

# CANADIAN GROCER

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

Montreal: 761-702 Eastern Townships Bank Bldg.  
London, Eng.: 88 Fleet St., E.C.

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

Winnipeg: 34 Royal Bank Building

VOL. XXV.

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No. 48

## Robinson's Patent Barley

Needs Little Pushing.  
Your Customers Will Like  
it, and a Demand  
is Immediately Created.



## Robinson's Patent Barley

is a Healthful and  
Nutritious Food for Young  
and Old.

For Particulars, Address

**MAGOR, SON & CO.,**

403 St. Paul Street, MONTREAL  
30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

## On The Billboards All Over Canada

This poster is helping to educate your customers  
and others to the high food value of

## CROWN BRAND CORN SYRUP

and is assisting you in making sales. Now, while the  
advertising is helping you, are you helping the advertising  
—by having Crown Brand in stock so that people can get  
it when they ask? Had you better look over your stock?



**THE EDWARDSBURG STARCH CO.**  
LIMITED  
MONTREAL - CARDINAL - TORONTO - BRANTFORD - VANCOUVER

# CHEESE AS A FOOD

The following, no doubt, will interest many people who hold the idea that Cheese is indigestible. Secretary Wilson of the United States Department of Agriculture has made 184 tests recently and has now given to the public something of great interest, not only as to Cheese being of great food value, but as a cheap and easily digested food. This applies to children as well as adults. True, there are many kinds of Cheese, many of them made and consumed before they are properly cured and ripened. When care is shown in the proper development of Cheese, naturally the Cheese will not only be better Cheese as food value, but more easily digested. MacLAREN'S IMPERIAL CHEESE in jars, and MacLAREN'S CANADA CREAM CHEESE in packages have held a premier position in the world as Cheese products for the past twenty years.

A total of 184 Cheese experiments were made at Wesleyan University, and sixty-five subjects, most of them college students, took the opportunity to live on free Cheese. The amount of Cheese eaten varied somewhat, according to the appetite and preference of the subjects, but the average ranged from  $\frac{1}{2}$  lb. to 1 lb. a day. They were not confined to an exclusive Cheese diet, but had a few slices of bread and some bananas. A record of the health of each subject was kept, and also notes on how the partaker enjoyed it. On the whole, says the report, the Cheese was very palatable, and with a few exceptions the amount given was not considered excessive by the person eating it. A number of the subjects wanted more of the Cheese. They were about equally divided in the preference of a mild or strong Cheese. Secretary Wilson says that a pound of Cheese has nearly

## THE SAME FOOD VALUE AS TWO POUNDS OF FRESH BEEF

or any other fresh meat. It is worth as much as a pound of ham and is more digestible, and is equal to two pounds of eggs and three pounds of fish. In price, it costs about the same per pound as the cheaper cuts of meat, and practically the same as smoked ham or bacon. Secretary Wilson urges as one means of reducing the cost of living a liberal portion of Cheese in the daily fare.

"THE AGRICULTURAL GAZETTE"



## CREAM CHEESE FOR CHILDREN

Cream Cheese is an excellent thing to give the children now and again. It makes a most welcome change from butter or jam, and is very nourishing and digestible.

It should be eaten alone, not with butter, and the children should be encouraged to help themselves liberally to salt with it.

Remember that the small white Cheeses which shopkeepers call "curd" are not so nourishing as those which look more yellow and are called "Full Cream."

"MOTHER AND HOME," Sept. 9, 1911.

## MR. JOHN D. ROCKEFELLER

is reported as having expressed the following in an interview given to a Philadelphia reporter.

"Do you know that I recently read an article by a well-known scientific man to the effect that Cheese is an excellent article of diet? I wish I had read that article a long time ago. I had been afraid that Cheese had a tendency to produce indigestion and for that reason never touched it. Now, I find that its effects are directly contrary, and I eat a great deal of it, and find it agrees with me. Take my advice, eat Cheese, eat slowly, and have outdoor exercise, and you will enjoy good health."

MACLAREN'S IMPERIAL CHEESE

MACLAREN'S CANADA CREAM CHEESE

MACLAREN'S ROQUEFORT CHEESE

MACLAREN'S PIMENTO CHEESE

MACLAREN'S IMP. PEANUT BUTTER

MACLAREN'S IMPERIAL MUSTARD

IMPERIAL DESSERT JELLY

IMPERIAL STERILIZED GELATINE

## NOTHING BETTER

Ask Your Wholesale Grocer.

GUARANTEED PURE BY

**MacLAREN IMPERIAL CHEESE COMPANY, LIMITED**

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

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

## Fish From Scotland

The "Moir" Brand of canned Scotch fish has all the delicacy and richness of flavor of the freshly caught fish. It is a satisfactory brand to buy because it is always the same—you can judge the quality of the entire year's output by a single can.

### **Moir, Wilson & Co., Aberdeen**

are specialists in the packing of Scotch Fish—nothing can possibly be finer than their product. Their reputation has been made entirely on this one thing. It is their hobby to offer only the "best"—and they do it.

*Arthur P. Tippet & Co., Agents*

*8 Place Royale*

*Montreal*

*84 Victoria St.*

*Toronto*

## Sterilized Prunes

Griffin and Skelley pack only Sterilized Prunes—Sterilized with hot steam—Not dipped—No abnormal shrinkage—No living animal matter—No bacteria or germs—when "Sterilized" in this way.

**The Best Only**

**Always the Best**

*Arthur P. Tippet & Co., Agents*

*8 Place Royale*

*Montreal*

*84 Victoria St.*

*Toronto*

# CHIVERS'

CANNED AND BOTTLED

## English Fruits in Syrup

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



**FRESHNESS**  
**CLEANLINESS**  
**: PURITY :**



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."

### 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)

## Highest Awards



### GRAND PRIX

Brussels  
International  
Exhibition, 1910

### GRAND PRIX

Turin  
International  
Exhibition, 1911

### GRAND PRIX

Festival of Empire,  
London, 1911

## 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.

A  
House  
old enough to  
have a reputation,  
young enough to  
be abreast  
of the  
times

# Packer's Celebrated Chocolates

**NEW IDEAL — NEW BOXES — NEW CENTRES**

Packer's Canadian Bulletin, containing the latest Chocolate news, particulars of the most recent productions and much interesting matter, will be sent regularly to all jobbers upon receipt of request.

**H. J. Packer & Co., Ltd.,** Chocolate Manufacturers **Bristol,**  
England

## Facts Worth Considering

**BORDEN'S  
EAGLE BRAND  
CONDENSED  
MILK**



**Especially prepared for  
infant feeding.**

**Recommended by physicians  
everywhere.**

**For general household use  
best value obtainable.**

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

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

Sales Offices and Agencies:—

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

**APPROVED BY ALL AUTHORITIES**



**HEALTHFUL  
NUTRITIOUS  
DELIGHTFUL**

**A DAINY  
DESSERT**



**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.



## SANITARY CANS

---

FOR

**“Winter Pack”**

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

---

**Sanitary Can Co., Ltd.,**  
Niagara Falls, Ont.

**As Good as Home-Baked  
—and Cheaper**



# “Simcoe” Baked Beans

Send for our pamphlet on Valuable  
Hints on Storing Canned Goods.



**Dominion Cannery, Limited**  
**Hamilton, Canada**

# The Reputation of Your Store

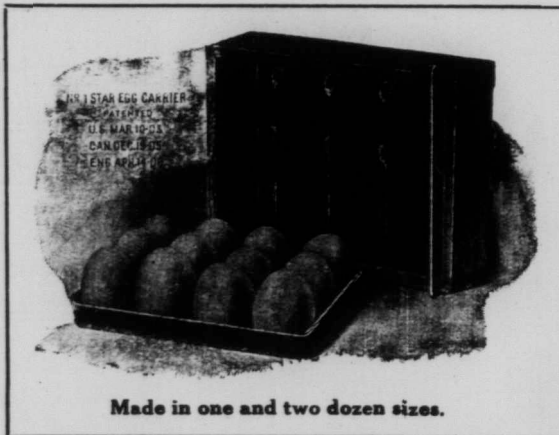
Depends on the accuracy, speed and carefulness of your delivery system.

## STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

This perfect egg delivery system stops all breakage and miscounts. Saves time and money.

Ordinarily egg delivery is the cause of much delay and trouble. STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

Write for our two interesting books "Safe Egg Delivery" and "Advertising Suggestions." They show how to make a fine reputation better.



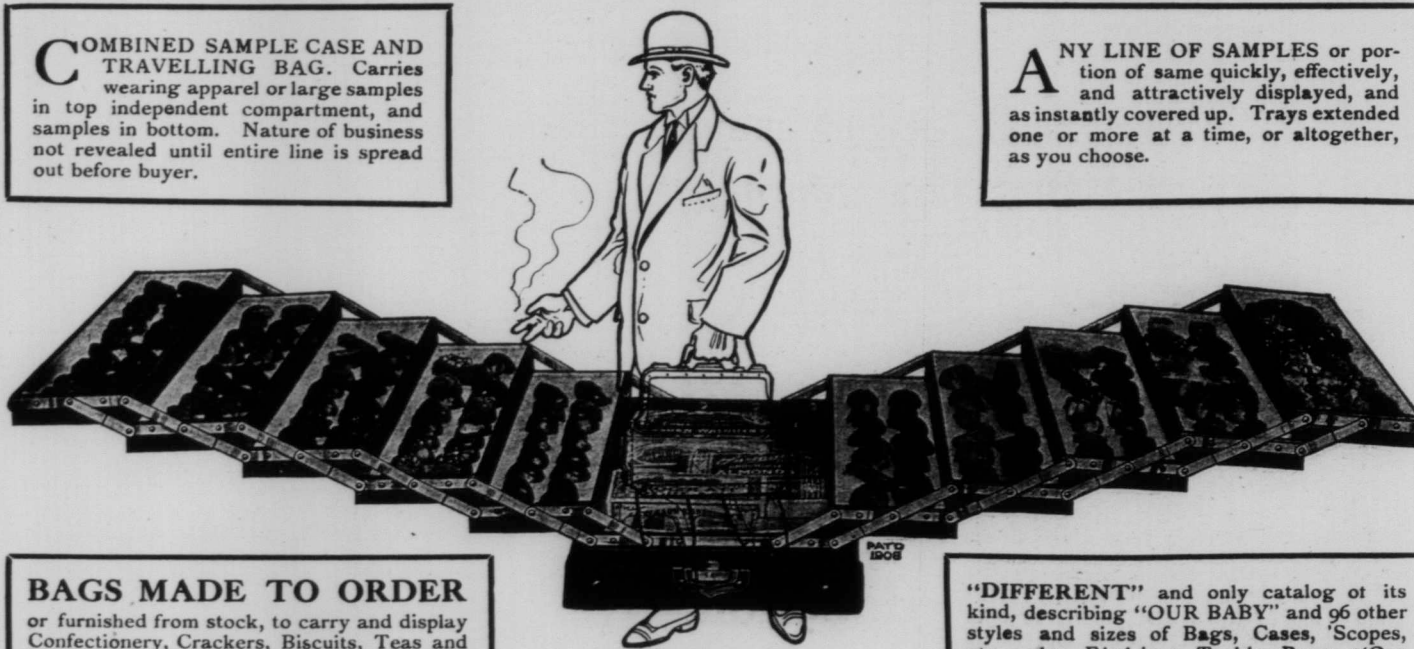
Made in one and two dozen sizes.

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.

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

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



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

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

"Our Baby" No. 1

CATALOG GLADLY SENT FREE ON REQUEST

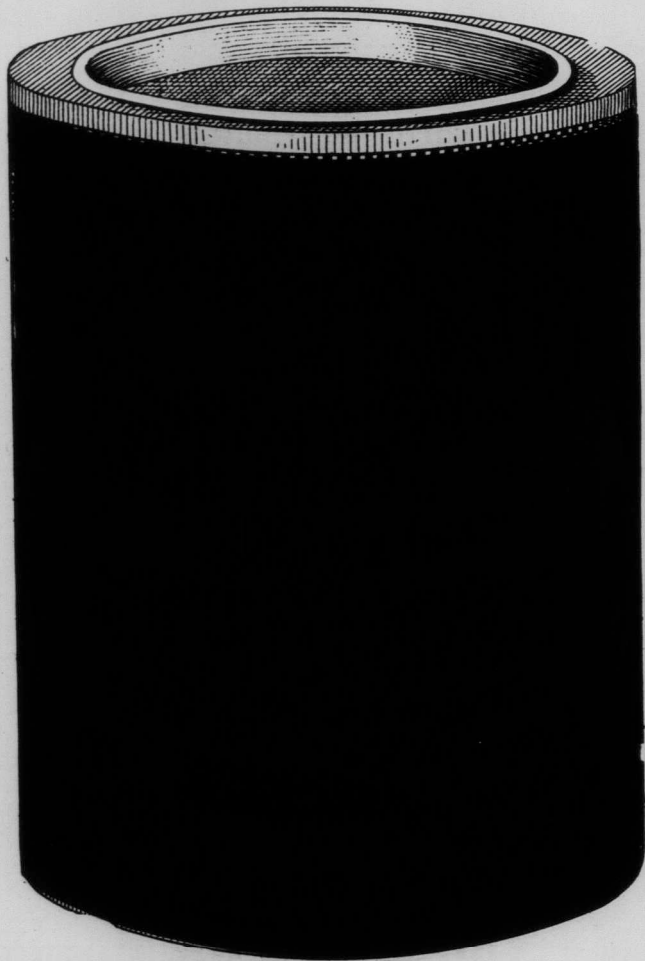
**KNICKERBOCKER CASE CO.** Specialists and Original Designers  
Fulton and Clinton Sts. ESTABLISHED 1900 Chicago, U.S.A.



Have you tried

# “DOMOLCO”

The Highest Grade of Molasses on the Market—The Pure Product of the British West Indies Sugar Cane?



This Molasses is put up in Sanitary and Convenient Lever Top Cans.

SIZES

No. 2, 2 doz. per case.

No. 3, 2 “ “ “

No. 5, 1 “ “ “

No. 10, 1/2 “ “ “

No. 20, 1/4 “ “ “

ALSO IN PAILS

No. 1; No. 2; No. 3; No. 5

This Popular Molasses is carried by all Wholesale Grocers throughout the “Dominion.”

*Try It and be Convinced.*

## The Dominion Molasses Co., Limited

HALIFAX,

- - - -

NOVA SCOTIA

# THE HALL MARK OF QUALITY

Absolute reliance can be placed  
on packages bearing the label of

## E. & T. PINK, LONDON

They sell readily and carry a good profit. It will PAY  
YOU to apply to the sole Canadian Distributors

**THE MANUFACTURERS' AGENCY CO.**



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

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

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

## Stock It--Pass It Out

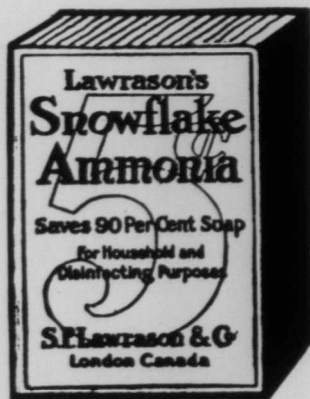
The largest package of Ammonia Powder  
always gets the choice--and it requires very  
little selling on the part of the grocer.

### GUARANTEE OF \$500

That LAWRASON'S SNOWFLAKE  
AMMONIA equals in power any  
similar powder on the market  
selling for twice its price.

5c per giant package 5c

But, when you combine—the largest package  
for 5c; the guarantee of \$500; and the all-round  
effectiveness of



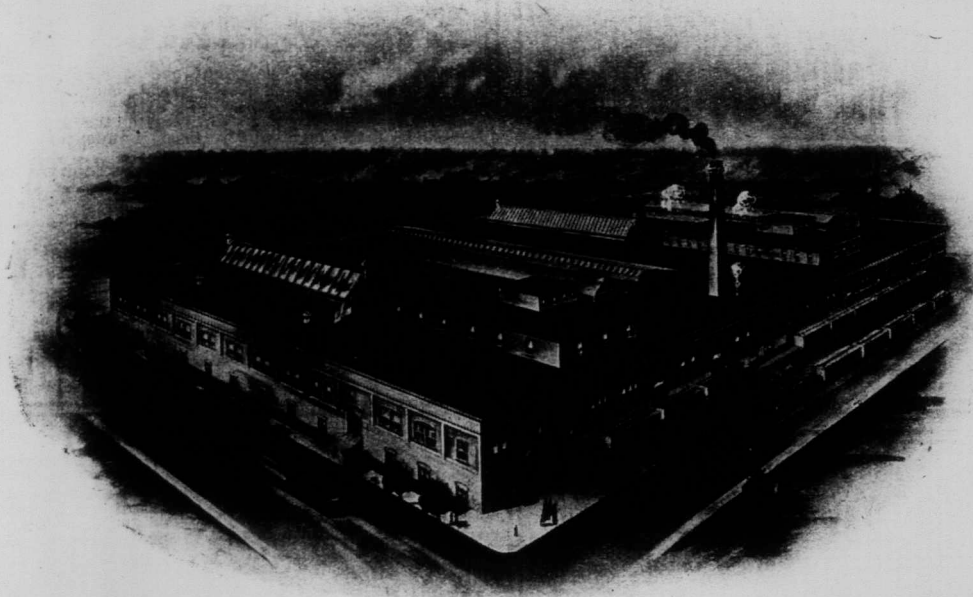
## Lawrason's Snowflake Ammonia

as a household cleanser—then the sale is sure, it  
requires NO persuasion.

We have created a large demand through our  
extensive and attractive advertising all over  
Canada. Stock up and reap a harvest.

### S. F. LAWRASON & CO., London, Ontario

THE CANADIAN GROCER



# WAGSTAFFE'S

**FINE OLD ENGLISH MINCE  
MEAT AND PLUM PUDDING**

**NOW READY FOR DELIVERY**

Q Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

Q Our goods may be a little dearer, but look at the quality.

Q Mince Meat, packed in 1-lb. 2s, 5s, 7s ; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

**ORDER QUICKLY, PLEASE, FOR THE SEASON  
ONLY A LIMITED QUANTITY BEING PACKED**

## WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

**Hamilton**

- - -

**Canada**



## Every Match a Light

A Grocer, to gain the confidence of his trade, must be sure he is selling only goods that merit confidence and prove satisfactory. There is nothing that will excite the ire of your customers quicker—(and incidentally lose confidence)—than to sell them inferior matches. The Dominion Match has a light on every stem—that will not splutter or spark in the silent operation of striking. You can build a satisfactory trade by stocking Dominion Silent Matches.

**DOMINION MATCH CO., LIMITED**  
 DESERONTO, ONT.

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



## The Day is Fast Coming

when the dealer will get rid of any inferior goods he may have in stock and replace them with pure and pure only. The housewife realizes now that the best is the cheapest in the long run. She will realize that

**"PRIDE OF CANADA"  
 MAPLE SYRUP**

has a flavor all its own, a flavor which proves that it is pure maple, not a concoction. Won't you be the man to provide her with this treat?

### A SATISFIED CUSTOMER

means new and bigger trade. "PRIDE OF CANADA" is both a lever and magnet.

USE IT.

**The Maple Tree Producers' Assoc.**  
 LIMITED  
 MONTREAL TORONTO

"PRIDE OF CANADA" and N-O O-T-H-E-R



## Figure It Out

100 Customers served weekly by you.  
 50 At least consumers of Cheese.  
 1 Package "Meadow-sweet" at least easily sold to each.  
 50 x 10c. = \$5 as a minimum turned over.  
 = Big Profit in it for you.

### ISN'T IT QUITE FEASIBLE

MEADOW-SWEET is veritably the "King of all Package Cheese" and sells in every part of Canada to-day.

MEADOW-SWEET is no "concoction," but carefully prepared from rich dairy cream. Wholesome and thoroughly nutritious.

**DAINTY PACKAGE, - 10c. RETAIL**

ASK NEAREST AGENT

AGENTS: Ling Bros., 307-309 Elgin Ave., Winnipeg, Man.  
 W. Durance, Hamilton, Ont.; Bellefeuille & Giroux, Three Rivers, Que.; Dominion Fish & Fruit Ltd., Que.; McLeod & Clarkson, Vancouver, B.C.; W. A. Simonds, St. John, N.B.; Ottawa Cold Storage Ltd., Ottawa, Ont.

**Meadow-Sweet Cheese Co., Montreal**

# "KING OSCAR" SARDINES

THE QUALITY BRAND

Will surely by their flavor and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler.

**JOHN W. BICKLE & GREENING**  
 (J. A. Henderson)

**Hamilton, Ont.**  
 Canadian Agents



By Special royal permission.



**Meakins & Sons**  
 Hamilton, Ont.  
 No. 100  
 King Street

# The Trade is Yours

Modern housewives are ever alert to an appliance that will lessen the duties in a household, or eliminate the chance of disease—through cleaner washing methods.

You can do a big business in

## MEAKINS' SANITARY WASHBOARDS

They are the acme of perfection in the art of making washboards. Built upon scientific principles, of one piece, will not rust or corrode, and entirely does away with the chance of cutting the hands on rough edges.

THE TRADE IS LARGE AND THE PROFIT GOOD

**MEAKINS & SONS, HAMILTON, ONT.**

No Dirt  
 Can Lodge  
 in the  
 "All-Metal"

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.

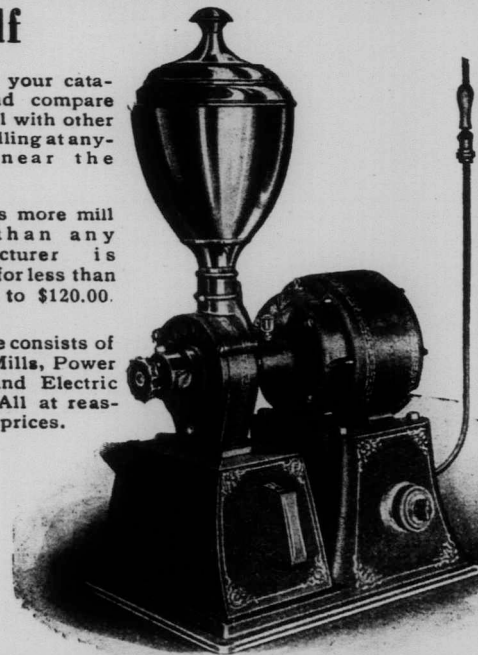
**H. J. HEINZ COMPANY**

## More Than Ever in a Class by Itself

Get out your catalogs and compare this mill with other mills selling at anywhere near the price.

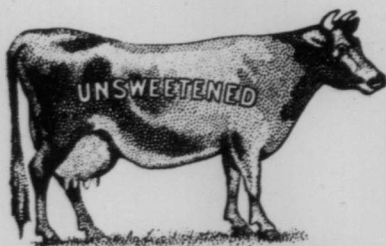
There is more mill here than any manufacturer is giving for less than \$100.00 to \$120.00.

Our line consists of Hand Mills, Power Mills and Electric Mills—All at reasonable prices.



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

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



IF ALL THE  
GROCCRS  
IN CANADA

**ST. CHARLES MILK**

**WERE LINED UP**

you would find the best  
of them handling

**ST. CHARLES  
EVAPORATED  
MILK**

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

**A PERFECT  
SUBSTITUTE**

for milk or cream in their  
unmodified form.

Simply pure milk put up  
in small tins.



**St. Charles Condensing Co.,**

INGERSOLL, ONT., CANADA



# 'CAMP' COFFEE


**Be ready with your supplies**

Never let a customer who wants 'Camp'  
go without, for every sale of 'Camp'  
is of permanent advantage to your  
business. The public *will* have  
it, and they are bound to go  
where it is sure to be obtained.

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



By Royal Letters Patent



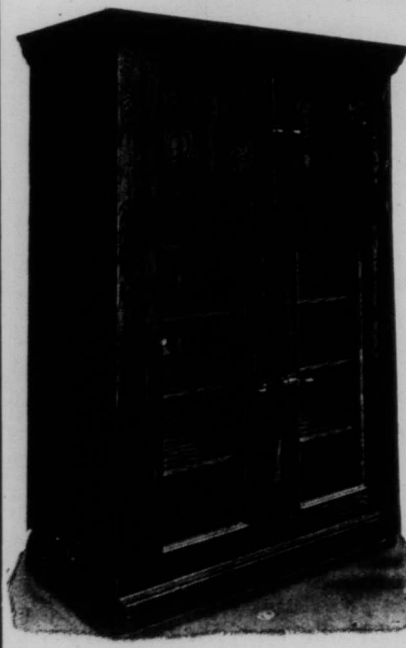
# NELSON'S Powdered GELATINE

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, Res-  
taurants,  
Hospitals,  
Public Insti-  
tutions, 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

# CLARK'S MINCEMEAT

"Inglass" Brand. In Tins and in Bulk.



Always the same.

Always the best.

➔ That new style can ➔



## CLARK'S Christmas Plum Pudding

IN CANS, Nos. 1's and 2's



The Pudding that creates and maintains demand.

### W. CLARK, - MONTREAL

Manufacturer of the Celebrated "CHATEAU" BRAND SOUPS.

## 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

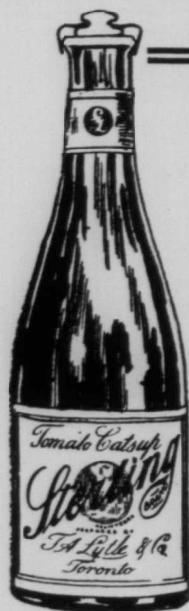
### John Gray & Co., Ltd., of Glasgow, Scotland

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.



### The Popular Relish

There is nothing that will give your customers better satisfaction as a table relish or a longer lasting favorable impression than the deliciousness of



### RELISHES

You will be surprised if you are not a salesman of Sterling Brand products—the immense demand there is for this popular line. There seems to be a motion Sterlingwards in the Canadian public that makes their sale exceedingly successful for the grocer who handles them. Order now. To-morrow you may forget.

**THE T. A. LYTTLE CO., Limited**  
STERLING ROAD - - TORONTO



### Buy the Best

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

### PURITY SALT

It is rightly named, because it consists exclusively of fine dry, even crystals, free from all foreign substances.

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

Your profit is assured. Order a stock to day.

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

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

**Tartan Brand** Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

**Wagstaffe's** Jams, Jellies, Marmalade.

**Imperial** Vinegar. The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

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



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

Dried Fruits For  
Particular People



Will Satisfy.

This Mark on Every Box

Place Order Now for  
Fall Delivery

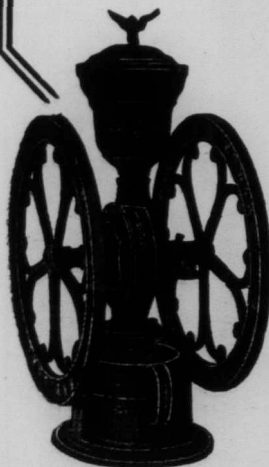
All First-Class Jobbers Handle.

YOU ARE THE MAN WE WANT

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

ELGIN  
National Coffee Mill

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



Ask any of the following jobbers for our illustrated catalogue.

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

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

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

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

REGINA, Sask.—Campbell, Wilson & Smith.

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

EDMONTON, ALTA.—The A. MacDonald Co.

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



Three Lines You Should Know  
and Introduce to Your  
Customers

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

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

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

J. MALCOLM & SON

ST. GEORGE

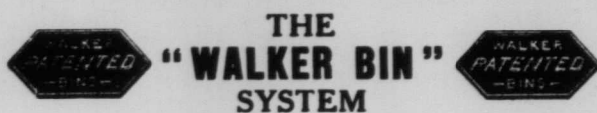
ONT

## PERSONAL SUPERVISION

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

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

**RICHARDS & BROWN, - WINNIPEG**  
WHOLESALE COMMISSION MERCHANTS



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

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

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

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

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

REPRESENTATIVES:—

Montreal: W. S. Silcock, 33 St. Nicholas Street  
Saskatoon and Alberta: J. G. Stokes,  
Regina, Sask.

Berlin, Ontario

DO YOU SELL

## FOREST CITY BAKING POWDER

THOUSANDS DO, WHY NOT YOU?

You want the best, then buy FOREST CITY

### PROFITS

Try our special Christmas offer.

1 c/s 6 oz.	6 doz.	at	75c.
1 " 12 "	6 "	"	\$1.25
1 " 16 "	6 "	"	1.75

and we will give you 1 doz. each size free and pay the freight to any Ontario point.

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

Especially Good for

Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

## "Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.



Infants and Invalids

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk  
Company, Limited

Aylmer - - - Ontario

Head Offices: Hamilton, Ontario

# CENTURY SALT

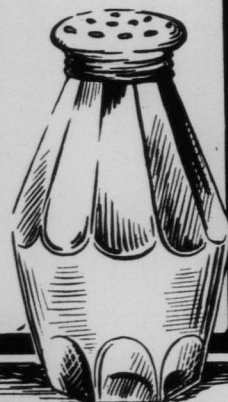


**Profit by  
Selling the Best**

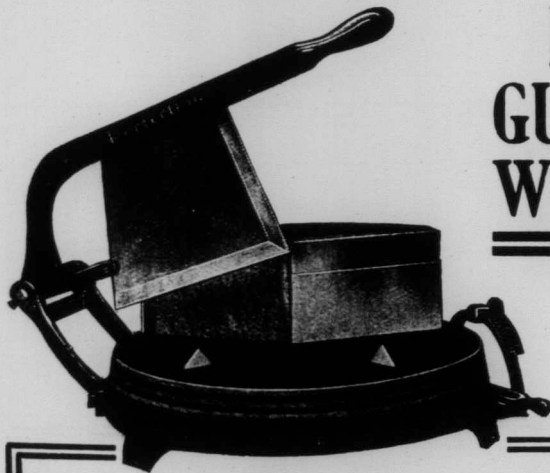
A woman looks down on the grocer who sells an inferior brand of salt. She compliments the grocer who recommends Century Salt.

No salt is so good as Century, and none purer. The same uniformity of excellence is marked whether you buy to-day, to-morrow, or a year hence.

A trial order will prove it as a profitable and satisfaction-giving brand.



THE DOMINION SALT CO. LIMITED  
SARNIA ONTARIO



**NO  
GUESS  
WORK**

It is not easy to cut cheese exactly to the ounce, oftentimes more than the order calls for is cut and it is left to dry up and waste. That will continue to be your loss if you cut cheese by guess work.

## THE Perfection Computing Cheese Cutter

can be depended upon to cut just exactly the amount required. All you have to do is to set the price mark on one scale opposite the weight mark on the other scale, turn the thumbscrew and it is ready for business.

Write us asking for particulars and prices.

American Computing Co. of Canada  
HAMILTON, ONT.

# Tastes Like home-made

Taste a pie made with good home-made mincemeat. Then taste one made with Shirriff's mincemeat. They will both be equally delicious.

The most painstaking housewife could use no greater care or cleanliness than we observe in the preparation of

# Shirriff's Mincemeat

We use the finest ingredients. The fruit is carefully selected, and the spices high-class. Many home-cooks would like to use our recipe.

There is real pleasure for you in selling mincemeat that will give your customers complete satisfaction, and that will add to the prestige your store enjoys as the home of high-class products.

You can sell Shirriff's mincemeat at an attractive price, too, and clear a good margin of profit. It's put up in 6, 12, 28 and 65 lb. wooden pails.

Now is the time to send us an order. We will ship promptly.

## Imperial Extract Co.

TORONTO

*Makers of Shirriff's Extracts*

# Furuya & Nishimura

(JAPAN TEAS)

SHIDZUOKA - NEW YORK - CHICAGO - MONTREAL

## NOTICE

We would draw the attention of the trade to the fact that we are the manufacturers of

**L'ETOILE and CONSTANTINI**

Brands ONLY, and would ask all those ordering

**MACARONI  
VERMICELLI  
SPAGHETTI**

to insist on these brands being specially marked on the order form, as it has recently been brought to our notice that certain jobbers have gone so far as to sell other goods when ours were particularly requested.

### We Gained the Only Distinction

at the recent Quebec Exhibition, and feel that L'Etoile Brand is destined to gain further laurels, as our expert employees, all brought up in the industry in France, are now turning out an article which makes even the imported jealous.

ASK US FOR PROOF

**Cie Francaise des Pates Alimentaires**

6-9 HARMONY STREET, - MONTREAL

## 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.

## 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 greatest 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 & Laflamme, 400 St. Paul St., Montreal.  
C. E. Cheate & Co., Pickford & Black's Wharf, Halifax.

## "YOUR CHOICE"

Is often the way your Customers will leave it to you in supplying them with the best of quality.

### ST. LAWRENCE GRANULATED

is absolutely the best quality you can buy, made only from Choicest West India Cane Raws, testing, 99<sup>99</sup>/<sub>100</sub> of Purest Sugar Quality. This is a sugar that will back your opinion and reputation for supplying and handling only the finest goods.

## The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

### TEA LEAD

(Best Incorrodible)

#### Buy "PRIDE OF THE ISLAND" Brand

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

#### ISLAND LEAD MILLS, LIMITED

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

### IN EVERY LOCALITY

### Ontario Salt

has made a place for itself permanently in the hearts and affections of the housewife, and through them in the thoughts and minds of all classes of your trade.

With a demand so sure, every local source of supply should be adequately stocked.

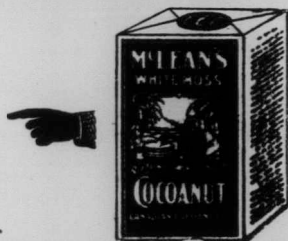
For prices, etc., address

#### The Ontario People's Salt & Soda Co.

LIMITED KINCARDINE ONTARIO

### McLEAN'S

THE ORIGINAL



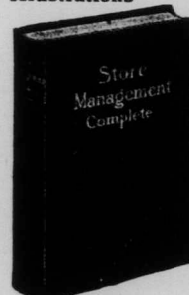
THE NAME

### McLEAN'S

Canadian Coconut Co.  
MONTREAL

### STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete  
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

#### THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT  
143-149 University Ave., Toronto, Canada.

## WE WANT A MAN

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

#### SPECIAL CIRCULATION REPRESENTATIVE.

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

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

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

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

# 2 LEADERS 2

Leading merchants always make it a point to handle only lines of approved merit, which by their quality have gained popular favor.

## “Melagama”

TEA and COFFEE

are now undisputed leaders. They are noted for quality and flavor and never fail to give entire satisfaction

*Send in your order to-day.*

Minto Bros. - - - - Toronto



### SAPHO LINES

are the winning lines, Mr. Grocer, and should receive a fair share of your attention. Here are four of them. Look at cuts.



Liquid Bluing.  
Household Ammonia.  
Anti-Dust Sweeping Powder.  
“Mine Grasse” Stove Polish.

Genuine Specialties—all of them.

ASK FOR PARTICULARS.



THE  
**Sapho Mfg. Co.**  
MONTREAL Limited



There are Soaps and Soaps

*But*  
**Only One**  
Best

and that is

**“Canada’s Best”**

the Soap that IS Soap.

We have devised a most elaborate *Premium System* calculated to help you, not to foist goods on you, and we would like to have your name and address with a view to explaining it thoroughly.

**The United Soap Co. of Canada**  
LIMITED  
MONTREAL

“Canada’s Best gives the Housewife Rest.”

Every pound of  
**Chase & Sanborn's**  
**COFFEE**

you sell is an investment in your customers' good will that will pay constant and permanent dividends.

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**CHASE & SANBORN**

MONTREAL

## Man Wanted

We want a man in the Maritime Provinces to look after the advertising for all the

### **MacLean Newspapers**

This offers an exceptional opportunity to a young man of energy and initiative.

APPLY STATING FULL PARTICULARS

**The MacLean Publishing Co., Limited**  
MONTREAL

# Manufacturers' Agents and Brokers' Directory

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

**WESTERN PROVINCES**

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

Wholesale  
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING

Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

**WATSON & TRUESDALE**

Wholesale Commission Brokers and  
Manufacturers' Agents.

**WINNIPEG, MAN.**

Domestic and Foreign Agencies Solicited.

**WINNIPEG**

**H. G. SPURGEON**

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

200 Chambers of Commerce. P.O. Box 1812

**WINNIPEG**

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

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

**FRANK H. WILEY**

MANUFACTURERS' AGENT  
and  
IMPORTER

757 Henry Ave., **WINNIPEG.**

**WESTERN DISTRIBUTORS LIMITED**

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

**SASKATOON, WESTERN CANADA**

**MOOSE JAW**

**WHITLOCK & MARLATT**

Distributing and Forwarding Agents.  
Warehouse on C.P.R. spur track.  
Promptness and Satisfaction guaranteed.  
Business Solicited.

**G. C. WARREN**

Box 1636, Regina  
IMPORTER, WHOLESALE  
BROKER, and MANUFACTURERS'  
AGENT

Trade Established 17 Years.  
Domestic and Foreign Agencies Solicited

**DISTRIBUTORS, LIMITED**

P. O. Drawer 88

**EDMONTON, ALBERTA**

Manufacturers' Agents, Commission Mar-  
chants, Warehousemen.

Truck connection with all Railroads.

**TORONTO**

HEADQUARTERS FOR

**Evaporated Apples**

When wanting, wire us  
for quotations.

**W. H. Millman & Sons**

Wholesale Grocery Brokers  
**TORONTO**

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

Manufacturers' Agents  
and  
Importers

77 York Street, **Toronto**

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

**TORONTO**

Grocery Brokers and Agents.

Established 1886

**MacLaren Imperial Cheese Co.**  
Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale  
Grocery Brokers

**TORONTO, Ont. DETROIT, Mich.**

Headquarters for

**New Orleans Fancy Molasses**

Barrels and Half Barrels

PRICES RIGHT

**LIND BROKERAGE CO.**

73 Front St. East - **TORONTO**

**MONTREAL**

**FOR SALE**

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

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

Customs Brokers  
and Warehousemen

27 St. Sacrament Street, **Montreal**

TEL. MAIN 778

**BOND 2**

**MARITIME PROVINCES**

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

Manufacturers' Agents and Grocery  
Brokers

HALIFAX

NOVA SCOTIA

We are open for a few high class specialty  
lines

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

MANUFACTURERS' AGENTS  
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

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

**J. A. TILTON**

**WHOLESALE GROCERY BROKER**

**ST. JOHN, N.B.**

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

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

Manufacturers' Agents and Grocery  
Brokers.

Warehousemen

**ST. JOHN, N.B.**

Open for a few more first-class lines.

**NEWFOUNDLAND**

**T. A. MACNAB & CO.**  
**ST. JOHN'S, NEWFOUNDLAND**  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS

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

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

**BRITISH COLUMBIA**

**McLEOD & CLARKSON**

Manufacturers' Agents and Wholesale Commission  
Agents

852-8 CANNIE ST., VANCOUVER, B.C.

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

MANUFACT  
BROKE

L. H.  
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Sussex S

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FRANK L. I

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Evap

Ingersoll,

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WINI

CAR LOTS C  
Write us for

TORO  
TORONTO. C

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**MANUFACTURERS' AGENTS AND  
BROKERS' DIRECTORY**

(Continued.)

**OTTAWA**

**L. H. MAJOR and  
J. SOUBLIERE, Limited**

Wholesale Brokers and  
Manufacturers' Agents  
Canadian, British and Foreign Agencies Solicited  
Sussex Street, Ottawa, Canada

**LONDON**

**THE MARSHALL  
BROKERAGE COMPANY**

67 Dundas St., LONDON, ONT.

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

**THE PEOPLE OF  
JAMAICA**

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

**KINGSTON**

**"GLENER"**

might bring inquiries. Better  
write for rates to

**I. C. STEWART, Halifax**

**SUCHARD'S COCOA**

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

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

Manufacturers and Buyers of Dried,  
Evaporated and Canned

Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

**WINDSOR SALT**

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

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

The Condensed Ads. in this  
Paper will bring good results

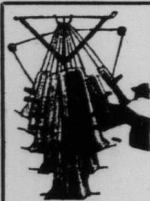
**HOUSEWIVES'  
FAVORITE**



**WHITE DOVE  
Cocoanut**

The White Dove, symbolic  
of purity, is the proper brand  
for this popular cocoanut.  
Every can passed over the  
counter will return many  
profits in good will. Be sure  
to stock "White Dove." Full  
particulars from

**W. P. Downey**  
MONTREAL, QUE.



The **BROWN** is the  
**Perfect Bag Holder**

Size required can be seen  
at a glance.

Handy, saves time and  
therefore money.

For sale by jobbers every-  
where. Ask your jobber  
or write

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

WRITE TO

10 Garfield Chambers, Belfast, Ireland  
For Sample copy of the

**Irish Grocer, Drug, Provision  
and General Trades' Journal**

if you are interested in Irish Trade

**CLAY PIPES**

None equal. Insist upon McDougall's  
There IS a difference.

**D. McDUGALL & CO., LTD., GLASGOW,  
SCOTLAND**

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

**STOP!**

Mr. Grocer, are you  
fully prepared for  
Xmas trade? Perhaps  
you have overlooked  
getting your supplies  
of

**Poultry Dressing**

Very important that  
you should be ready  
to supply this line. It  
will naturally be in  
demand and we can  
furnish the highest  
quality goods. Write  
about it.

**Sage and Savory**

You will also want  
these. Be sure to get  
your order in early.

WRITE IMMEDIATELY

**S. H. Ewing & Sons**

Montreal - Toronto

—TO—

**Brokers and Man-  
ufacturers' Agents**

—Your business card on this page will keep  
—your name and field of operations before  
—Manufacturers, Importers and others  
—looking for responsible representatives.  
It costs you little and means much to you  
if you are looking for agencies.

Write for particulars to

**The Canadian Grocer**

Montreal Toronto Winnipeg



## A MERCHANT ASKED HIS CUSTOMERS

whether they would rather have a monthly statement or a statement in full after each purchase, as given by

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

More than 75 per cent. of his customers voted in favor of The McCaskey System. This merchant, Mr. O. Zimmerman, of Jamestown, North Dakota, writes:

"Desiring to learn the wishes of my customers in regard to a system to handle their credit accounts, I submitted to them a choice between a monthly itemized statement and a statement furnished with each purchase, the latter being the principle of The McCaskey System. At the close of the experiment, I am glad to say that a large majority of my five hundred customers expressed themselves in favor of The McCaskey System, which entirely eliminates disputes and improves our collections, enabling us to do a more careful credit business."

There are more than 70,000 McCaskey Systems in use in the United States alone. When will you join the army of McCaskey users?

MAY WE SEND YOU INFORMATION, ABSOLUTELY FREE? A postal card will bring it.

**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

# Rowat's Goods Sell!

## The Connoisseur's Choice!

Cater for your particular customer by featuring



# Rowat's Pickles AND Paterson's Sauce

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

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

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



# Readers Of The Grocer, Let Us Know Your Wants

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

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

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

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

## The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver



# Banner Brand Jams

Everything that careful selection and sanitary handling and expert cooking can do to make jam as palatable as possible has been embodied in this well-known brand.

Our expert process gives the customer jam with a delicious flavor, and you have our guarantee to back up every sale.

*Send for Prices.*

## LINDNER & BENNER, TORONTO

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

## Arriving This Week--

A carload---"ANCHOR"

Bosnia Prunes in 28 and 56 lb. boxes

Also a carload---Oregon Prunes--

30/40, 49/50, 50/60, 60/70, 70/80 in 25 and 50 lb. boxes.

Also a limited quantity of the above sizes in boxes of 8 lbs. net.

Get our quotations on the above---Also on your requirements of

**NUTS--** All Kinds:

ALMONDS, BRAZILS, FILBERTS, PECANS and WALNUTS

OUR PRICES ARE RIGHT

# EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

## CONTINENTAL GERM-PROOF BAGS ARE BEST

HIGH-GRADE MATERIALS

AN UP-TO-DATE FACTORY FLOODED WITH SUNLIGHT

INTELLIGENT WORKERS

Make the most Sanitary Wrapping for parcels.

Every bag is stamped with our name and address as well as with one of the QUALITY marks--

GOVERNOR--PREMIER--COLONIAL.

The Continental Bag & Paper Co., Limited, SOLE MANUFACTURERS Ottawa, Canada

Adamson  
Allison C  
American  
Armsby,  
Aymer C

Balfour-S  
Benedict  
Bickle, J  
Borden C  
British A  
Brown M

Campbell  
Canada  
Canadian  
Carr & O  
Chase &  
Chivers J  
Church d  
Cie Fran  
Clark, V  
Clawson  
Clement  
Coles M  
Concord  
Connect  
Conners  
Contine  
Corn Pr  
Crescent  
Crystal

Dalley,  
Distrib  
Dominic  
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# "SALADA"

—is tea at its best—unequaled for goodness, freshness and fine flavor.

—is tea of uniform quality—hence ensuring continual satisfaction to the **consumer**.

—is tea which sells **quickly**—hence ensuring continual satisfaction to the grocer.

The Tea you can recommend with confidence.

Canadian Offices: - - Toronto and Montreal

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# Preventing Inroads of the Dead Beat

Make Use of the Association, but Also Remember Your Own Obligation Likewise to Help Your Neighbor—Definite Policy to Pursue When an Application for Credit is Received—Arrange for Date of Settlement and See That the Money is Paid.

By Henry Johnson, Jr.

Here is a pertinent inquiry:

Henry Johnson, Jr., Canadian Grocer:—

Dear Sir,—Can you give me any information on how we can head off the dead beats? We have an organization of retail merchants in all lines of business and we shall be very thankful if you can furnish any information on the question.

Respectfully,

R— L—

\* \* \*

There is one practical, effective mode of procedure which will save any lot of merchants from the depredations of the dead beat. It is simple, too; but its operation calls for patience, persistence and courageous loyalty to each other, and to all others, on the part of the associated merchants. But, seeing this is strictly in the interest of each and every individual merchant, any man who can look ahead and take a broad view of things, will see that it will be dollars and cents in his own pockets to be loyal, and patient, and persistent.

\* \* \*

To begin with, you must follow out this plan YOURSELVES, as many of you as stand together now in your association. You must not wait until "all come in" or "the rest agree," for that hoped-for time will never come. There will always be some hangers-out, some who do not think as you do and who are entitled to their own opinions, however wrong they may seem to be. If there are only 50 p.c. of your merchants who stand together, then 50 per cent. must do; if only 25 per cent., then 25 per cent. must be called enough; if there be only 5 per cent., then 5 per cent. must begin the work; and if, as a last illustration, you stand alone, then you alone can make the beginning and save money for yourself even though no other merchant joins you. I know—for I have been there to see; and mostly alone, at that.

## Get Money at Time Agreed.

First—Fix it in your mind that personal credit is a favor to the man who gets it; that such favor has value and that it has natural limitations which are to be well defined at time of granting the favor; that the goods you sell on credit are worth the price charged in honest dollars which you have earned just as honestly as if you had swung a pick and heaved a shovel to get them; that, all this being so, you must secure to yourself the fullest possible protection for these dollars which you are about to loan.

## Make Date of Settlement.

Second—Open no account with anybody until you have given the applicant's record full and careful investigation. Be frank about this. State that you do a credit business and are anxious to secure all the good accounts you can get; but that you must feel reasonably sure this applicant will pay his bills in full at the end of the agreed period. This, as you will see, means that there are to be no balances left over after the monthly or weekly payment agreed upon.

Your method of investigation is to be simple, according to common sense. Get the applicant's name in full—correct spelling and initials and address. Then you will ask where he has been trading, and some other questions for reference. If a workingman, you will find out where he works and when he gets paid. If a business man, or contractor or builder, you will not only learn what his business is, but, generally, get acquainted with him. Right here let me say that if the applicant gets impatient over your minute questioning you do not want his account. No honest man will ever object to giving such information and honest people are the only kind you want to trust with your property. Get that? YOUR PROPERTY. You want to get used to the idea that when you extend credit, you part with the control of some of your property; and you are not going to let any stranger have the privilege of handling property that is yours—are you?

## Take Time to Investigate.

Third—After you get all this information, say that you will be able to give an answer on the application day after to-morrow, in the case of a resident of your own town, or next week, or two weeks hence, in the case of a stranger from another city wherein you must take time to communicate with merchants in other towns. You can judge the requisite time in each case. Then proceed to investigate. If reference has been made to other merchants in your own line, or other lines, in your home town, ring up by phone and ask for information. You may find that the hardware man has sold the party a set of flat-irons which were paid for in two days, but otherwise nothing is known of the applicant. You may have to phone or talk with half a dozen men before you get any really satisfactory details about the party. But do not stop until you have gone the entire round,—and then do not accept the account unless the record is clear and straight as a

string. This caution is needful because sometimes you will learn of cases where a dead-beat has traded with one merchant for a month, paid up promptly and then gone to another merchant, giving the first man's name as reference. The second merchant has asked the first and been told the account was good, whereupon he has taken the account and got 'beautifully done,' whereas, had he gone to one or two others, he might have avoided the loss. I have known of just such cases.

## Get Full Protection.

Fourth—Finding the account to all appearance good, accept it. Then keep it strictly within limits. It is a mistake to suppose that you make friends or do yourself any kind of good by allowing your bills to run in slipshod fashion. At the end of the agreed period, insist on full settlement. Get every cent due you. Do not sell another item on that account until the bill to date is paid. I do not mean that you shall ask a woman to come to your store in a snow-storm or in the rain to pay your bill. But that, at the first reasonable opportunity after the end of the month or week, you shall expect to see her with her money, failing which, the bill must stop forthwith.

\* \* \*

Now, what is the result? The dead-beat may get into you ONCE, by some ingenuity which all your precautions cannot circumvent; but, under this plan, he cannot get into more than one merchant in your town. If you refer frankly to each other and are loyal to each other, you will tell each other the exact situation, as you know it, in each case. Then the merchant to whom application has last been made says plainly to the customer: "No, I cannot trust you. You owe my neighbor, Macpherson, a bill; and until you have paid him, I cannot let you have anything, except for cash." The result is that this particular dead-beat either goes and pays your neighbor or else trades everywhere thereafter for spot cash. You are preventing future losses so far as he is concerned, and the average loss among merchants is this way reduced to a minimum.

## Merchandise is Money.

It has been well said that very little money would be lost if men would only realize that one of the best ways to make money is to KEEP IT. For "money" read "merchandise" and you have the present application of the saying.

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## The Wind Up of the Year's Business

**Opportunities for Big Business for Live Dealer During December—Chance to Roll up Record for Year—Christmas the Main Attraction—Advent Season Opens—What Lines Should be Given Prominence—Pushing Sales Between Xmas and New Year's**

We are now on the threshold of the last month of 1911, and it is the desire of every merchant to wind up the year with a record sales sheet.

To the dealer whose total sales have fallen behind past years, let this be a call to put up a strong determined effort to pull up during the last month, while to those who have kept even with other years, let this be an incentive to roll up a record which it will be well worth trying to overcome next year.

### What Xmas Brings.

Christmas is the main wheel around which trade will revolve this month. It is the main trade creator of perhaps the whole year and the live merchant is undoubtedly benefited by it. The planning and work entailed will be great, but being properly conducted, results are well worth the efforts. Let it be impressed upon the merchant that December is one of the months in which considerable advertising should be done. Dealers have an important theme for advertising—the Christmas season.

### Sell Best Dried Fruit.

The housewife is now busy with her Christmas cake and other cooking for the festive occasion. The dealer should now be giving prominence to those goods which enter into the make up of this most important product of the baker's art. Impress on customers the advisability of buying the best procurable in raisins, currants, peels, etc. Window, counter and advertising space should be given freely to display of these articles.

There are special lines such as mince-meat for the famous Christmas pie, cranberries for the sauce, oranges, Malaga raisins, grapes and other articles that all have to be given due prominence.

### A Month for Fish.

December instils extra activity into another line handled by the grocery, namely fish. Advent, the first big selling season opens on Dec. 3 and those dealers who handle fish should give some extra attention to this line. Those dealers who have not already added a fish department would do well to consider the proposition. Properly handled, a good profit is secured while now with the weather cool, the trouble in handling is reduced to a minimum.

### Nut and Candy Season.

By the second week in December, the grocer should begin to put nuts and

candies to the front. If he intends to do any decorating, it should be arranged by the second week if not before. It might be well to say just a few words on the advisability of doing some Christmas decorating. There are some merchants who point to the expense incurred but the store can be put in a Christmasy appearance for a comparatively small sum and it tends to put customers in a Christmas purchasing mood. Those novelties and specialties which the dealer handles at this time should be pushed early in the month. Try to crowd as much business as possible into the first two weeks. It will help to reduce the rush of the last week.

### Take Advance Orders for Poultry.

The arrangement for the supply of poultry should not be left until too late. Take as many orders as possible for Christmas poultry early in the month, so that

you may be able to form a more definite idea of the amount that you will require. Buy so as to have as little as possible left over, but be sure not to disappoint any customers who are depending on you.

The week between Xmas and New Year's should be a busy one. The holiday spirit still reigns supreme. People are in the mood for buying fruit, confectionery, and kindred lines. See that you display them. If you have any lines left over which will be unsalable after the New Year, make an effort to clear them out during this week.

December presents the most excellent opportunities that could be desired for an extra large volume of business. The live merchant will get the biggest share.

After your advertisement is written, go over it carefully and try out each sentence to see whether any reader could possibly misconstrue it.

Unsweetened biscuits to the amount of 17,347 pounds were brought in from Great Britain in September. Sweetened biscuits of 94,791 pounds were brought from Great Britain in the same month.

## CARTOON TALKS ON SERVICE



Some Clerks are Known Who Attempt to Become too "Familiar" to Customers on Whom They are Waiting. There is a Difference Between Being 'Pleasant' to a Customer and 'Jollyng' One.

## Wide Awake Methods in Retail Stores

**Chatham Dealer's Commendable Method of Satisfying Customers—Sensational Advertising Criticised — Separate Parcelling Department in Cape Breton Store—A Store With Many New Fixtures—Vancouver Dealer Who Gets Business Above Actual Demand.**

### Wants Customers Satisfied.

Chatham, Ont., Nov. 30.—That every customer should be satisfied in every detail, is the policy adopted by Wm. Anderson, grocer. Exceptional care is taken in the making up of all orders, and close attention is paid to deliveries. With each order Mr. Anderson sends out the following slip:

"To Our Customers:

Our aim is to send out every order absolutely right. Should there be any article in this order not first-class, we assure you that it is an oversight, and you will do us a great favor by promptly calling attention to it, then it will be cheerfully replaced.

Give us a chance to correct errors.

WM. ANDERSON."

Not only does the sending of this notice create an excellent impression, but it is a reminder to the customer to check over his goods at once, and, in the very rare cases when there is anything overlooked, reporting any shortage.

### Separate Parcelling Department.

Sydney, C.B., Nov. 30.—The main store of Harrington's is devoted entirely to the transient trade. Customers are not compelled to wait while orders for delivery are being made up. This latter work is done altogether in the parcelling department. The shelves of this are always lined with newly opened boxes of tinned goods, biscuits, spices, etc. This ensures customers fresh, clean goods, and saves time of clerks and handling of goods.

On the second floor is the china department, a model of neat and tasteful arrangement.

### Does Not Favor Sensational Ads.

Ottawa, Nov. 30.—"A good advertisement is certainly of great assistance to the merchant," remarked a local grocer the other day. "The trouble with many advertisements is that the dealer wants to have something altogether out of the ordinary. Something sensational, that will scare someone into a fit, and he will be able to rush in and sell the goods before they recover.

"There are others with high sounding words and phrases, apparently put in to impress the reader, but which fail in their main object—that of interesting the customer in a way that will sell goods. The correct way in my estima-

tion is in simple language, such as you would use to a customer who visits your store.

"If you wanted to interest a man who was in your store, would you approach him and say, 'the most sensational, record breaking, unheard of, below-cost selling ever known anywhere within this county.' No, you would not; then why do you use similar language in an ad? The ad. that tells the required story in as short and simple a manner as possible, just as if you were talking to the customer is the one that I believe will bring results."

### A Believer in Modern Fixtures.

Toronto, Nov. 30.—That the value of display is fully realized by the Higgins grocery store on Yonge St., north, is shown by the arrangement of the store and the various display fixtures, which have been brought into use.

The first thing that strikes a person is the long range of display windows, which are given careful attention. Several mirrors improve their appearance, while at different portions of the interior of the store, mirrors have been installed also. There are counter-bins, in which dried fruits, nuts, peels, etc., are shown, while close to the meat department, a silent salesman shows canned meats. A "U" shaped silent salesman counter shows confectionery to good advantage, while there is another silent salesman for the display of bulk goods. The pull-out biscuit display arrangement for showing fancy biscuits is also used. Two round glass refrigerators show flowers and butter respectively, and besides are an attractive fixture.

### A Dealer Who Creates Demand.

Vancouver, B. C., Nov. 30.—"I always make a point of doing that," was the remark made to The Canadian Grocer by a dealer, who had just come from the telephone. It seems that he had just received a few new lines, and remembering the customers who called for them when the season had been in previously, he called some of them up on the phone. The result was, that he had to put in a new order to the jobber.

"Not only does it pay in the handling of the goods," he went on to explain further, "but I find that customers appreciate the fact that I remember what

they like. Many of them hardly ever call at the store, doing most of their ordering by telephone, and often my notification is the first they hear that their particular article is on the market again. Of course, this necessitates one keeping in close touch with patrons, but this is done by going over the day's sales slips.

"My own method is to do the telephone work myself, that is the receiving of orders, and this gives the added assurance to the customer of dealing direct with the one in charge. It takes time, but it pays, although half the day is thus taken up. In this way I am in contact with the majority of my customers, and am getting to know their little wants and peculiarities."

### RAILWAY DELIVERY SLOW.

From Montreal, Winnipeg and Toronto comes strenuous complaints from wholesalers of the slow delivery of goods by the transportation companies.

This is a problem of interest not alone to the wholesale houses but to retailers all over Canada. Shipments to the trade are being delayed—not through any fault of the jobbers but of the poor service by transportation companies.

This is a serious drawback to trade and relief is badly needed. Apparently the volume of business has increased much more quickly than railway facilities while it is quite evident that cartage facilities are far from adequate. Wholesalers are receiving letters of complaint daily from the retail trade and while their goods may be on the track they are unable to get them.

The railway companies contend that the wholesalers are themselves partly to blame, that wagons are kept standing a great deal longer than is necessary before they can be unloaded at the wholesale houses and that this had added considerably to the congested condition. While this may be true in some cases, it is quite evident that the number of horses and wagons are far from enough.

### GOOD MONEY ON BUTTER.

Mr. Bender, New York representative of The MacLaren Imperial Cheese Co., related an interesting incident to The Grocer last week. Incidentally it demonstrates the value of advertising in this paper and the far-reaching results that sometimes accrue to both advertiser and reader.

About a year ago, Mr. Bender explained, an importer came into the office in New York and picked up a copy of The Canadian Grocer. Looking up a quotation on butter, he found that the Canadian price was just 24 cents a pound, whereas the price in New York was 36 cents a pound. He took the next train for Toronto and purchased a large quantity of butter at 24 cents a pound and after paying the duty and freight was able to dispose of same at good margin of profit.

Some of the Toronto commission merchants, no doubt, made big sales to this man and were not aware the business they secured was due to The Canadian Grocer.

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# THE CANADIAN GROCER

Established - - 1886

## THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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

### OFFICES:

**CANADA—**  
 Montreal—Rooms 701-702 Eastern Townships Bank Building.  
 Telephone Main 1255. O. S. Johnston  
 Toronto—143-149 University Ave. Telephone Main 7324  
 Winnipeg—34 Royal Bank Building. Phone Garry 2313

**UNITED STATES—**  
 New York—R. B. Huestis. 115 Broadway, New York.  
 Telephone 2282 Cortlandt  
 Western States Representative—A. H. Byrne. 607 Marquette  
 Building, Chicago.  
 Telephone Randolph 3234

**GREAT BRITAIN—**  
 London—88 Fleet St., E.C. Telephone Central 12960.  
 E. J. Dodd

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

Subscription, Canada and United States, \$2.00.  
 Great Britain, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

### CANNED GOODS NOT DELIVERED.

Some wholesalers are complaining of some canners agreeing to give them certain quantities of canned goods and not living up to their agreements. This was in all probability due to the general increase in value of these goods since prices were first named.

One wholesaler not at all pleased, and justly too, with a representative of a certain house who had promised him 2,000 cases of a particular line expressed himself in strong terms. "Wait till that fellow comes around here next year," he said "and I'll kick him out on the street."

It certainly cannot be considered good business to break an agreement of this nature, no matter whether verbal or written. It is a good example of poor service and such acts never tend to business building.

### "FAKE ADVERTISING" COMMITTEE.

In another page of this issue is the report of a polished scheme on the part of a trade paper canvasser in Chatham, Ont., which should be carefully read. It shows that he went about from merchant to merchant taking subscriptions for mythical trade newspapers at \$1 per year and at same time each subscriber was entitled to receive 200 lead pencils with his name, address, etc., stamped on them.

The free deal had the effect of enticing a number to subscribe, but, although a month has passed there is no sign of either publication or pencil.

This sort of fake can easily be prevented if there is a smooth working association in the town and if the association has a committee with power to deal with all such schemes.

When a merchant is canvassed by a salesman for any proposition that might be of a questionable character, he could then be in a position to send the canvasser to the secretary of the committee on "Fake Advertising." If the approval of the committee were given, the merchant could suit himself whether he purchased or let it alone.

If, however, the committee after investigation determined that the scheme was a fake or against the interests of the association, the canvasser would know at once he would have to pass along to other fields of operation.

That there is bound to be periodical visits to various

centres by men with questionable propositions is beyond a doubt. Merchants should have some means of combating them and a "Fake Advertising" committee in a local association is one of the weapons that would accomplish the result.

### THE FIRMNESS IN RICE.

A short crop of Louisiana rice is now reported. That planters figured on 15 per cent. bigger yield than they are harvesting is the statement of one authority. The shortage prevails throughout Louisiana, Arkansas, and Texas.

There is an increasing demand for rice produced in the United States because of the shortage in eastern countries. Brewers are taking 50 per cent. more of the southern rice than previously owing to this shortage abroad.

Besides foreign countries are endeavoring to keep their supplies for home consumption.

### SELL OYSTERS NOW.

During December, grocers have a good opportunity to sell oysters to many of their customers. They will appeal particularly to those who observe Advent and any attempt to attract the latter will doubtless bring many of the general public.

With Wednesday and Friday fish days to a certain number of people, oysters will sell themselves to a certain extent, but with some selling effort behind them during the next three weeks there should be a big trade and the grocer will find his oyster business profitable and more extensive than he probably expected. This is an opportunity that should not be overlooked.

### SELLING BAD WALNUTS.

If a customer asks for some particular article, is it wise policy to give her a poor quality, even supposing that it is the only one of its kind in stock? Or would you prefer to miss the sale, and tell her the actual fact—that while you had it in stock you could not recommend it?

Here is a case in point, which came under the observation of the writer. A housewife in purchasing her usual supply of groceries, ordered some mixed almonds and walnuts in the shell. When they were emptied into a dish, the proportion was found to be about 10 to 1 in favor of the almond. This looked suspicious to the purchaser, and these suspicions were quite justified, when it was discovered that not one of the walnuts was good. All were worm-eaten almost into a sawdust.

Did not the grocer know their condition? Evidence indicated that he did, else why should he be so careful to give but a few of them in comparison to almonds? He must have had many complaints. Yet he still persisted in handing out worm-eaten nuts.

Is this business building? Is it likely that when new walnuts are on the market, many of his present customers who have been "taken in," will buy from him?

One of the essential features of a strong business is giving the customer the quality expected. While it may be poor policy considering present profits to decline to sell an article asked for on account of its quality, yet, such a policy wins out in the end, by gaining the confidence of the public.

The trade in Toronto regretted to learn of the death last week of J. J. Ryan, wholesale provision merchant, of that city. Mr. Ryan was familiarly known as the "Potato King." His death was quite sudden.

# Lesson 8---Complete Course in Cardwriting

The Edwards Short Cut System --- Showing One of the Speediest Brush Stroke Letters Used in Modern Cardwriting --- The Slant Roman

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

The greater speed a cardwriter can attain and yet turn out a neat, clear card, the more valuable he is, for in this day of hurry and scurry, the man who gets there first is the one who wins his spurs first.

In the accompanying plate we show the fastest practical lettering that the cardwriter of to-day will be called upon to do and yet it is as legible as its mate, the Brush Stroke Roman.

The greater speed lies in the slant which is the natural tendency or posi-

ting a uniform slant to the letters and in the sharp clean spurs.

The best way to start is to take your practice paper and rule it in a series of pairs of lines. Then note the angle of the first stroke in letter B, not A, for the first stroke in A is necessarily at a greater slant than is necessary in most of the other letters owing to the two slanting lines coming together to form the letter face. Place your square or any ruler on the card or practice paper at the same angle as the above mentioned 1st stroke B, and draw parallel lines faintly between each pair of cross lines at intervals of two inches or so. This will give you guide lines to regulate your angle until you get it thoroughly fixed in your mind. Practice making parallel lines with the brush at the above slant. Don't be afraid to practice.

You will notice that, while this style of lettering is very much the same as the preceding brush stroke Roman of plate 6, there are a few points of difference which tend to add speed.

Take for instance the letter C and compare the brush stroke, second, or finishing stroke, in the above plate with the corresponding stroke in plate 6, and try to make both. You will find it requires more effort on your part to manipulate the brush to execute the last one.

Then look at the centre stroke (No. 5) in the E and compare it with the series of strokes (5, 6, 7 and 8) in E of plate 6. The same applies to F. You also gain time on stroke 2 of the J, strokes 2 and 3 of the S, and stroke 3 of the G.

It will be noticed that a few of the details are worked out in the lower right

hand corner of the plate. This shows the spurs in detail, also the formation of the top of the T, E and F.

The shading shown in this plate is the right hand lower style, and is one that is not commonly used but is merely demonstrated here to give variety.

It is harder than the left hand lower as shown in plates 6 and 7, and is also more difficult than the right-hand top shading previously shown. We do not advocate its use on this style of lettering as it is not speedy enough. However, practice makes perfect and speed is the result of perfection.

The brush must be held always at the same angle to ensure correct shading. You must take for granted that the light falls on this letter from the left hand top corner of the card which would throw a shadow as indicated on the plate.

The accompanying card shows the speedy slant Roman put in actual use. The decoration consists of a large \$ mark in grey, forming a relief for the lettering.

The dollar mark carries out the idea of the inscription and strengthens it to some degree.

The speed slant lettering is particularly well adapted for use on price cards and general quick store work. Practice the straight slant strokes until you have perfected them, and got the angle firmly fixed in your mind.

For particulars regarding brushes, etc., write to The Canadian Grocer or to the author, J. C. Edwards, care of MacLean Pub. Co., 143 University Ave., Toronto.



Card showing application of letter here described.

tion for fast forward movement. For instance, a bicycle rider leans as far forward as he can when he is racing; a horse, in running, leans in the same way and it is so in most things when speed is desired. However, this gets away from card-writing and from the real reason why this lettering is more quickly made than the straight style.

When you first started lettering, did you not find your lettering had an almost irresistible tendency to lean over to the right?

This is accounted for by the hand taking its natural untrained course as regarding card-writing and its training from infancy in writing.

Now that the student has mastered the straight up and down style of show-card lettering so far, we will give a little instruction in the more speedy brush work.

The beauty of this style lies almost entirely in the degree of success in get-



Showing position of brush in hand while lettering.

Plate No. 8. Speedy Slant Roman  
 Capitals



Cut illustrating Speedy Slant Roman. Follow the arrows and practice carefully. See article.

# Let Us Co-operate

By furnishing you with the Candy which will make your candy display lines we offer here are particularly suitable to Christmas. We are arranged to give you a large margin of profit.



"Nutty Creams"

## Will You Co-operate

by giving our lines a place in your Candy Display? Big Feature and remember us with repeat orders.

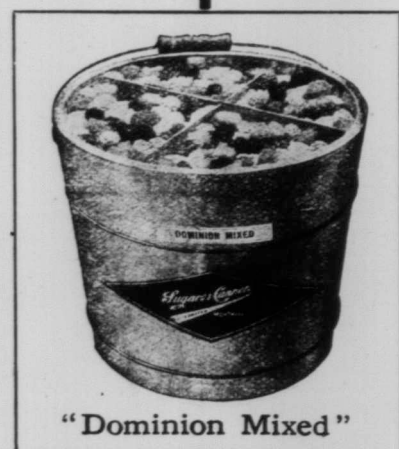
## The Cordial Co-

operation between you as dealer and us as manufacturers will be profitable if you have not received our latest illustrated and described price list. It is extraordinarily attractive. In all truth an excellent opportunity.

We solicit a trial order and beg to suggest a selection.

### Confectionery Specialties

	Net Weight per pail	5 lb. Box per lb.	Per Pail
Maple Cream Hearts .....	18-lb	14c	\$2.40
Maple Buttons .....	20-lb	13c	2.40
Maple Smacks .....	15-lb	14c	2.00
Mint Buttons .....	17-lb	13c	2.20
Nutty Creams .....	17-lb	15c	2.40
Fruity Creams .....	17-lb	15c	2.40
Butter Beans .....	12½-lb	17c	2.00
Assorted Cream Caramels .....	25-lb	15c	3.50
Crystallised Maple Gems .....	18-lb	15c	2.70
Minto Creams .....	32-lb pails		9½c per lb.
No. 1 A.B. Gum Drops .....	35-lb pails		10c per lb.
Victoria Chocolate Drops .....	32-lb pails		13c per lb.
Mikado .....	32-lb pails		7½c per lb.
Dominion Mix .....	32-lb pails		11c per lb.
Czar Mixed .....	28-lb pails only		13c per lb.



"Dominion Mixed"



"Mikado Mixed"

"Always Something New"

NO CHARGE FOR PAILS

# Operate With You

which will make your Candy Department busy. The suitable to Christmas Trade. Our prices are especially of profit.

## Co-Operate With Us

Candy Display? They are attractive enough to be the repeat orders.

## Equal Co-Operation

Manufacturers will work out to our mutual advantage. If printed and descriptive price list, a post card will bring all truth an exquisite example of the printers' art.

To suggest a selection from the following lines:


### Gross Goods

Gross Goods, per  $\frac{1}{2}$  gross box 52 $\frac{1}{2}$  cents.  
8- $\frac{1}{2}$  gross boxes constitute one case.

- Old-fashioned Choc's.
- Manilla Moss, M. M., Pink and White.
- Cocoa Moss, M. M.
- Busters, M. M. Sticks.
- Old-fashioned Choc's.
- Peppermint Rock.
- Swiss Caramels.
- Barber's Pole.
- Maple Ice Cream Drop.
- Jumbo Sticks, M. M.
- Boston Baked Beans (72 cups).
- Lime Fruit Berries (72 cups).
- "Mutt & Jeff" Choc. M. M.
- Chocolate M. M. Cable Bar, 2 for 1c.
- Chocolate Walnut M. M. Squares.
- Vanilla Moss, M. M., Pink and White.
- Maple Walnut Fudge.
- Tricolor M. M. Sticks.
- Chocolate M. M. Bar.
- Chocolate M. M. Pigs.
- Frappe Cream.
- Aniseed Balls (4 for 1c).
- Cocoa Balls in 3 colors.
- Maple Squares.

All Wholesalers' Salesmen Carry our Lists  
Just mention the name

## Sugars & Cannors Ltd.

MONTREAL  Ask For Valuable Catalogue.



Crystallized Maple Gems



"Old-Fashioned Chocolates"



"Mikado Mixed"

NO CHARGE FOR PAILS

## Good Crops in Northern Manitoba

**Wheat Yield Turning Out Better Than Expected—Early Cold Weather Chased Home the Eastern Canadian Laborer—Considerable Threshing Yet to be Done—The Usual Optimism Prevails.**

(Special Correspondence.)

Minnedosa, Man., Nov. 30.—The business situation here in Manitoba north is better than south. Around Hamiota, Miniota, Rapid City, Minnedosa the crops are good, and turning out better than expected, going 30 bushels and over per acre in wheat and oats running up to 100 per acre.

There is very much grain, however, not yet threshed, and it is slow work getting it done now on account of the cold, the thermometer going considerably below zero at night. Another difficulty is the fact that large numbers of the men that came up from the east for the harvest hustled for home as soon as the cold weather came. Not because there was no work, for there is plenty of it, but they do not relish threshing and hauling grain with a caboose for a boarding house while the thermometer is hovering around zero.

These conditions caused the "Tenderfoot" to seek shelter beneath the paternal roofs in Ontario and the Maritime provinces, preferring the reproach of having deserted the western farmer in a time of need, rather than high wages and the cold weather.

### Hard on Threshing.

This has very much hampered the threshing operations, the traveling gangs

being broken up, so that the farmers have to unite in local gangs and help one another out as best they can. In Northern Manitoba there is probably more than 40 p.c. of the threshing yet to be done, and in Saskatchewan a still larger percentage, while in Alberta there is probably 60 p.c. yet in the stock, or still uncut, or lying in the sheaf not stooked yet.

The flax crop, of which there has been a large area grown, is a fair crop generally, but there are thousands of acres still standing, and thousands more lying upon the ground. In this country very little flax is bound, but is simply cut, left on the field and then gathered up and threshed.

### Not Bothering Westerners.

This condition of affairs would seem alarming to eastern farmers, but here it is viewed with apparent little concern, beyond the delay and inconvenience attached. So long as the weather keeps dry, and it is not likely to rain with the thermometer at zero, little harm will result so far as the crop is concerned. It is, however, a handicap to business, as the farmer wants the money to pay his bills, and the merchant to meet his obligations. However, the spirit of the west, ever optimistic, is quite buoyant and confident of a favorable outcome.

## Ups and Downs of the Provision Market

**Prices of Hog Products at Present About Same as This Time, 1910—Reasons for Variations—How Live Hogs Moved Backward and Forward Since First of 1911.**

Provision prices at the present time are about on a level with a year ago, but lard just now is considerably below the quotations ruling at this time last year.

For instance on the Toronto market pure lard is now a full two cents lower. This is accounted for, partly at least, by the fact that hogs this fall are fatter and are producing more lard.

During the year as is only natural, there have been many ups and downs in the price of pork products. Prices tend to follow values of live hogs but there are also other features which help to rule the market. For instance during the summer months there is a big sale for smoked and cooked meats and they accordingly become more valuable property. At the same time trade in lard

eases up, which has a depressing effect on the value of that line.

Here is how the Toronto prices of the present time and a year ago compare:

	Dec. 1, 1911	Dec. 1, 1910
Light hams, per lb.	16	16
Medium hams	15½	15½
Large hams	15	15
Breakfast bacon	17	18
Roll bacon	11	12½
Long clear bacon	12½	13
Backs, plain	18	18
Cooked hams	24	23
Lard, in tierces	11½	13½
Lard, in pails	12	14
Lard, compound	9¼	12

### High Prices of 1910.

The hog market during the past couple of years has been a series of ups and downs. In April of 1910, under the extreme scarcity of offering, prices reached the top notch. Toronto dealers quoted \$9.60 per cwt. at country points.

Supplies became more plentiful as the year advanced and the price was down to \$8.25 in August, continuing on the down grade until \$6.75 was reached a year ago.

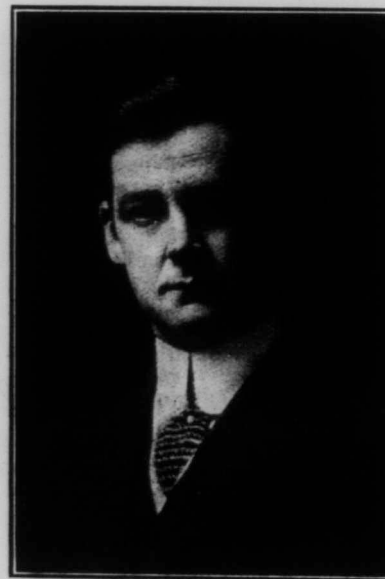
This year fluctuations in the supply and price of live hogs have been by no means rare. Quite early in the season arrivals began to increase and the low point of \$5.75 was reached in May. Then the English bacon market began to soar and under only a normal run of hogs, prices had reached \$7.70 on Sept. 1st.

### Another Tumble.

Again, circumstances combined to depress the market. The English bacon market sagged. The delivery of hogs increased. Under this pressure prices tumbled downward, coming to the end of their tether only when \$5.75 had been reached. The market again reacted upward and two weeks ago quotations were at \$6.50, but last week foreign conditions and a slight congestion at home brought prices tumbling down to \$5.00.

Here are the complete market changes for live hogs for the year to date. The prices are those quoted at country points by Toronto dealers:—

Jan. 6	.....	\$6.90	July 7	.....	6.75
" 13	.....	7.10	" 21	.....	7.10
Feb. 17	.....	7.00	" 28	.....	7.35
Mar. 3	.....	6.90	Sept. 1	.....	7.70
Mar. 24	.....	6.75	" 8	.....	7.40
Apr. 4	.....	6.65	" 15	.....	7.10
Apr. 21	.....	6.15	" 22	.....	6.90
May 5	.....	6.00	" 29	.....	6.75
May 12	.....	5.75	Oct. 6	.....	6.50
June 2	.....	6.00	" 13	.....	6.15
" 9	.....	6.30	" 20	.....	5.90
" 16	.....	6.75	" 29	.....	5.75
" 23	.....	7.10	Nov. 10	.....	6.00
			" 17	.....	6.40
			" 24	.....	6.50
			" 27	.....	5.90



D. B. GILLIES.

Who Has Been Appointed Manager of The Canadian Grocer. He Assumes His New Duties on Dec. 1.

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abc

# Grocers Prepare for Christmas Trade

Dealers Should See They Have Sufficient Supplies of all Lines—General Firmness in Groceries—Valencia and Sultana Raisins Hold Firm Position—Run on Small-sized Prunes—Winnipeg Buys Tomatoes From California—Peels Considered Good Property—Nuts in Demand.

## QUEBEC MARKETS.

### POINTERS—

Peanuts—A little easier.  
Medium Tea—Slight advance.  
Small Prunes—Very firm.  
Peas and Beans—Scarce.  
Peel—Firm.

Montreal, Nov. 30.—The best method of judging the business of the month that ends to-day is to compare the figures with those for November, 1910. One house, it is learned, expects to show an increase of \$100,000, for the month alone. This conveys at least a slight idea of how busy the wholesale trade has been during the past thirty days. November last year was a good month but it has been eclipsed entirely. It is hoped that retailers will be able to show a proportionate increase in business by the time the year is ended. There have not been many changes during the week, but the amount of business has been just as heavy.

Jobbers have been more or less annoyed by delayed shipments during the past month or two. First, canned goods were slow in arriving, some lines of dried fruits were late and other goods were delayed in delivery after they had reached the local port. Business became so congested that this delay was probably unavoidable. Still it was felt and it did not help matters.

Split peas, pot and pearl barley, buckwheat flour, peel, Sultana and Valencia raisins, pickles, canned goods and other lines are firm and, in some cases, scarce and dear. The whole grocery market is active and generally satisfactory.

Sugar.—The market is still unchanged and as far as the last week is concerned, is featureless. One jobber said he did not expect a change until January and there are some who would not be surprised to hear of it before that time. There is a fair trade passing, although of the hand-to-mouth character.

Granulated, bag	5 55
" "	5 90
" " Imperial	5 70
" " Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" " 50 lbs.	6 85
" " 25 lbs.	6 95
Red Seal, in cartons, each.	0 35
Crystal diamonds, bbls.	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each.	0 37½
Extra ground, bbls.	6 30
" " 50-lb. boxes.	6 20
" " 25-lb. boxes.	6 70
Powdered, bbls.	6 10
" " 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 2 yellow	5 60
No. 3 "	5 60
No. 1 " bags	5 45
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Syrups and Molasses.—There is a steady demand in syrups which are particularly seasonable now. Molasses are firm at the last advance with no indications of any weakening for a time at any rate. The demand is fair.

Fancy Barbados molasses, puncheons	0 38	0 40
" " barrels	0 41	0 45
" " half-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
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03½	
" " "	0 03½	
" " "	1 75	
" " 25-lb. pails	1 25	
" " 25-lb. pails	1 25	
Cases, 2-lb. tins, doz. per case	2 40	
" " 5-lb. " doz. "	2 75	
" " 10-lb. " doz. "	2 65	
" " 20-lb. " doz. "	2 60	

Dried Fruits.—There has been no special change during the week. Prunes remain firm in the position last noted. There has been a heavy demand by European buyers for the smaller prunes which have thus become firmer in the primary market. The larger fruit are still strong in position with a good demand. Dates have been delivered during the past ten days or more. Although figs are reported scarce by some firms, others that bought more heavily are well supplied. The California raisin situation is unchanged. Sultana and Valencia raisins are firm. This market has been steady during the week with but little change noticeable.

Evaporated apricots	0 22	0 24
Evaporated apples	0 10½	0 11½
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Corrants, fine filastras, per lb., not cleaned	0 07	0 07½
" " cleaned	0 07½	0 08
" " 1-lb. packages, fine filastras, cleaned	0 08	0 09½
" " Patras, per lb.	0 09	0 09½
" " Venetizas, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 07½	0 08
Dates, Hollowee, loose	0 05	
Figs	0 11	

Figs, 3 crown	0 07½	0 10
Figs, 4 crown	0 08	0 11
" " 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Glove boxes, 16-oz., per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07½
Prunes—		
30-40	0 16	0 18
40-50	0 14	0 16
50-60	0 13	0 14
60-70	0 12	0 13
70-80	0 11½	0 12
80-90	0 11	0 11½
90-100	0 10	0 11

Raisins—		
Choice seeded raisins	0 09½	0 10½
" " fancy seeded, 1-lb. pkgs.	0 10	0 11
" " loose muscatels, 3-crown, per lb.	0 08	0 08
" " 4-crown, per lb.	0 09	
Select raisins, 7-lb. box, per box	0 63½	
Sultana raisins loose, per lb.	0 12	
Sultana raisins, 1-lb. cartons	0 13	0 13
Malaga table raisins, clusters, per box	2 50	5 75½
Malaga table raisins, clusters, per ½ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 07½	0 08
" " select, per lb.	0 08	0 09
" " 4-crown layers, per lb.	0 08½	0 09

Nuts.—Supplies are arriving steadily and there is a good holiday demand. Valencia almonds are firm but otherwise prices are fair. Peanuts are a little easier in its figures. Shelled walnuts for January delivery are quoted by some at 28 cents. It remains to be

seen, however, whether prices will decline to that extent. New Marbot walnuts are on the market and jobbers have now practically all their supplies for the Christmas trade and are filling their orders to retailers.

In shell—		
Brazils	0 18	0 19
Filberts, Sicily, per lb.	0 10½	0 12
" " Barcelona, per lb.	0 11	0 12
Tarragona Almonds, per lb.	0 15	0 16½
Walnuts, Grenoble, per lb.	0 16	0 18
" " Marbot, per lb.	0 13	0 14
" " Cornes, per lb.	0 10	0 11
Hungarian	0 13½	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 hazel standards) per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 33	0 35
Cashews	0 15	0 17
Peanuts—		
American—		
J. panese roasted	0 08½	0 09½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09½	0 09½
Bon Ton, roasted	0 11	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 halve, bright	0 33	0 35
Broken	0 28	0 30

Coffee.—What is to be said of coffee? Business continues at a good figure but there is nothing new to offer the trade. The market is just where it was. Prices are firm at their high level, and the public is buying in spite of the market.

Mocha	0 25	0 28	Santos	0 32	0 34
Rio	0 21½	0 23½	Maraibo	0 23	0 26
Mexican	0 25	0 28			

Tea.—All reports indicate similar market conditions, firmness and higher prices. One review of the market says:—"At this time of the year when arrivals are heavy and the weight of tea to be dealt with is great, it is no unusual occurrence to have somewhat easier markets, but there has been no indication of this, prices having shown a steady tendency to harden right through the month." A local house report their medium quality Ceylon teas up one cent per pound.

There is practically no change in the Japan tea market since last report. There have been a few parcels sold from first hands at full prices and several import enquiries from jobbers for tea "for price," but latest cable advices say that the home market is now quite bare of teas of every description. Stocks now in first hands are small.

Japan—		
Choicest	0 40	0 50
Choice	0 38	0 57
Fine	0 35	0 55
Medium	0 25	0 52
Good common	0 21	0 51
Common	0 17	0 51
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 32
Pekoe Souchongs	0 20	0 32
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 35
" " Hyson	0 24	0 35
" " Gunpowders	0 19	0 35
China greens—Pinguey gunpowder, low grade	0 14	0 18
" " " "	0 20	0 30
" " " "	0 30	0 50



KARO CANE  
FLAVOR

2 lb.; 2 1/2 lb.; 5 lb.; 10 lb. and  
20 lb. tins.



KARO EXTRA  
QUALITY  
(Vanilla Flavor)

## KARO CORN SYRUP

The most popular syrup in the world.  
75 million cans sold last year.

### To Retailers:—

We have already distributed in Canada thousands of Karo Cook Books in answer to personal requests. The demand increases daily for the book and for the syrup—both Karo Cane Flavor (blue label) a golden brown syrup and Karo Extra Quality (vanilla flavor) a clear white syrup.

See that you are well stocked with Karo (both Cane Flavor and Extra Quality) so that you will be in a position to promptly take care of all inquiries.

The season is at hand when people use the most Karo—for Griddle Cakes, for Candy Making, for Cooking and other household purposes.

If your wholesaler cannot supply you write us direct for the name of a jobber in your district.

Requests for Karo Cook Books will be welcome—and promptly filled.

## CORN PRODUCTS REFINING CO.

Export Dept.

26 BROADWAY

NEW YORK, N. Y.

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# DRIED FRUITS

Anything that you may want in dried fruits we can now supply immediately. There have been a great many vexatious delays this season caused by many agencies, but we feel happy to say that we can now fill all orders promptly, because we have the goods under our own roof.

## New Shelled Walnuts

Whole halves, fine quality

Boxes 55 lbs.	-	-	-	-	35c.
Less than original case	-	-	-	-	36c.

## Table Raisins

Connoisseur Clusters	-	-	-	-	\$2.35
“	“	-	-	( $\frac{1}{4}$ boxes)	.75
Extra Dessert Clusters	-	-	-	-	3.30
“	“	“	-	( $\frac{1}{4}$ boxes)	.95
Royal Buckingham Clusters	-	-	-	-	3.90
“	“	“	-	( $\frac{1}{4}$ boxes)	1.10
Purple and Gold Clusters	(1 lb. packages)	-	-	-	.12

## Seeded Raisins

Monarch Fancy, 1s.	-	-	-	-	8 $\frac{3}{4}$
Griffin Fancy, 1s.	-	-	-	-	8 $\frac{3}{4}$
Raven Choice, 1s.	-	-	-	-	8 $\frac{1}{2}$

## Seedless Valencias

Merle's Fancy, Hand-picked	-	-	-	-	9 $\frac{3}{4}$
Rowley's Fancy, Hand-picked	-	-	-	-	9 $\frac{1}{2}$

**H. P. ECKARDT & CO.**

Wholesale Grocers

Cor. Front and Scott Streets - TORONTO



THE CANADIAN GROCER

ply of confectionery and fancy biscuits. There is a general firmness apparent in groceries, with a number of staple lines included. "A big demand," "a growing consumption," "small stocks" and "a long time until new goods" are some of the reasons assigned why a number of articles at present prices are good property.

Sugar.—No particularly new features have developed in sugar during the past week. The market is a waiting one. On Dec. 8, the Brussels Convention will convene to consider the question of Russia exports of surplus raws. What the outcome will be is uncertain. In some quarters it is believed that the matter in question may be left over until regular meeting next spring. European beet prices have reached the low point, namely 16s 3d, but futures are on higher plane. New York has just about adjusted itself to new conditions. Willets & Gray last week said that the future of Cuba prices depends largely on the disposition of Europe to enter or keep from competition with our refiners for these sugars when the time comes for deliveries of the new crop. Canadian refiners are operating on a hand-to-mouth basis.

Extra granulated, bags.....	5 95
" " 20 lb. bags.....	5 75
Imperial granulated.....	5 75
Beaver granulated.....	5 75
Yellow, bags.....	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.....	6 35
" " 50-lb. boxes.....	6 05
" " 25-lb. boxes.....	6 65
Powdered, bris.....	6 15
" " 50-lb. boxes.....	6 15
" " 25-lb. boxes.....	6 55
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	6 85
" " in 50-lb. ".....	6 95
" " in 25-lb. ".....	7 15

Syrup and Molasses.—Present is considered a good season of sales for syrups. Briskness reported in this line bears out this contention. Molasses maintains the position previously reported. A report to a local broker from Barbadoes says that the weather is at present favorable for the growing crop and that there should be an average yield the coming season. "However," continues the report, "under the present conditions, prices will rule considerably higher than those that have existed."

Syrups—	Per case	gals., 24 to case	5 40
2-lb. tins, 2 doz.		Pints, 24 to case	3 00
in case.....	2 40	Maple Syrup—pure	
5-lb. tins, 1 doz.		gallons, 6 to case.....	6 67
in case.....	2 75	gallons, 12 to case.....	7 25
10-lb. tins, 1/2 doz.		Quarts, 24 in case.....	7 25
in case.....	2 65	Pints, 24 to case.....	4 00
20-lb. tins, 1/4 doz.		Qt. bottles, 12 to case	3 50
in case.....	2 60	Molasses, per gal—	
Barrels, per lb.....	0 03 1/2	New Orleans	
Half barrels, lb.....	0 03 1/2	medium.....	0 30 0 35
Qtr. barrels, lb.....	0 03 1/2	New Orleans,	
Pails, 3 1/2 lbs ea.....	1 75	barrels.....	0 28 0 32
Pails, 2 1/2 lbs ea.....	1 25	Barba'os, extra	
Maple syrup—Compound		fancy.....	0 45
Gallons, 2 to case.....	4 80	Porto Rico.....	0 45 0 52
1/2 gals., 12 to case.....	5 40	Muscovado.....	0 30

Dried Fruits.—It has already been reported several times that large-sized prunes were in rather stunted supply. Now there has been a run on the smaller sizes, thus injecting greater strength into the market. The demand for the smaller sizes has come from Europe, due

to the failure of the Bosnia-Servia crop to produce small sizes. Sales have been heaviest on 100s and smaller. Even the percentage of large fruit in Bosnia and Servia is said to be below the average and with French prunes scarce and packers making pro rata deliveries on their contracts, even at the present price, prunes are considered good property.

Sultana raisins are firmer and fancy stock have been advanced in price by local wholesalers. As can be expected, Valencias are firming and 8 1/2 cents is generally asked this week. Seeded, following conditions on the coast, have shaped slightly in the opposite direction.

Peels are firm at the present price. Lower values cannot be looked for. An upward tendency as supplies become in smaller compass towards the Xmas season would not be a surprise.

One firm quotes figs in umbrella boxes at 14 1/2 cents, in glove boxes at 11 cents, and bon bon figs in 5-lb. boxes, at 75c for 5-crown and 65c per box for 4-crown. Many retailers are giving these lines special attention previous to Xmas.

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

Tea.—The tea situation continues to maintain its strong position. Reports from primary markets reflect same strength as has already been emphasized. It is not unusual at this time of year to have values ease somewhat, but this year the situation is just the opposite. One firm selling package teas has found it necessary to increase price of their brands. Some of the grades have been made 5 cents per pound higher to the consumer.

Coffee.—There are no new features to coffee. Neither is there any lower tendency in price. Demand, while mostly of a hand-to-mouth character, is quite fair.

Rio, roasted.....	0 22	0 23	Mocha, roasted.....	0 30	0 32
Green Rio.....	0 20	0 21	Java, roasted... 0 22	0 25	
Santos, roasted, 0 24	0 25		Mexican.....	0 27	0 28
Maricao, 0 24	0 25		Guatemala.....	0 24	0 25
Bogotas.....	0 26	0 27	Jamaica.....	0 24	0 25
			Chicoory.....	0 12	

Spices.—Prices rule about the same with similar features as those outlined

last week still existing. Grinders report a good steady demand.

	Tan	1 lb. paper	1 lb. tin
Allspice.....	15-18	60-70	70-80
Cassia.....	24-32	85-115	95-125
Cayenne pepper.....	22-31	80-105	90-115
Cloves.....	22-29	75-95	85-110
Cream tartar.....	28-00	90-00	
Curry powder.....	25-00		
Ginger.....	22-29	65-85	75-95
Mace.....	50-80		00-2 75
Nutmegs.....	35-60	90-00	1 60-2 50
Peppers, black.....	22-00	67-75	80-90
Peppers, white.....	29-00	90-105	1 05-1 15
Pastry spice.....	17-27	65-95	75-110
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 20
Shredded cocoanut, in pails.....			0 19 0 22

Nuts.—While new walnuts are not yet in the hands of the jobbers, they are not far distant. Their arrival will practically complete the list of Christmas nuts. Old stock shelled walnuts are quoted lower at 35 cents. New stock are worth 37 to 38 cents. With heavier arrivals the first of the year prices will ease off. One jobber quotes 30 cents for January delivery.

Almonds hold steady. Peanuts have a tendency to easiness. Brazils are firm and scarce. Jobbers in some cases are finding it necessary to buy from one another to fill their orders for immediate delivery. Hickory nuts are quoted at 6 cents and Italian chestnuts at 12 1/2 cents. Trade is good.

Almonds, Formigetta.....	0 15	0 15 1/2
" Tarragona.....	0 15 1/2	0 16
" shelled.....	0 35	0 38
Walnuts, Grenoble.....	0 16 1/2	0 17
" Bordeaux.....	0 15	0 15 1/2
" Marbois.....	0 37	0 38
" shelled, new.....	0 35	
" old.....	0 11	0 12
Filberts.....	0 18	0 20 1/2
Pecans.....	0 13	0 19
Brazils.....	11	0 14
Peanuts, roasted.....		

MANITOBA MARKETS.

POINTERS:—

Sugar.—Still weak.  
Coffee.—Steady.  
New Nuts.—Arrived.  
Currants.—Advanced.  
Beans.—Firm.  
Pearl Barley.—Advanced 1/2 cent per pound.

Winnipeg, Nov. 30.—Mild weather which has been prevailing during the week, has to some extent made up for the severe spell of the week before. Threshing operations have been continued throughout the country, and while there are still many thousand bushels of grain still covered with snow in stack and stook, conditions are, nevertheless, a little brighter than they were. In the grocery business, a similar condition of affairs exists, and wholesalers report an increase in trade this week. The presence of the Christmas season close at hand, undoubtedly, has some effect on this, and reports indicate that all Christmas lines are moving actively, both wholesale and retail. Many of the

THE CANADIAN GROCER

retail stores in the city have already started to decorate and display their Christmas goods, and others are making preparations to do the same.

Congestion of cars still continue to prevail in the local yards, and unsatisfactory service is still being reported by wholesalers. One large firm stated that it was many years since such conditions had prevailed, but that the railroad authorities were making all efforts to regulate traffic.

Sugar.—There is little change in the sugar situation from last week, the market being still weak, but no decline. As stated before, wholesalers refuse to stock with such conditions prevailing, and consequently, the supplies on hand are light.

Montreal and B.C. granulated, in bbls.	6 40
" " in sacks	6 35
" yellow, in bbls.	6 50
" " in sacks	5 95
Loing sugar, in bbls.	6 75
" in boxes (25 lbs.)	7 00
Powdered sugar, in bbls.	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls.	7 25
" " in 4-bbls.	7 35
" " in 100-lb. cases	7 25

Syrup and Molasses.—The steady normal demand continues to prevail for these commodities, and no changes are noticed this week.

Syrups—	
24 2-lb. tins, per case	2 33
12 5-lb. tins, per case	2 68
6 10-lb. tins, per case	2 54
3 20-lb. tins, per case	2 57
Half barrels per cwt.	4 00
Barbados molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Tapioca.—The market is firm at the present time in tapioca, and wholesalers report this line is hard to get. The demand is good, but only normal. Prices prevailing are 7½ cents per pound, in sacks of 150 pounds, and 7¼ cents per pound for lesser quantities.

Dried Fruits.—There has been an active demand for all lines of dried fruits during the week. New figs are moving rapidly but as stocks are heavy at present time, there is no danger of there being any shortage before the new year. Prunes show no advance but the demand still remains strong. Stocks are light at the present time. An advance of 1c per lb. over last week is reported to have taken place in currants. This is due to shortage in stocks which resulted in strength on the southern markets, and as our prices follow pretty closely those in New York, prices advanced here also. There is some difference prevailing between prices quoted on raisins by different firms, the difference amounting in some cases to as much as 25c per box. This is stated to be due to the quality being offered. The prices quoted are the highest or for the best quality. Xmas orders are already arriving and a large trade is being conducted, especially in layer raisins.

New prunes	Per lb.	Valencia raisins
90-10 s. 25s. s.p.	0 08½	Fine on stocks, 28s.
90-10 s. 10s. s.p.	0 09½	s.p., per box
80-90s. 25s. s.p.	0 09	Fine selected, 28s.
80-90s. 10s. s.p.	0 10	s.p., per box
70-80s. 25s. s.p.	0 09½	4 crown layers, 28s.
		s.p., per box

70-80s. 10s. s.p.	0 11	4 crown layers, 14s.	
60-70s 25s. s.p.	0 10	s.p., per box	1 00
50-60s. 25s. s.p.	0 10½	4 crown layers, 7s.	
40-50s. 25s. s.p.	0 11½	s.p., per box	0 55
		Ne plus ultra, 28s.	
		s.p., per box	2 30

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 12½
" 7-crown table figs, about 50 lbs.	0 12½
" 8-crown table figs, about 1-0 lbs.	0 14½
" 9-crown table figs, about 1½ lbs.	0 16

Valencia raisins—	
Fine, f.o.s. 28s. s.p., per box	2 00
Fine, selected, 28s. s.p., per box	2 40
4-crown layers, 28s. s.p., per box	2 30
4-crown layers, 14s. s.p., per box	1 21
4-crown layers, 7s. s.p., per box	0 58
Ne plus ultra, 28s. s.p., per box	2 34

Barley.—Pearl barley has advanced ¼c per lb., and is now worth \$5.15 per 98-lb. sack. Pot barley is steady.

Peels.—A reduction has taken place in the price of peels, quotations at the present time being lemons 8½c per lb.; orange 9c, and citron 11½c.

Nuts.—New nuts have arrived on the market and are moving rapidly. The quality of the stocks which have just been received are considered to be very good, in fact very much better than last year. Six lines are being offered at the present time, quotations being as follows:

New Filberts, large.	0 11½	Tarragona Almonds.	0 15½
Marbot Walnuts	0 12½	Aberness	0 14½
Brazil Nuts	0 18	Pecan Choice	0 17

Coffee.—The market is steady and prices remain unchanged. Stocks are not very heavy at the present time.

Coffee, standard Rio.	0 17½	Coffee, choice	0 17
		Coffee, extra choice	0 18½

Beans and Peas.—Both lines are firm and it was stated by one large wholesale house to-day that they did not expect to see any cheaper beans. Stocks at the present time are heavy.

Beans, 3-lb. picker, per bushel	2 45	2 55
Hand picked, per bushel	2 55	2 65
Peas, split, 100 lbs.	2 60	

NEW BRUNSWICK MARKETS.

St. John, Nov. 30.—A quiet week prevailed in local markets, and there were practically no changes of interest recorded, in so far as prices were concerned. Most lines are firm, however, and in some there is a tendency to advance. Barley is one commodity which has gone up remarkably, \$7.50 being now asked for it wholesale. This time last year it brought from \$4.75 to \$5 a barrel. Indications are that it will be still higher. Local grocers have to rely almost entirely upon the United States market for their supply of tomatoes, and the demand for them being as brisk as is generally the case with popular canned goods, the importations are quite extensive. Citron and lemon peel will be higher for the Christmas trade, already showing an inclination to advance.

Some lines of nuts, among them Brazils and peanuts, may be slightly higher this year, and almonds are also firm.

Bacon	0 15	Eggs, henery	0 35	0 50
Beans, hand		Eggs, case	0 25	0 30
picked, bus	2 50	2 55	Fin. Haddies	4 40
Beans, yellow		Fish, cod, dry	6 25	6 50
eye, bus	2 60	2 65	Flour, Manitoba	6 45
Butter, dairy,		Butter, Ontario	5 60	5 65
lb.	0 21	0 23	Ham	0 15
Butter, cream-		Lard, compound		
ery, lb.	0 24	0 27	lb.	0 10½
Buckwheat,		Lard, pure, lb.	0 12½	0 13
west, grey, bag	2 80	2 85	Lemons, Mess-	
Cheese, new, lb.	0 15½	0 15	ns, per box	4 50
Currants, 1s, lb.	0 08	0 08½	Molasses, fcy.	
Canned goods—		Barbados, gl	0 40	0 41
Beans, baked	1 15	1 25	Oatmeal, rolled	5 75
Beans, string	1 02½	1 05	Oatmeal, std.	6 35
Corn, doz.	1 00	1 05	Pork, domestic	
Peas, No. 4	1 20		mess	22 00
" No. 3	1 25		Pork, Ameri-	
" No. 2	1 30		can clear	21 25
" No. 1	1 80		Potatoes, bbl.	1 50
Peaches, 2s,			Raisins, Cal.	
dozen	1 95	3 00	seeded	0 10½
Peaches, 3s,			Rice, lb.	0 03½
dozen	3 00	3 05	Salmon, case—	
Raspberries,			Red spring	7 75
dozen	2 05	2 10	Cohoos	7 25
Strawberries	1 85	1 90	Sugar—	
Tomatoes	1 75	1 80	Standard gran.	6 00
Clams	4 00	4 25	Austrian	5 90
Cornmeal, gran.	5 25		Bright yellow	5 80
Cornmeal, bags	1 80		No. 1 yellow	5 50
" bbls.	3 75		Paris lumps	7 00

Grocers' Letter Box

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

Gibson's Fruit Tablets.

Editor Canadian Grocer.—Will you kindly advise us who are the Canadian agents for Gibson's Fruit Tablets. If they have no Canadian representatives will you kindly give us address of the manufacturer in England.

Edmonton, Alta.

REVILLO BROS.

Editorial Note.—The address of the manufacturer is Hulme, Manchester, England.

Address of an Advertiser.

Editor Canadian Grocer.—Enclosed please find letter address to Mr. J. R. Wilson (advertiser of automatic printing attachments). This letter is an answer to ad. appearing in your paper but name of city in address is not given. Kindly fill in name and forward.

G. SHIRLEY.

Sweet Valley, Alta.

Editorial Note.—The address is J. R. Wilson, 204 Stair Building, Toronto

Grocery Advertising Firm.

Editor Canadian Grocer.—Would be obliged if you could let me have address of grocery advertising firm, if there is such a one on your side of the water.

F. NEWMAN.

Stockton-on-Tees, Eng.

Editorial Note.—The Standard Agency, Box 464, Fredericton, N.B.

While a salesman should know how to talk, it is quite essential that he should also know how to keep still. The customer sometimes has something that he wants to say.

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## GOOD POTATO YEAR FOR NEW BRUNSWICK

Upper Canada a Better Market Than Usual, While Shipments to Cuba Have Fallen off—Delawares and Green Mountains Among the Best Known Brands.

St. John, N.B., Nov. 30 (Special).—The potato crop in New Brunswick this year was a source of keen gratification and encouragement to those interested in the sale of this vegetable, although, in spite of the fact that the harvest was the largest on record in this province, the price was high, much in advance of what had been expected and has a tendency to be much higher than at present. All local wholesale dealers who have had considerable experience in this branch of the business in former years are practically a unit in declaring that this year's crop far surpassed any of past seasons both in quality and quantity, and they predict that provided the atmospherical conditions next year are as encouraging as during the past summer, the potato crop of 1912 will be very much superior to that of the current year.

There are many kinds of potato grown in New Brunswick. It is a recognized fact that the demand for "Delawares" has greatly increased of late, and not only dealers, but farmers as well, are quite aware of this. On this account popularity of some other lines of potato is dwindling, and the more extensive growth of the "Delaware" is being encouraged. They bring a good price because of their superior qualifications. It is also known that the yield from this potato is more beneficial to the farmer than any other, and some farms where it was grown this year have been known to produce 150 barrels to the acre in the river counties.

### Ontario Buying Freely.

So far as other brands or species are concerned the fact that they are known as "New Brunswick potatoes" seems to ensure their being satisfactory and there is a strong and steady market for them not only locally but in Upper Canada, and Cuba. The Cuban market has fallen off recently, however, but shipments to Ontario and other parts of Upper Canada are encouraging, and good prices are being paid. The "Green Mountain" tubers are splendid sellers, and another brand which has sprung into favor is known as the "Canada." The Red Rose, Snowflake, and other kinds all have their share of market appreciation but are not grown in such large quantities as the "Delaware."

### More Interest in Potato Growing.

While the potato crop last year was fairly good, it cannot be compared either as regards quality or quantity to that of 1911. A well-known dealer said when spoken to concerning the matter,

that farmers who had never in other years produced more than enough for their own use, could this year dispose of from fifty to seventy barrels for outside markets.

It was thought that the demand for potatoes in the Cuban trade last year and the splendid run on the market encouraged the farmers this year to go more extensively into their production, but in that market this year they were

slightly discouraged, although the Upper Canadian business has been brisk. The average wholesale price up to recently has been \$1.50 per barrel, but it will likely be higher before long, and in fact it is difficult to buy in St. John at present under \$1.75. Last year there was a difference of about twenty or thirty cents as compared with this year's price, which is that much more. Many local dealers have large quantities on hand, and are satisfied that they will "make good" on their purchases. The season thus far has been remarkably good, and indications are that it will be known as the best on record in every way.

## CHATHAM MERCHANTS VICTIMS OF SWINDLE

Smooth Canvasser Taking Subscriptions for Various Alleged Trade Papers Offers 200 Lead Pencils With Year's Subscription—Visited Chatham Month Ago.

Chatham, Ont., Nov. 30 (Special).—What appears to be a very smooth advertising swindle was worked on a number of merchants in this vicinity a few weeks ago. That the victims are only now "getting wise" to the game is due to the fact that the man who worked it took very plausible precautions to explain away his failure to deliver the goods.

Towards the end of October, a number of merchants were canvassed by a young man who represented himself as subscription agent for a trade paper. He invariably accommodated his representations to the particular trade in which the intended victim was engaged. Thus, a leading meat dealer was told that Mr. Canvasser was representing a Chicago butchers' journal. To an upholsterer he was representing an upholstering journal, also published in Chicago—and so on down the line.

To the victim, Mr. Canvasser broached a novel advertising proposition. The merchant paid \$1 for a year's subscription to the trade paper. As a premium he was to receive 200 lead pencils, with his name and address printed on them. These he was to distribute for advertising purposes.

In a number of instances the victims nibbled at the enticing bait. The \$1 was paid over, the canvasser writing out a duplicate order, signed with what purported to be his name, and giving a street address in Chicago. In most cases the merchant reasoned that the pencils alone would be worth the \$1, irrespective of the value of the trade journal accompanying them.

The subscription was to begin a month later, while the canvasser explained that the pencils would be forwarded as soon as they could be printed—probably in a couple of weeks, as the

firm had quite a few orders ahead. This gave the canvasser plenty of time to make a safe getaway to other pastures.

So far as can be learned, the grocery trade suffered no serious loss as a result of the man's operations. Some years ago the local Retail Merchants' Association adopted a resolution against patronizing advertising schemes of this sort; and though the association is no longer active, merchants who were members at that time are, as a rule, pretty chary of making use of any but legitimate advertising mediums.

## CYSTERS ARE VEGETARIANS.

The oyster is well nigh a vegetarian, says one writer, living almost exclusively on seaweed, including the minute pine pollen of the water. Smaller animals form only 5 per cent. of his food. He is a methodical feeder, always dining between the hours of 12 and 2 in the afternoon. When he wants his meals he simply opens his shell and lets the water flow in through a sort of gill, which retains the food, allowing the water to run out again. It is only in frosty weather that the oyster goes off his feed. In order to protect himself as much as possible from the cold he lies with bulging shell uppermost. In this position he cannot open his shell and must perforce go short of food. But he would sooner starve than let the cold water in to chill his delicate flesh.

M. J. Crowley, Peterboro, Ont., is erecting a new grocery store in the eastern section of that city.

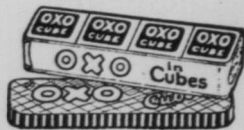
Wm. G. Freeburn, Peterboro, Ont., has purchased the grocery business and building of Mrs. E. A. Harris, Lock street and Gladstone avenue.

# OXO CUBES

## Outsell Other Concentrated Beef Preparations Because They Are Distinctive



**Distinctive in Form,** firm, separately wrapped cubes, instead of liquid in a bottle, exactly measured, ready at once.



**Distinctive in Appearance.** Each cube well wrapped in separate carton, packed in attractive colored tins instead of bottles—the only concentrated beef preparation sold that way in Canada.

**Distinctive in Convenience.** No ladling or measuring, “a cube makes a cup.” No messy fingers and bottles, no waste.



**Distinctive in Goodness.** The greatest advance in food invention since men began to eat and women learned to cook.

If you are looking for the best trade, and the most of it,  
then stock—display—push and profit from

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## How Big a Man Are You?

Your weekly envelope will answer this question.

The dollars per week you earn, proves your bigness or littleness---your importance or unimportance---whether trained or untrained.

### MacLean's Magazine

offers you a chance to become a trained man, to increase your salary without interfering with your present work.

We have a position for you on our circulation staff. Circulation work on a magazine like MacLean's affords a better training in salesmanship than that afforded by any other commercial business.

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## 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



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:

Alexander Marshall, 144 Water Street, Vancouver, B.C., for British Columbia and Yukon District; Hamblin & Brereton, Limited, corner Notre Dame and Victoria Streets, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John Street, Montreal, for Quebec and Ottawa; McCarthy, Holloway & Reid, P.O. Box 1056, Edmonton, Alberta, for Alberta; R. B. Colwell, 265 Barrington Street, Halifax, for Nova Scotia.

# Quaker Brand SALMON

Have you been supplied?

We have received all the "Quaker" Salmon possible this season. All high grade salmon is scarce just now and the Advent demand has commenced.

We are filling orders in rotation as received. That's why you *must* specify your wants *now* to avoid disappointment.

## Mathewson's Sons

WHOLESALE GROCERS

MONTREAL

**GROCERY TRADE TALK.**

S. Stempest, a Hamilton, Ont. grocer was fined 1 cent for supplying bread on Sunday to a woman who pleaded with him that she and her children were starving.

The recently appointed officers of the Retail Merchants' section of the Toronto Board of Trade are:—Chairman, W. Dineen; vice-chairman, C. H. Willson; secretary-treasurer, F. G. Morley, and Executive, G. Barron, C. B. Petry, T. Bilton, W. H. Worden and W. Tyrrell.

The new Montreal civic health by-law to be introduced in the City Council soon. If it becomes law, the exposure

of meats and fruits to the open air and dust of streets will be prohibited while delivery of bread in closed wagons and of milk in sealed packages will be enforced. The measure also contains rules for inspection of meats, abattoirs, fruits, vegetables, etc.

Joseph Lemmon, grocer, Kingston, Ont., died recently from heart trouble. Walter Davidson, a Toronto grocer, died last week. While away hunting he was taken ill with pneumonia.

The sister of J. A. Connor, a London, Ont. grocer, was recently bitten by a tarantula, which had come with bananas. At first it was thought that the bite would prove serious but the wound was

opened and burned by a physician and danger is now past. The tarantula was captured and measured about four inches in diameter and two inches in length.

Otto Lumme, of Helsingfors, Finland, was in Toronto last week for the purpose of making connections with mills in Canada to export Canadian flour to that country.

The Banner Grocery opened recently in Wetaskiwin, Alta, with J. M. Peterkin as manager. The store is fitted with dust-proof bins and a computing scale.

If you want mince meat that is  
**MINCE MEAT IN REALITY**

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving—without a doubt—the best values on the market.

**TEST US**

Drop us a postal card.

Tell us your wants.

We have—

<b>Tins</b>	<b>Pails</b>	<b>Tubs</b>	<b>Kege</b>	<b>Bbls.</b>
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

**J. H. Wethey, Limited**  
ST. CATHARINES, ONTARIO  
"THE MINCE MEAT PEOPLE."

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. Manitoba: BUCHANAN & GORDON, Winnipeg  
J. W. GORHAM & CO. Halifax, N.S. C. A. MUNRO, St. John, N.B.

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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

**The More  
You Put**

going goods, like Fels-Naptha soap, out in front of your customers, the more you induce them to buy what they need in your store.

And the more they buy the bigger the profits.





# 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



## STEADY SELLERS

Finest Quality and Biggest Money's Worth for your customers, Most Sales and Best Profit for you, is the winning combination you find in KNOX GELATINE. It pleases your customers better, and is so thoroughly advertised that it is easier to sell than others. Our "No. 3 Acidulated" contains an extra envelope of lemon flavor, which saves your customers the trouble and expense of preparing the fruit. Mention this, it's an easy seller.

"Knox Gelatine Sells and Satisfies"



**CHARLES B. KNOX CO.**

JOHNSTOWN, N.Y. U.S.A.



Branch Factory - Montreal, Canada

One of our seasonable  
Specialties

## MINCEMEAT

**"PI-CRUS"** Brand—A specially fine  
grade for fancy trade

**ROYAL** Brand—put up especially for  
regular trade.

*In all standard packages.*

**"PI-CRUS"** CONDENSED—in car-  
tons 3 doz. to a case.

*No other quite so good!*

**GUNNS** Packers  
Limited Toronto

## Fearman's "Star Brand" Lard

is good pure lard, made under  
Government inspection, put up  
in

Tierces	350 lbs.	Tin Pails	10 lbs.
Tubs	60 "	" "	5 "
Wooden and		" "	3 "
Tin Pails	20 "		

1-lb. and 2-lb. cartons

Pure lard is in great demand.  
Prices are going to be higher.

ORDER NOW

**F. W. Fearman Co.**  
LIMITED  
HAMILTON



**"If it's Reindeer  
Brand it's Good."**

This is in the minds  
of all users of Con-  
densed Milk or Coffee.  
Now tell your cus-  
tomers about **REINDEER CON-  
DENSED COCOA**. It contains Milk  
and Sugar. Always ready by simply  
adding boiling water. Average cost,  
one cent per cupful. Delicious bev-  
erage after rink.

Manufactured only by



Truro, N. S.

Huntingdon, P. Q.

## Tea Hints for Retailers

By JOHN H. BLAKE

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

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

(275 pages)

(24 full-page illustrations)

Sent to any address on receipt of \$2.00.

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# Butter, Eggs and Cheese Hold Firmly

Prices on These Articles Well Maintained—Cheese Unusually High, With Nothing Apparent to Shape Prices Otherwise—Fresh Eggs Scarce—Slight Increase in Dairy Butter Receipts Did Not Break Prices—Live Hog Values Continue Irregular.

Live hog prices are erratic. The ups and downs of the market are many, and of late have been following one another with great rapidity. It will be remembered that last week the market exhibited an easy tendency, which has since continued, and prices have come in for a considerable tumble, as much as 50 to 60 cents per cwt., at some centres being recorded. A combination of circumstances has been responsible. In the first place, the higher prices brought out a big run of hogs, and besides, the English bacon market is weak and lower. Therefore, the market at the present is unsettled, but it is generally conceded that with the present price of feed, hogs should be worth over 6 cents.

Cheese holds a firm position, with prices now ruling at an unusually high figure. Along in early part of the summer, values were quite normal, but with a smaller production throughout the summer both here and in England, prices have been gradually on the ascent. In Montreal, for instance, large Quebec stock now is quoted at 16½ cents. One year ago, the price was 13½ cents. Still there seems nothing at hand to shape prices otherwise. The statistical position is strong, as indicated by the stocks in store at the principal centres, as well as in the country, being considerably below those of last year at this time.

Butter has lost none of its firmness. The closing of cheese factories has increased the production of dairy butter in some sections, but not enough to break the present firm position. Stocks are not heavy, while receipts on the whole show no increase.

Fresh eggs are still scarce, and prices for guaranteed stock are high. The result is a big sale of storage stocks, which are going rapidly into consumption, with a firming tendency in price.

## MONTREAL.

Provisions.—A decline in the price of hogs, live and dressed, is about the only feature of the market. Live hogs are down to six cents. Pure lard is unchanged in prices, but it is believed that price will be easier before long. Pork is selling fairly well just now, and will continue so throughout the winter. Trade in hams and bacon is ordinary just at present.

<b>Pure Lard—</b>	
Boxes, 50 lbs., per lb.	0 12½
Cases, 10 lbs., each 10 lbs., per lb.	0 12½
" " " " " " " "	0 12½
" " " " " " " "	0 12½
Pails wood, 30 lbs. net, per lb.	0 12½
Pails tin, 30 lbs. gross, per lb.	0 12½
Tubs, 50 lbs. net, per lb.	0 12½

Tierces, 375 lbs., per lb.	0 12
One pound bricks	0 13
<b>Compound Lard—</b>	
Boxes, 50 lbs. net, per lb.	0 08½
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09½
" " " " " " " "	0 09½
" " " " " " " "	0 09½
Pails, wood, 30 lbs. net, per lb.	0 09½
Pails, tin, 30 lbs. gross, per lb.	0 10½
Tubs, 50 lbs. net, per lb.	0 8
Tierces, 375 lbs., per lb.	0 08½
One pound bricks	0 10
<b>Pork—</b>	
Heavy Canada short out mess, bbl. 35-45 pieces	24 00
Beard pork	17 50
Canada short out back pork, bbl. 45-55 pieces	23 90
Heavy short out clear pork, bbl.	22 50
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbls.	7 10
" " " "	14 50
" " " "	21 50
<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½
<b>Hams—</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 11½
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, small, 9 to 13 lbs., per lb.	0 14
" " " " " " " "	0 15½
Breakfast bacon, English, boneless, per lb.	0 16
Windor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 74
Hogs, live, per cwt.	6 00
dressed, per cwt.	9 00 9 25

Butter.—Butter prices have remained unchanged this week, but the general opinion seems to indicate that higher prices will likely rule before long. Stocks are none too ample, and supplies are gradually diminishing. The present demand is steady and appreciable, and production is naturally curtailed. Some of the new stocks suggest fodder in its taste. Just at present the market is steady and firm.

Cheese.—Market is steady and unchanged. Exports have fallen off lately and the total shipments show a considerable decrease when compared with last year's figures. Total receipts for the season will also be less than those of last season. Stocks held here are lighter than a year ago, and the same is reported from country holders. This condition lends strength to the market, and the future is expected to bring new strength for these reasons.

Quebec, large	0 16	0 16½
Western, large	0 16	0 16½
" " " " " " " "	0 16	0 16½
" " " " " " " "	0 16	0 16½
Old cheese, large	0 16½	0 17½

Eggs.—The demand for eggs is quite a feature. There have been no developments during the week, but trade has been steady with prices well maintained. Receipts are quite liberal, but the demand is far above the supply.

New laid	0 40
Selects	0 32
No. 1	0 27

Honey.—There has been no change in this market. Demand is routine and prices are steady.

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

## TORONTO.

Provisions.—In last issue we noted that hog values were not very strong. There has been a reduction in values of 60 cents, which brings the porkers at country points down to \$5.90. Evidently the high prices of last week were responsible for a big run, which, backed by a lower English bacon market, brought prices tumbling down.

In consequence of this reaction of hog prices, pork products can by no means be said to be firm, with the exception of lard, which commodity some firms are quoting at ¼ cent advance this week. Long clear bacon is easier at 11½ to 12 cents. The demand for this line is not just as brisk as it was earlier in the fall. Trade in provisions on the whole is, however, reported quite satisfactory.

<b>Smoked meats—</b>	
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
" " " " " " " "	0 20
Breakfast bacon, per lb.	0 16 0 17
Roll bacon, per lb.	0 10½ 0 11
Shoulders	0 10½ 0 11
<b>Pickled meats—1 cent less than smoked.</b>	
Long clear bacon, per lb.	0 11½ 0 12
Heavy mess pork, per bbl.	19 00 20 00
Short out, per bbl.	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb.	0 11½ 0 11½
" " " " " " " "	0 11½ 0 11½
" " " " " " " "	0 11½ 0 12
" " " " " " " "	0 09 0 09½
Live hogs, at country points	5 90
Live hogs, local	6 20
Dressed hogs	9 00 9 25

Butter.—Creamery butter has moved up another cent per pound this week, and fresh creamery prints are quoted at 32 to 33 cents. There have been larger receipts of dairy butter of late, due to the general closing of cheese factories. At some points throughout the province, supplies were increased to such an extent that prices eased off, but under a good demand, the general tendency is one of continued firmness.

Dealers here are apparently expecting prices to be maintained.

<b>Fresh creamery print</b>	
Per lb.	0 32 0 33
Creamery solids	0 29 0 30
Farmers' separator butter	0 27 0 30
Dairy prints, choice	0 25 0 27
No. 1 tubs or boxes	0 23 0 25
No. 2 tubs or boxes	0 19 0 21

Eggs.—Range in price of new laid eggs is wide, from 40 to 50 cents. No further increase has been made over last week, but at present price, any further advance would certainly be unwelcome to consumers.

WE BUY

# Poultry

Canadian Produce Co., Limited  
113 Jarvis Street  
TORONTO

High price of fresh article is throwing a greater strain on the storage stocks, which are being taken up at good rate. Another cent is added to prices this week.

Storage eggs ..... 36 35  
New laid eggs ..... 40 50

**Cheese.**—Cheese is apparently a little stronger this week. At least some dealers quote ¼ cent advance. The closing of factories and the end of production no doubt tends to strength. The statistical position is strong. Prices are already sky-high, but there seems nothing at hand to turn them otherwise.

New cheese—  
Large ..... 15 16  
Old cheese ..... 17  
New swine ..... 16 16 1/2  
Old Stilsons ..... 17, 17

**Honey.**—Prices are well maintained. That is about all that can be said.

Clover honey, strained, 60-lb. tins ..... 12  
Clover honey, No. 1 comb, 14 oz. per doz. .... 50 3 00

**Poultry.**—There is little change in the general situation. Trade just at the present is not brisk. Arrangements are being made for the Christmas supply. Dealers are hopeful of a good supply for the occasion, but as yet, farmers are inclined to hold back in their offerings.

Fowl, live ..... 06 0 18  
Chickens, live ..... 09 0 10  
Ducks, live ..... 10 0 11  
Geese, live ..... 09  
Turkeys, live ..... 15

Dressed poultry 2 to 3 cents over the above prices.

At a recent meeting of Board of Directors of Dominion Cannery, the building committee was authorized to spend \$500,000 to build new factories and extensions and improvements to present plants. The company intends to manufacture all kinds of canned goods, jams, preserves, catsups, etc. Authority was given to raise the necessary funds by issuing and disposing of additional stock and bonds of the company.

A. S. Horswill, grocer, Nelson, B.C., has sold to H. M. Bailey, Jas. T. Andrews and Lionel Addington.

**FINEST**  
**ENGLISH KIPPERS**  
AND  
**EUROPEAN GAME**  
  
**Venison**  
**Exporters**  
  
CORRESPONDENCE INVITED  
**ROBERT ISAAC, Ltd.**  
22 GL. CHARLOTTE ST.  
**LIVERPOOL, England**

**WANT HOG STATISTICS.**

Toronto, Nov. 30.—Provision and produce dealers feel that in order to be able to correctly gauge the market and to arrive at values, they should have some accurate knowledge of amount of receipts of such lines as butter, eggs and cheese. That is, unless they know what quantity is coming in, the matter of setting prices is about guesswork. Montreal has such statistics tabulated for them by the transportation companies whose lines run into that city and find such knowledge of great value to them. This matter has been taken up in Toronto by some dealers through the medium of the Board of Trade but as yet the transportation companies on account of the work incurred have not agreed to supply the desired figures. It is hoped that enough influence will be brought to bear to get this valuable information.

Statistics recently issued by the Ontario Government show that on July 1st the number of swine in Ontario was 1,744,983 as against 1,561,042 on July 1, 1910, and 1,551,187 on July 1, 1909. This will account in part for the large arrivals during September and October that sagged the market, although there is no doubt that the high price of feed caused some selling. This report also says that the number of swine sold or slaughtered during the year ending June

30, was 1,963,937 as against 1,844,405 the previous year and 1,986,432 in 1909.

This same bulletin shows the number of poultry on July 1 as 12,942,293 as against 12,460,787 in 1910, and 12,086,432 in 1909.

A company has been formed to erect a large canning plant at Chamook, N.B., near St. Andrew's, for the purpose of canning sardines. The work will be pushed forward at once.

The California Almond Growers' Exchange will put about ten cars of almonds in packages or cartons this season. They expect that convenience of the method will make it an established seller hereafter.

A London, England grocer was fined 40 shillings for selling for "olive oil," an oil that was not pure. The bottle sold was labelled "Lucca oil," but the grocer had sold it for "olive oil."

Wife (to husband starting to his office) —"Remember, George, we are to have some Reindeer."

Husband—"Oh, I guess it won't rain before I get back to lunch."

Wife—"Go on, smarty. I didn't say rain, my dear; I said 'Reindeer'—'Reindeer milk' I meant for baby."—Advt.

**Apples! Apples!**

GEORGIAN BAY DISTRICT

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

**Georgian Bay District**  
**The Quality is No. 1**

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

WRITE AT ONCE

**Lemon Bros.**  
Owen Sound, Ontario

**Get New Trade**

by introducing high-class, fast-selling lines. A little energy behind your selling powers, combined with good display of profitable selling products as

**Italian Concentrated Tomato Extract**

will command steady sales. This is the finest canned food product imported into Canada, and a seasonable food at this time of year.

**Macaroni and Cheese**

season is now on; always be in a position to meet all needs or you will lose trade.

**Roman, Parmesan, Gorgonzola, Cacicavallo and Swiss Cheese.**

Excellent stock. Good sellers.

*Samples and price list on application.*

**H. E. VIPOND**  
197 St. Paul St., - MONTREAL  
Headquarters for Green Fruits and Nuts of all kinds, Italian Peeled Tomatoes, Peas, Artichokes and String Beans. Black and Green Olives, Olive Oil.

**Grocers:** The sale of an inferior branded article at the same price as a similar article of standard quality may show a *temporary* increase in profit, but is sure to result in a loss of patronage. A *more lasting* profit comes through handling a widely known and highly regarded article that will attract the people to your store, and so bring increased numbers in closer touch with your entire line of merchandise.

## MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard  
of Gillett's Goods.

**E. W. GILLETT COMPANY LIMITED**

TORONTO, ONT.

Montreal

Winnipeg



LABRADOR HERRING, \$3.25 per keg, No. 1 quality.

WHITE BEANS, prime and hand-picked, in 2-bushel bags. If interested, get our quotations.

CHEESE. We have 100 choice full size colored September make of cheese in stock at 15½c per pound.

RICE at 3½c per pound in bags and sacks. This is good buying. Send us your order per mail.

CANNED SALMON, Pink Cohoes and Red Sockeyes. We still have 2 carloads to offer at interesting prices.

NEW FIGS, DATES, PEELS, NUTS, Etc., now in stock.

**R. SIMPSON & CO.,**

Tea Importers and Wholesale Grocers

29-31 Charles St.,

Hamilton, Ont.

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
Joe E. Huxley Winnipeg	Tees & Perase Calgary
Johnston & Yockney Edmonton	Frank M. Hannum, Ottawa

**Carr & Co.** CARLISLE ENGLAND

Purveyors of Biscuits to H.M. the King

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST


AGENTS:

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Montreal and Toronto

Hamblin & Brereton,  
Winnipeg and Vancouver, B.C.

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Calgary

T. A. MacNab & Co., St. John's, Newfoundland.



**ROYAL**



**BAKING POWDER**

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

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

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

**THERE IS NO SUBSTITUTE**

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## Xmas Confectionery Now in Demand

Dealers Anticipate Good Christmas Trade in This Line—Orders Reported to Have Been Well Booked Ahead This Year—Flour Situation Shows no Particular Change—Good Domestic Trade, but Export Business is Slack—Approach of Close of Navigation Steadies Canadian Wheat Prices—Cereals in Good Demand.

Confectionery is at present in the limelight. Not only is a good early winter trade already in evidence but the approaching Xmas season is directing more than ordinary attention to this line. True it is that confectionery travelers have been showing Christmas confectionery for a considerable time and while this year orders are reported to have been booked well ahead, there are always orders to fill in just previous to the festive season and there are always dealers who hold off in their buying. However, there is nothing to be gained by holding off, as the grocer should know his requirements now, as it will not be long until he will need to bring them into special prominence. Prices, as can naturally be expected, hold steady. The sugar markets at the present high tide maintain values on the sweetmeats in a firm position.

The conditions of the flour markets cannot be said to have changed much in the past week. It is evident that there has been more booking of contracts and there are some mills which report they are sold considerably ahead. Export demand for flour is slack, but from Montreal come reports of spring wheat being worked off for export.

Reports from Argentine have considerable weight in moving wheat quotations. Fine weather from that republic, coupled with an increase in United States visible and world's shipments greatly in excess of the estimates, helped to pull wheat prices down in Chicago at the beginning of the week. The approach of the close of navigation helped to keep Canadian markets steady.

Cereals continue in good request and mills are kept running to full capacity. A good consumptive demand is being felt by those dealers who are featuring this line.

The world's wheat shipments last week totalled 10,080,000 bushels as compared with 7,720,000 a week ago, and 13,328,000 a year ago. The Canadian wheat visible last week decreased 1,326,000 bushels. United States visible increased 1,446,000 bushels.

### MONTREAL.

Flour.—The flour market shows no particular change during the week. The amount of business done is considerable and the tone of the market continues firm. There have been no changes in price. A certain amount of the present

activity has arisen from deliveries to catch the last boats.

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.—The rolled oats markets remain steady and firm with a good demand and unchanged prices. It is a seasonable trade now passing and will continue at a high level mark throughout the winter. Cornmeal is also firm with orders coming in freely.

Fine oatmeal, bags.....	5 86
Standard oatmeal, bags.....	2 86
Granulated oatmeal, bags.....	2 86
Boiled cornmeal, 100 bags.....	1 75
Rollled oats, jute bags, 90 lb.....	2 60
Rollled oats, cotton bags, 90 lb.....	2 65
Rollled oats, barrels.....	5 45

### TORONTO.

Flour.—The flour situation has varied little during the week. Prices are unchanged and general conditions are about the same. A good domestic trade is in evidence and in some cases mills are sold well ahead. Export demand for reasons that have been explained before is decidedly slow.

Ontario wheat holds a firm position at 86 to 87 cents, and winter wheat flour accordingly holds steady.

#### 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 3 20

#### Winter Wheat.

Straight roller.....	4 20
Blended.....	4 50 5 00

Cereals.—Satisfactory conditions prevail in the cereal markets. Those retailers who are featuring these lines are well satisfied, while millers are well supplied with present business.

Prices are holding steady. Oat quotations remain at the figure reached last week.

Rollled oats, small lots, 90-lb. sacks.....	2 60
Rollled oats, 25 bags to car lots.....	2 50
Standard and granulated oatmeal, 98-lb. sacks.....	2 86
Rollled wheat, small lots, 100-lb. barrels.....	2 90
Rollled wheat, 5 barrels to car lots.....	2 75
Cornmeal, 100-lb. bags.....	2 00
Rollled oats in cotton sacks, 5 cents mere	

A test shipment of oranges and lemons was recently sent by the Department of Agriculture of New South Wales to Vancouver, B.C. The shipment was regarded as satisfactory, having arrived in first-class condition. The cases were of a different size from those common to the British Columbia trade, the orange cases holding about two-thirds as much and the lemon cases holding not more than one-half as much as the latter.



## The Difference

The difference between Mooney's Sodas and all other brands manifests itself so readily in the sales test as to convince the most sceptical of its superiority as a leader in his biscuit department. Every box of Perfection Sodas you sell presents a clear profit.

Besides, you have the satisfaction of knowing that every box contains a uniform excellence of crisp, palatable freshness that is bound to make it a profitable stock to handle.

## The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

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



## 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.

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

# G. C. Koopman, Amsterdam—Rotterdam

Agent, Broker and Commission Merchant  
in all kinds of Dried and Evaporated Fruits

Cable Address: "Nimrod, Amsterdam"  
Post Box, Amsterdam, 149.

Cable Address: "Diana, Rotterdam"  
Post Box, Rotterdam, 225.

## Sundried and Evaporated Apples, Waste and Chops

a specialty. Correspondence and offers solicited. Liberal advances on consignments. Offers wanted f.o.b. shipping ports, payment against shipping documents in New York. Ask for reports about every article you wish to sell. Highest references on application.



# your fortune

Your business, for a long time to come, looks good to us.

There'll be a lot of money coming to you if you buy **Anchor Brand Flour.**

Good Luck follows close in its wake. Lighten your cares and make your fortune.

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



### TOO MUCH CREDIT BUSINESS WILL KILL YOUR PROFITS.

The credit customer is all right, if he pays regularly, BUT THAT'S IT. He sometimes waits too long, and sometimes gets in too deep for comfort. You don't want to offend him, don't want to lose him. You can keep him within the limit of safety by using

## ALLISON COUPON BOOKS

Furthermore, he will be pleased with the system because he sees that it safeguards his interests as well as yours.

HERE'S HOW THEY WORK:-



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

For sale by jobbers everywhere.

Allison Coupon Company  
INDIANAPOLIS, IND.

## 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



**E.D.S. BRAND  
Best by Test**

A food product that is known to have stood the test of a government inspector and passed with highest mark—will sell to all classes of trade.

**“E. D. S.”  
Preserved Fruits**

have a reputation in that direction that places them above all other makes. “Guaranteed pure”—the mark put on other makes, was not good enough for “E. D. S.” Brand. But “Guaranteed Absolutely Pure” was the distinction for this popular line.

This is but one distinctive point why you should handle E. D. S. Brand—and you will find it a good one, too, towards making sales.

There is excellent profit for the retailer.

Suppose you get in touch now.

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

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

**A FAIR TRIAL**

That is all we ask for. We know that our flour cannot be anything but high-class. If it were not, then we would unfortunately have to acknowledge the loss of thousands of dollars. We made sure, however, by numerous experiments, that we had the right goods before we sought the co-operation of the retailer.

**FOUR GOOD BRANDS**

“Laurentia,” “Daily Bread,”  
“Regal,” “National.”

One Cent. One Card. One Minute.

Isn't it worth while sitting down right now and asking us for further particulars?

**The St. Lawrence Flour Mills, Ltd.**  
MONTREAL

**“GLOBE”**  **MACARONI**

**“GLOBE”**

**YOU HEAR A LOT OF TALK**

about goods “selling themselves” and being “half-sold” when they reach the store. This seems to us **FOOLISH TALK** and indicates, Mr. Grocer, that your job is a sinecure. Goods simply will not sell themselves, but we know that you are a “quality goods” man and therefore address you in a straightforward manner.

**YOUR CO-OPERATION**

is what we want. We want you to get **YOUR SELLING POWER** and that of your **CLERKS** behind our line. We are not afraid of “kicks” about

**“GLOBE” MACARONI**

It is quality through and through and a profitable seller. We do not **GUARANTEE** repeats and we feel confident that you'll have them.

*Give us a trial*

**D. SPINELLI & CO.**  
REGISTERED  
MONTREAL, - QUEBEC

*“The Globe keeps spinning. So do we.”*

## Holiday Fruits

Will be able to take care of your orders for best well colored fruits. Please let us have your orders early. Will guarantee price and quality.

**CALIFORNIA, FLORIDA and JAMAICA ORANGES, MESSINA LEMONS, full line of DATES, NUTS, FIGS, GRAPES, SPANISH ONIONS, HOLLY, HOLLY WREATHS, ETC.**

McWILLIAM  
**Mc. AND E.**  
EVERIST

25-27 CHURCH ST. TORONTO  
are Largest Receivers

## EVERY

time you purchase a box of

"St. Nicholas"

or

"Home Guard"

Lemons you are getting the

**B. L. O. E.**

Best Lemons on Earth.

**J. J. McCABE**

AGENT

TORONTO, : : ONT.

## More Interest in Oranges and Lemons

**Weather Favorable for Sale of Latter—Navel Oranges a Little off in Color—Late News Confirms Reports of Short Grapefruit Crop in Florida—Potatoes Hold Strong Position—New Brunswick Holders Firm in Their Ideas—Apples Somewhat Stronger in Montreal—Onions Higher in Toronto.**

Navel oranges are improving somewhat in color. Such is the report from several centres of the Dominion. They have not, however, reached the perfection state. Late Valencias being practically cleaned up, Western Canada is depending mostly on California navels. Ontario and Quebec are receiving some good quality Florida oranges, while the Maritime Provinces are helped out by Jamaican fruit.

One report on the Florida orange crop says, that reports from growers would seem to indicate it was going to be short of last year's, at which time less than 5,000,000 boxes were shipped. The Florida Citrus Exchange has received returns indicating there will be at least 5 million boxes of citrus fruit shipped from Florida this year, one of the big interests gives the same figures, as do also the railroads. This estimate must be nearly correct, in spite of pessimistic estimates of the growers.

Late reports confirm earlier predictions of a short crop of grapefruit in Florida. Estimates are much below last year, with sizes running large. Jamaica grapefruit is now coming to eastern Canadian markets.

This is considered a good season for lemons. The weather of late has been favorable and the temperature is now getting down to a point that induces sales. Heavier arrivals of new Messina lemons on eastern markets have reduced prices but only slightly. Old crop lemons are pretty well cleaned up. In Western Canada where supplies are being brought in from California, prices are holding steady.

Potatoes continue to hold a firm position, still greater strength being reported from some centres this week. Reports from New Brunswick indicate that holders of supplies in that province are firm in their ideas. Onions is another line that has been firming on some markets of late, most noticeably throughout Ontario, where supplies are small. Elsewhere, there appears to be no overplus.

California celery will begin to come forward to Canadian markets about the middle of December, and in time for the Christmas trade.

### MONTREAL.

Green Fruits.—The market shows a number of features worthy of attention. Apples are higher in price this week, principally because holders have been

holding, instead of sending them forward. Spies that were quoted at \$5 this week, are now up to \$5.50. Fameuse are quoted at from \$5 to \$6 for finest quality, with a scarcity reported. The apple crop has been one of the largest, but it seems that supplies are being held back. Ontario is said to have 200,000 barrels that should be coming on the market. Just now oranges are beginning to receive more attention, and with other fruits should tend to weaken the apple situation. The total shipments of apples from Montreal for the season until the beginning of this week were 269,014 barrels, as against 163,907 for the previous year, and 581,206 for 1909. Late Valencia oranges are nearly exhausted; in fact, jobbers are cleaning up the last car of the season. The new navels, of which four cars have been received thus far this season, are of uncertain quality. They will show improvement as the season advances, but will hardly reach their best quality until the new year is turned. Valencia oranges are in good demand just now. Cranberries are moving well, and are firm with something of a hint that they may become short in supply. Cape Cods in barrels are reported nearly sold out, but are being offered in boxes. Thanksgiving Day in the United States has probably cut a large hole in the supply of Cape Cod berries.

Apples—		Grape fruit, Florida, case	6 00	6 50
Spies	5 50	Jamaica, case	4 00	
Fameuse	3 75	Grapes, Malaga, per keg	5 00	6 00
Baldwins	4 25	Grapes, Cal., box	2 50	2 75
McIntosh reds	4 25	Lemons	3 50	
Greenings	4 25	Limes, a box	1 25	1 50
Bananas, crated	2 00	Oranges—		
Coconuts, bags	4 00	Navels	3 75	4 00
Cranberries, Cape Cod, boxes 22 to 26 qts.	2 40	Valencia	5 00	5 50
	2 40	Jamaicas, box	2 00	2 50
Cranberries, N.S.		Mexican	2 00	2 50
bbls.	8 50	Pineapples—		
		Cuban, case	3 50	4 00

Vegetables.—A scarcity in potatoes has boosted the price up to from \$1.25 to \$1.30 a bag, for Green Mountains. There is a scarcity reported throughout the country, and the present prices will likely be maintained. Some houses looking for other supplies have communicated with Irish firms, but it is a question whether any of their goods will be brought out. Nothing has been arranged yet, as far as is known. Celery, Spanish onions, etc., continue in good demand.

Beans, green, hamper	3 50	Leeks, doz	1 50	1 75
Carrots, bag	0 90	Onions		
Cabbage, doz	0 40	Spanish, crate	3 75	
Cauliflower, doz	1 75	Half crate	2 50	2 50
Celery, 6 doz to crate, per crate	4 00	Canadian reds, 100 lbs.	3 00	
Cucumbers, doz	0 50	Sweet potatoes, per basket	2 00	2 25
Garlic, 2 bunches	0 25	Montreal potatoes, new, bag	1 25	1 35
Green Peppers, bushel basket	1 75			
	2 25			

Green present fore, crop 1 and w \$3.50

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**TORONTO.**

Green Fruits.—Sales of lemons at present are quite good. As stated before, with the heavier arrivals of new crop lemons, prices are a shade easier, and wholesale fruit men are asking \$3 to \$3.50 per case. The California navel

**NO RISK  
WITH OUR FRESH TOMATOES  
OUTDOOR GROWN**

Supplies Guaranteed All Winter  
6 BASKETS TO THE CRATE

Under the "Crown" Brand every Tomato is carefully examined and all green or poor ones are removed.

Good Color  
Clean  
Firm

Every Crate Guaranteed  
Something Unusual.

**WEST INDIES FRUIT CO.**  
30 William Street, Montreal

**FRUIT FOR XMAS**

Never before have we had such a fine array of high class

**Oranges, Grapes, Figs, Celery, Holly,  
Holly Wreaths, Nuts, Dates,  
Pineapples, etc.**

Our **ROYAL CREST** Brand Navels stand alone for **HIGH QUALITY** and delicious eating qualities, being the earliest and most matured to leave the state.

**WHITE & COMPANY, LIMITED**  
TORONTO and HAMILTON

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.

**MALAGA GRAPES**

We have taken into stock a very complete line of Extra Fancy Grapes for our Xmas Trade. They are excellent quality and are bound to please the most particular trade. Let us put a little line to one side for you. Prices vary according to WEIGHTS. SEND ALONG your orders.

THE HOUSE OF QUALITY

**HUGH WALKER & SON**  
Established 1861  
GUELPH, ONT.

All Ripe Oranges and Grapefruit are good but Florida Oranges and Grapefruit are Best of all

Florida Oranges are juiciest, contain 40 to 60 per cent. more juice than California Navels and far more highly flavored.

THE RED MARK  
**FLORIDA**  
CITRUS EXCHANGE

ON EVERY BOX

For the best grapefruit grown in Florida see that the box you receive has our mark on it.

Florida Citrus Exchange, Tampa.

W. B. Stringer, Toronto, Dis. Manager

oranges have improved somewhat in color, but might be better. Late Valencias, with the exception of an odd case, are off the market. Some nice Florida stock is now arriving. A little more interest is being shown in grapefruit. There is both Florida and Jamaica on the market now. Cranberries are firmly held. New Jersey "long keepers" are quoted at \$12 per barrel.

Bananas..... 1 25 1 75	Grapes, Almeria per keg..... 5 00 6 00
Lemons—	Grapes, California box..... 2 00 2 25
Messina, new crop 3 00 3 50	Cranberries, case..... 12 00
Limes, box..... 1 50	Nova Scotia..... 8 50
Oranges—	Jersey long keepers..... 12 00
S. Am. navels... 3 50 4 50	Apples, bri..... 2 25 4 00
Florida..... 3 25 3 50	Pineapples, case. 3 25 3 50
California navels.... 4 00	
Grapefruit—	
Florida, case... 5 00 5 50	
Jamaica, case... 4 00	

Vegetables.—Dealers are just beginning to realize how scarce Canadian onions are this year. Already considerable difficulty is being found in collecting any quantity. Just what quantity is reposing in farmers' cellars, is a question, but it is generally conceded that it is not large, as crop this year, on account of drought, was quite small. Prices have been on the climb of late, and \$2 to \$2.25 has been reached, as compared with \$1.25 to \$1.35 per bag a year ago. "I look for a general strong onion market," said one dealer, "the United States crop is in the same boat as the Canadian, and will afford no great relief. Valencia onions are also holding firmly."

Carrots, parsnips, and kindred lines, are also firmly held. The root crop in general as Grocer readers already know was decidedly adversely affected by drought this year.

Potatoes are steady, at last week's figure, with good steady sales in evidence. Cabbage are quoted at \$1.50 per barrel, and at 50 to 60 cents by the dozen.

Boston cucumbers, doz. .... 2 25	Onions—
Boston head lettuce, doz..... 1 10	Spanish, case... 3 50 3 75
Canadian beet, per bag..... 0 75	Spanish, cases. 1 85 2 00
Cabbage, Canadian, dozen... 0 80 0 65	Canadian, 75-lb. bags..... 2 40 2 25
Carrots, bag.... 0 80 0 99	Potatoes, N. B. stock, bag..... 1 50
Celery, per doz..... 0 40	Potatoes, Ontario, bag..... 1 40
Cauliflowers, dz. 1 25 1 50	Sweet potatoes, barrel..... 4 50 5 00
Parsnips, bag... 0 80 0 90	hamper..... 1 75 2 00

"Thomas," said Sands, the grocer, to his assistant, "who bought up that mouldy cheese we had knocking about?"

"Mrs. Coombs, sir."

"And the stale loaf—who bought that?"

"Mrs. Coombs, sir."

"And the margarine scrapings?"

"Mrs. Coombs, sir."

"Heavens! and the shop eggs that have hung fire so long, surely not—"

"Mrs. Coombs, sir."

"Great Scott! What's the matter? Are you ill, sir?"

"No, no!" moaned the unhappy grocer. "Only I'm going to take tea with Mrs. Coombs to-night," and with a groan of despair he collapsed on a sugar box.



# Fish - Oysters



## Advent Expected to Enliven Fish Trade

December 3 is Opening Day—Supplies Now Going Out in Anticipation of Heavier Demand—Oysters Moving Freely—Prepared and Frozen Fish Supply Leading Lines—Fresh Fish Coming to End.

The fish trade is now on the threshold of the first big season of demand. While trade has gradually been gathering speed during the past three months, the opening of Advent, with its special fish days each week, will give added impetus to business. December 3 is the opening day.

Already orders are arriving at various centres for shipments to go out for opening of Advent. With supplies of fresh fish nearing an end, frozen are in good demand. Various kinds of smoked fish are also doing well. Oysters are moving freely.

Unusually bad weather along the Nova Scotian coast was responsible for a short supply of fish there last week, but shortage is expected to be soon made up. The supply of halibut on the eastern market is limited, and mackerel are scarce. The receipts of smelts continue light.

### QUEBEC.

Montreal.—The week preceding the beginning of Advent has been marked by active business in the fish market. Dealers throughout the country are evidently determined on good sales from now until Christmas, and in fact, as soon as the holiday season is over, there should be a steady trade until the return of the warm weather. Prepared and frozen fish will probably supply the leading lines.

Fresh fish is practically done for, and supplies in this department will be mostly frozen henceforth. Cod, haddies, bloaters and fillets will attract a big trade, and of course, oysters will be a feature. Grocers who have prepared themselves for a fish trade, should take advantage of every opportunity to make their venture profitable.

Steak cod, headless, per lb.... 0 06 0 07	FRESH	Haddock, per lb 0 05 0 06
		Smelts, fancy..... 0 10
	FROZEN	
Haddock..... 0 04 0 04	Round red salmon 09 0 10	
Halibut, per lb. 0 08 0 09	Gaspere salmon.....	
Herring, frozen, per 100 fish..... 1 80	per lb..... 0 18	
Pike round lb 0 06 0 07	Quail salmon... 0 07 0 08	
Pike, dressed & headless, lb.... 0 07	No. 1 smelts, lb..... 0 10	
Steak cod..... 0 05	Extra smelts, lb.... 0 15	
Mackerel..... 0 11	Lake trout, lb.... 0 10	
Dressed perch... 0 10	Whitefish, large, lb..... 0 09	
Dore or Pickrel 0 08 0 08	Whitefish, small 0 06 0 06	

Boneless cod, in blocks or packages, per lb.... 7, 8, 10, 11 1/2	PREPARED FISH
Strip cod, boneless, 30-lb. boxes, per lb..... 0 12	
Shredded cod, 3 doz. in box, per box..... 2 00	
Skinless cod, 100 lb. case..... 7 00	

New green cod, per lb.... 0 04 0 05	SALTED AND PICKLED	Salmon, B.C., red, bbl. 14 50
New Labrador herring, per bbl..... 5 50		Salmon, B.C., half bl. 8 00
New Labrador herring, per half bbl... 3 15		Salmon, Labrador, bl. 15 00
Labrador sea trout, bbls..... 12 00		Salmon, Labrador, 300 lbs. 21 00
Labrador sea trout, half bbls..... 6 50		Salt sels, per lb. 0 04 0 07
No. 1 mackerel, pall. 2 00		Salt sardines, 1/2 bbls... 3 15
No. 1 mackerel, 1/2 bbls. 8 00		Sea trout, 1/2 bbl... 6 50
Scotch herring, No. 2, bbl..... 8 00		Sea trout, bbls..... 12 00
Lake trout, kegs.... 6 50		Scotch herring, keg... 1 00
Choice mackerel, pall 2 00		Holland herring, 1/2 bl. 8 50
Mackerel, 1/2 bbls.... 8 00		Holland herring, keg 0 75

Smoked sels, per lb..... 0 10	SMOKED
Bloaters, large, per box..... 1 10	
Yarmouth bloaters, fancy, per box..... 1 25	
Haddies..... 0 08 0 07	
Haddies, fancy, 15-lb. boxes, per lb..... 0 07 0 10	
Fillets, fancy, 15-lb. boxes, per lb..... 0 10	
Herring, new smoked, per box..... 0 18	
Kippers (small), 5 doz. per box, per box..... 1 25	

Oysters, choice, bulk, Imp. gallon..... 1 60	SHELL FISH
Oysters, bulk, selects..... 1 50	
Oysters, fancy cape, large bbls..... 1 50	
Malpeque Oysters, per bbl..... 8 00 12 00	
Solid mests—Standards, gal., \$1.70; selects, gal., \$1.50.	

### ONTARIO.

Toronto.—The first special season of fish selling is all but here. December 3 marks opening of Advent, which means two extra fish days weekly. With favorable weather for the handling of this line, dealers are anticipating good sales.

This week, the fresh fish slate has been considerably reduced, supplies of fresh halibut, perch, trout and white fish, having come to an end. A good list, however, of frozen, smoked and pickled fish is provided.

Steak cod..... 0 07 0 07	FRESH CAUGHT FISH	Fresh caught herring..... 0 05 0 06
Haddock..... 0 06 0 07		
	FROZEN FISH	
Gold eyes..... 0 05	Red salmon, round..... 0 10 1/2	
Pike..... 0 05	Sea herring, lb.... 0 04 1/2	
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	

Kippers, per box. 1 25 1 35	SMOKED	Cod, Imperial... 0 06 1/2
Bloaters, per doz... 1 25		Small or trout... 0 07
Fin an Haddie, lb 06 0 09		Fillets of haddie... 0 12
Digby herring, bundle 1 00		Ciacos, basket.... 1 25

Lake herring, per keg 4 00	PICKLED	Labrador herring, bbls..... 8 00
Oysters, selects, gal. 1 75		Labrador herring, ring, half bbl.... 2 25
Oysters, standards, gal 1 55		



# AFTER GOLD!!

Many a good man has closed up his store and gone out to the gold fields dreaming of fabulous wealth. They have, however, in most cases been disappointed and wished they had stood by the old ship. We're not talking "gold" or "fortunes" to you but we want to impress upon you that money can be made by going after fish business.

## Smoked Fish for Advent Trade

Try our Ocean Brand HADDIES, FILLETS

Sales are good and profits worth while.

### ARBROATH SMOKIES

Here's an interesting proposition. Write about them. We have lots to tell you.

### "CANADA" Brand Pure Boneless Cod Fish

CANADA TABLETS, 20 1-lb. Tablets.  
 CANADA STRIP, 30-lb. Boxes, Whole pieces.  
 CANADA CRATE, 12 2-lb. Boxes.  
 COD BITS, 25-lb. Boxes, Bulk.

Owing to the heavy demand, what we anticipated on announcing Boneless Cod to the trade, we are somewhat behind in our shipments of CANADA CRATE and CANADA STRIP. There will be a slight delay in the filling of orders and in this respect we would ask customers to bear with us. We can supply immediately Canada Tablets and "Mariner" Brand Skinless Fish.

**Halifax Cold Storage Co., 47 William St., Montreal**

# "Coast-Sealed" Oysters

They are so clean, so firm, so deliciously-flavored that they  
**make more people eat more oysters**

That's why we call "Coast-Sealed" Oysters a trade-building line. Every oyster over four years old, opened and packed in a sealed package right on its native grounds.

Every package refrigerated at the right temperature, then shipped to your store properly refrigerated all the way.

LET US HAVE ADVICE AS TO CHRISTMAS NEEDS

## Connecticut Oyster Company

Canadian Branch: 50 Jarvis Street, - Toronto, Ont.

THE CANADIAN GROCER

**NOVA SCOTIA.**

Halifax.—Fish have been unusually scarce on the local market during the past week. Weather has been unusually bad, and the fishermen could not get out to the grounds. Only one banker arrived, and she had less than 12,000 pounds of fish on board. Dealers say that the shortage will be relieved by next week. Several vessels sailed to-day for the fishing grounds, and will probably be back early next week with average fares. There was not enough fish landed to supply the demand. Some of the stock in cold storage had to be brought out. The few haddock that were landed, were fine fish, and found ready sale.

Salt codfish is in excellent demand, with firmer prices.

There is less dry fish in store in Halifax to-day, than for many years. An average winter stock, some five or six year's ago, was about 300,000 quintals. Last season this ran down to 120,000 quintals. This season something like 80,000, are lying in the warehouses.

Pickled herring are also advancing in price, and the advance has brought in most of the stray lots from shore ports.

**NEWFOUNDLAND.**

St. John's.—There is practically no change in fish prices since last report,

except that some merchants are giving as high as \$6.80 to \$7 per quintal for large, and small merchantable and Madeira fish. This price is being paid in order to obtain full cargoes for foreign markets. Herring and codfish still remain in good supply around the coasts, and the weather is favorable for obtaining them.

Cod oil appears to be scarce, small quantities only having arrived to date. Low prices that have been ruling during the past few years, offer no inducement to fishermen to refine it.

Foreign markets for Newfoundland codfish still appear to be strong.

**NEW BRUNSWICK.**

St. John.—Several days of bad weather were responsible for many light arrivals in fresh fish this week. Dry salt are practically all out of first hands. The market does not promise to be active for present at least, and prices remain about the same as last winter, with a tendency to be much firmer. A large quantity of nice bloaters of Newfoundland stock, are being offered at about 60 cents. Smelt are plentiful this season, and it has been some time since they have been known to be of such a large size, as is the case this year. One dealer said this week, that "this year's

smelt were as large as herring." They are bringing 7 and 8 cents. Shipments in general to the Canadian West are favorable, and expectations are that this will keep up for some time. Shipments are now better than they were at this time last year

**THREE LEADERS**  
That Make the Buyer Satisfied

**Golden Brand Lake Erie Ciscoes**

Rich and sweet.

Special low price this week.

**Golden Brand Haddies**

**Neptune Brand Oysters**

Solid Meats, are great.

Drop us a line and we will be pleased to send you quotations weekly.

**JOHN FITCH**

WHOLESALE DEALER IN  
FISH AND OYSTERS

120 King St. West, Hamilton, Ont.

PHONES: Day 3647, Night 3477



**S**EALING Tapes are a distinct advantage to the merchant. They are neat and attractive, are valuable for publicity purposes and can be made profitable mediums for advertising.

At this season "Merry Christmas" Tapes are appropriate and an aid to business. We can supply these with beautiful borders and of the best quality, either for sealing or decorating packages.

ORDER BY  
WIRE AT  
OUR  
EXPENSE

EXPRESS PRE-  
PAID ON  
CHRISTMAS  
TAPE

1600 of these "Merry Christmas" Tapes for \$1.50. They can be used in the Crystal or Comfort Sealing Machine.

Tape printed in two colors.

AGENTS  
QUEBEC—Francis Turcotte,  
Room 16, Morin Block,  
Quebec, Que.

ONTARIO—Jas. Turner &  
Co., Hamilton, Ont.

AGENTS  
MANITOBA and SASK.—  
W. H. Escott, 137 Bannatyne Ave.

ALBERTA and B.C.—  
K. A. Cameron, 204 2nd  
St. W., Calgary.

DOMINION AGENTS  
**CRYSTAL SEALING CO.**

204 Stair Building - Toronto, Ont.

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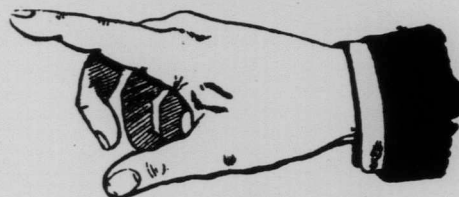


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When placing your order for Canned Fish, be sure you have the name right :

## "BRUNSWICK" Brand

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

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

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

## Connors Bros., Limited

Black's Harbor, N.B.

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

### A Profitable Line to Handle!

There is a distinctive and delicate flavour about---



Order from your  
Wholesaler

## "CONCORD"

Norwegian Sardines

that cannot fail to please your better-class customers. Moreover, there is an absolute guarantee of purity of contents on each tin. None but finest freshly caught autumn fish are used, all hard, tough fish being rejected. From 24 to 28 fish are packed in a tin, and the fish are mild cured and not too much smoked.

The profit selling "CONCORD" is a very "well-worth-while" one.

Don't forget the name "Concord" when ordering.

#### 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.

## KEEP OFF THE SICK-LIST

by taking a dose or two of

## MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

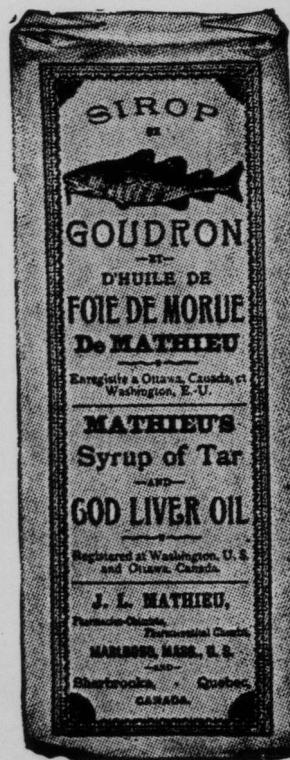
if you have a chill or have been exposed to inclement weather.

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.



—1911 Christmas 1911—

An Assortment of

**PERRIN'S**

Attractive

FANCY

**BISCUIT**

Packages

and

**Fruit Cakes**

will be appreciated by your customers. Why not  
add an assortment to your Christmas Order?

## King George's Navy

is worthy of your support right now for many sound business reasons. There are hundreds of men in your neighborhood whom you can "recruit" and "muster" around your store on Saturday Evenings for their weekly Tobacco allowance.

KING GEORGE'S NAVY has nothing to do with The Canadian Navy, remember, but is the popular

## Smoking Tobacco

packed by the firm which guarantees prompt delivery and quality all the time.

That firm is

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

WRITE ABOUT

Maple Sugar	-	-	Chewing Tobacco
Master Mason	-	-	Chewing Tobacco
Rose Quesnel			Smoking Tobacco

## 7 - 20 - 4 How Many Men

enter your store every day? Quite a number, we are sure, and a large percentage of them smokers too. You can secure a number of them as tobacco customers if you feature the

**7**      **7-20-4 CIGAR**      **7**  
|  
**20**      Enjoyed by the best in the land and      **20**  
|      admittedly the most fragrant smoke  
**4**      "of 'em all."

DO YOU SMOKE?

If so, drop us a line for samples and you can try them out yourself. You will be a good judge. The best is none too good for you and your customers.

**The Sherbrooke Cigar Co.,**  
Sherbrooke, P.Q.

**7 - 20 - 4**

## 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 postage, etc.

**BUSINESS FOR SALE.**

**FOR SALE**—Good general store business in Parry Sound District, stock about \$4,000, doing good, safe trade. This is a snap. Good reasons for selling. Box 402, CANADIAN GROCER, Toronto.

**FOR SALE**—First-class Grocery and Provision Business (situate in Fort William, Ont.) for sale as going concern. For particulars apply Box 403, CANADIAN GROCER, Toronto.

**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.

**WANTED.**

**ENQUIRIES**, then orders, from grocers in need of Office Requirements, Rubber Stamps, Rubber Type, Cuts, Numbering Machines, Cheque Protectors, Typewritten Circulars and Form Letters, etc. THE STANDARD AGENCY, Box 464, Fredericton, N.B.

**MISCELLANEOUS.**

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

**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.

**MISCELLANEOUS.**

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

**EGYPTIAN 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. EGYPTIAN REGISTER CO., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

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

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

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

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

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

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

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

**TECHNICAL BOOKS.**

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

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

**Grocery Advertising**

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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

**Coffee, Its History, Classification and Description**

By Joseph M. Walsh

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

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

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

**\$2.00**

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

Diamond  
1-lb. tins, 2  
1-lb. tins, 3  
1-lb. tins, 4

Case  
4-dosen....  
3-dosen....  
1-dosen....  
2-dosen....  
1-dosen....  
1-dosen....



or more of



White  
White S  
\$3.25; 1-lb.  
tins, \$1.20;  
5c. tins, 40c



Sizes—  
Borwick's



Cartons—  
No. 1, 1-lb.  
No. 1, 1-lb.  
No. 2, 5-oz.  
No. 3, 5-oz.  
No. 4, 5-oz.  
No. 10, 10-oz.  
No. 10, 10-oz.



DO1  
Aylm  
Strawberr  
Raspberr  
Black curr  
Red curr



**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.

**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

**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

## British America Assurance Company

A.D. 1833

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President  
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow  
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.  
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.  
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,822,820.96

## 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, 154 Toronto St., Toronto, 52 Canada Life Building, Montreal.

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LAFORTE,  
AGENC

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Sur Extra F  
" " " " " "  
Extra Fins  
Tres Fins  
Fins  
Mi-Fins  
Moyens No.  
Moyens No.  
Moyens No.  
" " " " " "

MINI

Case—  
12 litres . . .  
12 quarts . . .  
Tins—  
6 gals., 2s. . .  
3 gals., 6s. . .  
1 gal., 10s. . .  
1/2 gal., 20s. . .

BASH

La Capitale,  
La Neptune,  
St. Nicolas,  
La Sanitas

" "

Vichy Lemo

Le Soleil,  
Case 25 lbs.,  
" 12 lbs.,  
" 50 lbs.,  
" 200 lbs.,  
" La Lune,  
" 12 lbs.,  
Case 25 lbs.,  
" 50 lbs.,  
" 100 lbs.,  
" 200 lbs.,  
Alimentary  
Vermicell  
Box, 25 lbs.,  
" 25 lbs.,  
" " " " " "

" "

Grape Juice

" "

Apple Juice

" "

Champagne

" "

Brooms

Brooms

"BROOMS OF QUALITY"

are hard to get.

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

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

TWO CENTS PER WORD

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

**CLARK'S PORK AND BEANS in Tomato Sauce**

Per doz	
No. 1, 4 doz. in case....	0 50
No. 2, 2 doz. in case....	0 90
No. 3, flats, 2 doz in case 1 0	
No. 3, talls, 2 doz in case 1 25	
No. 4, 1 doz. in case....	4 00
No. 12, 1/2 doz. in case....	6 50

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

**IMPORTED PEAS "SOLEIL"**

Per case	
Sur Extra Fins....	11 00
Extra Fins....	15 50
Tres Fins....	14 00
Fins....	12 50
Mi-Fins....	11 00
Moyens No. 1....	10 00
Moyens No. 2....	9 50
Moyens No. 3....	8 75

Asparagus, Haricots, etc.

**MINERVA PURE OLIVE OIL.**

Case—	
12 litres.....	6 50
12 quarts.....	7 75
Tins—	
4 gals., 2s.....	23 00
3 gals., 6s.....	29 00
1 gal., 10s.....	35 00
1/2 gal., 20s.....	26 00

**BASSIN DE VICHY WATERS.**

La Capitale, 50 qts.....	5 00
La Neptune, 50 qts.....	6 00
St. Nicolas, 50 qts.....	7 00
La Sanctus Sparkling, 50 qts.....	8 00
" " " " 100 pts.....	9 00
" " " " 100 splits.....	4 00
Vichy Lemonade Savoureuse, 50's.....	7 50

**CASTLE SOAP**

Le Soleil, 73 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. ....	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 80 case
" " 200 lbs., 3/4 oz. bars.....	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

**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 Femme, 12 qts.....	5 00
" " 24 pts.....	5 50

**Matts Golden Russett—**

Sparkling Cider, 12 qts.....	5 00
" " " " 14 pts.....	5 50
Apple Vinegar, 12 qts.....	2 50

**PASTES.**

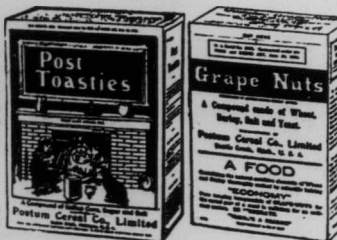
THE C. H. CATELLI CO., LIMITED,  
MONTREAL, CANADA

Alimentary Pastes.  
"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Mtd. etc.

Cases of 25 packages, 1 lb..... 0 06  
Cases of 25 lbs., loose..... 0 05 1/2  
Egg noodles, cases of 50 pkges., 1/2-lb. 0 06 1/2  
Egg noodles, cases of 10 lbs., loose... 0 06  
Lasagnes, cases of 10 lbs., loose..... 0 06  
Marguerite, all varieties, pkgs. only 0 03

**Cereals.**



Post Toasties  
Grape Nuts

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



**FORCE**  
Force, 36's..... 4 50  
Gusto, 36's..... 2 85

**GILLETT'S PERFUMED LYE**  
Ontario and Quebec Prices.  
Per case:  
1 case of 4 doz \$3 00  
3 cases of 4 doz 3 40  
5 cases or more 5 35

**Mustard**

COOLMAN'S OR KERN'S

D.S.F., 1/2-lb. tins 1 40	F.D., 1/2-lb. tins, 1 45
" " 1-lb. tins 2 50	" " 1-lb. tin 5 00
F.D., 1/2-lb. tins.. 0 85	" " 1-lb. tin 0 35

**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. P. TIPPET & CO., AGENTS  
Cases 4 doz. each, flats, per case..... \$5 40  
Cases 4 doz. each, ovals, per case..... 5 40



**WRIGLEY'S SPEARMINT PEPPERMINT GUM**

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.

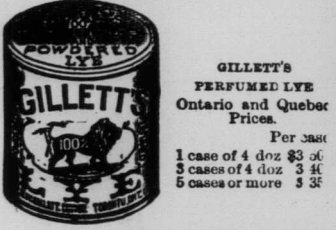
F.O.B. Montreal  
Tierces, lb 0 10  
20-lb. pails \$2 10  
20-lb. tins. \$2 00  
60-lb. tubs  
per lb.... 10 1/2  
3-lb. tins, 20 to case  
per lb.... 0 11  
5-lb. tins, 12 to case, per lb..... 0 10 1/2  
10-lb. tins, 6 to the case, per lb..... 0 10 1/2



**GUNNS "EASIFIRST" SHORTENING EXCELS ALL OTHERS**

**Lye (Concentrated).**

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



**GILLETT'S PERFUMED LYE**  
Ontario and Quebec Prices.  
Per case:  
1 case of 4 doz \$3 00  
3 cases of 4 doz 3 40  
5 cases or more 5 35

**Marmalade.**

**SHIRRIFF BRAND**  
"Imperial Scotch"  
1-lb. glass, doz... 1 55  
2-lb. glass, doz... 2 80  
4-lb. tins, doz... 4 65  
7-lb. tins, doz... 7 35

"Shredded"—  
1-lb. glass, doz... 1 90  
2-lb. glass, doz... 3 10  
7-lb. tins, doz... 8 25


**Vermicelli and Macaroni.**

D. SPINELLI C.Y. MONTREAL.

Fine.


4 lbs. box "Special".....	per box	0 22
8 lbs. " " " ".....	"	0 44
5 lbs. " " " ".....	"	0 27 1/2
10 lbs. " " " ".....	"	0 55
60 lbs. cases or 75 lbs. bbils.....	per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli) " (Globe Brand)	"	0 06
5 lbs. box "Standard".....	per box	0 30
10 lbs. " " " ".....	"	0 60
25 lbs. cases (loose).....	per lb.	0 08
25 lbs. cases, 1 lb. packages.....	"	0 06 1/2

**Jelly Powders**



**JELL-O The Dainty Dessert**

Assorted Case, Contains 2 doz. \$1.80  
Lemon (Straight) Contains 2 doz. \$1.80  
Orange (Straight) Contains 2 doz. \$1.80  
Raspberry (Straight) Contains 2 doz. \$1.80  
Strawberry (Straight) Contains 2 doz. \$1.80  
Chocolate (Straight) Contains 2 doz. \$1.80  
Cherry (Straight) Contains 2 doz. \$1.80  
Peach (Straight) Contains 2 doz. \$1.80  
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**



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

Assorted flavors—gross 10.75.

Soap and Washing Powders

**SURPRISE**  
For sale by all grocers.  
A. P. TIFFET & CO., AGENTS  
Ortole soap, per gross ..... 10 30  
Florida soap, per gross ..... 12 00  
Straw hat polish, per gross ..... 18 30

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

**RICHARDS PURE SOAP**

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

**RICHARDS QUICK-NAPTHA SOAP**  
GENUINE. Packed 100 bars to case.

**FELS-NAPTHA**

Prices—Ontario and Quebec:  
Less than 5 cases..... \$5 00  
More than 5 cases..... \$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  
1/2 gall. " " 10 80 lot..... 30 00  
"ANTI-RUST" 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 Cents  
40 lbs. Canada Laundry..... 0 05  
40 lbs. Canada white gloss, 1 lb. pkgs..... 0 06  
48 lbs. No. 1 white or blue, 4 lb. cart's..... 0 06  
48 lbs. No. 1 white or blue, 3 lb. cart's..... 0 06  
100 lbs. kegs, No. 1 white..... 0 06  
200 lbs. bbls., No. 1 white..... 0 06  
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages..... 0 07  
48 lbs. Silver gloss, in 6 lb. canisters..... 0 07  
36 lbs. Silver gloss, 6 lb. draw lid boxes..... 0 07  
100 lbs. kegs, Silver gloss, large crystals..... 0 06  
28 lbs. Benson's satin, 1 lb. cartons, chromo label..... 0 07  
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 48 cart's, per case..... 3 60  
Culinary Starch  
40 lbs. W. T. Benson & Co.'s celebrated prepared corn..... 0 07  
40 lbs. Canada pure corn starch (30 lb. boxes 1/2 higher)..... 0 05

BRANTFORD STARCH WORKS, LIMITED  
Ontario and Quebec.  
Laundry Starches  
Canada Laundry, boxes of 40 lb. .... 0 06  
Anne Gloss Starch  
1-lb. cartons, boxes of 40 lb. .... 0 05  
Finest Quality White Laundry  
1-lb. canisters, cases of 48 lb. .... 0 04  
Barrels, 200 lb. .... 0 06  
Kegs, 100 lb. .... 0 06

Lily White Gloss—  
1-lb. fancy cartons, cases 30 lb. 0 07  
5-lb. toy drums, 8 in case..... 0 08  
6-lb. toy drums, with drumsticks 8 in case..... 0 07  
Kegs, ex. crystals, 100 lb..... 0 06  
Brantford Gloss—  
1-lb. fancy boxes, cases 36 lb. .... 0 07  
Canadian Electric Starch—  
Boxes of 40 fancy pkgs., per case 3 06

**CHINESE STARCH**  
ITS WEIGHT IN GOLD

OCEAN MILLS Montreal  
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, 6 doz. per case, \$6.50;  
16-oz tins, 3 doz per case, \$6.75; 5-lb tins 10 cases, \$7.50;  
1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 3-oz., \$4;  
Ocean borax, 48 8-oz., \$1.50; Ocean cough syrup, 36 6-oz., \$3.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.50.

**Soups**  
CHATEAU BRAND CONCENTRATED SOUPS  
Vegetable 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 50. 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. " " " " " 2 75  
Case No. 3, { 30 1-lb. " " " " " 1 case 2 85  
Case No. 3, { 60 1/2-lb. " " " " " 1 case 2 75  
Case No. 5, 100 10-oz. " " " " " 1 case 2 90  
" " " " " " " " " 1 case 2 80

**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, 1/4 doz. in case, per case..... 2 60  
Barrels, 700 lbs. .... 0 03  
Half barrels, 350 lbs. .... 0 03  
Quarter barrels, 175 lbs. .... 0 03  
Pails, 35 gal. .... 1 75  
Pails, 25 lbs. each..... 1 25  
Lily White Corn Syrup.  
Plain tins, with label..... Per case  
2 lb. tins, 2 doz. in case..... 0 65  
5 " " " " " " " " " " " 2 00  
10 " " " " " " " " " " " 3 90  
20 " " " " " " " " " " " 2 85  
5, 10 and 20 lb. tins have wire handles)  
Beaver Brand Maple Syrup. Case  
1 lb. tins 2 doz. in case..... \$5 50  
10 " " " " " " " " " " " 4 00  
20 " " " " " " " " " " " 3 95  
20 " " " " " " " " " " " 3 90  
(5, 10 and 20 lb. tins have wire handles)

**OXO CUBE**  
Minimum re-selling prices  
4 cubes..... \$ 0 25  
10 cubes..... 3 40  
50 cubes..... 11 00  
100 cubes..... 21 50  
oxo (Liquid)  
Bottles  
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 80

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

**Milk.**  
CANADA FIRST BRAND  
The Aylmer Condensed Milk Co., Ltd.  
Per case  
Canada First Evap. Cream family size... 3 50  
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)  
2s-3 doz. to case..... \$2 85  
3s-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 87  
No. 5-Tins, 1 doz. cases, per doz..... 2 98  
No. 10-Tins, 1/2 doz. cases, per doz..... 4 83  
No. 20-Tins, 1/4 doz. cases, per doz..... 10 90  
Pails-1s, each..... 0 62  
Pails-2s, each..... 0 96  
Pails-5s, each..... 2 10

**DOMOLCO BRAND.**  
Maritime Provinces and Ontario:  
2s, 2 doz. case, per doz..... \$1 95  
3s, 2 doz. case, per doz..... 3 75  
5s, 1 doz. case, per doz..... 3 40  
10s, 1/2 doz. case, per case..... 3 65  
20s, 1/4 doz. case, per case..... 1 60  
Western Prices—Sudbury to Victoria:  
2s, 2 doz. case, per doz..... 2 35  
3s, 1 doz. case, per doz..... 4 60  
5s, 1/2 doz. case, per case..... 4 15  
10s, 1/4 doz. case, per case..... 3 80

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

**H. P. Sauce—** Per dozen  
Cases of 3 dozen..... \$1 90  
**H. P. Pickles—**  
Cases of 2 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. WORCESTERSHIRE SAUCE  
Per dozen  
Rep. 1/2 pints, packed in 6-doz. case..... 2 25  
Rep. 3/4 pints, packed in 4-doz. case..... 3 15  
Rep. quarts, packed in 2-doz. case..... 6 50

**JAMES DOME BLACK LEAD**  
6s size, gross. \$2.40  
2s size, gross, \$2.50  
**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  
Boba, 6s and 12s..... 46  
Bully, 6s..... 44  
Currency, 6s and 12s..... 44  
Stag, 5s to 10s..... 46  
Old Fox, 12s..... 38  
Pay Roll Bars, 7s..... 44  
Pay Roll, 7s..... 46  
War Horse, 6s..... 52  
Plug Smoking—Shamrock, 6s., plug or bar 54  
Empire, 6s and 12s..... 54  
Ivy, 7s..... 44  
Starlight, 7s..... 50  
Cut Smoking—Great West Pouches, 6s..... 50  
Regal Cube Cut, 2s..... 70

**SALADA** TEA CO.  
THE "SALADA" 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 55 0 80

**LUDELLA CEYLON TEA**  
Blue Label, 1's..... 0 21 0 28  
Blue Label, 1's..... 0 20 0 25  
Orange Label, 1's and 1/2's..... 0 23 0 30  
Brown Label, 1's and 1/2's..... 0 28 0 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 in 60 and 100 lb. cases. All delivered prices.  
Wholesale Retail  
Brown Label, 1 lb. or 1/2 lb. only..... 0 25 0 30  
Red " " 1 lb. or 1/2 lb. only..... 0 27 0 35  
Green " " 1 lb. or 1/2 lb. only..... 0 30 0 40  
Blue " " 1 lb. or 1/2 lb. only..... 0 35 0 50  
Yellow " " 1 lb. or 1/2 lb. only..... 0 40 0 60  
Purple " " 1/2 lb. only..... 0 55 0 80  
Gold " " 1/2 lb. only..... 0 70 1 00

**KOLONA**  
Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.  
Black Label, 1-lb., retail at 25c..... \$0 20  
Black Label, 1/2-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 35  
Brown Label, retail at 60c..... 0 42  
Gold Label, retail at 80c..... 0 65

**Jams and Jellies**  
T. UPTON & CO.  
Compound Jams—red raspberry, strawberry, peach, plum, red currant, black currant, 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, 5 pails in crate, 37c. per pail; No. 7 tin pails, 5 pails in crate, 52c. per pail; No. 7 wood pails, 5 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, 5 pails in crate, 37c. per pail; No. 7 wood pails, 5 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, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, \$2.25 per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in crate, 58c. per tin; No. 7 wood pails, 6 in crate, 58c. 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.  
"Shirriff's" (all flavors), per doz. 0 90  
Discounts on application.

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



Strong, delicious Coffee can be prepared in one moment without trouble by using

# SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

**Thos. Symington & Co., Edinburgh and London**

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



0.28  
0.25  
0.30  
0.40  
0.40  
0.50  
0.60



You cannot make a  
**Clean Sweep**  
with a poor broom.

Every woman desires her house to be swept clean and it is therefore important that every dealer should supply his customers with the best Broom to be had.

There is no surer way than by handling only the

**Keystone Brand**

Manufactured by

**Stevens-Hepner Co., Limited**  
PORT ELGIN ONTARIO

0.30  
0.35  
0.40  
0.45  
0.50  
0.55  
0.60  
0.65  
0.70  
0.75  
0.80  
1.00  
Tea, in  
lb. lead  
—black  
0.30  
0.31  
0.34  
0.36  
0.37  
0.38  
0.39  
0.40  
0.41  
0.42  
0.43  
0.44  
0.45  
straw  
ack cur-  
apricot,  
in case,  
1.90 per  
0.75c. per  
0.25c. per  
te, 50c.  
Pack-  
ed.  
awberry,  
12-oz.  
No. 2  
9. 5 tin  
No. 7  
er pail;  
oked in  
ewd in-  
in case,  
in case,  
case, 52  
0.25c. per  
No. 7  
7 wood  
b. wood

## "COW BRAND"

BAKING SODA

Stronger and purer than any other package or bulk soda, always uniform and thoroughly reliable.



Pure

Reliable

The housekeeper's guarantee lies in the reputation of the manufacturers.

The grocer's guarantee for profit lies in the "Cow Brand" Baking Soda's popularity with the housekeeper.

**Church & Dwight, Limited**  
MANUFACTURERS MONTREAL

### FREQUENCY OF SAILINGS

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

For further particulars apply to

**PICKFORD & BLACK, Ltd.**  
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.

SPICE  
N. LTD.  
15  
in  
ster  
2, 90c.  
81 15  
1 15

# SALT?

## Your Fall Stock?

*Write to-day*

TO THE SALT SELLERS

Verret, Stewart & Co., Limited  
MONTREAL



## Trade Winners

To secure a successful biscuit trade it is necessary to buy the best goods the market affords, so it is in the interests of the retail trade to buy

### TELFER'S Reception Wafers and Soda Crackers

Tried and found satisfactory, and gaining more trade every year.

Packed in air-tight packages, they are opened by the customer in as crisp and fresh condition as when they leave our modern biscuit home.

We make all kinds of Fancy Biscuits. Get our Price List.

**TELFER BROS., Ltd., Collingwood, Ont.**  
BRANCHES AT TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM