and several hundred cases of Jamaica oranges. The fruit was sweet and of good flavor, but oranges were smaller than usual at this season of the year. They are selling at \$4.50 to \$5 per barrel re-packed. Lemons are easier, there being a drop of fifty cents per case this week. Extra fancy are selling at \$3.50 for 300 count, and fancy (420 count) \$5. Florida oranges are quoted \$4 per case, and California navels at \$3.50 to \$4.

Potatoes are still in good demand at \$2 per barrel. Several vessels with large cargoes arrived this week from Prince Edward Island. The open weather has materially assisted shipments this season.

Local dealers turned over enormous quantities of apples this week. The stock handled was principally Bishop Pippins, and they were of exceptionally fine quality. Apple growers are holding hard stock until the early varieties are cleaned up.

A BOOT BOOKLET.

Under the title, "Canada's Sixth Industry," Howland E. Watson some little time ago wrote of the United Shoe Company. Now, at the Christmas season, the company is sending out profusely illustrated copies of this article. The booklet is handsomely gotten up, and contains a great deal of interesting information.

ANOTHER CANNING FACTORY.

Bloomfield, near Picton, Ont., is to have a fourth canning plant. H. W. Bedell, B. Y. Cooper, E. B. Purtelle and Benjamin Leavens are the men behind the proposition. The new company will be capitalized at \$50,000.

An advertisement recently issued by The Fair, one of Chicago's largest department stores occupies 20 pages. This ad. marked the 35th anniversary of the store, and each page was devoted to a separate department. This advertisement cost \$21,000.

Jno. Sloan & Co., wholesale grocers are moving their Toronto offices and warehouse to a new location on Church street, near Wilton avenue.

The man who succeeds is not he who waits for the opportunity, but he who makes the opportunity.

The window displays may get people into your store, but salesmanship must do the rest.

Old Year 1911

is about to meet his match in 1912.

The Match of 1912 is the **Dominion Match.**

It satisfies.

THE DOMINION MATCH CO., Limited
DESERONTO, ONT.

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



"No Sentiment in Business!"
Who Said So ???

1911 is passing and was FULL of it.

1912 is approaching and we wish every one of our Customers, Prospective Customers and Friends a

Happy and Prosperous
New Year.

—
WALTER WOODS & CO.
HAMILTON and WINNIPEG

You Can Add \$20.00 Monthly
to Your Income

IF YOU WILL ACT AS MACLEAN'S SPARE
TIME REPRESENTATIVE IN YOUR TOWN

No matter what you do now, you can add this snug sum to your income during your spare hours, without interfering with your regular work.

It is both easy and pleasant to earn this big money.

We will tell you who to see, what to say, and how to get the orders. You can easily add from \$5 to \$50 to your monthly income. Hundreds of others are doing it—so can you.

You will act as circulation representative of the fourteen publications of the MacLean Publishing Company. Our papers are well established, and easy to sell.

Send for our plan now. Write a letter, or a post card will do. It will bring you, by return mail, complete particulars.

MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE.
TORONTO, - - ONTARIO

Red Rose Greetings

Canada rounds out another year of vigorous nation building with happy and prosperous auspices for continued growth. To every Canadian this joyous season with its bright outlook is ample inspiration to keener effort and larger hopes.

For 1912 we wish every merchant a large share in the expanding prosperity of the Dominion, and to every customer we would say that more than ever we appreciate the co-operation, good-will, and personal friendliness that have helped to make 1911 by far the largest year of the Red Rose Tea business. To all we wish a Happy and Prosperous New Year.

BRANCHES:

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

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



Its Flavor Leads to Sales

"ROYAL SHIELD" COFFEE

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

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

Campbell Bros. & Wilson, Ltd., Winnipeg

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



CALENDARS FOR 1912.

"Great Expectations" is the subject of an attractive calendar gotten out by W. Hanna & Co., general merchants, Port Carling, Muskoka Lakes, Ont. The illustration shows a boy fishing with a home-made rod and line, and a fox terrier beside him watching intently for results.

Dominion Cannery, Hamilton, Ont., have gotten out a small, though very neat 1912 calendar. The illustration is a rural scene printed from water color. It is set with green border in white cardboard, the whole being attached to green cardboard background with edges showing. It is hung by a green ribbon, while the calendar itself is tastefully attached to the card by green ribbon.

"The Goddess of Summer" is the subject of a handsome calendar sent out by the California Fruit Distributors. It is from an original painting by Zula Kenyon, in which the artist has combined the beautiful face of a famous American model, Miss Longfellow, with a graceful

figure and setting, carrying out the idea of the incarnation of summer.

J. W. Island, 262 Dundas Street East, Toronto, retail grocer, has given his customers an exceedingly attractive calendar this year, which can be put together as a paper holder on the wall. It is something out of the ordinary, and serves a double purpose.

ANNUAL STAFF GATHERING.

Hamilton, Ont., Dec. 28.—The annual banquet of Wagstaffe, Ltd., tendered to their employes last Friday night was a most enjoyable event. About 300 were present in the preparatory room, which was tastefully decorated for the occasion. Fred T. Smye presided.

J. W. Wagstaffe, who founded the business about nine years ago, gave an address emphasizing the fact that failure is not a pernicious occurrence in the life of any man. His talk told of experiences in his own life, which well illustrated his point.

There was also an impromptu programme, and later the guests tripped the light fantastic till after midnight.

NO HARDSHIP AT ALL.

MacLean Publishing Co.—I am in receipt of your favor with account to July, 1912, year's subscription which I enclose herewith for Canadian Grocer.

The payment in advance is no great hardship when you come to consider that every issue contains suggestions and advice that are well worth the year's subscription, and which should appeal to the slowest grocer between here and Halifax, and give him new inspiration to get into the march of progressiveness. I fear a lot of us get into a rut, and become lazy and indifferent; it's then we need a live up-to-date trade newspaper to stimulate and get us moving. You are to be congratulated on the proposed improvements in your paper, and trust your subscription list may be doubled in the year 1912, with payments in advance.

F. McDOUGALL.

Ingersoll, Ont.

The co-operation and support of the wholesale grocers of Canada toward
FELS-NAPTHA
soap is keenly appreciated by
Fels & Co.

To the trade, our earnest wish is extended for a successful, prosperous and happy
1912.

FELS & CO.,
PHILADELPHIA

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

MINCE MEAT

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

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

Think it over. It is worth while.

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

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

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

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

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

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

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

We Have Proven Our Worth AS BUSINESS GETTERS

We want the manufacturers of
EUROPE UNITED STATES EASTERN CANADA
to let us handle their account in Western Canada.

We have the EXPERIENCE, STAFF, MONEY,
AGGRESSIVENESS, to do it RIGHT

Office and warehouse at

Winnipeg
Man.

Regina
Sask.

Saskatoon
Sask.

Edmonton
Alta.

Calgary
Alta.

Our salesmen are always ON THE JOB

Nicholson & Bain

Wholesale Commission Agents and Brokers

Head Office - - - - WINNIPEG

*TO all our friends who have helped to make 1911
such a good year, we tender our sincere thanks,
and our best wishes that 1912 may be for you a year of
great happiness and even greater achievement.*

The Canadian Salt Co., Limited
WINDSOR :: :: ONTARIO

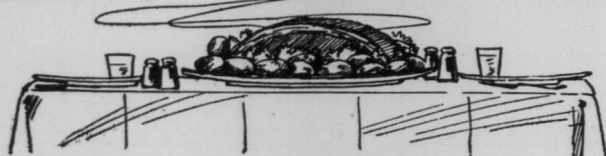
A TEMPTING DISH

is made more appetizing with the addition of salt. But it must be pure salt, clean,
wholesome salt. In these respects the

ONTARIO PEOPLE'S SALT

has won the charm of every household.
It is the faultless product of a faultless factory, which has won an enviable reputation
among the elect through its unvarying quality.
Success to the merchant who handles this staple of tried merit is bound to follow.

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO

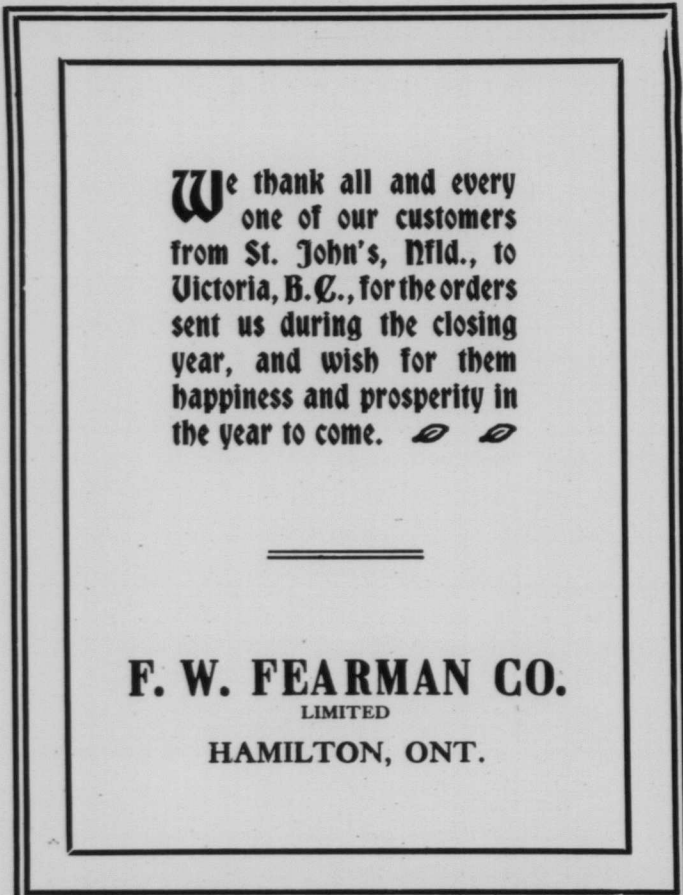




MOST hearty wishes for a full share of prosperity during 1912 is extended to all our friends and customers throughout the Dominion.

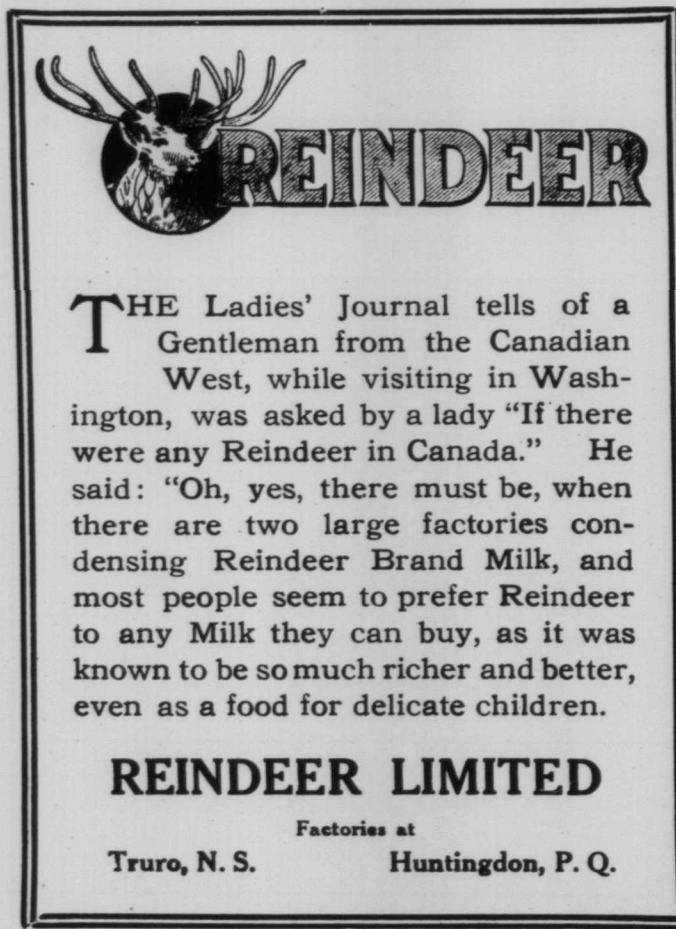
GUNNS LIMITED

Pork and Beef Packers, - West Toronto



We thank all and every one of our customers from St. John's, Nfld., to Victoria, B.C., for the orders sent us during the closing year, and wish for them happiness and prosperity in the year to come. *o o*

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

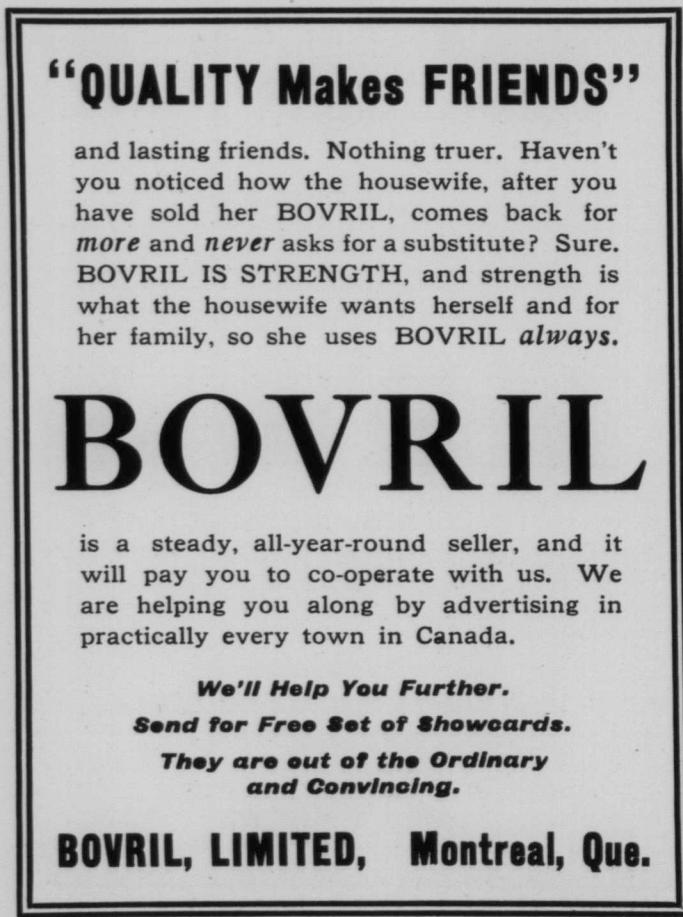


REINDEER

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

REINDEER LIMITED

Factories at
Truro, N. S. Huntingdon, P. Q.



"QUALITY Makes FRIENDS"

and lasting friends. Nothing truer. Haven't you noticed how the housewife, after you have sold her BOVRIL, comes back for *more* and *never* asks for a substitute? Sure. BOVRIL IS STRENGTH, and strength is what the housewife wants herself and for her family, so she uses BOVRIL *always*.

BOVRIL

is a steady, all-year-round seller, and it will pay you to co-operate with us. We are helping you along by advertising in practically every town in Canada.

*We'll Help You Further.
Send for Free Set of Showcards.
They are out of the Ordinary
and Convincing.*

BOVRIL, LIMITED, Montreal, Que.

Holiday Quotations in Pork Products

Lard is, However, Moving Fairly Well — Christmas Poultry Trade Satisfactory—Egg Production Beginning to Show Signs of Increasing Earlier Than Usual, Due to Educative Work Among Farmers—Cheese Holds Strong Position—Butter Continues Steady.

Pork products have not been in brisk demand. Last week the presence of Christmas poultry in the limelight detracted from provisions, which still appear to be under the holiday spell. One redeeming feature is an appreciable demand for lard, brought about partly by the high price of butter, and partly by the fact that Christmas baking has reduced dealers' stocks considerably. Hams have also been going out fairly well.

Conditions at different centres may vary somewhat, but on the whole the Christmas poultry trade was a source of satisfaction. Supplies of turkeys and other poultry were quite large, and the demand was good, so that shipments to market centres were generally well cleaned up.

The tendency in new laid eggs seems to be downward, indications being they will begin to come forward earlier than usual. This has already shown itself at some points, and prices are easier. U. S. dealers have sent out word they will have new stocks to offer shortly. This earlier production is no doubt due in a large measure to the educative efforts that have been put forth within recent years with a view to securing the aid of farmers toward the general improvement in the production of eggs. Of course, the first receipts that will begin to be appreciable will be light, but it seems that the season will be opened sooner than in past years. The demand is good and should increase if prices show any easier feeling. Country reports state that hens have already begun to lay, and the market will be followed for first signs of increasing receipts. Eggs from the United States will soon be receiving freely in spite of the duty of three cents per dozen.

The cheese market is quiet, but maintains its strong position. Bids have been coming forward from English buyers, and with the strong statistical position now present, there is a firm tendency in this commodity.

Butter rules steady with fair demand and moderate production; receipts, however, showing considerable range in quality.

MONTREAL.

PROVISIONS.—Prices for live and dressed hogs here remain at last week's figures. Provisions have been rather quiet, although retailers have been successful in selling more than an ordinary amount of ham and bacon, probably for the breakfasts of the holiday season. Pure lard also sold well. On the whole, however, there is no particular feature to this department.

| | |
|--|-------|
| Pure Lard— | |
| Boxes, 50 lbs., per lb. | 0 12½ |
| Cases, tins, each 10 lbs., 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 12½ |
| Tierces, 375 lbs., per lb. | 0 12 |
| One pound bricks | 0 13 |
| Compound Lard— | |
| Boxes, 50 lbs. net, per lb. | 0 08½ |
| Cases, 10-lb. tins, 50 lbs. to case, per lb. | 0 09 |
| " " " 5 " " | 0 09½ |
| " " " 3 " " | 0 09½ |
| Pails wood, 20 lbs. net, per lb. | 0 09 |
| Pails tin, 20 lbs. gross, per lb. | 0 08½ |
| Tubs, 50 lbs. net, per lb. | 0 08½ |
| Tierces, 375 lbs., per lb. | 0 08½ |
| One pound bricks | 0 09½ |

| | |
|---|-------|
| Pork— | |
| Heavy Canada short cut mess, bbl. 35-45 pieces | 22 50 |
| Bean pork | 16 50 |
| Canada short cut back pork, bbl. 45-55 pieces | 22 00 |
| Heavy short cut clear pork, bbl. | 22 00 |
| Clear fat backs | 23 00 |
| Heavy flank pork, bbl. | 22 00 |
| Plate beef, 100 lb bbls. | 7 50 |
| " 300 " | 14 50 |
| " 300 " | 21 50 |
| Dry Salt Meats— | |
| Green bacon, flanks, lb. | 0 11 |
| Long clear bacon, heavy, lb. | 0 10½ |
| Long clear bacon, light, lb. | 0 11½ |
| Hams— | |
| Extra large sizes, 25 lbs. upwards, lb. | 0 11 |
| Large sizes, 18 to 25 lbs., per lb. | 0 13 |
| Medium sizes, 13 to 18 lbs., per lb. | 0 14½ |
| Extra small sizes, 10 to 13 lbs., per lb. | 0 14½ |
| Bone out, rolled, large, 16 to 25 lbs., per lb. | 0 14 |
| " " small, 9 to 12 lbs., per lb. | 0 15½ |
| Breakfast bacon, English, boneless, per lb. | 0 14 |
| Windsor bacon, skinned, backs, per lb. | 0 16 |
| Spiced roll bacon, boneless, short, per lb. | 0 12 |
| Boiled ham, small skinned boneless | 0 24 |
| Hogs, live, per cwt. | 6 50 |
| " dressed, per cwt. | 9 50 |

EGGS.—It is likely that the price for new laids will decline within a few weeks. The fact is that there is every promise of new stocks coming forward earlier than usual. Reports have been received from the country stating that new laids will be a little more plentiful in but a short time, and U. S. dealers have sent out notifications that they will have new stocks to offer shortly. This earlier production is no doubt due in a large measure to the educative efforts that have been put forth within recent years with a view to securing the aid of farmers toward the general improvement in the production of eggs. Of course, the first receipts that will begin to be appreciable will be light, but it seems that the season will be opened sooner than in past years. The demand is good and should increase if prices show any easier feeling. Country reports state that hens have already begun to lay, and the market will be followed for first signs of increasing receipts. Eggs from the United States will soon be receiving freely in spite of the duty of three cents per dozen.

| | |
|-----------|------|
| New laids | 0 60 |
| Selects | 0 33 |
| No. 1 | 0 27 |

BUTTER.—This market shows but little change for the week. There has been a good demand and prices have been firm and at last week's figures. The butter situation is not lacking strength.

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

CHEESE.—The market continues firm with good export enquiry of late, with sales appreciable. Local demand is steady and is rather extensive. Prices are unchanged. The quality of September and October is reported very good. The market on the whole is steady and strong.

| | | |
|-------------------|-------|-------|
| Quebec, large | 0 16 | 0 16½ |
| Western, large | 0 16 | 0 16½ |
| " twines | 0 16 | 0 16½ |
| " small, 20 lbs. | 0 16 | 0 16½ |
| Old cheese, large | 0 16½ | 0 17½ |

POULTRY.—The Christmas demand for turkeys was heavy and prices held at the figures of a week ago. Reports indicate plentiful supplies throughout the country, and it is felt that there may be a weaker market if supplies come forward as freely as it is thought may be the case. One jobber stated there seemed to be more than an ample supply of turkeys, and at 22 cents the bulk of the sales will cease with the holidays. Chickens and geese have also been in good demand.

| | | | | | |
|----------|------|------|---------|------|------|
| Fowl | 0 11 | 0 12 | Turkeys | 0 20 | 0 22 |
| Chickens | 0 10 | 0 15 | Ducks | 0 18 | 0 18 |
| Geese | 0 12 | 0 13 | | | |

HONEY.—The market is unchangeable. Conditions are steady and demand of routine order.

| | |
|------------------------|------|
| White clover, strained | 0 12 |
| White clover, in comb | 0 15 |
| Buckwheat, strained | 0 19 |
| Buckwheat, in comb | 0 12 |

TORONTO.

PROVISIONS.—There is tendency to quietness in pork products at present time, the holiday season being responsible. Lard is a line mentioned as being in quite good demand, the call for it measuring well up with production.

Live hogs are 20 cents per cwt. lower this week, again dropping down below the 6 cent mark, \$5.90 being quoted at country points.

| | | |
|---|-------|-------|
| Smoked meats— | | |
| Light hams, per lb. | 0 15 | 0 16 |
| Medium hams, per lb. | 0 14½ | 0 15½ |
| Large hams, per lb. | 0 14 | 0 15 |
| Backs, plain, per lb. | 0 17 | 0 18 |
| " pes meal | 0 18½ | 0 19 |
| Breakfast bacon, per lb. | 0 15 | 0 17 |
| Roll bacon, per lb. | 0 10½ | 0 11½ |
| Shoulders | 0 10½ | 0 11 |
| Pickled meats—1 cent less than smoked. | | |
| Long clear bacon, per lb. | 0 11½ | 0 12 |
| Heavy mess pork, per bbl. | 19 00 | 20 00 |
| Short cut, per bbl. | 21 00 | 22 00 |
| Cooked hams | 0 22 | 0 24 |
| Lard, tierces, per lb. | 0 11½ | 0 11½ |
| " tubs | 0 11½ | 0 12 |
| " pails | 0 12 | 0 12½ |
| " compounds, per lb. | 0 09 | 0 09½ |
| Live hogs, at country points | 5 90 | |
| Live hogs, local | 6 20 | |
| Dressed hogs | 9 00 | 9 25 |

BUTTER.—The market is unchanged, but steady, at former figures. Production has not on the whole been large, and dealers expect steadiness to be maintained.

| | | |
|-----------------------------|------|---------|
| Fresh creamery print | | Per lb. |
| Creamery solids | 0 33 | 0 34 |
| Farmers separator butter | 0 29 | 0 30 |
| Dairy prints, choice | 0 27 | 0 30 |
| No. 1 tubs or boxes | 0 25 | 0 27 |
| No. 2 tubs or boxes | 0 23 | 0 25 |
| | 0 19 | 0 21 |

EGGS.—The easy tendency in eggs was referred to last week. Then it has

WE WANT

Turkeys

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street
TORONTO

been pointed out that after the holiday, demand would be less keen, thus inducing easiness. Such has been the case New laids, which ranged high last week, have settled down, 35 to 40 cents being the ruling price this week. Storage eggs have been finding a considerable demand. The arrival of new laids has been heavier of late, and the increase is expected to continue.

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

CHEESE.—No change, but firmness apparently well maintained. Market is quiet.

New cheese—
Large 0 15 0 16
Old cheese 0 17
New twins 0 16 0 16 1/2
Old Stiltons 0 17

POULTRY.—Conditions surrounding the Christmas poultry trade were satisfactory indeed. As anticipated, a goodly quantity of birds, including the desired turkey arrived, while a pleasing feature was the good demand which cleaned supplies up well, leaving decks next to bare at the opening of this week. Prices remained at practically the same level as quoted earlier in the week. New Year's always brings forth a certain demand for poultry, although much smaller than for Christmas.

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

HONEY.—There is only a moderate demand. There is little change in the situation.

SPECIALIZES ON CHEESE.

St. John, N. B., Dec. 28.—“As you can see my price for cheese is two cents more than my competitor across the street, but that doesn't matter,” said a local grocer last week. “I've got as much as four cents more for it, but my price, as a general rule, is two cents more, for the best. For a few years past I have been making a specialty of keeping only the best standard cheese on hand, and I find that not only my regular customers know this, but outsiders as well, and it has worked to my advantage. I am starting to do the same with other dairy articles such as eggs and butter, and I believe it will be a good thing for me. I am particular in buying my stocks of cheese to secure only the best available, even if it is a little higher, for those who have been dealing with me know it is reliable, and they are really my best advertisers, for they tell their friends of the fact. Another thing you may have noticed—I pay special attention to displaying it, and I often invite a chance customer to sample it with the result that he or she generally buys. I am heartily in favor of a dealer in groceries specializing in certain lines of goods, for it advertises his other wares, and brings him increased custom.”

The United States packs \$157,101,000 into tin cans yearly. At least that is the value of products used in canning in 1909, as against \$130,466,000 in 1904. Of all the products, canned vegetables were put up in the greatest quantity, namely, 32,573,434 in 1909. Canned tomatoes led with 12,883,414 cases.

SARATOGA CHIP POTATOES

Here's a line with big profits for you and one which MUST bring repeats. Montreal grocers are selling the cartons like hot cakes. Give it a trial. Write for particulars. 524 Marcan St.,
The Neilson Mfg. Co., MONTREAL
Reliable Agents Wanted

**FINEST
ENGLISH KIPPERS
AND
EUROPEAN GAME**

**Venison
Exporters**

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
23 Gt. CHARLOTTE ST.
LIVERPOOL, England

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

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

**ALLISON COUPON
BOOKS**

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

HOW THEY WORK:—



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

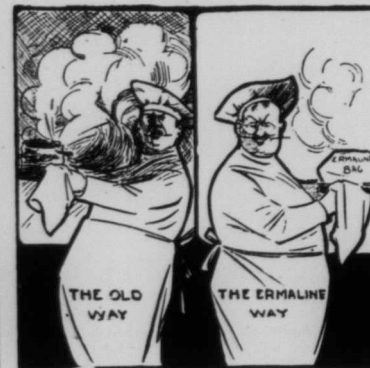
For sale by jobbers everywhere.
Allison Coupon Company
INDIANAPOLIS, IND.

**PAPER BAG
COOKERY**

Mr. Grocer, is not a fad. Its advantages have long been recognized in Europe, and it is now being more generally adopted in Canada owing to the discovery of the suitable

**ERMALINE
BAG**

(See the difference?)



The use of the bag saves time, labor and expense for the housewife. The process is quicker, because the bag concentrates the heat; more economical, because there is less shrinkage of the food from the loss of the juice.

Tell the Housewife

that the use of the bag means fewer greasy utensils in the kitchen, and no objectionable odors. Things cooked the ERMALINE way gain new deliciousness.

**Moisture Proof,
Germ Proof**

Ask your wholesaler or write direct to

EDWARD LLOYD, LIMITED
MONTREAL, QUE.

GREETINGS

We desire to extend to you all the Compliments of the season, and express our appreciation of your generous patronage, which shows to us your appreciation of our efforts to supply to the trade goods of the highest standard of quality.

E. W. Gillett Company Limited

TORONTO, ONT.

Winnipeg

Montreal

Apples! Apples!

GEORGIAN BAY DISTRICT

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

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

Headquarters for Maple Flavor

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

Let us quote you prices and submit sample.

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

TRY A

Condensed Ad.

IN

This Paper

Just Arrived

Italian Peeled Tomatoes

The quality is exceptionally high and absolutely superior to any other line on the market.


Haricot Vert, Italian Canned Green Beans

Here is a line that is worthy of a place in your store. Prices are wonderfully reasonable.

ALSO
complete assortment of
Italian Tomato Pastes
(Bertolotto and Ercole Brands)

½ lb. 1 lb. 2 lb. 10 lb.
and 20 lb. tins.

H. E. VIPOND
197 St. Paul St., - MONTREAL

CANADA: **No better Country**  **MOTT'S: No better Chocolate**

"Elite"

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

Diamond

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

Ask your jobber.

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

SELLING AGENTS:

| | |
|---------------------------------|--------------------------------|
| J. M. Douglas & Co. Montreal | R. S. McIndoe Toronto |
| Jos. E. Huxley Winnipeg | Tees & Perase Calgary |
| | Johnston & Yeckney Edmonton |
| | Frank M. Hannum, Ottawa |

We Have Anticipated

the abolition of Alum in Baking Powder and are furnishing an absolutely pure article under the

QUAKER BRAND

at prices within the reach of everyone.

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

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

We hear a good deal of talk these days about "Service."

Do you know of any Coffee Establishment which so closely looks after the interests of its customers—keeps its products so fresh—spends so much money in creating a consumer demand, as

CHASE & SANBORN
 The High Grade Coffee House
MONTREAL

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Rolled Oats Reduced 35c. Per Barrel

By Number of Mills This Week, Although Market for Raw Material Remains Fairly Steady — Competition for Business Appears Keen—Holiday Confectionery Trade Good—Increased Sale for High-class Confections, Both in Bulk and Package —Dealers Being Absorbed in Holiday Goods Have Neglected Flour.

The unexpected announcement of a drop of 35 cents per barrel in rolled oats was made this week by a number of milling firms, a total drop of 60 cents per barrel during the month. The action of the rolled oats market of late would seem to indicate that competition for business is very keen, as recent big declines have come in the face of a fairly steady Canadian market for raw material. Some of those firms which favored higher prices a week or so ago were among those to give a New Year present in the form of the announced decline.

Flour is apparently still being neglected by the retail dealer. Consumptive demand is not large and attention given it by the retailer during the past few weeks has been comparatively small. However, with the turn of the year and return to normal conditions it is probable that this commodity will take on renewed activity.

Argentine still looms large as a factor in shaping wheat prices. Conditions now point to large yield, although there have been some damage reports from northern portion. Still, the world's wheat crop is shaping good. However, in really superior grades there is an undoubted shortage in many quarters of the globe which will assist in improving lower grades also.

The world's wheat shipments last week totalled 10,394,000 bushels against 9,120,000 the previous week and 11,792,000 bushels a year ago. The visible wheat supply in the United States increased 70,000 bushels last week.

As during every holiday season, retailers have had good sales in confectionery. Christmas trade was quite satisfactory, a feature being the increasing sale for high priced goods both in bulk and package. Christmas stockings and confection novelties found ready sale while pop corn, mixed candies and cheaper lines were pushed by the retail trade.

Cornmeal is slightly easier on account of new corn which is lower than figures on the old stock.

MONTREAL.

FLOUR—Trade has been rather uneventful during week and there is but little to report. Demand is regular and former prices prevail.

| | |
|---|------|
| Winter wheat patents, in bags..... | 4 80 |
| Straight rollers, in bags..... | 4 30 |
| Manitoba 1st Spring wheat patents, in bags..... | 5 60 |
| " straight patents, in bags..... | 5 10 |
| " strong bakers, in bags..... | 4 90 |
| " second, in bags..... | 4 40 |

CEREALS—A number of mills announce a decline of 35 cents per barrel in rolled oats this week.

| | |
|--------------------------------------|------|
| Fine oatmeal, bags..... | 2 53 |
| Standard oatmeal, bags..... | 2 53 |
| Granulated oatmeal, bags..... | 2 53 |
| Boltoned cornmeal, 100 bags..... | 1 75 |
| Rolled oats, jute bags, 90 lb..... | 2 39 |
| Rolled oats, cotton bags, 90 lb..... | 2 35 |
| Rolled oats, barrels..... | 4 85 |

TORONTO.

FLOUR.—Domestic flour trade is as yet somewhat under the holiday cloud. Consumptive demand from the retailer is not large, but with opening of year he will probably direct more interest to this line. Prices show no change.

| | |
|---------------------------------|------|
| Manitoba Wheat | |
| 1st patent, in car lots..... | 5 50 |
| 2nd patents, in car lots..... | 5 10 |
| Strong bakers, in car lots..... | 4 90 |
| Feed flour, in car lots..... | 3 00 |
| Winter Wheat. | |
| Straight roller..... | 4 20 |
| Blended..... | 4 50 |

CEREALS.—A decline of 35 cents per barrel in rolled oats announced by a number of mills this week was not generally expected at this time. The oat market has been holding fairly steady, although across the line it has been developing a weaker tendency. When the decline of 25 cents per barrel came two weeks ago, it was reported to be for purpose of drumming up business and a firming tendency was not an unlooked for thing. One firm even set a date when prices would go up 20 cents per barrel. They did not, however, due, it has been said, to keen competition among millers. This week several mills, among them those firms which before favored higher prices, reduced quotations 35 cents per barrel, a total drop of 60 cents per barrel this month. All mills have not as yet announced the lower figures quoted. Apparently competition is keen, and rolled oats millers are not working well together. The important point, however, to the retail trade is that they have the lower prices on this commodity. Now, after the holiday rush is a good time for the retailer to feature cereals.

| | |
|--|------|
| Rolled oats, small lots, 90-lb. sacks..... | 2 30 |
| Rolled oats, 25 bags to car lots..... | 2 20 |
| Standard and granulated oatmeal, 98-lb. sacks..... | 2 56 |
| Rolled wheat, small lots, 100-lb. barrels..... | 2 90 |
| Rolled wheat, 5 barrels to car lots..... | 2 75 |
| Cornmeal, 100-lb. bags..... | 2 00 |
| Rolled oats in cotton sacks, 5 cents more | |

Wishing you the Compliments of the Season

with continued prosperity in the sale of the ever popular biscuit —Perfection. See that your stock is complete for "after-the-holiday" trade.

The Mooney Biscuit

and Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,
SYDNEY, C.B. HALIFAX, N.S.
FORT WILLIAM. CALGARY
VANCOUVER, B.C. ST. JOHN'S, NFLD.



MAPLEINE

(THE FLAVOR DE LUXE)

Fulfills all Pledges of Quality, Delicious Flavor and Maintained Selling Price.

Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE. WN.



CONTRACTIONS CAUSED TROUBLE

Halifax, N.S., Dec. 28.—“It is not wise to use too many contractions in making out bills for customers,” said a Halifax merchant recently. “The other day one of my women customers stormed into the store with a look that denoted trouble for some one, and throwing down her bill on the counter, remarked in a hasty tone:—‘There’s that bill that I paid this morning. I see you have two mats charged up to me, and I never bought a mat of any description from you in my life. Surely someone else must have bought it and you charged it to me.’

“I was somewhat taken back for a moment, as I thought we must have committed some horrible mistake which might cost us this woman’s trade, but I picked up the bill to find out the date, and found that the two mats she thought were charged to her were nothing else than two boxes of matches. The clerk had contracted the item into two mats. After a great deal of talking I explained fairly satisfactorily what it meant, but before she left she gave me a parting thrust: ‘Paper must be very scarce that you cannot write the words in full.’ While most customers would have understood, still in some cases these contractions cause unpleasantness, and I have decided to make only those that will be easily understood by customers.

“Some of the contractions which sometimes puzzle customers are ‘mat.’ for matches, ‘tap.’ for tapioca, ‘tob.’ for tobacco, ‘cab’ for cabbage, ‘tom.’ for tomatoes, ‘straw.’ for strawberries, ‘mol.’ for molasses, and ‘bis.’ for biscuits.

USE READERS IN THE NEWS-PAPER.

Sarnia, Ont., Dec. 28.—The R. Kenny Grocery Co., in addition to their regular space ad., carry a number of locals in the local paper. Here are some recent samples:—

“The R. Kenny Grocery, the right place to buy fruits of all kinds and the ingredients for your plum pudding. The best is not too good for Christmas, 1911.”

“The right store—A No. 1 goods, where you can find every article in groceries and crockery you want, and we can’t be undersold.”

“Our ten cent table filled with odd pieces of fancy china, etc., worth from 50 cents down. All going like hot cakes at 10 cents each.”

Quality, plus merchandise, plus publicity, equals success.

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 CO., 138 Front Street, NEW YORK



Nan Instructs Bobbie.

“Whoop-e-e-e!” says Bobbie.

“Bobbie,” Nan has just explained, “Mamma says she gives us Jell-O because it is good for us. Ain’t you glad?”

Of course Bobbie answers, “Whoop-e-e-e!”

JELL-O

is so delicious that every child likes it. It is so pure and nutritious and light that it never “disagrees” with anyone, child or adult.

And a Jell-O dessert can be made in a minute.

No other food product has ever attained so quickly as Jell-O the great popular approval of American housewives.

**THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.**

The name JELL-O is on every package in big red letters. If it isn’t there, it isn’t JELL-O.

IT WILL PAY YOU to watch our Condensed Ad. columns. There are many money-making positions there. You may find just what you want.

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

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

THE WHIPPING CREAM

Is better than "Devonshire Cream"

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

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

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

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

Guaranteed to keep good for 12 months unopened at all seasons

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

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

HAVE YOU DONE IT?

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

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

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

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

The St. Lawrence Milling Co., Limited
MONTREAL



Your Aim

should be to sell goods of quality—goods that stand government inspection—goods that delight the purchaser and stimulate repeats.

Your canned and preserved fruit trade should be supplied with E.D.S. triangle brand. Every jar of jam or jelly bearing this trade mark that leaves your store has been produced under ideal conditions of full-flavored, fresh, luscious fruit and pure cane sugar. There is no secret process in their production and everything is open for inspection.

The selling of such goods insures you prosperity in the New Year.

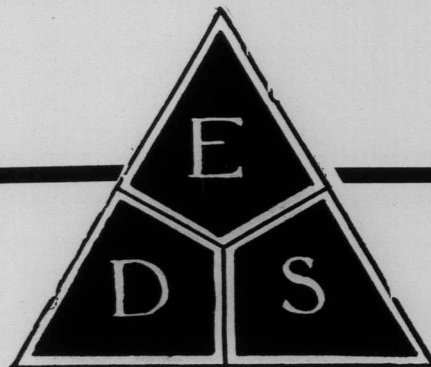
Made only by

E. D. SMITH, at his own
fruit farms

WINONA

ONTARIO

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



Fruit Selling Well for New Year's Trade

Holiday Trade Still in Bloom—General Satisfaction With Christmas Trade—Larger Offerings of Navel Oranges and Market Shows Somewhat Easier Tendency—California Celery Still Holds High—Potatoes Maintain Their Position—More Attention Will Now be Given to Staples.

Our Extra Fancy and Extra Choice California Navels, Florida, Jamaica and Mexican Oranges, also Dates, Figs, Nuts, Grapes, Hot-house Tomatoes, Celery, Head Lettuce, etc., will make good starters for your New Year's Trade.

Write us.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

AVOID

Your Lemon Errors of the past. Handle only

“St. Nicholas”
“Home Guard”
“Puck” or
“Kicking”

You'll make no error.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Christmas, with its accompanying flood of fruit, is once more a thing of the past. General satisfaction is expressed with this year's business. Trade was good, comparing favorably with those that have gone before, and decks were pretty well cleaned of Christmas supplies. A portion of this week is generally given over by retailers to cleaning up odd left-overs, but quite a nice volume of business is expected to come forward in anticipation of the New Year's trade.

In regard to California products, offerings of navel oranges are indeed ample, and there is a little easier tendency in evidence. California lemons handled by Western Canadian trade are in abundant supply, and are by no means firm. Celery from that state is not moving freely yet, and prices are holding high. There have been some odd shipments to Canadian markets for the holiday trade.

Potatoes have receded none from the position held for past month. Stocks held at most centres are not large nor are offerings at present time. Spanish onions have been somewhat neglected of late, but with the passing of the holiday and the arrival of colder weather, greater interest is expected.

With opening of the year attention will again become centred to a greater extent upon staple lines.

MONTREAL.

GREEN FRUITS.—The holiday trade in fruit was exceptionally good and is bound to last until after the first week in the new year. There was a good call for cranberries, but it is thought the rather high price proved a deterrent to the trade. Oranges and apples sold well and grapes likewise. The latter are becoming scarce and it is generally held that it will not be long until prices begin to soar. One opinion expressed was that Malagas would likely bring from \$8 to \$9 if sales continued fairly strong.

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

VEGETABLES.—The market for New Year's is practically same as that which

preceded Christmas. Celery proved a good seller and cucumbers, lettuce and similar lines brought fair share of extra trade. Potatoes continue firm at from \$1.40 to \$1.50 a bag.

| | |
|-----------------------------|----------------------------|
| Beans, green, hamper 3 00 | Lettuce, Boston, |
| Brussels sprouts, | per box of 2 doz.... 2 25 |
| per qt..... 0 25 | Leeks, doz..... 1 50 1 75 |
| Carrots, bag..... 0 90 | Onions— |
| Cabbage, doz..... 0 40 | Spanish, crate..... 3 50 |
| Cauliflower, doz. 1 75 2 00 | Half crate..... 2 25 |
| Celery, Cal. 6 doz | Canadian reds, |
| to crate, crate 6 50 7 00 | 100 lbs..... 3 50 |
| Cucumbers, doz..... 2 25 | Radishes, doz..... 0 45 |
| Garlic, 2 bunches.... 0 25 | Sweet potatoes, |
| Green Peppers, | per basket..... 2 00 2 50 |
| bushel basket 1 75 2 25 | Montreal pota- |
| | atoes, new, bag. 1 40 1 50 |

TORONTO.

GREEN FRUITS—Quietness has followed in the wake of the Christmas rush. Many dealers give the first part of this week at least to the clearing up of stocks. Later in the week, it is anticipated there will be considerable demand for fruit for the New Year's trade. Wholesalers are apparently well satisfied with volume of Christmas trade.

California navels are slightly easier. With Christmas past the demand will not be so keen. Mexicans are quoted at \$2.25 to \$2.50. Valencias at \$4.75 to \$5.50.

| | |
|-----------------------------|-----------------------------|
| Bananas..... 1 25 1 75 | Jamaica, case... 3 50 4 00 |
| Lemons— | Grapes, Almeria |
| Messina, new crop 3 00 3 50 | per keg..... 5 00 6 00 |
| Limes, box..... 1 50 | English hot house |
| Oranges— | grapes, lb..... 0 65 0 75 |
| Florida..... 3 00 3 25 | Cranberries, |
| California navels 3 00 3 50 | Cape Cod, bri. 10 50 11 75 |
| Mexicans..... 2 25 2 50 | Nova Scotia..... 8 00 |
| Valencia, 714's.... 5 50 | Jersey long |
| Valencias, 420's.... 4 75 | keepers..... 12 00 |
| Grapefruit— | Apples, bri..... 2 25 4 00 |
| Florida, case... 4 50 5 50 | Pineapples, case. 3 25 3 50 |

VEGETABLES—Christmas brought an appreciable demand for what can be termed vegetable specialties, including such lines as imported cucumbers and head lettuce, celery, sweet potatoes, mushrooms, hot house tomatoes, etc. Potatoes and roots in general are unchanged in price but show no weakening tendency.

| | |
|---------------------------|-----------------------------|
| Boston cucum- | Onions— |
| bers, doz..... 2 25 | Spanish, case... 3 50 3 75 |
| Boston head let- | Spanish, 4 cases. 1 85 2 00 |
| tuce, doz..... 1 25 | Canadian, 75-lb. |
| Canadian beet, | bags..... 2 00 |
| per bag..... 0 80 0 90 | Potatoes, N. B. |
| Cabbage, Cana- | stock, bag..... 1 50 |
| dian, dozen... 0 50 0 65 | Potatoes, Onta- |
| barrel..... 1 50 1 75 | rio, bag..... 1 40 |
| Carrots, bag... 0 80 0 90 | Sweet potatoes, |
| Turnips, bag... 0 50 | hamper..... 1 75 2 00 |
| Celery, per doz. 0 40 | Mushrooms, 1-lb. |
| Parasnips, bag... 0 90 | boxes..... 0 70 0 75 |
| | Can. hot house |
| | tomatoes, lb.... 0 30 |

The Grain Growers' Export Company, Limited, has been incorporated with a capital stock of \$250,000. The head office is in Winnipeg.

ONE OF YEAR'S BEST INVESTMENTS...
 The MacLean Pub Co.—Please find enclosed cheque to cover subscription statement of The Grocer. Might say I consider this cheque one of the year's very best investments.
 O. E. SHEPHERD.
 207 Brock Ave., Toronto.

FRESH TOMATOES

OUTDOOR GROWN

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

6 BASKETS TO CRATE

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

WEST INDIES FRUIT CO.

30 William Street, Montreal

January the Big Month for FISH

We offer a very fine assortment of
 FROZEN HALIBUT, TROUT, WHITEFISH, SEA HERRINGS,
 SMELTS, FROZEN LAKE HERRINGS IN BAGS,
 "WHITCO" BRAND HADDIES, SWEET BRIAR FILLETS,
 LONG ISLAND NATIVE OYSTERS

We offer everything from the Primary Markets, and our Motto as in the Fruit Business, is QUALITY.

WHITE & COMPANY, LIMITED

Wholesale Fish, Fruit and Produce
 HAMILTON

TORONTO

FOR—

"Green Mountains,"
 "Delawares"

or other varieties of

POTATOES

for SEED or
 TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,

LIMITED

ST. JOHN, - - N.B.

OYSTERS

Large, fat fellows—solid meat—the very best oysters obtainable. Get some for New Year's.

Sweet Navel Oranges

CRANBERRIES

MALAGA GRAPES

NUTS

TABLE FIGS

DATES

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH, ONT.

BUSTER BROWN



LEMONS

From January to December represent the Highest Quality of Sicily Lemons. Start the New Year right by using this brand.



FRATELLI FOLLINA, Packers
 Palermo, Messina

W. B. STRINGER, Sales Agent
 Toronto, Canada



Fish - Oysters



Retailers Should Give More Time to Fish

With Favorable Weather Trade Should Show Activity—Oysters in Fair Demand—Lobster Fishing Commences on Nova Scotia Coast—Newfoundland Sends Large Shipments of Dry Cod to Mediterranean Ports.

The anticipation of the Christmas turkey kept the appetite for fish in the background last week. Then, again, dealers were busy pushing holiday goods, so that general conditions were not conducive to large trade. Interest has been somewhat greater this week, and with the opening of the new year, sales are expected to become more active. The retailer with more time will direct attention to this line and with favorable weather substantial sales should result.

Lobster fishing season is now in full swing on Nova Scotian coast, and catches so far have been good, the United States markets getting big portion of supplies. Haddock fishing has also been good under favorable weather conditions. Newfoundland continues to send large shipments of dry codfish to Mediterranean ports. Prices on codfish hold firmly.

QUEBEC.

MONTREAL.—The market is quiet after rather active business last week. The mild weather continuing through Christmas proved unseasonable and the complete trade expected did not materialize as it should have. Owing to holiday spirit there was not as much attention shown to fish as usual. Prices are practically unchanged.

| FRESH | |
|-----------------------------------|-----------|
| Steak cod, headless, per lb.... | 0 05 0 05 |
| Haddock, per lb.... | 0 04 0 04 |
| Halibut, per lb.... | 0 08 0 09 |
| Herring, frozen, per 100 fish.... | 1 70 1 80 |
| Pike, round, lb.... | 0 05 0 05 |
| Pike, dressed & headless, lb.... | 0 06 0 07 |
| Steak cod, per lb.... | 0 05 |
| Mackerel, per lb.... | 0 11 |
| Dressed perch, per lb.... | 0 10 |
| Dore or Pickarel, per lb.... | 0 07 0 08 |
| Haddock, per lb 0 04 | 0 05 |
| Smelts, fancy, per lb.... | 0 10 |

| FROZEN | |
|------------------------------|-----------|
| Round red salmon, per lb.... | 09 0 10 |
| Gaspesalmon, per lb.... | 6 18 |
| Qualla salmon, per lb.... | 0 07 0 08 |
| No. 1 smelts, lb.... | 0 10 |
| Extra smelts, lb.... | 0 14 |
| Lake trout, lb.... | 0 10 |
| Tomcods, ori, lb.... | 2 25 2 50 |
| Whitefish, large, lb.... | 08 0 09 |
| Whitefish, small, lb.... | 0 06 0 06 |

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

| SALTED AND PICKLED | |
|--|-----------|
| New green cod, per bbl 200 lbs.... | 10 00 |
| No. 1 bbl. 200 lbs.... | 9 00 |
| New green cod, per lb.... | 0 04 0 05 |
| New Labrador herring, per bbl.... | 5 50 |
| New Labrador herring, per half bbl.... | 3 15 |
| No. 1 green haddock, per 20 lbs.... | 7 50 8 00 |
| No. 1 green pollock, per 20 lbs.... | 7 00 |
| Salmon, B.C., red, bbl.... | 14 50 |
| Salmon, B.C., half bl.... | 8 00 |
| Salmon, Labrador, bbl.... | 15 00 |
| Salmon, Labrador, half bl.... | 8 00 |

| | | | |
|-----------------------------------|-------|-------------------------------------|-------|
| Labrador sea trout, bbls.... | 12 00 | Salmon, Labrador, trcs, 300 lbs.... | 21 00 |
| Labrador sea trout, half bbls.... | 6 50 | Salt eels, per lb. 0 06 | 0 07 |
| No. 1 mackerel, pail.... | 2 00 | Salt sardines, bbls.... | 5 50 |
| No. 1 mackerel, 1/2 bbls.... | 8 00 | Salt sardines, 1/2 bbls.... | 3 00 |
| Scotia herring, No. 2, bbl.... | 6 50 | Sea trout, 1/2 bbl.... | 6 50 |
| Lake trout, kegs.... | 6 50 | Sea trout, 1/2 bbl.... | 12 00 |
| Choice mackerel, pail.... | 2 00 | Scotch herring.... | 6 50 |
| | | Scotch herring, keg.... | 1 00 |
| | | Holland herring, 1/2 bl.... | 5 50 |
| | | Holland herring, keg.... | 0 75 |

| SMOKED | |
|--|-----------|
| Bloaters, large, per box.... | 1 10 |
| Yarmouth bloaters, fancy, per box.... | 1 25 |
| Haddies, fancy, 15-lb. boxes, per lb.... | 0 07 0 08 |
| Fillets, fancy, 15-lb. boxes, per lb.... | 0 11 |
| Herring, new smoked, per box.... | 1 18 |
| Kippers (small), per box of 50 fish.... | 1 25 |

| SHELL FISH | |
|---|------------|
| Oysters, choice, bulk, Imp. gallon.... | 1 40 |
| Oysters, bulk, selects.... | 1 60 |
| Oysters, fancy cape, large bbls.... | 9 00 |
| Malpeque Oysters, per bbl.... | 8 00 12 00 |
| Solid meats—Standards, gal., \$1.70; selects, gal., \$1.90. | |

NOVA SCOTIA.

HALIFAX.—Fishing season is now in full swing on the Nova Scotia coast. While the season has been opened less than a week some large catches have been made, and indications are industry will be as good as last year. Already large shipments are being made to United States. The first steamer sailing took over one thousand crates, and the second shipment totalled 1,100 crates, valued at \$14,000. While these lobsters are shipped to Boston dealers, many of them are forwarded to New York and Chicago, and it is even stated some of them find their way back into Canada again. The lobsters offering on the local market are small.

Haddock are coming on market in large quantities. Weather during past week was exceptionally favorable for fishing, and some good catches have been made. The shipments of smoked haddies to Boston market are heavy and bloaters are also selling well.

Outside of some activity in herring there is not much doing in salt fish trade. Foreign demand for dry codfish continues good. There is a good enquiry for salt mackerel with practically no stock offering. Herring are now plentiful and sales are fairly good.

ONTARIO.

TORONTO.—The rush of holiday shopping naturally detracted from fish last

week but with passing of the festive season trade is expected to show signs of increased life again. The weather, while somewhat more favorable to the cause, could indeed be more so.

About the only lines of fresh caught fish listed are steak cod and haddock and prices on both are firm. Lake herring are quoted at 3 and 5 cents.

| FRESH CAUGHT FISH | | | |
|-------------------|------|-------------|------|
| Steak cod.... | 0 08 | Haddock.... | 0 07 |

| FROZEN FISH | | | |
|--------------------------------------|-----------|----------------------------|-----------|
| Gold eyes.... | 0 05 | Red salmon, round.... | 0 10 |
| Pike.... | 0 05 | Sea herring, lb.... | 0 04 |
| New Pink sea salmon.... | 0 09 | Sea herring, 55-lb. bx.... | 2 25 |
| Whitefish.... | 0 10 0 11 | Mackerel, lb.... | 0 12 |
| Red salmon, headless and dressed.... | 0 11 | Mullets.... | 0 04 |
| Halibut.... | 0 09 | Bluefish.... | 0 12 |
| | | Lake herring.... | 0 03 0 05 |

| SMOKED | | | |
|---------------------------|-----------|-----------------------|-----------|
| Kippers, per box.... | 1 25 1 35 | Cod, Imperial.... | 0 06 1/2 |
| Bloaters, per box.... | 1 1 | Quail-on-toast.... | 0 07 |
| Finnan Haddie, lb.... | 0 08 | Fillets of haddie.... | 0 11 0 12 |
| Digby herring, bundle.... | 1 00 | Ciscoes, basket.... | 1 25 |

| PICKLED | | | |
|------------------------------|-----------|---------------------------------|------|
| Lake herring, per keg.... | 4 00 | Labrador herring, bbls.... | 6 80 |
| Oysters, selects, gallon.... | 1 70 1 75 | Labrador herring, half bbls.... | 3 25 |
| Oysters, standards, gal.... | 1 55 | | |

KEEPING FROST FROM WINDOWS.

Montreal Grocers Using Double Window System.

Montreal, Dec. 28.—Regarding the method employed by a Smith's Falls grocer of preventing his window from becoming frosted, it may be said that a large number of Montreal's best grocers have adopted this plan. The lower half of the window of each of such stores has practically a double window arrangement being made whereby the second window is placed on the outside as referred to by W. Hyndman, and in every case the result has been most satisfactory. The lower parts of the windows are free from frost in contrast with the upper parts and with other windows that have been neglected.

A. Hamstra & Co., American managers for Biscuit Fabrick "Delindeboom," of Mydrecht and Amsterdam, Holland, manufacturers of Frou Frou Wafer products, are removing their headquarters from Grand Rapids, Michigan, to the Fort Dearborn Bldg. in Chicago, the first week in January. The local office in Grand Rapids will be maintained as a branch.

Hager & Perry, Parry Sound, Ont., have opened grocery business recently purchased from W. L. Kenney & Co.

There are many fine Christmas displays in Toronto grocers' windows. A traveler calls attention to two particularly fine displays in the windows of B. S. McMurty, Eglinton, and on Yonge St., at corner of Marlboro.



LAST CALL

Two more days, Brother, and 1911 will be no more. Two more days, and you will make new resolutions. What will they be? Will you decide to pay closer attention to your fish trade, or will you let this end of the business weaken and willingly lose money? You won't—we know it. Make your motto for 1912, "Fish and lots of it," and you'll make no mistake.

➔ Boneless Codfish ➔

Canada Brand

Put up in such a form that the housewife can carry it under her arm and have no bother with it.

WRITE ABOUT THE TABLETS

Boutillier's Smoked Fillets

Arbroath Brand Smokies

Mariner Brand Skinless Fish

OCEAN BRAND

Haddies

Kippers

Bloaters

(Juicy)

(Sweet)

(Tasty)

The Halifax Cold Storage Co., Limited

MONTREAL

Delicious



Appetising

We Pack No Hard Tough Fish?

The most scrupulous care is taken to see that in the packing of

"Concord"

Norwegian Sardines

nothing but the finest freshly-caught Autumn fish and pure olive oil are used. "Concord" Sardines will be found to be mild-cured and not too much smoked, and their delicious flavour will commend them to your particular customer. Feature "CONCORD": there's a good margin for the retailer. Order from your wholesaler.

LIST OF AGENTS

R. S. McIndoe, Toronto.

Watson & Truesdale, Winnipeg.

A. H. Brittain & Co., Montreal.

W. A. Simonds, St. John, N.B.

Radiger & Janion, Vancouver and Victoria, B.C.

A TIP FOR 1912

Buy the Queen Square Fruit Jar

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



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

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

Manufactured by

SMALLEY, KIVLAN & ONTHANK

BOSTON, U.S.A.

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

Wide Awake Methods in Retailing

Montreal Dealer Gives Away Many Calendars—Vancouver Retail Firm Opens Deposit Account Department in New Store—Grocery Display in Shape of Harp—New Brunswick Dealer Has Special Clerk for Confectionery.

Giving Away 1,100 Calendars.

Montreal, Dec. 28.—While the calendar question finds many grocers who oppose it there are quite a number who thus remember their customers at Christmas. When something out of the ordinary in such calendars is noticed it is usually worth mentioning. Walter Paul, a St. Catherine St. grocer with a branch store on University St., distributed eleven hundred calendars among his special customers. The designs of the calendars which were of four subjects were artistic and this little remembrance of the firm was dainty, attractive and would surely be prized by recipients. The work of the artist, Fred. S. Burgy, in "A Long Summer Day" and "Winter's Crystal Beauty" is well reproduced and the calendar does not bear a flamboyant reference to the grocer who presents it.

Open Deposit Account Department.

Vancouver, B.C., Dec. 28.—The H. A. Edgett Company, Ltd., has made another move, and is now located on Pender Street, at the corner of Cambie. It is the first large retail store to go on to this street. The Edgett Company originally started on Harris Street in the east end, under the name of Edgett Bros., but came up to Cordova Street, then around to Hastings and now into a large stone building, erected for their use, and on which they have a long lease. The building, on a corner, is three stories high, all of which is occupied. The firm is branching out, and have added everything for the household, such as furniture, hardware, crockery, etc.

The interior of the store is finished in spotless white, with an abundance of light. Throughout the latest ideas have been adopted in store methods. The fresh and cooked meats and delicatessen are shown on sanitary white opalite glass with a plate glass covering. This not only protects the goods from dust, but the effect is particularly pleasing to the patron, and shows the goods off to the best advantage.

A new feature will be the deposit account department. For some time this store has done business on the strictly cash basis, goods being either paid for at the store or sent c.o.d. Now an account may be opened by a customer with the firm by depositing a sum not less than \$5, nor more than \$100, interest on which is allowed at 12 per cent. on the

daily average of the account. A statement of this account will be rendered each month, showing withdrawals or amount of purchases checked up against it.

A Grocery Harp.

London, Ont., Dec. 28.—(Special.)—Scandrett Bros., retail grocers, have a unique and attractive Christmas window. A large harp about three feet high, made of macaroni and assorted peels, is the feature.

Richard Eckert, of Gorman, Eckert & Co., is in the field for mayor of 1912. Many of the grocers are working for him.

Jas. McKenzie, secretary of the Retail Grocers' Association, has opened a branch store at corner of Maitland and Dufferin Sts.

Special Clerk for Confectionery.

St. John, N.B., Dec. 28.—"I have given to one of my clerks," said a local

grocer last week, "almost complete control of the confectionery end of my business, and in allowing him to assume responsibility for the success of this department, I think I am making a wise move. Already, I can notice an improvement, although he has had charge only a week. Formerly any of the clerks, or myself, would arrange the chocolates or candies in the silent salesman or on the glass shelves suspended above it, but until the Christmas and New Year's rush is over, he will have all to do with pushing the sales of confectionery, attending, of course, in spare moments, to filling orders, and other work. There is an old saying that 'two many hands spoil the pudding,' and I have just begun to find it out in connection with selling in different departments. As you see, I have endeavored to separate my chocolates and candies from other lines, and have reserved considerable space for them, and my showcase has been pushed into a prominent position and made to appear as attractive as possible with tempting lines and displays. I do not stock very heavily in chocolates in my case, but as you can see, each different kind is neatly heaped together in a half-pound mound with a white perforated napkin beneath, and a small price ticket on top, which appears to me to be far more attractive than when a lot of boxes are jammed into the case."

SPECIALIZES IN POULTRY WITH SUCCESS

Vancouver Dealer Considers Prominence Given to This Department Results in Good Advertisement—Growth of Business Necessitates Enlarging Establishment—Proprietor Going East for New Ideas.

Vancouver, B.C., Dec. 28.—(Special.)—T. F. McDowell, who a few years ago started for himself in the grocery trade at 704 Granville street, has established a fine business, and has made a name for himself in the special line of poultry. In this case, as in many others, it has paid the dealer to single out some line of goods, and concentrate thereon. Not that other and principal lines are to be disregarded in any way, but by giving attention to some one thing a dealer is able to get good advertising and get good trade. "To him that hath it shall be given," and it is remarkable when a man succeeds how many good things are added to his success. Mr. McDowell has found things coming his way so much that he has to enlarge his place of business, and soon after the first of the year he will visit principal cities in the east

to get in touch with the newest methods and plans of arrangement, so that the enlargement may be carried out on thoroughly modern lines.

Mr. McDowell has popularized his poultry under the name of Hazelwood brand, and he makes a point to see that his customers are completely satisfied. This is one of the elements of success and establishes a good-will that means larger and more secure business.

In going into the poultry line in connection with his grocery trade, Mr. McDowell made a bid for the high-grade birds selected by the packers of the east for the old country market. Special care is taken with these to bring them to the market in superfine condition. For two weeks they are milk-fed, and every step is thorough and careful, from picking the feathers to the scientific trussing. By establishing a standard of quality, with a good selection, Mr. McDowell is becoming well known in Vancouver as a poultry specialist.

The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made



Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros., Limited

Black's Harbor, N.B.

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



TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

SUGARS MOLASSES

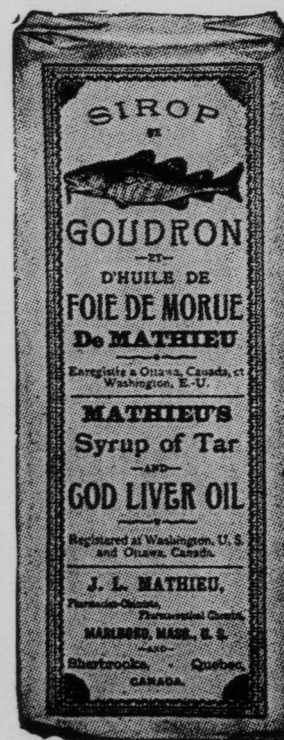
and all West Indian Produce

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

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

West India Co., Limited

KEEP OFF THE SICK-LIST



by taking a dose or two of

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

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

Mathieu's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

FIRE

To The Trade:

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

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

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

We are,

Yours truly,

D. S. Perrin & Company, Ltd.

LONDON,

CANADA

It Is a Mistake

for you to think that you cannot sell an article because your customers do not ask for it. You are a salesman and we venture to say that you will be surprised what you can do with

Maple Sugar Chewing Tobacco

King George's Navy “

Master Mason “

if you put your selling power behind them and make up your mind that the men who come to you for groceries will come for tobacco supplies also. You have the first call on them very often, so take advantage of all opportunities.

The Rock City Tobacco Co.

Quebec Winnipeg

1912

and

7-20-4

Start Off Well

by getting that tobacco department you have promised yourself so often into good shape. You cannot put a better cigar into it than the

7-20-4

the cigar of 1912, so get in touch with us right away. Will appeal to those who know the best leaf, and will make others to whom you introduce it feel like princes, because they have never been previously, and will never be, able to secure such a good smoke at the price.

The Sherbrooke Cigar Co.

SHERBROOKE, P.Q.

Tuckett's

Orinoco

Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

- - - -

Ont.

CLASSIFIED ADVERTISING

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

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

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

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

SALESMAN WANTED.

A TRAVELING SALESMAN, acquainted with the wholesale and manufacturing trades in the Maritime Provinces, to represent the **MACLEAN NEWSPAPERS**, looking after our advertising in this district. Good position for progressive young man. Apply, stating full particulars, **THE MACLEAN PUBLISHING CO., LTD.**, 702 Eastern Townships Building, Montreal.

POSITIONS WANTED.

COFFEE EXPERT (with wide experience in green and roasted coffees in buying, blending and superintending roasting) desires position as manager of coffee department in wholesale grocery or coffee firm. Winnipeg or West preferred. "Coffee Blender," Box 406, **CANADIAN GROCER**, Toronto.

MISCELLANEOUS.

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

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

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

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. **AMERICAN MULTIGRAPH SALES CO.**, Limited, 129 Bay Street, Toronto.

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

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

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

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

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

MISCELLANEOUS.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

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

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

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

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

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

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

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

725,000 MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

TECHNICAL BOOKS.

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

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

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

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
 Diamond W. H. GILLARD & CO.
 1-lb. tins, 2 doz. in case..... \$2 00
 1-lb. tins, 3 " " 1 25
 1-lb. tins, 4 " " 0 75

IMPERIAL BAKING POWDER
 Cases. Sizes. Per doz.
 4-dozen..... 10c..... \$0 85
 3-dozen..... 6-oz..... 1 75
 12-oz..... 3 50
 12-oz..... 3 40
 1-dozen..... 24-lb..... 10 50
 1-dozen..... 5-lb..... 19 80

MAGIC BAKING POWDER
 Ontario and Quebec Prices
 Cases. Sizes. Per doz.
 6 dozen 5c..... \$0 50
 " 4-oz..... 0 75
 " 6 " " 1 00
 " 8 " " 1 30
 " 12 " " 1 80
 " 12 " " 1 85
 " 16 " " 2 25
 " 24-lb..... 2 30
 " 5-lb..... 9 60
 " 6-oz..... 5 00
 " 12 " " 16 " } Per case \$6 00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER
 Sizes. Per Doz.
 Royal-Dime..... \$0 95
 " 1-lb..... 1 40
 " 6-oz..... 1 95
 " 1-lb..... 2 55
 " 12-oz..... 3 55
 " 1-lb..... 4 90
 " 3-lb..... 13 60
 " 5-lb..... 22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

Borwick's Baking Powder
 Sizes— Per doz. tins
 Borwick's 1-lb. tins..... \$1 35
 " 1-lb. tins..... 2 35
 " 1-lb. tins..... 4 65

COOK'S FRIEND BAKING POWDER
 PREPARED BY CHEMICAL PRINCIPLES
 Made in Great Britain

FOREST CITY BAKING POWDER
 Dozen
 6 oz. tins..... 0 75
 12 oz. tins..... 1 25
 16 oz. tins..... 1 75

Cereals
 WHITE SWAN SPICES & CEREALS, LTD.
 White Swan Breakfast Food, 2 doz. in case, per case \$3.00.
 The King's Food, 2 dz. in case, per case \$4.80.
 White Swan Barley Crisps, per doz. \$1.
 White Swan Self-rising Buckwheat Flour, per dozen \$1.
 White Swan Self-rising Pancake Flour, per dozen \$1.
 White Swan Wheat Kernels, per doz. \$1.50.
 White Swan Flaked Rice, per dozen \$1.
 White Swan Flaked Peas, per dozen \$1.

DOMINION CANNERS, LIMITED
 Aymer Jams Per doz. Pear..... 1 80
 Strawberry..... 1 95
 Raspberry..... 1 95
 Black currant..... 1 95
 Red currant..... 1 75

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR.
 Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. boxes, 32c. lb.; Vanilla sweet chocolate, 1/2 lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box \$3.00. The above quotations are f.o.b. Montreal.

COCOANUT
 CANADIAN COCOANUT CO., MONTREAL.
 Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.
 1-lb. packages, White Moss..... 0 26
 2-lb. packages, White Moss..... 0 27
 1 and 1-lb. packages, assorted..... 0 26
 2 and 1-lb. packages, assorted..... 0 27
 1-lb. packages, assorted, in 5-lb. boxes 0 28
 2-lb. packages, assorted, in 5-lb. boxes 0 29
 1-lb. packages, assorted, 5, 10, 15 lb. cas 0 30

Cocoa and Chocolate
 THE COWAN CO., LIMITED
 Cocoa—
 Perfection, 1-lb. tins, per doz. \$4 50
 Perfection, 1/2-lb. tins, per doz. 2 40
 Perfection, 1/4-lb. tins, per doz. 1 30
 Perfection, 10c size, per doz. 0 90
 Perfection, 5-lb. tins, per lb. 0 37
 Soluble, bulk, No. 1, per lb. 0 20
 Soluble, bulk, No. 2, per lb. 0 18
 Keen's Oxford, per lb. 0 17
 In 10-box lots or case 0 16
 Gillett's Mammoth, 1/2-gross box 2 00

COWAN'S PERFECTIO COCOA
 London Pearl, per lb. Special quotations for Cocoa in barrels, kegs, etc.
 Unsweetened Chocolate—
 Supreme chocolate, 1/2 and 12-lb. boxes, per lb. 0 35
 Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80
 Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
 Sweet Chocolate—
 Queen's Dessert, 1/4 and 1/2 lb. boxes 0 40
 Queen's Dessert, 6's, 12-lb. boxes 0 40
 Vanilla, 1/2-lb., 6 and 12-lb. boxes 0 35
 Parisian, 8's, 6 and 12-lb. boxes 0 28
 Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24
 Diamond, 1/4's, 6 and 12-lb. boxes 0 25

COWAN'S SUPERIOR ICEING CAKES
 Icings for cake—
 Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in 1-lb. packages, 2 doz. in box, dozen 0 90

Chocolate Confections—
 Maple buds, 5-lb. boxes..... 0 36
 Milk medallions, 5-lb. boxes..... 0 36
 Chocolate wafers, No. 1, 5-lb. boxes..... 0 30
 Chocolate wafers, No. 2, 5-lb. boxes..... 0 25
 Nonpareil wafers, No. 1, 5-lb. boxes..... 0 30
 Nonpareil wafers, No. 2, 5-lb. boxes..... 0 25
 Chocolate ginger, 5-lb. boxes..... 0 30
 Milk chocolate wafers, 5-lb. boxes..... 0 36
 Coffee drops, 5-lb. boxes..... 0 36
 Lunch bars, 5-lb. boxes..... 0 36
 Milk chocolate, 5c bundles, 3 doz. in box, per box..... 1 35
 Milk chocolate, 5c cakes, 3 doz. in box, per box..... 1 35
 Nut milk chocolate, 1/2, 4-lb. boxes, lb. 0 36
 Nut milk chocolate, 1/4, 6-lb. boxes, lb. 0 36
 Nut milk chocolate, 5c bars, 24 bars, per box..... 0 90

EPPE'S
 Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.
 JOHN P. MOTT & CO.
 G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Perse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90
 Mott's breakfast cocoa, 10c size 90 per dz
 " breakfast cocoa, 1/4 lb. 0 36
 " 1/2 lb. 0 36
 " No. 1 chocolate, 1/4 lb. 0 32
 " Navy " 1/4 lb. 0 26
 " Vanilla sticks, per gross..... 1 00
 " Diamond Chocolate, 1/4 lb. 0 24
 " Plain choice chocolate, liquors 0 32
 " Sweet Chocolate Gossiper 0 20
 WALTER BAKER & CO., LIMITED.
 Premium No. 1 chocolate, 1/2 and 1 lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2 and 5 lb. tins, 41c. lb.; German's sweet chocolate, 1/2 and 1 lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, 1/2 and 1 lb. cakes, 6-lb. bxs., 32c. lb.

CANADIAN COCOANUT CO., MONTREAL.
 Packages—5c, 10c, 20c and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.
 1-lb. packages, White Moss..... 0 26
 2-lb. packages, White Moss..... 0 27
 1 and 1-lb. packages, assorted..... 0 26
 2 and 1-lb. packages, assorted..... 0 27
 1-lb. packages, assorted, in 5-lb. boxes 0 28
 2-lb. packages, assorted, in 5-lb. boxes 0 29
 1-lb. packages, assorted, 5, 10, 15 lb. cas 0 30

Condensed Milk
 BORDEN'S CONDENSED MILK CO.
 Wm. H. Dunn, Agent, Montreal & Toronto.
 Eagle Brand Condensed Milk..... \$5 75 1 45
 Gold Seal Condensed Milk..... 4 75 1 20
 Challenge Condensed Milk..... 4 00 1 00
 Peerless Brand Evaporated Milk five cent size (4 dozen)..... 2 00 0 50
 Peerless Brand Evaporated Milk family size..... 3 50 0 90
 Peerless Brand Evaporated Milk pint size (4 dozen)..... 4 40 1 10
 Peerless Brand Evaporated Milk hotel size..... 3 70 1 85

REINDEER, LIMITED
 "Jersey" brand evaporated cream per case (4 dozen)..... \$3 50
 "Reindeer" brand, per case (4 dozen) 5 50
 "Reindeer" Condensed Coffee, case 5 00
 "Reindeer" Condensed Cocoa, case 4 80

ST. CHARLES CONDENSING COMPANY.
 Prices:
 St. Charles Milk, family size, per case..... \$3 65
 Baby size, per case..... 2 00
 Ditto, hotel..... 3 90
 Silver Cow Milk..... 5 05
 Purity Milk..... 4 90
 Good Luck..... 4 15

Coffees
 EBY-BLAIN, LIMITED.
 Standard Coffees
 Roasted whole or ground. Packed in damp-proof bags and tins.
 Club House..... \$0 32 Ambrosia..... 0 26
 Nectar..... 0 30 Plantation..... 0 23
 Empress..... 0 28 Fancy Bourbon..... 0 22
 Duchess..... 0 27 Bourbon..... 0 20
 Crushed Java and Mocha..... 0 18
 " ground..... 0 18

Flavoring Extracts
 SHIRRIFF'S
 1 oz. (all flavors) doz. 1 00
 2 " " " 1 75
 4 " " " 2 00
 8 " " " 3 00
 5 " " " 3 75
 8 " " " 5 50
 16 " " " 10 00
 32 " " " 18 00
 Discount on application.

IMPERIAL PEANUT BUTTER
 Small, cases zen..... 0 95 dozen
 Medium, cases dozen..... 1 80
 Large, cases 1 dozen..... 2 75
 Tumblers, cases 2 dozen..... 1 35
 25-lb. pails..... 0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD
 White Swan Blend.



1-lb. decorated tins, 32c. lb.
 Mo-Ja, 1-lb. tins 30c. lb.
 Mo-Ja, 1-lb. tins 28c. lb.
 Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.50
 Cafe l'Aromatique—1-lb. amber glass jars, per doz. \$4
 Presentation (with tumblers) \$3 per doz.



Ground or bean—
 W.S.P. R.P.
 1 and 1/2 0 25 0 30
 1 and 1/2 0 32 0 40
 1 and 1/2 0 37 0 50
 Packed in 30s and 50-lb. cases. Terms—Net 30 days prepaid.

Cheese—Imperial
 Large size jars, doz. 8 26
 Medium size jars, per doz. 4 50
 Small size jars, per doz. 2 40
 Individual size jars per doz. 1 00
 Imperial holder—
 Large size, doz. 18 00
 Med. size, doz. 17 00
 Small size, doz. 12 00
 Roquefort—
 Large size, doz. 2 40
 Small size, doz. 1 40



Canada Cream Cheese—
 In carbons, each 1 dozen..... 0 0
 Large blocks, dozen..... 2 30
 Medium blocks, dozen..... 1 30

Cream
 FUSSELL & CO., LTD
 London, Eng.
 "Golden Buttery" brand Cream, 8 doz. 10c. size, cases \$7.50
 "Golden Buttery" brand Cream, 8 doz. 15c. size, cases \$11.50

Coupon Books—Allison's
 For sale in Canada by The Eby Blain Co. Ltd. Toronto. C.O. Beauchemin & Fils, Montreal.
 \$2, \$3, \$5, \$10, \$15 and \$20.
 All same price one size or assorted.
 UN-NUMBERED
 Under 100 books..... each 04
 100 books and over..... each 03
 500 books to 1000 books..... 03
 For numbering cover and each coupon, extra per book 1/4 cent.

Infants' Food
 Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.



CRESCENT MFG. CO.
 Mapleine. Per doz.
 2 oz. bottles (retail at 50c.) 4 50
 4 oz. bottles (retail at 90c.) 6 80
 8 oz. bottles (retail at \$1.50) 12 50
 16 oz. bottles (retail at \$3) 24 00
 Gal. bottles (retail at \$20) 15



COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

SATISFIED CUSTOMERS



are all those to whom you sell

Black Knight Stove Polish

The brilliancy of polish and its lasting qualities are features which will not be found in any other stove polish.

The polish comes quickly and goes slowly. It will not stain the hands.

Put up in attractive boxes. Feature this attractive line—your profit is assured,

Order from your jobber

The F. F. DALLEY CO., Limited
Hamilton, Canada, and Buffalo, N.Y.

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto, 52 Canada Life Building, Montreal.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

WESTERN Incorporated
1851
**ASSURANCE
COMPANY**

**FIRE
AND
MARINE**

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - \$3,570,000

Losses Paid Since Organization
of the Company, over - - 54,000,000.00

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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| | |
|--------------------------------|----------------|
| CAPITAL | \$1,400,000.00 |
| ASSETS | 2,162,753.55 |
| LOSSES PAID SINCE ORGANIZATION | 29,898,820.96 |

Brooms

"BROOMS OF QUALITY"

are hard to get.

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

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

Brooms

TWO CENTS PER WORD

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

CLARK'S PORK AND BEANS
in Tomato Sauce
Per doz
No. 1, 4 doz. in case.... 0 50
No. 2, 2 doz. in case.... 0 90
No. 3, flat, 2 doz in case 1 0
No. 3, tall, 2 doz in case 1 25
No. 6, 1 doz. in case.... 4 00
No. 12, 1/2 doz. in case.... 6 50

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

IMPORTED PEAS "SOLEIL"
Sur Extra Fins..... 40 Bou. 11 00
Extra Fins..... kilo 100 tins 15 50
Tres Fins..... " 100 " 15 00
Fins..... " 100 " 12 50
Mi-Fins..... " 100 " 11 00
Moyens No. 1..... " 100 " 10 00
Moyens No. 2..... " 100 " 9 50
Moyens No. 3..... " 100 " 8 75
Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.
Case—
12 litres..... 6 50
12 quarts..... 5 75
Tins—
5 gals., 2s..... 23 00
3 gals., 6s..... 29 00
1 gal., 10s..... 25 00
1/2 gal., 20s..... 26 00

BASSIN DE VIGHY WATERS.
La Capitale, 50 qts..... 5 00
La Neptune, 50 qts..... 6 00
St. Nicolas, 50 qts..... 7 00
La Santas Sparkling, 50 qts..... 8 00
" 100 pts..... 9 00
" 100 splits..... 4 00
Lemonade Savoureuse, 50s..... 7 50

CASTILE SOAP
"Le Soleil," 72 per cent. Olive Oil
Case 25 lbs., 11 lb. bars..... 0 07 1/2 lb.
" 12 lbs., 2 1/2 lb. bars..... 0 08 1/2 lb.
" 50 lbs., 1 lb. bars..... 3 50 case
" 200 lbs., 3/4 oz. bars..... 3 75 case
"La Lune," 65 per cent. Olive Oil
Case 25 lbs., 11 lb. bars..... 0 07 lb.
" 12 lbs., 2 1/2 lb. bars..... 0 08 lb.
" 50 lbs., 1 lb. bars..... 3 25 case
" 100 lbs., 3/4 oz. bars..... 1 90 case
" 200 lbs., 3/4 oz. bars..... 3 40 case
Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box, 25 lbs., 1 lb..... 0 07
" 25 lbs., loose..... 0 07

DUFFY & CO. BRAND.
Grape Juice, 12 qts..... 4 75
" 24 pts..... 5 15
" 36 splits..... 4 75
Apple Juice, 12 qts..... 4 50
" 24 pts..... 4 75
Champagne de Pomme, 12 qts..... 5 00
" 24 pts..... 5 50

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

Pastes.
THE C. H. CATELLI CO., LIMITED,
MONTREAL, CANADA
Alimentary Pastes.
"Swallow Brand" (Hirondelle).
Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.
Cases of 25 packages, 1 lb..... 0 06
Cases of 25 lbs., loose..... 0 05 1/2
Egg noodles, cases of 50 pkgs., 1 lb. 006 1/2
Egg noodles, cases of 10 lbs., loose... 0 06
Lasagnes, cases of 10 lbs., loose.... 0 06
Marguerite, all varieties, pkgs. only. 0 05

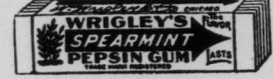
Cereals.

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


FORCE
Force, 36's..... 4 50
Gusto, 36's..... 8 25


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

Canned Haddies, "Thistle" Brand
A. F. TIPPET & CO., AGENTS
Cases 4 doz. each, flats, per case..... \$5 40
Cases 4 doz. each, ovals, per case..... 5 40



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

Lard
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.
F.O.B. Montreal
Tierces, lb 0 10
20-lb. pails \$2 10
20-lb. tins \$2 00
60-lb. tubs
per lb.... 10 1/2
3-lb. tins, 20 to case
per lb.... 0 11
5-lb. tins, 12 to case, per lb..... 0 10 1/2
10-lb. tins 6 to the case, per lb..... 0 10 1/2


GUNNS "EASIFIRST" SHORTENING
Tierces.... 0 09 1/2
Tubs..... 0 09 1/2
20-lb. pails 0 10
20-lb. tins. 0 09 1/2
10-lb. " 0 10 1/2
5-lb. " 0 10 1/2
3-lb. " 0 10 1/2
1-lb. cartons 10 1/2

Lye (Concentrated).

GILLET'S PERFUMED LYE
Ontario and Quebec Prices.
Per case
1 case of 4 doz \$3 50
3 cases of 4 doz 3 34
5 cases or more 3 34


Marmalade.
SHIRRIFF BRAND
"Imperial Scotch"—
1-lb. glass, doz... 1 55
2-lb. glass, doz... 2 80
4-lb. tins, doz... 4 65
7-lb. tins, doz... 7 35
"Shredded"—
1-lb. glass, doz... 1 90
2-lb. glass, doz... 3 10
7-lb. tins, doz... 8 25


Vermicelli and Macaroni.
D. SPINELLI C.Y. MONTREAL.

Fine.
4 lbs. box "Special"..... per box 0 22
8 lbs. " " "..... " 0 44
5 lbs. " "Standard"..... " 0 27 1/2
10 lbs. " "..... " 0 55
60 lbs. cases or 75 lbs. bbls..... per lb. 0 05
25 lbs. cases 1 lb. pkgs (Vermicelli) " 0 06
Globe Brand.
5 lbs. box "Standard"..... per box 0 30
10 lbs. "..... " 0 60
25 lbs. cases (loose)..... per lb. 0 06
25 lbs. cases, 1 lb. packages..... " 0 06 1/2

Jelly Powders

 **JELL-O**
The Dainty Dessert

Assorted Case, Contains 2 doz. \$1.50
Lemon (Straight) Contains 2 doz. \$1.50
Orange (Straight) Contains 2 doz. \$1.50
Raspberry (Straight) Contains 2 doz. \$1.50
Strawberry (Straight) Contains 2 doz. \$1.50
Chocolate (Straight) Contains 2 doz. \$1.50
Cherry (Straight) Contains 2 doz. \$1.50
Peach (Straight) Contains 2 doz. \$1.50
Weight 8 lbs. to case. Freight rate, 2d class.

 **JELL-O**
ICE CREAM POWDER
FOR MAKING ICE CREAM
Pays 50 Profit

Assorted Case, Contains 2 doz. \$2 50
Chocolate (Straight) Contains 2 doz. 2 50
Vanilla (Straight) Contains 2 doz. 2 50
Strawberry (Straight) Contains 2 doz. 2 50
Lemon (Straight) Contains 2 doz. 2 50
Unflavored (Straight) Contains 2 doz. 2 50
Weight 11 lbs. to case. Fr'ght rate, 2d class.

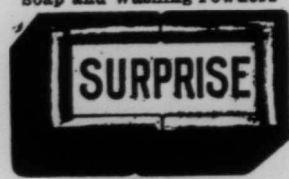
IMPERIAL JELLY DESSERT

 **PURE AND DELICIOUS**
TRUE FRUIT FLAVORS
CARTONS EACH 1 DOZ.

Assorted flavors—gross 10.70.

THE CANADIAN GROCER

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS
 Oriole soap, per gross..... 10 20
 Florida soap, per gross..... 12 00
 Straw hat polish, per gross..... 18 20



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



*75-case lots (delivered), \$4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:
 Less than 5 cases..... \$5 00
 Five cases or more..... 4 95

SAPHO MFG. CO., LIMITED, MONTREAL.
 "SAPHO" INSECTICIDE.
 1-16 gall. doz. 2 00 1 gall. doz. 19 20
 1/2 gall. " 6 00 1-16 gall. gross 20 00
 1/4 gall. " 10 80 lot..... 20 00
 "ANTI-BUST" SWEEPING POWDER
 Size No. 1, 3 doz. crates, per doz..... \$1 50
 No. 2, 1 and 2 doz. crates, per doz..... \$3 00
 Liquid Bluing, 90c. per doz. Liquid Ammonia, 90c. per doz. Both put up in corrugated paper shipping boxes.

STARCH

EDWARDSBURG STARCH CO., LIMITED
 Boxes contain Laundry Starches per lb.
 40 lbs. Canada Laundry..... 0 05 1/2
 40 lbs. Canada white gloss, 1 lb. pkgs. 0 06
 48 lbs. No. 1 white or blue, 4 lb. cart's 0 06 1/2
 48 lbs. No. 1 white or blue, 3 lb. cart's 0 06 1/2
 100 lbs. kegs, No. 1 white..... 0 06 1/2
 200 lbs. bbls., No. 1 white..... 0 06 1/2
 30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages..... 0 07 1/2
 48 lbs. Silver gloss, in 6 lb. canisters..... 0 07 1/2
 26 lbs. Silver gloss, 6 lb. draw lid boxes..... 0 07 1/2
 100 lbs. kegs, Silver gloss, large crystals chromo label..... 0 07 1/2
 40 lbs. Benson's enamel (cold water) per case..... 3 00
 20 lbs. Benson's enamel (cold water) per case..... 1 50
 Celluloid—Boxes containing 45 cart's, per case..... 3 60
 Culinary Starch
 (40 lbs. W. T. Benson & Co.'s celebrated prepared corn..... 0 07 1/2
 40 lbs. Canada pure corn starch..... 0 05
 (20 lb. boxes 1/2 higher)
 BRANTFORD STARCH WORKS, LIMITED
 Ontario and Quebec.
 Laundry Starches—
 Canada Laundry, boxes of 40 lb.. 0 06
 Acme Gloss Starch—
 1-lb. cartons, boxes of 40 lb..... 0 06 1/2
 Finest Quality White Laundry..... 0 06 1/2
 3-lb. canisters, cases of 48 lb..... 0 06 1/2
 Barrels, 200 lb..... 0 06 1/2
 Kegs, 100 lb..... 0 06 1/2

Lily White Gloss—
 1-lb. fancy cartons, cases 30 lb. 0 07
 6-lb. toy trunks, 8 in case..... 0 08
 8-lb. toy drums, with drumsticks 8 in case..... 0 07 1/2
 Kegs, oz. crystals, 100 lb..... 0 06 1/2
 Brantford Gloss—
 1-lb. fancy boxes, cases 36 lb..... 0 07
 Canadian Electric Starch—
 Boxes of 40 fancy pkgs., per case \$ 00



Chinese starch, 48 1-lb., per case \$4.00;
 Ocean Baking Powder, 3-oz. tins, 4 doz per case, \$1.60; 4-oz tins, 4 doz per case, \$3.00; 8-oz. tins, 5 doz per case, \$6.50; 16-oz. tins, 3 doz per case, \$8.75; 5-lb tins 10 tins a case, \$7.50;
 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., \$4;
 Ocean borax, 48 8-oz., \$1.50; Oceanough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.



Soups

CHATEAU BRAND CONCENTRATED SOUPS
 Vegetable Mutton Broth
 Mulligatawny Chicken
 Ox Tail Pea
 Scotch Broth Julienne
 Mock Turtle
 Vermicelli Tomato
 Consomme Tomato

No. 1's, 95c. per dozen.
 Individuals, 45c. per dozen
 Packed 4 dozen in a case.



Symington's Soups

Quart packets, 9 varieties, dozen 0 90
 Clear soups in stone jars, 5 varieties, dozen 1 40

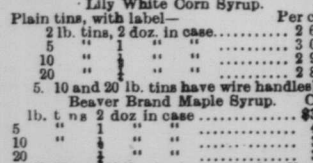


DWIGHT'S BAKING SODA
 Case of 1-lb. containing 60 packages per box \$3.00.
 Case of 1/2-lb. containing 120 packages per box \$3.00.
 Case of 1-lb. and 1/2-lb containing 30 1-lb. and 60 1/2-lb packages per box \$3.00.
 Case of 5c. packages, containing 96 packages, per box \$3.00.

MAGIC SODA
 Ontario and Quebec Prices. Per case
 Case No. 1, 60 1-lb. packages..... 1 case \$2 85
 Case No. 2, 120 1/2-lb. "..... 1 case 2 75
 Case No. 3, (30 1-lb. "..... 1 case 2 85
 Case No. 4, (60 1/2-lb. "..... 1 case 2 75
 Case No. 5, 120 10-oz. "..... 1 case 2 90

Syrup

EDWARDSBURG STARCH CO., LTD.
 Crown Brand Corn Syrup
 2-lb. tins, 2 doz. in case, per case..... 2 40
 5-lb. tins, 1 doz. in case, per case..... 2 75
 10-lb. tins, 1/2 doz. in case, per case..... 2 65
 20-lb. tins, 1 doz. in case, per case..... 2 60
 Barrels, 700 lbs..... 0 03 1/2
 Half barrels, 350 lbs..... 0 03 1/2
 Quarter barrels, 175 lbs..... 0 03 1/2
 Pails, 350 lbs..... 0 03 1/2
 Pails, 25 lbs., each..... 1 25
 Lily White Corn Syrup.
 Plain tins, with label— Per case
 2 lb. tins, 2 doz. in case..... 2 65
 5 " 1 " " "..... 2 90
 10 " 1 " " "..... 2 85
 20 " 1 " " "..... 2 85
 5, 10 and 20 lb. tins have wire handles)
 Beaver Brand Maple Syrup. Case
 1 lb. tins 2 doz. in case..... \$3 50
 5 " 1 " " "..... 4 00
 10 " 1 " " "..... 3 95
 20 " 1 " " "..... 3 90
 (5, 10 and 20 lb. tins have wire handles)



Enamelled OXO CUBES
 Price per dozen tins
 4 cubes..... \$ 2 40
 10 cubes..... 2 40
 50 cubes..... 11 00
 100 cubes..... 21 50
 Minimum re-selling prices
 4 cubes..... \$0 25
 10 cubes..... 0 25
 50 cubes..... 1 15
 100 cubes..... 2 25
 Oxo (Liquid) Minimum re-selling prices
 Bottles Prices
 1 doz. 1-oz..... \$ 2 00
 1 doz. 2-oz..... 3 50
 1 doz. 4-oz..... 6 50
 1 doz. 8-oz..... 11 25
 1 doz. 16-oz..... 18 50

Cream Tartar.

GILLET'S CREAM TARTAR
 Ontario and Quebec Prices.

1-lb. paper pkgs., 4 doz. in case..... Per doz \$1 00
 1-lb. paper pkgs., 4 doz. in case..... 2 00
 4 doz. 1-lb. paper pkgs. } assorted..... Per case \$8 00
 2 doz. 1-lb. paper pkgs. }
 1-lb. cans with screw covers, 4 doz. in case..... Per doz \$2 20
 1-lb. cans with screw covers, 3 doz. in case..... 4 10
 5-lb. sq. canisters, 1 doz. in case..... 0 33 1/2
 10-lb. wooden boxes..... 0 20 1/2
 25-lb. wooden pails..... 0 30 1/2
 100-lb. kegs..... 0 28 1/2
 360-lb. barrels..... 0 28

Milk.

CANADA FIRST BRAND
 The Aymer Condensed Milk Co., Ltd.

Per case
 Canada First Evap. Cream family size..... \$ 5 60
 Canada First Evap. Cream medium size..... 4 80
 Canada First Evaporated Cream, hotel size..... 3 70
 Canada First Evaporated Cream, baby size..... 2 00
 Canada First Condensed Milk..... 4 55
 Beaver Condensed Milk..... 4 00
 Rosebud Condensed Milk..... 4 25

Molasses

DOMINION MOLASSES CO.
 Gingerbread Brand (Toronto)
 2's-3 doz. to case..... \$2 85
 3's-2 doz. to case..... \$2 85
 WINNIPEG
 No. 2—Tins, 2 doz. cases, per doz..... 1 08
 No. 3—Tins, 2 doz. cases, per doz..... 1 67
 No. 5—Tins, 1 doz. cases, per doz..... 2 98
 No. 10—Tins, 1/2 doz. cases, per doz..... 4 83
 Pails—1's, each..... 10 90
 Pails—2's, each..... 0 62
 Pails—5's, each..... 2 10

DOMOLCO BRAND.

Maritime Provinces and Ontario:
 2's, 2 doz. case per doz..... \$1 35
 3's, 2 doz. case, per doz..... 1 95
 5's, 1 doz. case, per doz..... 3 75
 10's, 1 doz. case, per case..... 3 40
 20's, 1 doz. case, per case..... 3 05
 *Western Prices—Sudbury to Victoria.
 2's, 2 doz. case, per doz..... 1 60
 3's, 2 doz. case, per doz..... 2 35
 5's, 1 doz. case, per doz..... 4 60
 10's, 1 doz. case, per case..... 4 15
 20's, 1 doz. case, per case..... 3 80

Sauces

PATERSON'S WORCESTER SAUCE
 1-pint bottles, 3 and 6 dozen cases, doz 0 90
 Pint bottles, 5 dozen cases doz..... 1 75



H. P. Sauce— Per dozen
 Cases of 3 dozen..... \$1 90
 H. P. Pickles—
 Cases of 9 dozen pints 3 35
 Cases of 3 doz. 1/2 pints 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

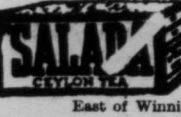
Per dozen
 Large, packed in 3-doz. case..... \$2 25
 Medium, packed in 3-doz. case..... 1 40
 HOLBROOK'S IMP. WORCESTER SAUCE
 Per dozen
 Rep. 1/2 pints, packed in 6-doz. case..... 2 25
 Imp. 1/2 pints, packed in 4-doz. case..... 3 15
 Rep. quarts, packed in 2-doz. case..... 6 50

Stove Polish

JAMES DOME BLACK LEAD
 6a size, gross, \$2.40. 3a size, gross, \$3.60
 Nugget Polishes.
 Polish, Black and Tan..... doz. 0 85
 Metal Outfits, Black and Tan..... " 3 65
 Card Outfits, Black and Tan..... " 3 25
 Creams and White Cleaner..... " 1 10

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA,
 LIMITED—EMPIRE BRANCH.
 Chewing—Black Watch, 6s..... 44
 Black Watch, 12s..... 45
 Bobs, 6s and 12s..... 46
 Bully, 6s..... 44
 Currency, 6s and 12s..... 46
 Stag, 5s to 1b..... 33
 Old Fox, 12s..... 44
 Pay Roll, 7s..... 56
 Pay Roll, 7s..... 56
 War Horse, 6s..... 42
 Plug Smoking—Shamrock, 6s., plug or bar 54
 Rosebud Bars, 6s..... 54
 Empire, 6s and 12s..... 44
 Ivy, 7s..... 50
 Starlight, 7s..... 50
 Cut Smoking—Great West Pouches, 8s..... 59
 Regal Cube Cut, 9s..... 70



Fees
 THE "SALAZ" TEA CO.
 Wholesale Retail
 East of Winnipeg only.
 Brown Label, 1's and 1/2's..... \$0 25 @ \$0 30
 Green Label, 1's and 1/2's..... 0 27 @ 0 35
 Blue Label, 1's, 1/2's and 1/4's..... 0 30 @ 0 40
 Red Label, 1's and 1/2's..... 0 36 @ 0 50
 Gold Label, 1's..... 0 44 @ 0 60
 Red-Gold Label, 1's..... 0 56 @ 0 80



Blue Label, 1's..... 0 21 @ 0 26
 Blue Label, 1's..... 0 20 @ 0 25
 Orange Label, 1's and 1/2's..... 0 23 @ 0 30
 Brown Label, 1 and 1/2's..... 0 28 @ 40
 Brown Label, 1's..... 0 30 @ 0 40
 Green Label, 1's and 1/2's..... 0 35 @ 0 50
 Red Label, 1's..... 0 40 @ 0 60



MELAGAMA TEA
 MINTO BROS.,
 45 Front St. East
 We pack 60 and 100 lb. cases. All delivered prices.
 Wholesale Retail
 Brown Label, 1 lb. or..... 0 25 @ 0 30
 Red " 1 lb. or..... 0 27 @ 0 35
 Green " 1 lb. or..... 0 30 @ 0 40
 Blue " 1 lb. or..... 0 35 @ 0 50
 Yellow " 1 lb. or..... 0 40 @ 0 60
 Purple " 1 lb. or..... 0 55 @ 0 80
 Gold " 1 lb. or..... 0 70 @ 1 00



Black Label, 1-lb., retail at 25c..... \$0 20
 Black Label, 1-lb., retail at 25c..... 0 21
 Blue Label, retail at 30c..... 0 24
 Green Label, retail at 40c..... 0 30
 Red Label, retail at 50c..... 0 36
 Brown Label, retail at 60c..... 0 42
 Gold Label, retail at 80c..... 0 58

Jams and Jellies

T. UPTON & CO.
 Compound Jams—red raspberry, straw- berry, peach, plum, red currant, black cur- rant, cherry, gooseberry, blueberry, apricot, huckleberry. 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37c. per pail; No. 7 tin pails, 6 pails in crate, 52c. per pail; No. 7 wood pails, 6 pails in crate, 52c. per pail; 30-lb. wood pails, 7c. per lb. Packed in assorted cases or crates if desired.
 Compound Jellies—raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37c. per pail; No. 7 tin pails, 6 pails in crate, 52c. per pail; No. 7 wood pails, 6 pails in crate, 52c. per pail; 30-lb. wood pails, 7c. per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 1 doz. in case, \$2.25 per doz.; No. 4 tins, 2 doz. in case, \$2c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in crate, 55c. per tin; No. 7 wood pails, 6 in crate, 55c. per pail; 30-lb. wood pails, 7c. per lb.

Jelly Powders.

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



List price.
 "Shirrif's" (all flavors), per doz. 0 90
 Discounts on applica- tion.

Yeast

Ontario and Quebec Prices.
 Royal Yeast, 3 dozen 5-cent packages... \$1 15
 Gillett's Cream Yeast, 3 dozen in box... 1 15

SYMINGTON'S COFFEE ESSENCE

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

Thos. Symington & Co., Edinburgh and London

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



We desire at this time to extend to all our customers and friends a most cordial Greeting and to wish you all a very Happy and Prosperous New Year.

STEVENS-HEPNER COMPANY,
LIMITED
PORT ELGIN, Ontario, Canada.

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of Baking Soda quite so good as COW BRAND.

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

Order from your jobber



CHURCH and DWIGHT
Manufacturers Limited
MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.



OAKEY'S

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

"WELLINGTON"

KNIFE POLISH

JOHN OAKEY & SONS, Limited

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

Wellington Mills, London, England

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder
We also carry a full line of TEAS,
SPICES, etc.

Mail orders promptly attended to.
Cor. Langley and Broughton Sts.
VICTORIA, B.C.

To You:—

**A Prosperous and Healthful
New Year**

Verret, Stewart & Co., Limited
The Salt Sellers **MONTREAL**

Resolve

and stick to your resolution—
that you will make the coming
year a profitable one in the fancy
biscuit department of your store.

**Telfer's Oatmeal
Crackers**

is one line of biscuit that will aid you in gaining this end. They are
healthful and nutritious, and form an important part in the diet of many
homes. They are packed in fancy air-tight boxes, and open up fresh and
crisp, having a rich creamy flavor not duplicated by any other make.

WE ARE MAKERS OF ALL KINDS OF DAINTY AND HIGH-GRADE BISCUITS.
WRITE US FOR PRICES AND PARTICULARS.

TELFER BROS., Ltd. :: Collingwood, Ont.

BRANCHES:
TORONTO WINNIPEG HAMILTON FORT WILLIAM

