

CANADIAN GROCER

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PUBLICATION OFFICE
TORONTO, DECEMBER 20TH, 1912 No. 51

BEFORE BUYING YOUR 1914
CALENDARS BE SURE
TO SEE

The HOUGH LINE



A HOUGH CALENDAR MAN WILL
SPECIALLY CALL AND SHOW YOU
THE HOUGH 1914 CALENDAR
LINE, DE LUXE, IF YOU WILL
ADVISE US.



THE
HOUGH 
LITHO- 
GRAPHING
COMPANY 
LIMITED,   
96 SPADINA AVE.
TORONTO.

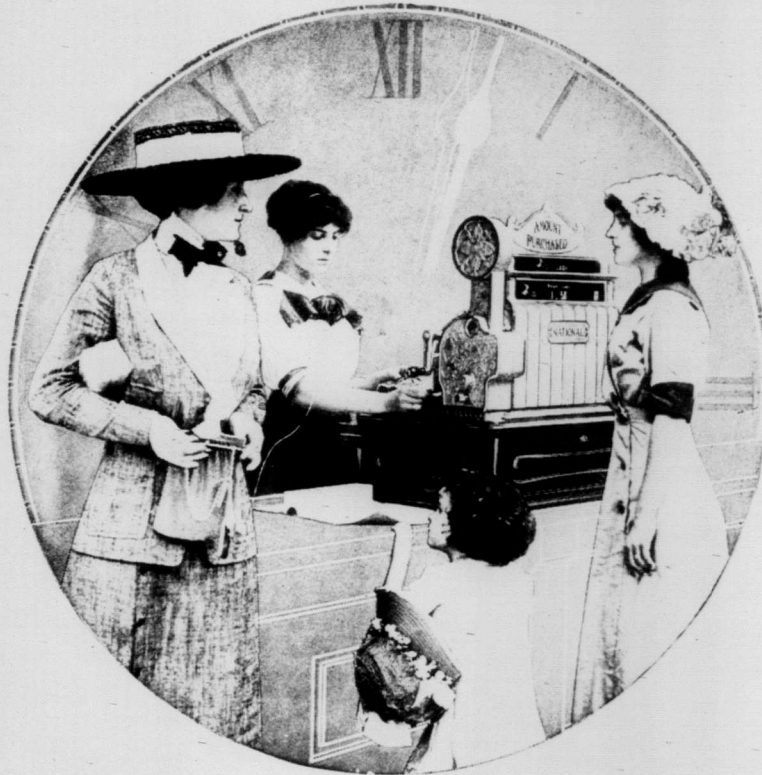
QUALITY  
LITHOGRAPHERS

CALENDARS, HANGERS
SHOW CARDS, POSTERS
WINDOW DISPLAYS

Specialists in the Manufacture
... of ...

High-Class Labels
for Cartons, Cans and Bottles

HOUGH PRODUCTS BRING RESULTS



Quicken Your Service

Modern stores cannot afford to have aisles crowded with impatient customers. People demand quick service. They do not excuse *old methods*.

With National receipt-printing registers in small purchase departments, change is made instantly. There is no waiting for money to return from some distant part of the store. There are none of the old delays or mistakes.

Your customers are satisfied, your sales-people can sell more goods, and **you can make more money.**

Ask us to send our representative to study the needs of your store.

Write for Free Booklet

THE NATIONAL CASH REGISTER COMPANY

285 Yonge Street, - Toronto
Canadian Factory, Toronto



CHRISTMAS DINNERS

Hundreds of Christmas dinners all over the country will be doubly appreciated because they are made of high quality goods—such as are advertised on this page.

We neither advertise nor sell any brand of goods that we cannot, personally, vouch for and which we have proved. Quality eatables are always appreciated—they make profitable sellers.

Trusting that you and yours will enjoy to the fullest the joys and blessings of this happy season and that the year 1913 may bring to you prosperity in abundance through the sale of "Quality" products.

"Stower's" Lime Juice Cordial

is sweetened to suit the most fastidious palates. Add water and you have the best and most wholesome drink.

Cox's Gelatine

Served with fresh, ripe fruit, Cox's Instant Jelly Powder makes a delicious dessert. Perfectly pure—British made.

Coco Fruitine Nourishing, Palatable Vegetable Butter

Coco Fruitine improves cooking and baking. Its purity, rich, delicate flavor and evident superiority to butter, oil or lard, commend it at once to the economizing housewife

Griffin & Skelley's Dried Fruits

Seedless Raisins, Prunes, Dried Apricots, Peaches and Pears, in all their original goodness. A revelation to the grocer who has been buying other brands.

Taylor's Peels Candied or Drained

Taylor's Lemon, Citron and Orange Peels are made from the best imported fruit skins. They represent the height of high quality. They are not hard and dry.

CODOU'S Macaroni Vermicelli, Etc.

Finest Taganrog Russian Wheat is used in the manufacture of the Coudou products. Genuine French products made by Felix Codou.

ARTHUR P. TIPPET & CO.

Montreal

Agents

Toronto

A Merry Christmas

May the new year bring success unlimited to you and yours.

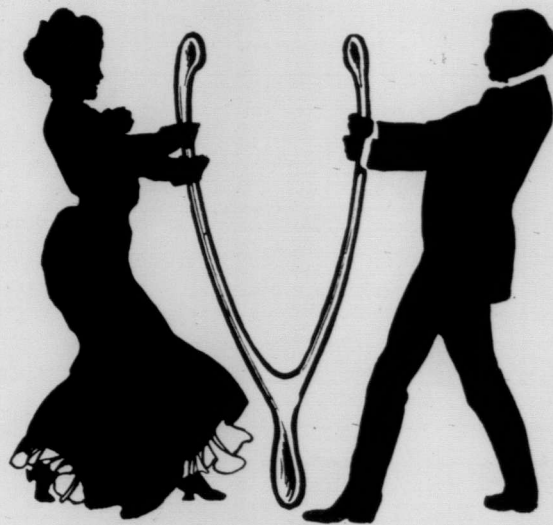


E. D. SMITH
WINONA, ONT.



AGENTS:

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



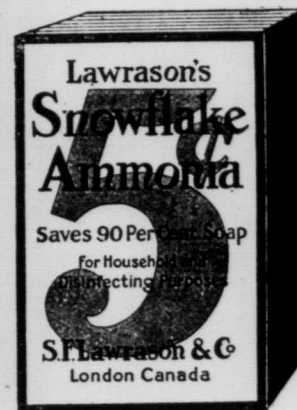
Our Wishes

for a very Merry Christmas and a Prosperous New Year are extended to all dealers, clerks and trade in general.

May the closing days of 1912 be the happy end of a prosperous year and predecessors of a profitable twelve months in 1913.



Lawrason's
Snowflake
Bath Powder

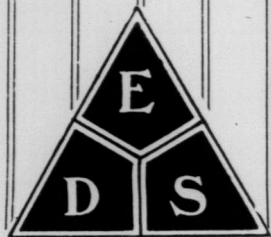


Lawrason's
Snowflake
Ammonia

Write at once

S. F. Lawrason & Co.
LONDON, ONTARIO

Frank H. Wiley, 757 Henry Ave., Winnipeg, distributor for Manitoba; J. W. Craig, 745 St. Catherine St. W., Montreal, distributor for Quebec.





The Original and Leading Brand
Since 1857



Greetings from **BORDEN'S**



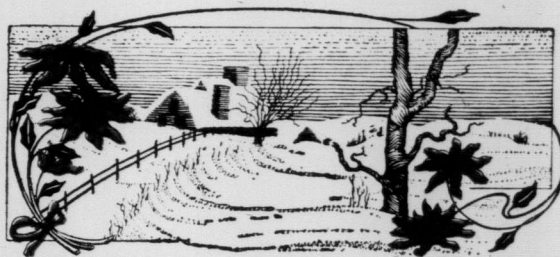
We extend to all our business friends and patrons, a real old-fashioned greeting for a Right Merry Xmas and a New Year of fullest prosperity.



Borden Milk Co., Limited
"LEADERS OF QUALITY"
Montreal

Branch Office: No. 2 Arcade Building, Vancouver





To you *leaves*
leaves and yours

The best wishes of Hudon, Hebert & Co. to their friends and patrons, is that one and all may have a Merry Christmas, and health and prosperity throughout the coming year.

May old Dame Fortune be liberal with her smiles, and Father Time deal lightly with you.

Hudon, Hebert & Co., Limited

Montreal



Greeting

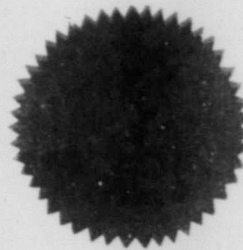
That it being proclaimed
the Season of Goodwill,
We beg to offer you our

Sincere Wishes

for your

Continued Prosperity

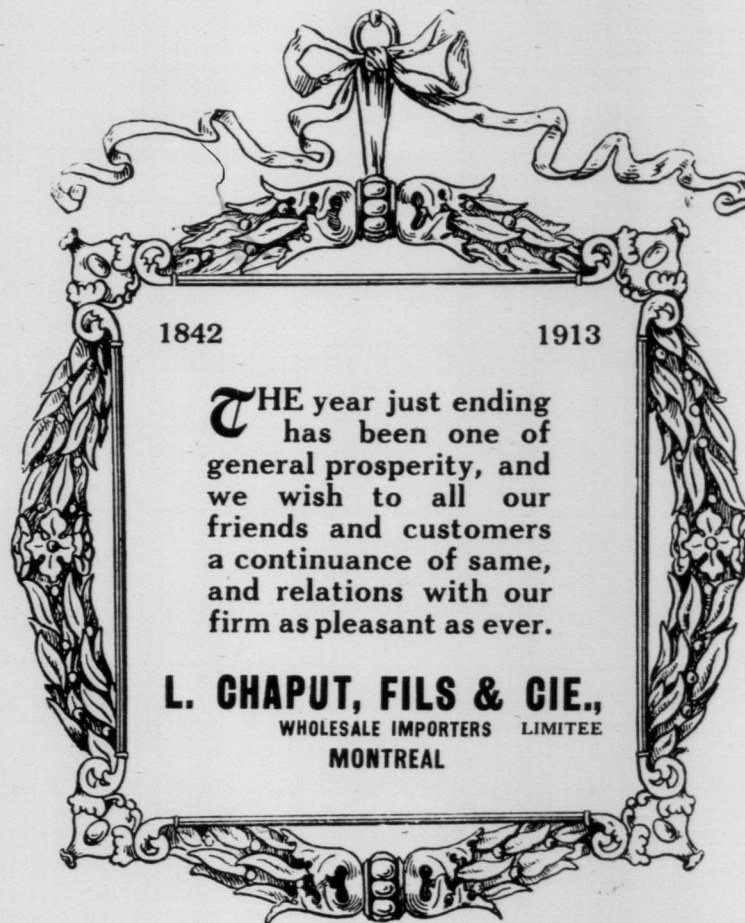
And to this we hereby set
our Seal, this Twenty-
Fifth Day of December,
Nineteen Twelve.



DOMINION CANNERS, Limited
HAMILTON - - CANADA



A Merry Christmas



A Prosperous New Year





Xmas Greetings

1912

A right Joyous and Merry
Christmas, a New Year re-
plete with plenty, prosperity
and happiness, are the Season's
wishes to you from

W. CLARK,

Montreal

Dec. 20th, 1912.





That Good Old Wish



WE extend to you the heart-
iest well wishes of the
season. : : : :

MAY your Christmas be a
merry one, and may you
prosper throughout the New
Year. : : : :



Connecticut Oyster Co.

50 Jarvis St.

Toronto





*The hour has
arrived*

When all men stop in the strenuous business fight to partake of the pleasures of the Christmastide and to wish their fellowmen the joys they themselves desire.

We wish our many friends and patrons a full measure of happiness and prosperity during the Christmas season and throughout the coming year.

BRAND & CO., LIMITED
Purveyors to H.M. the Late King Edward VII.
MAYFAIR, - - LONDON, ENG.

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



**Our Extensive
Advertising has
made Holland
Rusk known to
Everybody.**

HOLLAND RUSK is a byword in thousands of homes from Maine to California, women everywhere know this "dainty Dutch delicacy," made in the "old country way." You ought to have a dozen packages displayed on your counter because once your customers start buying it, they'll find so many ways to eat it, they'll always buy it. Just a hint to you—HOLLAND RUSK makes the most delicious toast for a WELSH RAREBIT, so whenever you sell cheese for a RAREBIT, sell also a package of HOLLAND RUSK. This is so easy it only needs a word of suggestion from you.

HOLLAND RUSK CO.
HOLLAND, MICH.

Valuable premium coupons in every package increase sales. Send for list of gifts.

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store—and

ATTRACTS TRADE.

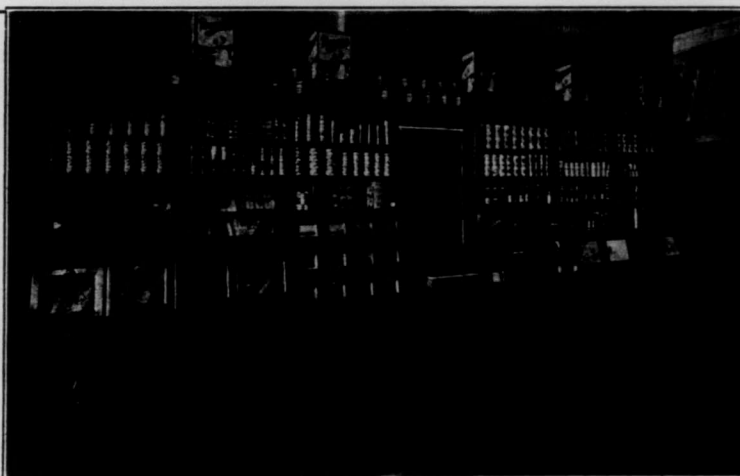
The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.



Walker Bin & Store Fixture Co.,

LIMITED



Berlin,

Ontario

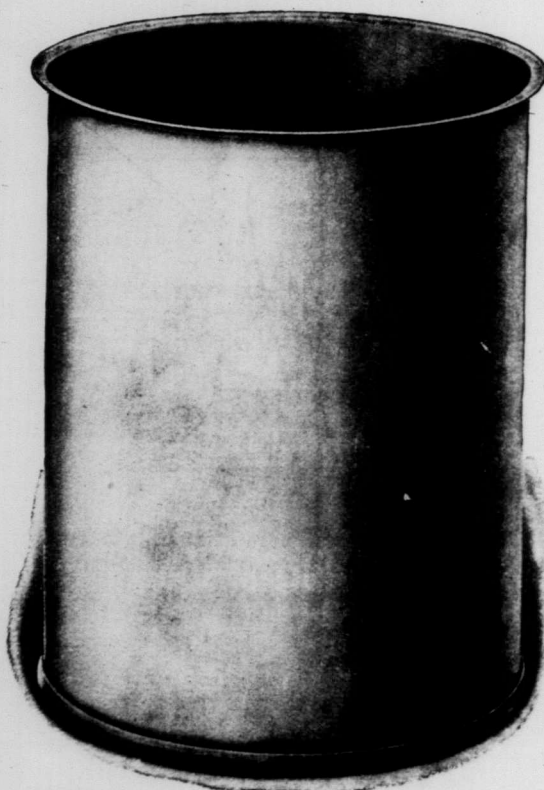
REPRESENTATIVES,

Manitoba: Watson & Truesdale, Winnipeg, Man.
Sask. and Alta.: J. N. Smith, Box 695 Regina, Sask.
Vancouver: Western Plate Glass Co. 318 Water Street.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.S.




TWO CENTS PER WORD

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



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals

21 Royal Appointments

PEEK, FREAN'S SHORTCAKE



PRICES AND SAMPLES ON APPLICATION.

ILLUSTRATED ALBUM ON APPLICATION.

About 32 PIECES to the POUND

So great is the demand for this new introduction that it is being manufactured night and day, and in the second week after it was placed upon the Market the output amountd to

89 TONS 18 $\frac{1}{4}$ CWTS.

This means about SIX-AND-A-HALF MILLION BISCUITS

AGENTS: British Columbia—The W. H. Malkin Co., Limited, Vancouver.
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

**PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,
LONDON, ENGLAND**

WHITE SWAN

YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

**ORDER FROM
YOUR WHOLESALER**

**White Swan Spices & Cereals
Limited**

SOLE DISTRIBUTORS TORONTO

John Gray & Co., Ltd.

Glasgow Scotland

1 lb. Floral
Glass

Samples and Prices
from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 47 Wellington St. East; Ottawa, E. M. Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.



Pleasure and Profit

are both derived from the use of a Coles Electric Mill. They please your customers by the silent, satisfactory way in which they do the work. They relieve your clerks of drudgery and give you increased profits from the sale of coffee.

Don't you think you had better send for a catalogue at once and become better acquainted with our line?

We also make electric meat choppers and a full line of hand and power coffee mills.



Coles Manufacturing Co., 1615 North 23rd St., Phila., Pen.
AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

YEARS OF EXPERIENCE IN COFFEE ROASTING AND BLENDING HAS RESULTED IN
RIDEAU HALL COFFEE

COFFEE SUCCESS

There is no success as lasting as the success obtained by years of experience and expensive experiment. After years of careful and persistent experimenting with various blends of different coffees "Rideau Hall" blend was decided on as the most perfect. The coffee drinkers have placed the stamp of approval on it—and the merchant who stocks this coffee will fill the popular want. Send for trial order.

GORMAN, ECKERT & CO., Ltd.
LONDON Western Selling Agents ONTARIO
MASON & HICKEY WINNIPEG

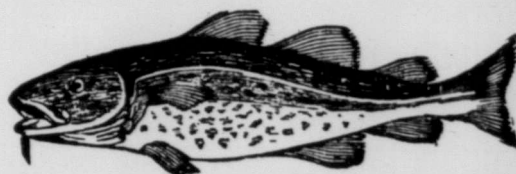


THE CANADIAN GROCER

GREETINGS



May your next year's
"Catch" be the biggest
ever! We can't wish
you better.



North Atlantic Fisheries, Limited, Montreal

**THE NAME "FAIRBANK"
MEANS SOAP SURETY**

GOLD DUST



is so well known, due to our extensive and persistent advertising, that any grocer can sell it, and it's so well liked on account of its cleansing power — so sure to give satisfaction, that it pays to sell it as often as possible. It will pay you to push GOLD DUST, because you can sell more of it, and sell it with less effort, than any other washing powder, and because it will please your customers, which means holding them.

LET THE GOLD DUST TWINS DO YOUR WORK

**The N. K. Fairbank Company,
LIMITED, - - MONTREAL**

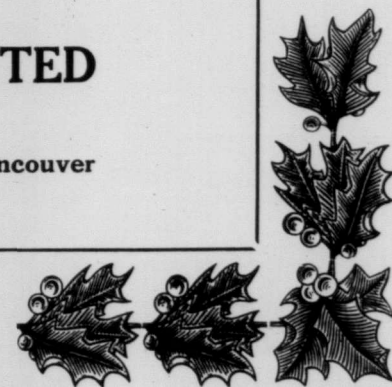


*We take this opportunity of wishing
all our friends
A Bright and Joyous Christmas
and
A Happy and Prosperous New Year*

W. G. PATRICK & CO., LIMITED

IMPORTERS

Toronto Montreal Winnipeg Vancouver



**DOMINION MATCH CO.
LIMITED**

Deseronto, Ontario

*Extends to
one and all the
best wishes
for a Bright and
Merry
Christmas*

AGENTS :

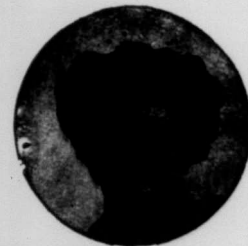
The Canada Brokerage Company, Limited, Toronto, Ont.;
The A. Macdonald Co., Winnipeg, Man.; J. B. Renaud & Co.,
Quebec, Que.; J. A. Tilton, St. John, N.B.; J. W. Gorham
& Co., Halifax, N.S.; Kelly & Douglas, Vancouver, B.C.;
Rithet & Co., Ltd., Victoria, B.C.; Wilson Bros., Victoria, B.C.;
Halloway, Reid & Co., Edmonton, Alta.; McKelvie & Stirrett,
Calgary, Alta.; The Wigle Specialty Co., Saskatoon, Sask.;
Orr, Brocklesby, Dane & Co., Winnipeg, Man.

A PERFECT DESSERT

Sweetheart Brand Jelly

pure materials, finest fruit flavors and perfect art in
making, ensure our Jelly Powder a favorite dessert.

Trade Mark



of Quality

Our Manna Tapioca is also in good demand at this
season of the year.

We are creating a demand for Sweetheart and IXL
Brand of goods. It will pay you to have some in stock.

Quality guaranteed — Customer satisfied, and good
profit.

IXL Spice and Coffee Mills

Limited

London, Ontario

IN Exchange for Coin

you hand out an article which either satisfies or displeases your customer, rivets more firmly her habit of dealing with you, or breaks it entirely. Under these circumstances is it worth while to experiment, to run any risk, to chance offending a user of Stove Polish, with the possibility of losing the rest of her custom, while certain satisfaction is assured by

GIPSY STOVE GLOSS.

HARGREAVES BROS. & CO., LTD.,

HULL, England.

Agents for ONTARIO:

F. E. ROBSON & CO., 25 Front St. East,
TORONTO.



'Camp' Coffee is off your shelves almost before you get it on!

Don't let your stock of 'Camp' run out — don't even let it run down.

The demand for 'Camp' — already big — is growing day by day — simply because of all Coffee Essences 'Camp' is known to be the best.

'CAMP COFFEE

See your Wholesaler to-day.

R. Paterson & Sons,
Coffee Specialists,
Glasgow

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits are the people who buy Carr's Biscuits.



The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & Co. CARLISLE ENGLAND

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

By Royal Letters Patent



NELSON'S Crystal Leaf GELATINE

Unrivalled in the kitchen,
can be obtained from

W. G. PATRICK & CO.
LIMITED

St. Paul St., Montreal.
York St., Toronto.

Tartan
BRAND

THE SIGN OF PURITY

Teas, Coffees,
Baking Powder,
Jelly Powders,
Canned Goods,
Syrups, Etc.

Tartan Brand ensures
finest quality



Balfour, Smye & Co., Wholesale Manufacturing Grocers **Hamilton, Ont.**

GOOD RAISINS 6¹/₂c. lb.

We have to offer some 100 cases Fine Valencia Raisins, 1911 crop, at 6¹/₂c per pound, F.O.B. Niagara Falls. Sample on application.

MARLAND WOOLNOUGH CO.

Wholesale Grocers
Niagara Falls Centre, Canada

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 Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

For
"Green Mountains" "Delawares"

or other varieties of

POTATOES

FOR SEED OR TABLE USE

Bags or bulk in cars

Write or Wire

CLEMENTS COMPANY, Limited

ST. JOHN

N. B.

BLACK JACK

**QUICK
CLEAN
HANDY**



TRY IT

**SOLD BY
ALL
JOBBERs**

1/4-lb. tins—
3 doz. in case



50% PROFIT
GUARANTEED

Riga Water

The Housewife's Friend

A Gentle Purgative

Absolute Cure for Constipation

Cures Where Others Fail

We Want Agents

La Societe des Eaux Riga

MONTREAL



THE MCGREGOR PAPER BAG HOLDER.

Better Service Means More Trade

THE MCGREGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

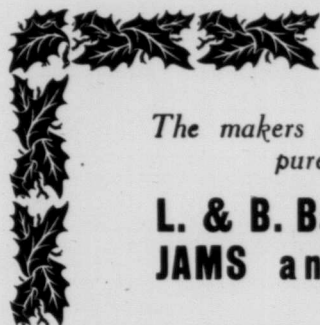
KILGOUR BROS.

21-23 Wellington St. West, TORONTO

St. Lawrence

With a view to affording some information which might prove interesting to merchants throughout the country we propose printing from time to time some general news regarding the world's sugar crops. Our next issue will contain the figures showing the production of the different countries of the world.

St. Lawrence Sugar Refineries, Limited, Montreal



*The makers of the popular,
pure fruit*

**L. & B. Banner Brand
JAMS and JELLIES**



*take this opportunity to wish
their many patrons and friends
a most joyous and happy
Christmastide.*



LINDNER & BENNER
291 Arthur St., Toronto
Phone Park 2985

REPRESENTATIVES:
The Amos B. Gordon Co., Toronto
WESTERN AGENTS:
W. L. McKenzie & Co., Grocery Brokers, Winnipeg, Man.



LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

James Dome Black Lead

is the old reliable form of Stove Polish. Put up
in attractive packages to retail at 5c. and 15c.

Pays a Good Profit.

Always pleases.

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

HIGH WATER MARK

We thank you most heartily for the splendid support you have given Red Rose Tea during 1912.

You will be pleased to know that you have helped us reach another **HIGH WATER MARK** in the history of our business; easily surpassing all previous sales records.

We also trust that your business this year has been the most successful in its history.

**TO EVERY GROCER IN CANADA WE WISH
THE SEASON'S HEARTIEST GREETINGS AND
A VERY HAPPY AND PROSPEROUS 1913.**

Branches:

Toronto, 7 Front Street East.
Winnipeg, 156 Lombard Street.
Calgary, 322-6 Ninth Avenue West.

T. H. Estabrooks Co., Limited

St. John, N.B.

Xmas Rush Orders

You will be running out of some lines, and want to replenish in a hurry. Our phone number **33** is free to you, **use it** and your orders will be shipped out same day as received, satisfaction guaranteed in quality and prices.

We have a splendid assortment of raisins, currants, candied peels, dates, prunes, peaches, apricots, shelled nuts, and nuts in the shell. Dates, half boxes and boxes, and in 1 lb. packages.

Choice West India Molasses, half barrels, 25c per gallon. Diamond Crystal Salt, all sizes.

Travellers will be off for two weeks beginning December 21st. Let us hear from you often. Christmas greetings from

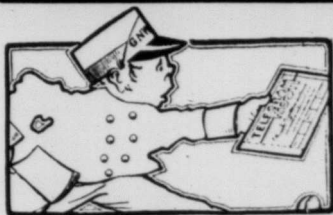
W. T. HARRIS CO., Limited
Wholesale Grocers - OWEN SOUND, ONT.

Where Do You Stand?

Do you not feel with thousands of other merchants that your tea and coffee department has made wonderful progress by recommending "**MELAGAMA**" Tea and Coffee to your customers? Many grocers voluntarily inform us that they have never "**HELD**" their trade so well as they have with "**MELAGAMA.**" This is the one brand you can heartily stand behind. It always stands the test.

Kindly accept our best wishes for a Merry Xmas and a Prosperous and Happy New Year.

MINTO BROS., 45 Front St. East, TORONTO



Housewives appreciate the convenience of

KIT COFFEE

A rush order for coffee means there is an unexpected visitor—SEND "KIT"—for nothing will please a woman more than your thoughtfulness. Always mention "Kit-Coffee" when taking an order. Samples sent Free.

KIT COFFEE CO. GOVAN, GLASGOW

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

FREDERICK E. ROBSON & CO. TORONTO

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.

MacLean Publishing Company

(Technical Book Department)

143-149 University Ave.,

TORONTO

To the Trade throughout Canada

*May you spend a Merry Christmas and
may your cup be filled to overflowing
with joy and prosperity in 1913.*

FURUYA & NISHIMURA

MONTREAL

NEW YORK

CHICAGO

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.



BUTTER BUTTER BUTTER BUTTER

Small's Maple Butter is best substitute for and more wholesome than dairy butter. Children like it on sandwiches, and 'tis delicious cake icing. Groceryman, you are easy if lead to take concoctions, imitations, the just-as-good, and *particularly* when at a higher price than the original. Remember, our mark, *CRE-MO*, packed *only* by Canada Maple Exchange, Ltd., Montreal. Standard oil, of the world, for maple. Competition outdistanced for past half century. Our motto, *Quality, Quantity, Price*. Write for syrup prices. All jobbers world over.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax, - N.S.

Four Money-Makers



For You

But you don't have to confine your sales to the 10c size.

There's the tin of ten—retails for 25c—a splendid seller all over Canada.

And remember, that it takes no more time and effort to sell a tin of 50 or 100 OXO CUBES than it does to sell the 10c size. There's more money in the big sizes for you.

Besides, customers buying the larger sizes, show that they are using OXO CUBES right along—show that they like OXO CUBES—show that they are coming back to your store for more of the big sizes.

So stock all four sizes of OXO CUBES. Every time you sell at 10c or 25c tin remind the customer that you have OXO CUBES 50 and 100 to the tin, and that these sizes are packed specially for family use.

By the way, have you plenty of the 50 and 100 cube tins? We will ship by return express, if you are out of these sizes.

Corneille David & Co.

Montreal, Toronto, Winnipeg and St. John, N.B.

OXO CUBES



IT IS NEW Different, Better,

one of the handsomest packages you have ever seen and yet retails at

10c. Per Package

giving you a fine profit.

MEADOW-SWEET CHEESE

Its own peculiar nip and appetising flavor, combined with an ever fresh appearance, readily win it friends.

Rightly styled

"The King of all Package Cheese"

Have you tried our Saratoga Chips cooked in pure Salad Oil.

Put up in packages to retail at 10c. and 20c.

WRITE FOR SAMPLE

The Meadow-Sweet Cheese

29 and 31 William St.

MONTREAL



Suggest "Swallow" Brand Macaroni, Vermicelli, Spaghetti, etc., to housewives who are looking for the best high-grade dainty dishes which can be easily prepared during the hurry and scurry of the holidays.

May your Christmas and holidays be joyous and happy is the hearty wish of the makers of "Swallow" Brand Alimentary Paste products.

G. H. Catelli Company, Limited

Montreal, Can.



Place Your Christmas Window in the Contest

Again this year The Canadian Grocer will have a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality

will be the bases of judgment. Windows must be dressed with Christmas goods and arranged entirely by dealer or clerks.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window when sending photograph.

The Prizes

Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st	-	-	\$5.00	1st	-	-	\$5.00
2nd	-	-	3.00	2nd	-	-	3.00
3rd	-	-	2.00	3rd	-	-	2.00

The Christmas Ad.-Writing Contest

For the best Christmas newspaper advertisement submitted by end of year The Grocer will give a prize of \$3.00; to the second best, \$2.00. Clip it from the newspaper and briefly outline your opinions concerning advertising and its advantages.

ADDRESS:

The Editor, THE CANADIAN GROCER

143-149 University Avenue, Toronto

TEA TO BE GOOD MUST BE FRESH

"SALADA"

"SALADA" is grown in the finest tea gardens of the Island of Ceylon, is picked every week, and reaches you fifteen weeks later in hermetically sealed "SALADA" packets. Its native purity and fine flavor are perfectly preserved. You are able to guarantee your customers tea of unvarying good quality.

"SALADA"
41 Eastcheap,
LONDON, E.C.

"SALADA"
TORONTO and
MONTREAL

"SALADA"
198 West Broadway
NEW YORK CITY

THE makers of the delectable Cairns' Scotch Jams, Jellies and Marmalades wish their many friends and admirers the compliments of this Joyful Christmas Season.

Alexander Cairns & Sons
PAISLEY, - - - SCOTLAND
Canadian Agents
SNOWDON & EBBITT, MONTREAL



We Beg To Thank

our many loyal customers for their staunch support throughout the year, and trust to have a continuance of their demands in the coming year, which will have, as usual, prompt attention.

Wishing one and all a Merry Xmas and Prosperous New Year.

S. H. Ewing & Sons
Montreal - - - Toronto



Robinson's Patent Barley

has proved itself a healthful and nutritious food for young and old.



Sells Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY

403 St. Paul St., Montreal

30 Church St., Toronto

AGENTS FOR THE DOMINION OF CANADA



Taking Advantage of the Season

Right from the start of the cold weather the demand for

CROWN BRAND CORN SYRUP

Attains its greatest volume. Most grocers are aware of this fact, and sell five times more Crown Brand than any other Corn Syrup.

Users of Crown Brand know that it is a heat producing food—wholesome and nourishing—a delicious table delicacy for Fall, Winter and Spring use.

For children, during school days, Crown Brand forms a splendid food—being strengthening and stimulating. Mothers know this, and insist on getting Crown Brand Corn Syrup.

The Demand Is There—You Simply Have To Supply It.

THE EDWARDSBURG STARCH CO.

LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



Window display in the McKenzie Co.'s store at Kelowna, B.C., during the Irrigation Convention there some time ago. Cut at the top is that of Geo. S. McKenzie, the managing director of the company.

Business Maxims of a Western Grocer

Methods Followed by the McKenzie Co., Kelowna, B.C., as Laid Down in Platform of the Manager—Buy Well, Sell at a Profit and Watch the Leaks, He Says—Has Had Wide Experience as Delivery Boy, Clerk, Manager and Proprietor—System in Managing Different Departments.

There is a great amount of food for thought in some of the business methods of the McKenzie Company, retail grocers, Kelowna, B.C. A few minutes' conversation with Geo. S. McKenzie, the managing director and moving spirit of the business will reveal these:—

"All goods about which we get a complaint are cheerfully replaced, although sometimes it is not fair to us."

"We endeavor to always wait on customers promptly and with a smile."

"The only way to make the grocery business pay is to buy closely as possible, sell everything at some profit at least, and watch the leaks."

"The delivery counter is separate from counters where customers are served."

"One man is responsible for the delivery of goods; another is responsible

for the warehouse; another for the interior arrangement and the windows, and still another for the shelving conditions.

"Everything that goes out of the store is charged to something. Brooms are charged to expense for instance; broken eggs, returned canned goods that have become spoiled, lost articles and all replaced goods are charged to expense; donations are charged to advertising, etc., etc."

"No accounts are opened without referring them to the manager, when our terms (30 days) are clearly made known. If a customer overlaps, he or she, is given a further reminder and we find that often a personal word will bring results. But we would sooner lose a customer than have one who won't pay his bill."

"The chief motto is Quality and Service."

"Maxims for Mr. McKenzie and the clerks include 'Courtesy costs nothing; 'Every article sold must bear some profit; 'Every customer is entitled to full weight and nothing more; 'The McKenzie Co., first, the customer second, myself last.'"

Enthusiasm and Experience.

One could not run across any more enthusiastic grocer than Geo. S. McKenzie and few could have wider experience. The conclusions he has come to and the methods he has adopted, have been applied to his business only after having seen them used by others or observed where others might have used them to good advantage.

The story of his travels from the time he left his home at Wafford, Ont., until he purchased his present business a short time ago is most interesting. His father was the late Hugh McKenzie,

M.P.P., and he was brought up at Watford, where he attended the country school.

Began Business Life at 19.

Mr. McKenzie's first work was in Howden's general store, Watford, which he began at the age of 19 in April, 1891. This store is now being operated by the Howden Estate and managed by a son of the late proprietor, Noble B. Howden. His first duties were as delivery boy. Later he took a position behind the counter, leaving there in 1897, as he thought at the time "a full-fledged groceryman."

Mr. McKenzie's first jump was a long one. He landed in Rossland, B.C., where he worked for two years in the employ of Hunter Bros. In the spring of 1899 he went to Greenwood to assume charge of the grocery department of the Hunter-Kendrick Co. A year later he was in the employ of Thos.

their grocery department. Mr. McKenzie then formed The McKenzie Co., Ltd., and took over the business on August 1 last, which brings the story practically up to the present time.

Moved in the Night.

"The method of moving," he says, "was swift and strenuous, as we moved the entire stock (except that in the warehouse) between 7 o'clock p.m. and midnight—a matter of five hours. We opened for business in the new store next morning at 7 o'clock."

Mr. McKenzie does all the buying and price marking and handles the finances. Every morning he checks over the previous day's sales. No poor quality stock is carried and the best trade is catered to, as is well evidenced by the attractive appearance of the window display shown on the opposite page. This was arranged for the "Irrigation Convention," held some time ago in Kelowna. The windows and newspaper advertisements are run in conjunction with one another. "This idea," stated Mr. McKenzie, "we got from the Canadian Grocer, and we try to follow out a good many other suggestions which ap-

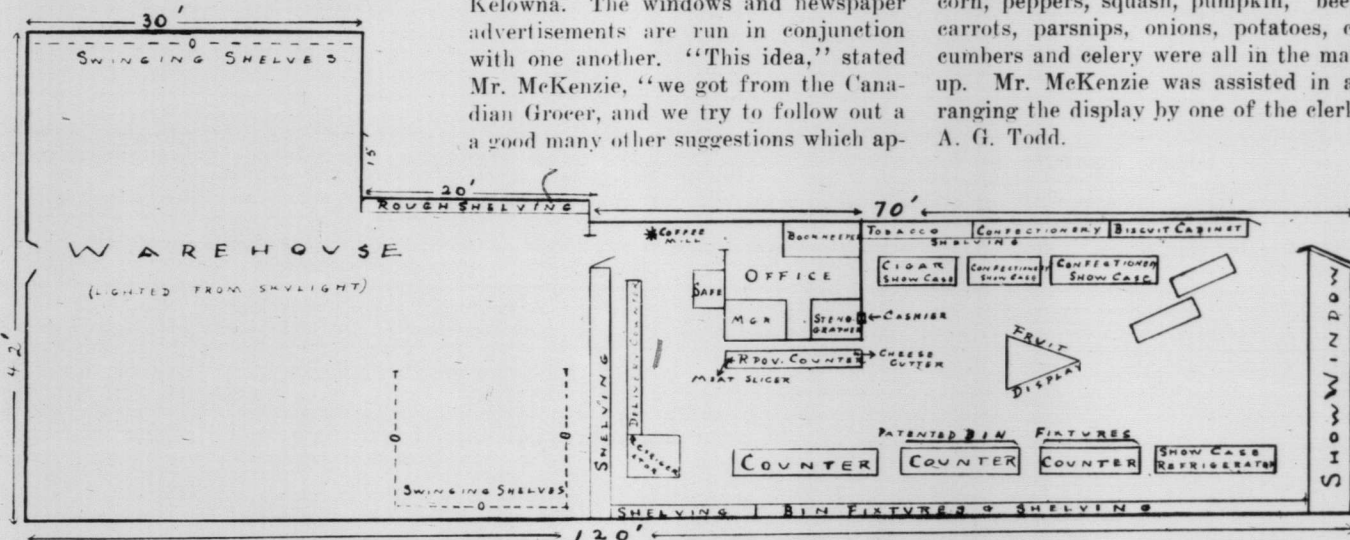
taking on new life. During the first year in business he anticipates a turnover of \$125,000.

How Window Was Dressed.

The window shown herewith contains fruits and vegetables. Because the camera was focused on the sign to the right, the left hand side does not show up detail very distinctly.

The three boxes of apples shown in the centre were from trees fifty years old—the oldest in the district. The boxes on the slant contained apricots and plums, while the bottom was made up of peaches, nectarines, fancy apples, all ticketed and priced. Sprigs of juniper with berries on were used also across the back of the window. House plants were also arranged to the rear with price tickets on them. The store does quite a business in house plants.

The left hand side was all vegetables, with tickets and prices. An enormous cabbage was placed in the middle. Green corn, peppers, squash, pumpkin, beets, carrots, parsnips, onions, potatoes, cucumbers and celery were all in the make up. Mr. McKenzie was assisted in arranging the display by one of the clerks, A. G. Todd.



Ground plan of the McKenzie Co.'s store, showing counter and department arrangement. Office and doors are so arranged that manager can sit in the office and see whole store, as well as rear warehouse door. All city delivery is made from rear door.

Hardy in Phoenix, B.C. For a time during the two years he remained in Phoenix he ran a stationery and cigar tobacco business. But his heart was in the grocery business so he "pulled freight" to Vancouver, where he clerked for a time but later went back inland to Vernon, B.C., where he had charge of Megan's grocery for a year or so.

Into Business for Himself.

In the fall of 1904, Mr. McKenzie, with a partner, went into the grocery business himself, as McKenzie & Martin "The Grocers." After four and a half years he sold his interest on account of ill health and "after taking things easy," a few months, he went to Kelowna, B.C., as manager of the grocery department of the Thos. Lawson store. Here he remained until Thos. Lawson, Ltd., decided to dispose of

pear in The Grocer." A couple of years ago he won a prize in The Grocer's Christmas window competition, as well as a prize for one of the best articles on "Best methods of Handling Confectionery in the Grocery Store." A number of his newspaper advertisements have also appeared in The Grocer.

In Association Work.

He also takes part in public affairs, being a member of the Board of School trustees in Kelowna. He was made a member of the executive of the B. C. Retail Merchants' Association a year ago and also acted as secretary-treasurer of Merchants' Association of Kelowna until he went into business as manager of the present company.

Mr. McKenzie sees a bright future ahead for the business. He is optimistic and enthusiastic. Railway construction is progressing and fruit farming is

BEWARE OF WOMAN'S TONGUE.

"What are eggs to-day, Mr. B.?" asked the prospective buyer.

"Eggs are eggs to-day, madam," responded the grocer.

"Oh, is that so; glad to hear it, for the last I got from you were ehickens," was the retort.

RECEIVES MUCH BENEFIT FROM IT.
MacLean Pub. Co.,

Dear Sirs:—Please find enclosed cheque for \$2.00 for year's subscription for THE CANADIAN GROCER. I think the improvement in the appearance of the paper, as well as the contents, have added greatly to its value. I would not like to do without it now, as I have received a great deal of benefit from it.

Trusting that your paper may continue to prosper,
Yours truly,

DAVID LE BARRE.

Oakville, Ont.

Work For the Week Prior to New Year's

New Year Family Reunions Mean That Holiday Season is by No Means Past With Christmas Day—Window's Value Should be Taken Advantage of—Goods That Will Sell Well—Effort Should be Made to Sell off All Exclusive Holiday Lines—In Spare Moments Prepare for Annual Inventory.

There is little time left for planning so far as Christmas trade this year is concerned. The season is well on to an end with only three more business days left, but in these three there will be a large amount of business transacted.

The retail grocer should not, however, overlook the fact that there will also be a large amount of business passing between Christmas and New Year's Day. While by no means equal to the present week, there will be considerable. To get as much of this as possible and wind up 1912 with a good turnover should now receive attention.

Cater to New Year Celebrations.

Every retailer knows that a great many families celebrate New Year's. There are belated home-comings and reunions which must be fully recognized, and the aggressive dealer will take full advantage of this.

Window displays should not be allowed to deteriorate in selling power between the two holidays. A good New Year's window will attract attention. There are many goods which can be shown with profit. These include much the same varieties as the Christmas window—raisins, both baking and Malaga; currants, peels, nuts, shelled and in shell; mincemeat; plum puddings, confectionery, fruit wines, flavorings, icing sugar, oranges, Malaga grapes, fancy biscuits, etc.

There is no reason either why the grocer should not get a good share of the New Year gift business. He has every opportunity because he has first chance with the public. The grocery store is visited by everyone and besides he has the goods which will appeal as a gift.

Baskets of Fruit as Gifts.

One attractive New Year gift is a basket of fruit. Many dealers make a big feature of this. Samples of the various kinds of fruit in stock are used, such as oranges, bananas, table raisins, Malaga grapes, apples, grapefruit, and the more fancy varieties that may be sold. These baskets can be arranged in different sizes with different prices. The more fancy the basket, the better seller it will, of course, be.

At the same time these baskets of fruit can be used effectively in window trims. These could be shown and price cards used on the various signs. For instance, "What Better New Year's

Gift—only 50 cents," or "A Gift for a Sick Friend," would undoubtedly bring results.

Many Give Boxes of Apples.

Another splendid seller as a New Year gift is a box of apples. The majority of wealthy persons have less fortunate relatives and friends, and such a suggestion appeals readily to the man who wants to remember a few of those who cannot buy such luxuries themselves.

Get Share of Confectionery Trade.

Confectionery should also be placed to the front the final week of the year. Attractive boxes of candy form a big share of the year-end gifts and the retail grocer might just as well have his share of the passing trade. A showcase showing samples can be used to good advantage. Confectionery must be shown to be sold. The majority of manufacturers turn out particularly handsome boxes, but if these are left in the case in the unpacking room few will be transferred into money. By displaying the boxes so that the covers may be readily seen, good results are bound to accrue.

Move Out Exclusive Lines.

As pointed out in a previous issue great care should be taken to see that all exclusive holiday lines should be sold. No crackers, stockings, fancy biscuits or confectioner in yuletide containers should be on the shelves after the first of the year. As soon as Christmas day is over, an inventory of all these lines is taken by many grocers to see just where they are at. If supply is low probably the full retail price can be secured but if large there should be a sacrifice.

Dead stock on the shelves is a leak that should be avoided, and if care is not exercised in exclusive holiday lines, this condition of affairs is almost sure to exist. Best time to get rid of them is when the holiday spirit is still in the air, as there will be quite a falling of the mercury in more senses than one when New Year's day passes. This stock should not be carried into the annual inventory.

A good plan to dispose of these goods is to give them over to one clerk and make him responsible for getting them out of the store.

Get Ready for Taking Inventory.

If, too, business is found to be a little slack between Christmas and New Year's, the staff could improve the time by arranging the stock so that taking the inventory would be made easier. After the Christmas rush it is necessarily scattered. By rearranging the shelving and placing goods in their proper place, weighing contents of containers, etc., etc., the work of stock-taking after the New Year breaks in upon each, will be much simplified.

LEAKS IN THE GROCERY STORE



By our London, Ont., Correspondent.

In regard to leaks in the grocery business which your valuable paper has taken up lately, your correspondent was asked by a prominent officer of the Retail Grocers' Association to bring up the matter of shortage of weight in 20-lb. pails of certain kinds of lard. He claimed he weighed several pails and found them from one-half pound to one pound short weight.

He has written to two firms who put up the goods and in one case got an answer, that the lard, being hot when put into new pails, was absorbed in the wood. Nevertheless, that does not help the grocer out any.

The merchant referred to above thinks that all grocers should weigh everything possible and charge back all shortages. It is time well spent, he asserted.

Editorial Note.—More leaks are wanted. Jot them down as you find them and send them to The Grocer.

The Christmas Number of the Farmer's Advocate, London, Ont., which has just come to hand is a particularly large and attractive one. The cover design is a handsome one in colors, the artist cleverly symbolizing the spirit of the Canadian northland. Many of the articles breathe the spirit of Christmas and winter and are particularly adaptable for reading in the farmer's home.

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 Rector 2009.
Chicago—A. H. Byrne, 140 South Dearborn Street. Phone Rand 3234.

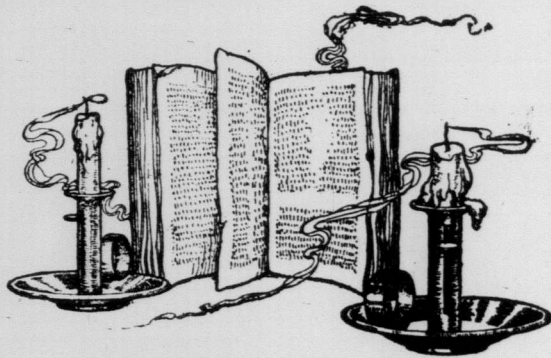
GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

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

Subscription: Canada, \$2.00; United States, \$2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, DEC. 20, 1912



GREETINGS TO THE TRADE.

AS the candles of the old year flicker and we are about to turn over another leaf in life's book, there comes the time when we all want to remember our friends and forget our enemies. It is the happy Christmas season.

The Christmas holiday spirit is now in the air; it is seen in the expressions of those we meet and in the busy stores laden with the good things sought at this, the most festive of all the festive seasons of the year. On Tuesday next, before the midnight hour is tolled, the busy grocer will have laid down his work to accept a well earned rest with his family on the greatest of all days—Christmas Day.

The Canadian Grocer at this time, therefore, tenders with all sincerity a hearty handshake to all its readers and hopes they will have a right "Merry Christmas." And as each is about to turn over the 1912 page of his business, the one best wish is made that his measure of success during the coming year will be overflowing; and may the tinkle of the New Year bells announce to each his entry into a new era of progress and happiness.

UNFAIR COMPETITION.

Newspaper despatches tell us that the Housekeepers League of Philadelphia, Pa., are doing wonders in the matter of lowering the price of selected storage eggs. It

is reported to be selling them at from 6 to 20 cents a dozen cheaper than has heretofore prevailed.

Undoubtedly much success has attended the League's efforts, 18,000 crates or 540,000 dozen having been sold at 24 cents. Sixty selling stations have been organized and 240 more are contemplated.

It would be interesting to follow up the course of the Housekeepers' League to see what their ultimate success will be. Were it selling bricks or even soap, where deterioration would cause no trouble, one might venture the opinion that it would stay in business as long as it cared to. But the handling of eggs is a different problem. Out of the 540,000 dozen, how many contained bad eggs and therefore dissatisfaction? Where complaints were made, what would the League do? Would it replace the loss or money-back to the complainants?

In a short time we may expect the League to dissolve. Yet in the meantime look at the harm it will have done to the legitimate trade. With scarcely any overhead expense, any such body could sell cheaper than the trade. Anyone who knows anything at all about business will realize that. But the rank and file of the citizens of any city will not understand why the retailer should charge more for eggs than the Householders' League. This causes them to distrust the retailer without just cause. It is therefore unfair and should not be tolerated by the authorities of any city.

DIVIDING AN INSOLVENT ESTATE.

A Grocer reader sends in a typewritten copy of the assets and liabilities, list of creditors, amounts owed, etc., in an insolvency case of recent occurrence in Western Ontario, in which are one or two facts well worth mentioning.

The total assets of the merchant were \$515.86, which were exactly taken up by the total of the preferred claims. The balance was simply a big zero to be divided among the unsecured creditors whose claims totalled \$2,398.41, the unsecured creditors therefore receiving no cents on the dollar.

In the list of preferred claims are some interesting items. The solicitor's bill of costs "including taking out order for examination of insolvent before Clerk of Court at ———, and attending on examination, etc.," \$140.28. The assignee's fee amounted to \$130, and disbursements with respect to Deputy Clerk of the Crown, subpoena, etc., \$24.67.

The total of these three items is \$294.95—the amount collected by lawyers and other officials in winding up the estate—leaving a balance of \$220.91 for the other preferred claimants.

It is a peculiar "coincidence" that the total amount of estate was entirely eaten up by the amount of preferred claims. Looks as if someone had apportioned the balance to himself after the other preferred claimants had been paid off. An inference, too, that might be drawn is that it costs a lot of money to fail these days. Everyone should avoid it.

TWENTY-FIVE DOLLARS IN PRIZES.

In the rush of the holiday trade, retailers are urged not to forget having their Christmas windows photographed and entered in The Canadian Grocer's window dressing competition. As has been previously stated, photographs must be sent in not later than Dec. 31. This gives everyone plenty of time between Christmas and New Year's to have the photograph taken, if it has not been secured beforehand.

In sending in the picture be sure that a description is also forwarded, so that the judges will be able to follow the construction closely. Any number of windows may be entered, provided, of course, they are all trimmed by the grocer or his clerks. They must be "amateur" displays. Those displays which do not happen to be among the six winners, but which have merit in them, will be reproduced in *The Grocer* during 1913. Twenty dollars will be divided among the trimmers of the six best, there being three in each class.

To enter in the ad-writing contest, all that is necessary is to clip the Christmas advertisements from the newspapers and send them in. See that the borders of the ads. are not cut. A short article giving the ad-writer's view on the value of advertising, what should be taken into consideration in writing copy, etc., should be sent in with the clippings. Winners of this contest will receive \$3 and \$2 respectively.

— ❁ —
WHAT THE BOOKS SHOULD SHOW.

Now that the year is drawing to an end, dealers will soon be closing their books for the year and taking stock. In view of this contingency, a number of merchandising problems suggest themselves. The totaling up of profits for the twelve months will provide the merchant with material which he can use to good advantage. He will find just where he has stood for the year and what he will be called upon to do next year in order to equal or better the records established in 1912.

An important point is to determine what percentage the overhead expense bears to the total turnover. By finding out each year what the percentage has been, the dealer can decide how to regulate expenditures for the year ahead. If he finds that the percentage is bigger than he deems compatible with a continued profit, he applies the pruning knife to judiciously reduce the expense to a proper basis. If, on the other hand, he finds that the percentage has been low, he will probably feel justified in putting in improvements and otherwise paving the way for a bigger turnover.

In closing the books, it is important also to go carefully into the matter of accounts. Where business is done on the credit basis, it is necessary each year to write off a certain number of bad debts. Accounts still deemed collectable should be kept carefully in sight. Closing the books for the year should be the prelude to an active collection campaign.

— ❁ —
BATTLES WON BY FOOD SUPPLY.

That the matter of food has greater importance in a war than fighting strength, has been well exemplified in the present Balkan uprising. Prominent military men have expressed the opinion that what drove back the Turk was not so much the artillery and bayonet of the Bulgar, but the inefficient commissariat of the Turkish army.

Whereas the Turks were unable to obtain supplies sufficient to sustain their health and strength, the opposing armies on the other hand, had always their food up in the thickest of the fight.

It has been claimed that the pen is mightier than the sword, but in the Balkan War, it has been demonstrated that once hostilities break out, the sword is surpassed by the food supply.

We must eat to live, and the retail grocer the world over is the great distributing channel through which the consumer is reached. Years may come and go, but he will always be a necessity. He cannot be done without—his calling is perpetual.

HOW LIVING COST IS RUNNING.

A report from the Department of Labor, Ottawa, indicates a slight advance in living cost during November over the previous month.

The index number of wholesale prices rose approximately one point in November, standing at 134.3, as compared with 133.1 in October and 129.4 in November, 1911. The advance was due chiefly to higher prices for fish, textiles, hides and leathers, fuel and lighting, while Ontario grains, dairy products, metals, lumber and miscellaneous building materials were slightly upward, with Western grains, cattle and beef, paints and oils, downward.

As compared with the same month last year, grains and fodders, fruits and vegetables, were lower, while animals and meats, dairy products, fish, textiles, hides, leathers, boots and shoes, metals, fuel, house furnishings, and miscellaneous commodities were higher than in 1911. In retail prices, coal, wood, butter and eggs were upward; potatoes also were higher in Ontario, while there was a downward movement in flour, sugar, prunes and evaporated apples.

— ❁ —
DEVELOP THE COUNTER TRADE.

There is a good deal of truth in the remark made the other day by an old grocer, that in order to make any kind of a success in the grocery business one must have a good counter trade. The telephone was all right in its place, he argued, but it should be the aim of every grocer to get the buyers into the store.

The retailer knows that with an inviting store where goods are carefully displayed he can sell a good customer more than over the phone. What the eye sees attractive the mind wants.

This is the principle upon which the large department stores work. They know that a customer with money in the store is worth two at the end of phones. Their object is, therefore, to bring the people to their establishment.

Why should not the retail dealer do the same? By following similar methods he can accomplish similar results. The greatest of these is advertising. The department stores run large advertisements in the daily papers; they frequently state that such and such an article can only be secured by a personal call; they advise shopping early; they make attractive interior displays and they arrange goods so that they must be seen. So that when the customer calls for the article advertised, other goods bearing perhaps much greater profits are sold. The counter trade means much to them.

— ❁ —
EDITORIAL NOTES.

Merry Christmas to you all!

• • •

Be sure your Christmas window and Christmas advertisement are entered in *The Grocer's* contest.

• • •

Now that municipal elections are coming on in many cases, see that there are some business men elected.

• • •

It begins to look like a green Christmas. The weather man is evidently making atonement for the frigid meteorological conditions of last summer.

• • •

When someone is inquiring for a New Year's gift for a friend who smokes, suggest an attractive package of good tobacco; or perhaps a box of cigars. Holiday time is a time when considerable smoking is done.

Grocery Stock Turned Over Twelve Times

An Interesting Item Referred to in Inventory—Dry Goods and Shoe Stock Slower—Dealers Business Statement Analyzed—Looks as if Money Were Being Made But Several Details Are Lacking—What Application of Brain Power Means to a Business.

*By Henry Johnson Jr.

Here is another partial statement:
Saskatchewan, Dec. —, 1912.

Henry Johnson Jr.,
Dear Sir:—

My stock inventory,
Crockery and hardware\$ 328.90
Shoes 874.70
Rubber 202.09
Dry Goods, Staples and Notions 3,247.15
Groceries 593.69
Flour and Feed 1,643.11
Total\$6,889.64

Bought in last year, total, \$31,821.86
Freight, express, postage and all such included in cost of goods purchased.

Sold in last year, total\$36,788.10

About \$600.00 more taken out from stock for my own use, no track. Same would show better profit.

My total expense to date including everything, clerk hire, taxes, insurance and interest; delivery and all, \$11.72.

My own family trade averages \$50.00 per month, is taken without charge, so virtually my sales would be \$600.00 more per year, but on the other hand, I don't figure my own wages in expense at all. I work for nothing except the family trade.

My grocery stock I turn full twelve times a year.

My flour and feed the same.

Dry goods stock I turn only 1½ times a year.

Shoe stock only 1¼ times a year.

Are those last two items turned sufficient to pay? and is my business prospering proportionately to business in general?

Please pass your opinion on above.

Considerable Information Lacking.

That is something of a conundrum and, from the figures given, it may be answered or solved in two ways:

1. If the stock at this time is the same as the stock at the beginning of the year and if all other resources are equally stationary, the expense account, as given, would indicate that there had been a net profit of \$4,954.52 over and above this man's living. But such is not the case, I am sure; so we have

2. If all other factors are stationary, the expense account intended to be writ-

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

ten as \$1,172 will show net profit of \$3,794.24, or more than 10 per cent., inclusive of owner's salary and exclusive of owner's living expenses.

But who can tell anything about it? We have no point of starting and know nothing of the condition of the business at the beginning of the period covered, so all we can draw is the most general kind of inference.

Conclusions From Knowledge Supplied.

If everything is stationary, as aforesaid, then we have some very interesting figures in this statement:

1. Let us add the \$600 to sales, and we shall have sales of \$37,388.10.

2. Then let us correct that \$11.72 to \$1,172 and add the proper expense for the owner's salary, out of which he will, of course, pay all his bills, including those for his household supplies from his own store. As the fair ratio for this size of business may be said to be \$75 per month for management, this man's salary will be \$900 per annum. The total expense will thus amount to \$2,072.00.

3. The first result from this computation is the percentage of gross margin. This is certainly modest at 14.88 per cent.

4. Next, we find that the expense of doing business is the ridiculously low one, of 5.54 per cent., and then we finally find that

5. The remaining gain, properly called net profit, is \$3,494.24, or 9.34 per cent. on sales.

Some Items Missing.

All of which is, you will remember, predicted on the supposition that all factors are absolutely the same this year as last year at this time. That is something so exceedingly unlikely to be the case that we shall have to hold all this in abeyance until we know more about the actual condition. Then we shall have to inquire whether

1. Interest on Investment has been charged off.

2. Depreciation is taken account of.

3. Rent is figured against the business.

Probably we shall think of other things when we hear further from this correspondent. Meantime, I can only generally discuss the remainder of his letter.

Should He Drop Dry Goods and Shoes?

He turns his dry goods stock only 1½ times annually. But my idea would be to study conditions before I should pass judgment on the advisability of cutting out dry goods. Same applies to his shoe stock. If the conditions indicated by his statement and my analysis are really founded on fact, then I should advise making no change, or at least, no sudden change, for here is a business altogether too profitable to fool with. I should advise to let well enough alone in this case.

I hope to have further details from this man. If he is as well off as these meagre figures would indicate, he can well afford to let us in on more details. If he is not so well fixed but has overlooked something, then he wants to get right, so should surely write. In any event, therefore, I hope to hear from him.

Knowledge Better Than Guessing.

The one thing to remember always is, that the "way" is of secondary importance to the fact that we make money. If this man is so well fixed as he may think he is, then it makes very little difference whether he charges himself a salary or not. In fact, if I were running a neat, profitable little business like that, and had it so well in hand, with things under my own eye all the time, I do not think I should worry much about keeping very strict account with myself. It is very necessary that one study one's business in all details and learn all its peculiarities fully. This, so one may actually KNOW and not guess. But after one is satisfied that he knows what is going on and is backed up by the solid evidence of actual money earned and in the bank, why, it matters very little how he "figures."

I am saying this to show that I am not a mere stickler after form. Forms are intended to aid us to find out things. Systems are to help us to ends without swamping us in detail. Study of business problems is necessary that we may digest those problems. After we have arrived at the destination, however, after we have reached the clearing and know it really is the clearing—why, then, we may cut out a lot of mere routine just as we should lay the compass on the shelf and forget it.

A Man With a Big Business.

I have before me another letter, this time from a man who does not want to be even remotely known, and I hesitate to refer to it, even slightly less what I say may lead to his being recognized; but part of what he says reminds me of Burgess of Colorado Springs. The similarity lies in his suffering from poor

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Stratford Merchants Favor the Market

Would Urge All Citizens to Support it Strongly—Resolutions Passed in Favor of Scale Inspection and Garnishee Law Amendments—Officers Elected For Ensuing Year.

Stratford, Ont., Dec. 18.—At the last meeting of the local Merchants' Association many questions in connection with the retail trade were discussed and officers for next year elected. Following are the new officers:

President—Angus McDonald.

Vice-President—Jos. R. Myers.

Secretary-Treasurer—Frank Maeklin, the present secretary, George Trow, declining re-election.

Executive—The officers and D. M. Ferguson, P. J. Kelly, J. H. Gordon, W. J. McCully, C. N. Greenwood.

The officers were authorized to sign a petition seeking reform of the Weights and Measures Act so that merchants would be relieved of the inspection fees. Even where scales had passed tests without a flaw, vexatious inspection fees were levied, which was thought unfair.

Want Garnishee Law Changed.

Another petition was sanctioned seeking amendment to the Garnishee Act whereby the exemption would be reduced from \$25 to \$10. At present, it was pointed out, with the almost universal practice of weekly payment of wages, the Garnishee Act offers little security to creditors.

Irregularities in respect to closing on week nights were discussed and the suggestion was advanced that the labor interests might help to bring about reform by not patronizing merchants who persisted in keeping open nights when the great majority were closed. They could thus aid in securing better hours for storepeople. The view was that regular closing should be general.

The association agreed on procedure for the holiday season, recommending keeping open from Monday, December 16 to Christmas eve.

Proposed New Market Discussed.

A discussion ensued on market matters in view of impending opening of new market. The suggestions resulting may be crystallized into the following: Some are talking as if the new market was established, which was not the case. The market should be a favorite meeting-place of producer and customer, and it is to be demonstrated how these two classes will turn out. Hopes were expressed that the attendance from both sides would expand, and that townspeople who had not been in the habit of attending market would begin to do so in the new building. The first thought

should be to establish and build up a fine market, and to go easy on regulations at first, so as to give no chance for friction. Earlier marketing, more like they have in Berlin, should be encouraged, and by that means the hour for merchants to be admitted to buy could easily be made 10 a.m. The Stratford present practice is carried too far on in the day, giving a late trend to Saturday trade which affects the whole day.

In Berlin, too, the prominent men of the town frequent the market, as well as the wives, etc.; that habit should be developed here. The 11 o'clock hour for merchants to be admitted to buy might have a bad effect, as that hour is late for effective selling afterwards. The new market might get a black eye if a large supply of stuff came on, or if buyers were few, and they had to peddle produce around afterwards or take it back home, again.

Raising Standard of Quality.

An object of the market should be to raise the standard of quality. It should be remembered that merchants often helped to make the price, in order to induce people to come to town; hence merchants are interested in making the market a success, altogether apart from any question of their own admission to buy. It was suggested that all merchants should join to boom the new market in their newspaper advertisements, and urge all the people—absolutely all, of all classes—to go on the market.

No formal resolution was passed, but Messrs. McDonald, Ferguson, Dingman and Greenwood were appointed a committee to interview the Hall and Market Committee and also to confer with a view to co-operation with the new Rate-payers' Association.

FIREPLACE WINDOW.

Mulholland's grocery window on Yonge Street, Toronto, contains a very attractive Christmas display in fireplace design. The mantel is cleverly built up with packages of sugar, leaving an open fireplace. Stockings hang from the mantel laden with Christmas gifts, while on the floor of the window dried fruits, nuts, candy and other Christmas goods are shown. The window has attracted the attention of crowds.

health, so that he is physically almost incapacitated, yet, like Burgess, he does a big business.

The big, fine merchant at the "Springs" went to his present home as a desperate sort of "last resort" matter. Whether he had to do something to make a living or whether he simply worked from choice, I do not know. I only know that he has one of the finest and most prosperous stores on the continent.

Depends on Accurate Accounting.

This man is a good example of Getting Others to do Your Work; and he does it in a way that the Saskatchewan man could not do at all; for Burgess must have lots of accurate accounting and well developed system, or he could not delegate all the detail the way he does; and if he did not delegate the detail, he could not do the business at all. What then shall we say? That Necessity is again the Mother of Invention? That because the business must be carried on and the man cannot do the work himself, he actually finds and devises ways and means such as he probably could not devise if he really had that physical strength which we all commonly regard as a blessing? And is it not funny to note that the man who loses his strength so that he has to delegate work to others often thereby rises above the common run of merchants and enjoys pleasanter, while also more profitable, work than the man who is a horse for muscle? Why are not these examples instructive to us all? Why do we not learn that brain work is the most important work we can do, so that we put up with the less efficient work others will do for us, but which, even so inefficiently done, is yet more profitably done for us than we could do it for ourselves because of the freedom it gives us to do better things?

Efficient Managers Wanted.

I find this present correspondent hard up for really good, efficient managers—men who will take the load off his shoulders and handle the selling end of the business. If good men see this and are interested, I shall be glad to have them write to me—even if they have, some of them, written before. The business in question is large and prosperous. It offers plenty of field for the best that is in any man and nobody need think that he will not find suitable employment for the highest talents he may own, if he takes up this work.

So if YOU happen to be the man who is looking for a bigger, better field, write to me.

United Interest in Garnishee Amendment

Merchants in All Lines of Trade Found to be Signing the Petition—Its Importance Referred to by J. S. Bond at Grocers' Meeting—Municipal Politics in the Air—Grocers Backing Up Two Candidates—Election of Officers at January Meeting.

(Special Staff Correspondence)

Toronto, Dec. 19.—Among the questions up for discussion at the regular meeting of the Toronto Retail Grocers' Association on Monday night were again those of the proposed amendments to the Scale Inspection Act and Garnishee Law. President R. W. Davies occupied the chair.

Petitions Meet with Favor.

W. C. Miller, secretary of the Ontario Retail Grocers' Association, stated that the petitions sent out in regard to the above mentioned amendments were being largely signed. They were coming in from all parts of Ontario, some grocers being so enthusiastic that they clipped the resolutions out of The Canadian Grocer, passed them around among other merchants and sent them into the secretary. Not only were grocers signing the garnishee amendment petition, but they were getting merchants in every line of trade to do so.

Mr. Miller has both petitions neatly printed and will send copies of them out to anyone for the asking. His address is 632 Yonge Street. Copies of these were distributed among the members present, who were asked to get the signatures of the dealers in their district.

Difficult to Garnishee.

J. S. Bond spoke enthusiastically on the great need of lowering the amount of garnishment. "Now we cannot garnishee a delinquent," he said, "unless he has more than \$25 coming to him, and with wages paid usually weekly or semi-monthly, it makes it very difficult for us to obtain our own. If we can only get the \$25 limit reduced to \$10—and we can if everybody helps—it will give us a chance we never had before. Merchants of all classes should boost it and there should be no lack of money when the time comes to present this petition to the Ontario Government."

Election Talk Strong.

Municipal politics were ventilated to a considerable extent, led by Frank Johnston. The Association is naturally very much interested in municipal affairs, having one of their number, David Bell, in the aldermanic field for ward 3. Mr. Johnston and Mr. Bell announced that prospects were splendid for election. The Association is getting out circulars to be distributed among the trade endorsing Mr. Bell's candidature

and pointing out why he, as a business man, is needed in the council to look after the affairs of business men.

The candidature of Controller Maguire, who is in the field for re-election, will also be endorsed by the Association in the circular above referred to. The members remember how he helped them in their fight against the peddler calling out his wares on the street and which comes to an end at the first of the year. Controller Maguire was present after the meeting last night and gave an address. He was, he said, in favor of legislation fair to the retail trade and

Discrimination Against Grocers Alleged

Members of London R. G. A. Claimed that Miller Was Selling Flour to Flour and Feed Men Cheaper than to the Grocers—Committee Dealt with and Settled Question Satisfactorily—Council's Pure Food By-Law Considered.

London, Ont., Dec. 17 (Special).—At the last regular meeting of the London Retail Grocers' Association the most important discussion took place on the consideration of the Pure Food by-law now being considered by the City Council. A copy of the by-law was read by the secretary and was discussed clause by clause, several amendments being suggested. The most objectionable features to the grocer were the suggested sizes of fruit baskets and berry boxes, and the covering of goods, the by-law not being explicit enough.

As the bill was only in the committee stage with the city fathers, a committee from the Association was named to confer with number three committee of the City Council and have the alterations suggested. The committees have since met and conferred with each other and arranged everything satisfactory to the Association.

The committee consisted of Pres. Diprose, Thos. Shaw, G. B. Duke, H. Fountaine and J. A. McFarlane.

Charge Against a Miller.

Another matter taken up at the meeting that caused a lot of discussion was the complaint that a local miller was selling goods to exclusive flour and feed stores for ten cents per hundred less than to grocers. It was claimed that those merchants sold their goods for ten cents per hundred less than the grocers.

he could be counted on to support the dealers in all things which were legitimately theirs. He also favored a reduction of the business tax.

J. J. Ward also addressed the Association in view of his candidature for a controllership. He pointed out that the merchants of Toronto paid 43 per cent. of the taxes and that they therefore should be represented better in the councils of the city. He referred to the unfairness of the present system of business tax, favoring a reduction from 25 per cent. to 10 per cent. He also claimed that the affairs of the city were sadly bungled during the past year.

On December 30 there will be a meeting in St. George's Hall, Elm Street, in the interests of David Bell.

Nomination of officers took place, several being named for each office. Nominations will be concluded at the January meeting, when the election will also be held.

Many of the grocers on the outskirts of the city claimed to sell as much feed as the flour and feed merchants complained of but had to pay more for their goods, which they thought was unfair. A committee consisting of Pres. Diprose, Adam Palmer, W. J. Dalglish, Thos. Shaw and J. A. McFarlane was named to wait on the firm mentioned and try to settle the matter.

A meeting was later held and the contention was arranged satisfactorily to all parties.

After the business of the meeting was concluded the Excelsior Male Quartette gave several selections for the entertainment of the members.

Certain packers of peas in the United States are already out for future contracts on 1913 peas, despite the fact that deliveries of 1912 peas have just been completed.

Freight rates on flour from Canadian ports are from 30 to 50 per cent. higher than they were a year ago. Space in Montreal vessels was sold out weeks ago and that from Maritime Province ports has been nearing that condition. This state of things causes the flour trade to be seriously handicapped, when otherwise it would have a very favorable opportunity in Europe.

Methods of Preventing Window Frosting

The Time is Now Close at Hand When This Problem Will be to the Fore With Every Merchant—The Best Method is to Have Cased-in Background and Air Vents at Edges of Window—This Equalizes Temperature Within and Without.

Although the weather in most parts of Canada has been unusually mild up to the present time, it will not be long before the rigors of winter are felt in full force. A question which faces every merchant, therefore, is the providing of some adequate means to prevent the frosting of his store windows.

The difficulty is a serious one. When the windows become frosted up, their usefulness for display purposes ceases for the time being. Business slackens appreciably, for a store with windows covered with frost does not present a very inviting appearance.

The reason for the frosting of windows is that the temperature varies inside and out. When the air inside the window is warmer than the air without, moisture forms and is turned into frost. If the temperature suddenly moderates, it is not uncommon to find store windows with frost on the outside, due to the fact that the air without has become warmer than the air on the other side of the plate glass.

Equalizing Temperature.

The correct theory to work upon in preventing frosting is to keep the temperature equal on both sides of the glass. This has been done in many cases by placing ventilators at top and bottom of the window. This results in a current of air circulating throughout the window and keeps the temperature sufficiently equalized to have the desired result. There are certain disadvantages connected with this plan, however. Dust and snow is allowed to blow in and the goods in the window suffer accordingly.

The most essential feature of any scheme to prevent frosting is to have a cased-in background. This keeps the warmth of the store from reaching the glass. It is much easier to keep the temperature equalized when the windows are cased right in.

An Original Idea.

A splendid and original idea to ventilate the windows has been embodied in the new store of the Mills Co., Hamilton. Small openings have been provided above the plate glass in the sides of the windows. The openings are about 6x16 inches and are hinged at the top. They swing inward and are operated from the interior of the windows. They can be kept open long enough to keep the temperature within the windows on a par with conditions outdoors. At the same time, being on

the sides, they are not exposed to the street and do not admit dust or snow in quantities. A further advantage is the fact that they are not seen from the outside and do not detract from the appearance of the store front.

In view of the loss which frosting of windows entails on the merchant, the question of the proper construction of store fronts becomes one of much importance. Theoretically, what is needed is to reduce the humidity and thus prevent moisture from condensing on the glass surface by means of the circulation of cool, dry air. In a general sense, this sums up the situation, but several conditions must be taken account of.

First, the windows must be enclosed from the store proper and the enclosure must be quite air tight. Second, air from the outside must enter the windows near the edges and at the surface of the glass, in order to make the circulation greatest at the glass surface. Third, a sufficient amount of dry air must be admitted, in order to absorb the moisture.

These conditions have been borne in mind in the construction of modern store fronts, where vent holes are provided in the metal sash.

Other Remedies.

Numerous other remedies have been attempted with varying results. Rubbing the glass with glycerine has been tried but this method always leaves the glass smeared. A solution of alcohol or methylated spirits is sometimes used but the disadvantage here is in the expense involved. The cost is too great to make this method feasible for general use.

Other merchants have adopted the plan of keeping "foot lights" along the window base, gas jets being kept lighted

to melt the frost off. This method is an expensive one and it does not always produce the desired results.

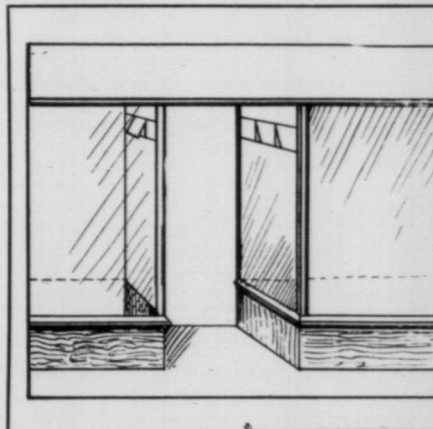
Still another method is found in the use of double windows. By placing a second plate of glass with narrow sash either inside or outside the window, it is possible to keep the surfaces of both clear from frost. There is the disadvantage, however, that the view into window is somewhat obstructed by the double glass.

Summing it up, the best method is to have the background closely cased in and the store front provided with air vents to allow the free circulation of cold air on both sides of the glass.

ALLEGED BUTTER TRUST INDICTED.

Chicago, Dec. 18.—The Elgin Board of Trade, popularly known as the "Butter Trust," and the American Association Creamery Butter Manufacturers, were attacked by the federal government in a civil anti-trust suit filed here to-day for the dissolution of both concerns.

Sweeping charges of a conspiracy to fix arbitrarily the price of butter in the interest of big manufacturers and cold storage concerns and to the detriment of the farmer, other small producers and the consuming public are made by Attorney General Wickersham against the trust, which he would destroy as a violation of the Sherman law. Butter making, it is claimed, has drifted to the large manufacturers, the natural increase in volume of business has been curtailed, and prices to the people of the country have been enhanced, especially during the winter, by the operation of the "conspirators" according to the government's petition in equity.



Method adopted by Mills Company, of Hamilton, to prevent frosting of windows—The openings in sides admit cold air and the temperature is thus equalized.

Current News of the Week

Quebec and Maritime Provinces.

G. & C. Hossack, grocers, Quebec, Que., have registered.

O. Royer, grocer, Laurierville, Que., has sold to J. B. Roy.

Alfred Martin, of A. & A. Martin, general merchants, Lachine, Que., died recently.

Quesnal Freres, general merchants, St. Andre Avelin, Que., are succeeded by A. Quesnal.

Illsley & Harvey Co., merchants, Port Williams, Kings County, N.S., began on Monday last to sell for cash only.

G. G. Harvey, formerly of Woodstock, N.B., has opened a retail grocery store at St. Mary's Ferry, York County, N.B., in the stand previously occupied by the late Elisha Van Wart.

Ontario.

J. A. Fraser & Son, grocers, Barrie, Ont., have sold out.

Henry Siebert, grocer, Windsor, Ont., has sold his business.

Wm. Robbins, grocer, Orangeville, Ont., has sold to John May.

D. J. Stewart, grocer, Webbwood, Ont., has sold to E. Latimer, of Ottawa.

R. A. Govier, general merchant, Summerhill, Ont., has sold to T. E. Mason.

The Eureka Match Co. has obtained a charter to do business in Fort William, Ont.

H. W. Stauffer, Hespeler, Ont., disposed of his grocery stock and fixtures by public auction. He will remove to Guelph.

The store of Thos. Pepper, on the York Road, Guelph, Ont., was broken into recently and a large amount of groceries taken.

A London report has it that the Wrigley Gum Mfg. Co., Chicago, intend establishing a factory in London, Ont. This firm has now a factory in Toronto.

J. Kirkpatrick was presented with a silver mounted umbrella by the Hamilton, Ont., Retail Grocers' Association at their last meeting in consideration of help he gave at the annual picnic.

James McLaughlan, Owen Sound, president of McLaughlan & Sons Co., biscuit manufacturers, is likely to be appointed a Senator. Mr. McLaughlan is chairman of the biscuit section of the Canadian Manufacturers' Association.

Adam Ballantine, a Hamilton, Ont., grocer, has for many years been in favor of 75 pounds as standard weight for a bag of potatoes. The question was discussed at the last meeting of the Hamil-

ton R. G. A. Mr. Ballantine urges the above standard for the purpose of using sugar bags that are at present useless as soon as the sugar is emptied, because of their size. They will hold 75 pounds of potatoes. It is also argued that delivery boys could handle a 75-pound bag of potatoes much easier than a 90-pound bag. The matter was laid over.

Western Canada.

M. Duplat, grocer, Montmartre, Sask., has sold to Rochon Bros.

The City Park Grocery has opened a store in Edmonton, Alta.

Sutherland & Co., grocers, Winnipeg, are succeeded by Brown & Co.

Hunt & Andrews have opened a general store at St. Albert, Alta.

J. B. Ward, grocer, St. James, Man., is succeeded by A. J. G. Willis.

H. H. Owens, of H. Owens & Co., grocers, Vancouver, B.C., is dead.

Rioux Bros. have opened a grocery and feed store in Edmonton, Alta.

F. H. Eames has sold his grocery store at Edgerton, Alta., to P. S. Pawsey.

Genereaux & Viens have opened a general store at Athabasca Landing, Alta.

Rivers & Blythe, grocers, Regina, Sask., have dissolved, C. N. Rivers continuing.

E. Gibault has sold his grocery store in Edmonton, Alta., to J. E. & G. Gibault.

The St. Albert Trading Co. have taken over the general store business of H. L. Hunt at St. Albert, Alta.

C. H. Green, general merchant, Saskatoon, Sask., is selling to E. Bowman, who will take possession February, 1913.

Sutherland & Co., who for some time have conducted a grocery business at the corner of Evanson & Westminster Streets, Winnipeg, have sold out to T. W. Brown. The change takes place immediately.

Edward Kidd, formerly of the firm of Edward Kidd & Co., Limerick, Ireland, has come out to Vancouver, B.C., to establish a manufacturers' agency and importing business under the title of Kidd & Kidd. Mr. Kidd was forty years in the Old Country. His former business is now being carried on by a brother.

J. Plotkin, who has been in partnership for some time with his brother, A. Plotkin, in Swift Current, Sask., has re-

moved to Medicine Hat, Alta., and erected a store on Queen Street, where he opened a stock of groceries last week.

At the monthly banquet and meeting of the Canadian Credit Men's Association, Winnipeg, Henry Detchon gave an account of the progress made during the past year. The branch for obtaining financial statements from retailers, he said, was working satisfactorily, and by January 1 next there would be a great increase of efficiency in this department. So far as membership was concerned they had now between 600 and 700 members. Notwithstanding the fact that it was less than three years ago when they started the association they had handled, or were handling, some 89 insolvent estates, and the question of establishing a central depot for disposing of surplus stocks in Manitoba on the lines of that at Calgary was receiving attention. The improvement of the mercantile agency service was under consideration, and if necessary the whole subject would be brought before the whole of the members.



TOTALS OF SALMON PACK.

Victoria, B.C., Dec. 18.—During the past year 996,576 cases of salmon were packed at the various canneries of British Columbia. This pack included sockeyes; spring, red and white; chums, pinks and cohoes. The total pack on the Fraser River was lower than that of the Skeena this season, the northern canneries putting up a total of 254,256 cases. The Fraser came next with 173,921 and Rivers Inlet was next in line with 137,697. On the Naas 71,162 cases were put up.

The pack of sockeyes was, as usual, the largest, the total being 444,762 cases, of which 107,784 were put up on the Fraser; 122,884 on Rivers Inlet; 92,498 on the Skeena; 36,037 cases on the Naas, and 94,559 cases at other points. The pack of Cohoes was next to that of sockeyes with a total of 165,309, of which 39,835 cases were contributed by Skeena canneries, 28,574 from the Fraser, 12,468 from the Naas, and 11,010 from Rivers Inlet, and 73,442 from outlying canneries.

The other totals were: Pinks, 247,743 cases; red springs, 62,345 cases; chums, 58,325 cases, and white springs, 18,092 cases. The Skeena canneries led largely in the pack of pinks and red springs.

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Raisin Market Firmer--Beans Easier

Both Californias and Valencias Are Stronger—Importations of Austrian Beans Tend to Ease the Market—Wholesalers' Business Running Slack as Retailers Have Now Little Time to Buy—When Books Are Closed Season Will Likely Show Up Well.

ONTARIO MARKETS.

POINTERS:—

California Raisins.—Higher.
Valencia Raisins.—Firmer.
Shelled Walnuts.—Higher.
Beans.—Easier.

Toronto, Dec. 19.—A general easing off is noticed in the markets this week. The rush for the jobber caused by the holiday trade is now practically over. Sorting orders are still coming in for many lines of goods but the main bulk of business has been transacted for 1912. Now is the time when the retailer gets his chance in the hustle and bustle of the Christmas trade.

Prospects for a big year in the grocery business look even brighter than ever. Jobbing houses are already beginning to take inventory and will soon find out exactly how they stand on the year's business. Very general satisfaction seems to prevail throughout.

SUGAR.—The sugar situation is without special feature this week. Difficulty is being experienced in getting enough raws to last out until the new crop comes in. Latest reports state that the Cuba beet crop is still very favorable and 41 Centrals have already started to grind. The European beet crop, according to latest despatches, is rather more unfavorable. The estimate has again been reduced 145,000 tons but even at that it is ahead of last year. While the European crop estimate has been reduced the Cuban crop is the greatest ever seen, so that the general tendency is towards steadiness in the market. Prices this week continue unchanged.

Extra granulated, bags	4 85
Extra granulated, 20-lb. bags	4 95
Extra granulated, 5-lb. cartons	5 15
Extra granulated, 2-lb. cartons	5 15
Imperial granulated	4 70
Beaver granulated	4 70
Yellow, bags	4 45
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 25
Extra ground, 50-lb. boxes	5 45
Extra ground, 25-lb. boxes	5 65
Powdered, bbls.	5 05
Powdered, 25-lb. boxes	5 45
Powdered, 50-lb. boxes	5 25
Red Seal, 5-lb. box	0 37
Crystal diamonds	7 50
Paris lumps, in 100-lb. boxes	5 60
Paris lumps, in 50-lb. boxes	5 70
Paris lumps, in 25-lb. boxes	6 00

SYRUP AND MOLASSES.—Prices here are low with very little chance to rise. Last year there was a big sugar crop in the West Indies and again next year a big crop is anticipated. The Barbados crop on the other hand is smaller than last season. A good movement is

being felt in higher grades syrup and molasses and in these, prices are likely to be maintained.

The corn crop this year has been a record one and this will no doubt have a rather depressing effect on all corn products.

Syrups—		Per case.
2 lb. tins, 2 doz. in case		2 40
5 lb. tins, 1 doz. in case		2 75
10 lb. tins, 1/2 doz. in case		2 65
20 lb. tins, 1/4 doz. in case		2 60
Barrels, per lb.		0 03 1/2
Half barrels, lb.		0 03 1/2
Quarter barrels, lb.		0 03 1/2
Pails, 38 1/2 lbs. each		1 75
Pails, 25 lbs. each		1 25
Maple Syrup—Compound—		
Gallons, 6 to case		4 80
1/2 gals., 12 to case		5 40
1/4 gals., 24 to case		5 40
Pints, 24 to case		3 00
Maple Syrup—Pure—		
Gallons, 6 to case		6 60
1/2 gallons, 12 to case		7 25
Quarts, 24 to case		7 25
Pints, 24 to case		4 00
Quart bottles, 12 to case		3 50
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	0 28	
West Indies, half barrels	0 30	
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50

DRIED FRUITS.—Some lines of dried fruits, more specially peels, are well sold up and supplies are becoming very scarce, even to a shortage.

Seedless varieties of California raisins have all advanced in price about 1/2 cent. Stocks in these, too, are being well cleaned up. Valencia raisins are also reported as higher this week.

Prunes even in the smaller sizes are hardening up and quite a change is noted in medium sizes. Large sizes are practically off the market. Peaches and apricots are very scarce and are daily becoming almost unobtainable.

Evaporated apples in fine quality are scarce and very hard to get. Quality on the whole market is said to be somewhat better than last year.

All stocks are now pretty well cleaned out. A few sorting orders are still coming in but for 1912 most of the business has already been transacted.

Prunes—		
30 to 40, in 25-lb. boxes	0 12 1/2	0 13 1/2
40 to 50, in 25-lb. boxes	0 11 1/2	0 12 1/2
50 to 60, in 25-lb. boxes	0 10 1/2	0 11 1/2
60 to 70, in 25-lb. boxes	0 09	0 10
70 to 80, in 25-lb. boxes	0 08 1/2	0 09 1/2
80 to 90, in 25-lb. boxes	0 08	0 09
90 to 100, in 25-lb. boxes	0 07 1/2	0 08 1/2
Same fruit in 50-lb. boxes, 1/4 cent less.		
Apricots—		
Standard, 25-lb. boxes	0 13	
Choice, 25-lb. boxes	0 15	
Peaches—		
Standard, 25-lb. boxes	0 10	
Choice, 25-lb. boxes	0 10 1/2	0 11 1/2
Candied Peels—		
Lemon	0 11	0 12 1/2
Orange	0 12	0 13
Citron	0 15	0 18
Tapnets	0 04 1/2	0 04 1/2
Bag figs	0 05	0 07
Fancy box figs, according to size	0 10	0 15
Evaporated apples	0 07	0 07 1/2

Currants—		
Fine Filiatras, per lb.	0 07	
Choicest Annas, per lb.	0 07 1/2	
Patras, per lb.	0 07 1/2	
Choice Vastizas	0 10	0 10
Shade dried Vostizas	0 10	0 08 1/2
Cleaned, 1/4 cent more.		
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencias, selected, new	0 09	0 09 1/2
Valencias, old stock	0 07 1/2	0 08
Seedled, 1 lb. packets, fancy	0 07 1/2	0 07 1/2
Seedled, 1 lb. packets, choice	0 06 1/2	0 07
Dates—		
Hallowee', full boxes	0 05 1/2	
Hallowee', half boxes	0 06 1/2	
Paris, choicest, 12-lb. boxes	0 08 1/2	0 09 1/2
Paris, choicest, 60-lb. boxes	0 07	0 07 1/2
Package dates, per pkg.	0 06 1/2	0 07 1/2

TEA.—Very little change is noted in the tea market this week. Market continues quite strong, neither a drop nor yet a stronger tendency being experienced. Buying has been quite heavy this week on account of there being no sale on the London, England, market either next Tuesday or the week following, owing to the holidays.

COFFEE.—Little or no change has taken place in the coffee market during the past week. While there were several slight fluctuations, the general trend of the market remains unchanged. New crop coffee coming in now shows an improvement over last year's shipments with regard to quality. Prices are likely to remain stationary till after the middle of January.

Rio, roasted	0 21	0 23
Green, Rio	0 20	0 20
Santos, roasted	0 21	0 25
Maraicabo, roasted	0 25	0 25
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 32
Java, roasted	0 32	0 35
Mexican	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—The spice market this week remains unchanged. Shipments have been moving out freely but now that the holiday rush is practically over a lull is being felt. No change in prices is looked forward to for some time.

	5 and 10 lb. Tins.	1/4 lb. pkgs.	1/2 lb. tins doz.
Allspice	14-17	60-0 70	75-0 80
Cassia	22-27	72-0 90	80-0 90
Cayenne pepper	23-33	72-0 90	90-1 15
Cloves	25-29	90-0 95	85-1 10
Cream tartar	25-26	90-0 00	0 00
Curry powder	25-00		
Ginger	22-27	65-0 85	75-0 95
Mace	65-80		0-2 75
Nutmegs	25-30	90-0 00	1 50-2 50
Peppers, black	28-25	67-0 75	80-0 90
Peppers, white	28-30	90-1 05	1 05-1 15
Pastry spice	20-27	65-0 95	75-1 10
Pickling spice	14-15	75-0 00	75-0 00
Turmeric	16-18		
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 10	0 12	
Celery seed, per lb., in bulk		0 35	
Shredded cocanut, in pails	0 16 1/2	0 17 1/2	

RICE AND TAPIOCA.—Here the market has been pretty quiet for the past week. Just now there is a tendency to curtail purchases as much as possible and give a chance to wind up

Currants—		
Dry, clean, per lb.	0 07	
Washed, per lb.	0 07½	
1-lb. package	0 08½	
2-lb. package	0 17½	

TEAS AND COFFEES.—These staples are firm in the primary markets and locally there is no change.

Coffee—		
Green Rio, No. 5	0 17	
Roasted Rio	0 21	
Green Santos	0 19	
Roasted Santos	0 24	
Chicory	0 12½	
Teas—		
China blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 40
Japans, May picking	0 35	0 50
Japans, choice	0 35	0 45

BEANS.—There are no changes to report this week but the market for both peas and beans is firm and may be slated for an advance.

Beans, hand-picked, per bushel	3 30
Beans, 3 lb. pickers, per bushel	3 20
Split peas, sack, 98 lbs.	4 25
Whole peas	2 90

NUTS.—The holiday trade in nuts has been quite up to the average. Stocks have been ample to meet all requirements.

Brazil	0 13	0 14
Tarragona almonds	0 16½	
Peanuts, roasted, Jumbos	0 12½	
Peanuts, choice	0 11	
Pecans	0 17	
Marbot walnuts	0 13½	
Grenoble walnuts	0 16	
Sicily filberts	0 11½	
Shelled almonds	0 35	
Shelled walnuts	0 29	

WINNIPEG.

PRODUCE AND PROVISIONS.—In dairy produce this week there is an advance of two cents per pound on creamery butter. With the advent of somewhat colder weather supplies of cream have much decreased, still the rise was somewhat unexpected. Storage eggs are easier but there is no change in price for the present. Heavy shipments of poultry have been coming in from south and east.

Lard, tierces	0 14½	
3 lb. tins, cases	9 35	
5 lb. tins, cases	9 30	
10 lb. tins, cases	9 20	
20 lb. pails, cases	3 05	
50 lb. tubs	7 50	
1 lb. bricks	0 15	
Cured Meats—		
Hams	0 15½	0 18½
Long clear	0 15½	
Short clear	0 15½	
Shoulders	0 14½	
Bacon	0 20	0 22½
Cheese—		
Ontario large	0 15	
Ontario twins	0 15½	
Manitoba large	0 14	
Manitoba twins	0 14½	
Butter—		
Creamery	0 35	0 37
Dairy	0 29	0 30
Eggs, fresh laid, Manitoba	0 35	0 40
Southern eggs, storage	0 26	

WINNIPEG.

FISH.—Frozen lake fish are now selling on the market as is customary throughout the winter months. This stuff rather affects the butchers more than the grocers and does not affect the market for cured fish. Labrador herring have advanced. Oysters are in demand at prices unchanged.

Fish—	
Oysters, per gallon	2 75
Frozen salmon	0 11
Frozen halibut	0 09
Fresh whitefish	0 08½
Fresh pickerel	0 08
Block cod	0 10
Haddock	0 06
Finnan haddies	0 08

Holland herring, keg	0 66	0 72
Kippers, box	2 00	
Smoked cod	0 12	
Goldeyes, dozen	0 50	
Labrador herring	4 50	4 80

NEW BRUNSWICK MARKETS.

St. John, Dec. 18.—Business at present particularly during past week, has been decidedly brisk. A last appeal is being made this week to dealers to "look over your stock of fruit syrups, jelly powders, extracts, icing sugar, spices, figs, dates, currants, raisins, peels, etc., prompt deliveries are promised on late orders.

Local supply of flour is still scanty. It is now opinion of dealers that market has reached a more settled state and no changes are looked for at least until New Year. Fancy Barbadoes molasses is decidedly scarce and the price is steadily increasing. Casks are now offered at 38 cents but without warning the price may advance any day as before next season's crop is offered higher prices are certain to come.

Lower prices are looked for by St. John dealers in sugar market soon after the New Year, and advices to the trade

at present are to purchase only for immediate requirements.

Bacon	\$	\$0 15
Beans, hand picked, bushel	2 80	2 85
Beans, Austrian, bushel	2 75	2 85
Beans, yellow eye, bushel	3 00	3 15
Butter, dairy, per lb.	0 30	0 34
Butter, creamery, per lb.	0 27	0 29
Buckwheat, W. grey, bag	2 85	3 00
Cheese, new, lb.	0 15½	0 15½
Currants, 1's, lb.	0 08	0 08½
Canned Goods—		
Beans, baked	1 30	1 35
Beans, string	1 02½	
Corn, doz.	1 10	
Peas, No. 4	1 40	
Peas, No. 3	1 42½	
Peas, No. 2	1 45	
Peas, No. 1	1 80	
Peaches, 2's, doz.	1 55	1 60
Peaches, 3's, doz.	2 35	2 40
Raspberries, doz.	2 20	
Strawberries	2 20	
Tomatoes	1 65	
Commical, gran.	5 00	
Commical, bags	1 55	
Commical, bbls.	3 25	
Eggs, henry	0 15	0 20
Eggs, case	0 35	0 40
Flour, Manitoba	5 75	5 80
Flour, Ontario	5 75	5 80
Lard, compound, lb.	0 10½	0 11
Lard, pure, lb.	0 15½	0 16
Lemons, Messina, per box	3 50	4 00
Molasses, Barbados, fancy	0 38	0 39
Oatmeal, rolled	5 50	
Oatmeal, std.	6 65	
Pork, domestic mess	25 75	26 00
Pork, American clear	27 00	28 75
Potatoes, barrel	1 60	1 80
Raisins, California, seeded	0 07½	0 08½
Rice, per lb.	1 25	4 50
Salmon, Case—		
Red Spring	9 25	9 50
Cotoes	8 50	8 75
Sugar—		
Standard granulated	4 90	5 00
Austrian granulated	4 80	4 90
Bright yellow	4 70	4 80
No. 1 yellow	4 40	4 50
Paris lumps	6 00	6 25

The Eastern Tea Trade During November

An Anxious Month for the Grower on Account of Arrival of Cold Weather—Subsequent Reports However Were Favorable—Russian Buyers Strong in the Market—Effect of Balkan War.

The following information on the tea trade during November as seen through the eyes of a large London, Eng., and Calcutta firm will be interesting to the trade:—

"In many respects the market during November was a repetition of that during October, larger quantities of tea being offered than for the corresponding month of last year and the general average of quality being of a nondescript character.

"The Durga Poojah holidays took place during the month which usually marks an anxious and important time to the grower, for about this period which is the commencement of the cold weather, the seasons estimate may be considerably curtailed if the temperature suddenly drops. Therefore, the sale after the holidays is a most important one, however this year there was no news other than quite favorable to the growing community and as the quantity on offer was large and news from the London market very depressing it was not to be wondered at that prices generally showed a decline.

"There was little support given to the market throughout the entire month other than from the Russian buyers who

must have taken considerably more than 50 per cent. of the entire offerings. The war in Turkey was responsible for the withdrawal of support of the Persian Gulf buyers who usually take a large quantity of stylish teas of all grades.

"The Australian buyers, however, were well represented.

"Fine Tea. This grade was again noticeable by its absence, but whenever an isolated parcel came on offer buyers were plentiful.

"Medium Tea.—Teas of this grade with useful liquors were well supported throughout the month by all buyers, but nondescript liquoring sorts marked a decline in values week by week.

"Common Tea.—Useful clean Pekoe Souchongs kept fairly firm throughout while the common sorts sold at rather lower prices. Fannings showed no material alteration although all common Broken Pekoes met a declining market."

A carload of canned goods en route to Estevan, Sask., was partially burned in Portage la Prairie, Man., recently. The cause is attributed to an oil heater in the car.

Reducing the Difficulties of Delivery

Quick Service is Demanded, and This is Exceedingly Hard to Give—System the Only Salvation—How One Merchant Secures Three Deliveries a Day—Frankness Absolutely Necessary to Keep Customers—A Good Joke But Bad Business.

Distribution is one of the big problems of business life to-day—perhaps the biggest of all problems. It is the great question in West and East alike. To market his grain is the problem of the prairie farmer. To market his product is the study of the manufacturer; and to distribute his goods is undoubtedly one of the great problems of the retail hardwareman.

Delivery seems absolutely necessary. Men may dream of a blissful state in which people pay cash for what they buy, and carry off their purchases with them; but such Utopian conditions do not exist in many places. No. The great majority of dealers must make arrangements for delivering what is bought of them, and according as their arrangements to this end are good or bad will their business grow or diminish. Delivery, of course, is only one factor in a retail business, but it is an exceedingly important as well as a worrisome factor.

Friends Made and Lost.

Prompt delivery service can, and does, do a store almost incalculable good, and a bad service may cause much damage. Prompt delivery gives people faith in a store. It causes them to speak well of it when others are complaining of some other establishment where they have done business. Thus friends are made for the one store and lost for the other.

Dealers need little reminding of the harm done by poor deliveries. Perhaps all have intimate knowledge of customers lost because of this. Sometimes the slow service was unavoidable. Perhaps it was due to the carelessness of a delivery man. However, that may be, the evil results followed.

It is very evident that the question of delivery is one which requires careful study. System is necessary. There is absolutely no use attempting to deliver goods over any considerable area in a hit-or-miss fashion.

How System Was Arranged.

There are firms, of course, which employ a number of wagons. These have an opportunity to divide their territory into districts, giving one driver charge of a particular district. The majority of dealers, however, have but one rig, and have to give the best possible service with this. Moreover, if the work is properly regulated, a very good service may be given under these circumstances.

One man, doing business in a place of 20,000 inhabitants or a little more, has arranged to give three deliveries a day.

He has found that it is possible to cover the territory this often, as it seldom happens that all the extremes have to be touched at the one time. If there are orders from all four extremes, then some of them have to be taken at each delivery. It would be impossible to attempt to make the full circuit at one time.

This man sends out his first load about 10 o'clock in the morning. This includes all the telephone orders of the early morning, and all the orders placed after 5 o'clock the night previous. These last, by the way, are the only orders of the day before left over.

The driver will make his round in about two hours, and then will attend to his horse and be back again very shortly after one o'clock. There will be more parcels to go out. If any urgent call has come it will be delivered first. The driver can start delivering either way. That is, he can go to the end of his run first, and work back; or he can commence delivering at houses near the store. If the hurry up calls do not come from widely divergent points the prompt service asked may usually be given.

Touching the Extremes.

This trip is usually over about 5 o'clock, and then there comes the late afternoon delivery. It is very seldom as heavy as the one o'clock round, yet the territory to be covered is often as great. Sometimes, indeed, it is greater—for a parcel may be left off the early delivery, because, it was for a district apart from that to which the rest of the goods were going. It has to go on the late delivery, and perhaps by the time this is made up there is an order in for goods to be delivered to some place on the other side of the city. If all are to go out that night, both extremes have to be touched.

Indeed the task is not an easy one, and the worst of it is that many people are thoughtless—to put it mildly. All naturally regard the delivery of their purchase as of the greatest importance.

A Case in Point.

The dealer who has arranged his three deliveries in a day, tells a story which has occurred to him in the past month. In his city is a residential district located on what is called the high level. As the name implies, it is on a plateau, to reach which a steep hill has to be climbed. A lady telephoned from one of the fine houses here, asking for a box of tacks. "And," she said, "I must have them immediately." The merchant ex-

plained that his delivery was out, and that he could not get the tacks around until nearly six o'clock. Then the lady gave the merchant a piece of her mind. She wanted what she wanted when she wanted it. Probably the merchant thought a lot. Indeed he admits as much, but he only said he would get the tacks around at the earliest possible moment. As he says: "It would not have mattered a great deal if we had lost that customer, but she would have talked. I saw how she could talk. She would have said we could not give a decent delivery service, and of course she would not have explained the circumstances as they really were. Her talk would have hurt us."

A Good Joke But Bad Business.

This incident brings to mind another which occurred to a grocer. A lady demanded a cake of yeast. Cakes of yeast cost 2c and yield the grocer 1/2c profit. She insisted that this be sent around immediately. Well, the grocer determined to send it. He wrapped it up a dozen times. Then he wrapped it up some more. He put it in a bushel basket, and the driver, entering into the spirit of the joke, got another man to help him carry it into the purchaser's house. It was a good joke but bad business. The lady was offended. She told her friends—not of the joke, but of the supposed bad service—and several customers were lost.

Delivery is not only a troublesome part of the business, but an expensive part. It is estimated that a horse's keep comes to approximately \$20 a month. Then there is the cost of keeping up the wagons, and the cost of the horses. It is a good horse that lasts more than six or seven years on delivery work, and horses are rising in value rapidly.

Frankness Absolutely Necessary.

Probably the one essential in connection with delivery is that there should be perfect frankness. Few customers will become annoyed when they are kept waiting a little time, if they have been told in the first place that the goods can not be sent earlier. It is the broken promises that make store enemies. Only the other day a hardwareman lost a customer because he had promised to have goods delivered by night. They did not come. The next day he said they were on the way. They did not come. The purchaser, the third day, found them still in the store.

An Experienced Sales Manager Wanted

On the first of December, Geo. D. Davis, a cut of whom appears on this page, joined the staff of Hardware and Metal, as associate editor. His acquisition will strengthen Hardware and Metal's organization where it was already strong, and make it possible to render even better service than in the past.

For a young man, Mr. Davis has the backing of a splendid experience to assist him in his new position.

Born in Stratford, Ont., he received his education in the public schools and collegiate institute of that city. His first hardware experience was gained with Duncan L. Myers, in the store now conducted by the Myers Hardware Company.

During the nine years that he was in the employ of Duncan L. Myers, Mr. Davis thoroughly absorbed the rudiments of hardware retailing, and gained an excellent business experience.

He now felt qualified for larger fields of endeavor and accepted a position with the Purdom Gillespie Hardware Co., London, Ont. It was at this time that Mr. Davis became intensely interested in newspaper advertising as a means of developing retail trade.

After being with Purdom Gillespie Hardware Co. for a year and a half, Mr. Davis had an opportunity of going on the road for the Hobbs Hardware Co., of London, and he accepted it.

For two years he showed his samples from Milton to New Liskeard, and from Sudbury to the Soo. He made good as a traveling salesman just as he had previously made good as a stove salesman.

And his knowledge of hardware was growing apace.

By that time Mr. Gillespie had withdrawn from the Purdom Gillespie Hardware Co., which had changed its name to Purdom Hardware Co. Mr. Davis was invited to rejoin the firm, in an important position, and he did so.

For the past three and a half years Mr. Davis has been buyer for this firm, and has had charge of the sales and advertising departments. He has visited New York twice a year to buy new goods and has, in other respects, gained an intimate knowledge of the hardware trade, which will be invaluable to him as associate editor of Hardware and Metal.

Before leaving London last week, Mr. Davis was presented with a handsome traveling bag by Alex. H. Purdom, on behalf of the firm.

The appointment of Mr. Davis to the staff is in line with the progressive policy of Hardware and Metal, in maintaining a staff capable of giving an unrivalled service to its readers. With a big newsy issue every week, edited by men who are making a life work of studying conditions in the hardware trade, Hardware and Metal is bending every effort to maintain its prestige as the only trade paper which is really indispensable to Canadian hardwaremen.

The Canadian Grocer, which is published by the same firm who publish Hardware and Metal, has an opening on Montreal staff for a man with somewhat similar experience in grocery business to what Mr. Davis has had in hardware line. Applicants for this position should state fully experience they have had, and various men they can give for reference

as to character and ability.

The Canadian Grocer has made many improvements in its appearance during the past year, and we have in view a number of new features which we are anxious to add during the year 1913. We are anxious to secure the services of a man who is familiar with all phases of grocery business.

Address Manager, The MacLean Publishing Company, Limited, Montreal.



*GEO. D. DAVIS,
Hardware and Metal's New Associate
Editor.*



Fruit and Vegetable Dept.

Heavy Christmas Trade in Oranges

Wholesalers Report Demand From Retail Trade Quite Keen—Some Japanese Oranges Arrive in Eastern Canada—Grapefruit Still Plentiful But Price is Well Maintained—Vegetables a Little Easier This Week on Account of Attention Going to Fruits.

Plenty of Florida oranges have been offering this week. Sizes have been quite desirable and the eating quality excellent so that dealers have been turning their attention towards these and have made a specialty of them. There seems to be large crop in the south but in spite of that it is stated that prices on all better grades will be maintained. Florida packing houses are closing down on Saturday so as to have everything cleaned up by Christmas.

Grape fruit keeps coming in still in good quality and desirable sizes for this market. Here, 64's and 80's seem to be most preferred. At the shipping points prices remain firm and at present it is difficult to state just what the future will be. No decline is anticipated, however.

Large shipments of navel oranges are coming up both from Northern and Southern California. In Southern California especially, the crop is heavy. The color in these has been very good but quality is not all that is to be desired. Many are said to be rather sour and coarse. Better quality is expected later in season.

One of the difficulties which many of the dealers have found this year has been that oranges have been shipped in before sufficiently matured to send out again to the trade. This has caused large stocks to be held over until they should become a little riper and has thus put dealers to considerable inconvenience.

MONTREAL.

FRUITS.—A large trade is passing in all these lines, dealers now putting in supplies for Christmas and New Year trade. There seems to be enough apples to meet all demand, while cranberries

are firming up considerably stocks being reported as getting low.

Apples, fall, No. 1	3 00	5 00
Apples, fall, No. 2	2 00	3 50
Bananas, crated	1 75	2 00
Cranberries	7 50	9 50
Grape fruit, Florida, case	3 50	4 00
Lemons	5 50	6 00
Oranges, late Valencias	4 50	5 00
Pineapples, Cubans, cases of 24	6 50	7 00
Grapes	2 25	2 75

VEGETABLES.—Wholesalers are now more satisfied with trade, the dullness noticeable during past few weeks having given away to decided activity. Potatoes are in better supply and market is easy while all other lines are moving freely. A fair demand has set in for higher-priced vegetables, namely imported such as California celery, Borton lettuce, etc. Prices are not out of reason either, but compare favorably with certain other lines now selling.

Spanish onions, large case	2 50
Canadian red onions, per lb.	0 01 1/4
Wax beans, in hampers	4 50
Carrots, bags	0 75
Cabbage, dozen	1 20
Cauliflower, doz.	0 60
Cucumbers, basket	0 30
Peppers, green, basket	3 75
Radishes, dozen	0 22
Sweet potatoes, per basket	2 00
New potatoes, bag	1 00
Spinach, box	1 00
Parsnips, bag	3 00
Tomatoes, hothouse, lb.	0 25
Turnips, per bag	1 25

TORONTO.

GREEN FRUITS.—"Fruits are all selling well and prices are quite reasonable," was the statement made by one dealer in sizing up trade conditions this week. Oranges are commanding large sales now with the Christmas trade. Some of the navel oranges are reported as being rather sour. Floridas, however, are of excellent quality and are plentiful. "There are more Floridas this year than ever before and they're selling better," said one dealer.

Rather a novelty on the local market is the Japanese orange. These are very small, red oranges with a very thin skin and fairly sweet flavor. For some time

they have been sold in the West and Pacific Coast, but are only now being introduced here. They come in straps, 6 1/2 to 7 dozen in each section or from 13 to 14 dozen in a strap, and sell wholesale at \$1.50 per strap. These come direct from Japan by way of Vancouver. Large quantities of holly and mistletoe are now being handled. Prices are quoted as follows: Holly, per case, \$4.25; Holly wreaths, per doz., \$1.75; and Mistletoe in boxes, 40c per lb.

Apples—		
Snows, per barrel	3 50	3 50
Spies, per barrel	3 00	3 00
Russets, per barrel	2 75	3 00
Greenings, fancy, per box	1 25	1 25
Greenings, No. 1, per bbl.	2 25	2 25
Greenings, No. 2, per bbl.	3 00	3 00
Baldwins, per bbl.	2 25	3 00
Fancy imported, box	2 25	2 25
Bananas, per bunch	1 75	2 25
Cranberries, per bbl.	11 00	11 50
Cranberries, crate	3 25	3 75
Grapes, Almeria, per lb.	6 50	7 50
Hothouse grapes, per lb.	0 75	0 75
Grapefruit, per case	3 50	3 50
Kumquats, per quart	0 25	0 25
Lemons, Messina	2 75	3 50
Oranges, Florida, case	3 00	3 25
Navels, per case	2 75	3 50
Mexican oranges, per box	2 25	2 25
Pineapples, per case	4 00	4 50
Persimmons, per case	2 50	2 50
Pomegranates, per doz.	0 90	0 90
Tangerines, per strap	5 50	5 75

VEGETABLES.—The whole vegetable market is stated by some dealers locally to be slightly easier this week. Owing to holiday trade more attention has been paid to fruits thus pushing vegetables rather to the background. But trade is still brisk and all lines are moving out fairly well.

The potato market is rather easier this week. Not so many have been offering as formerly.

Large sales are being made in onions, and plenty are offering. Quality, both in Ontario and Valencias is said to be very good.

Beets, per bag	0 65	0 75
Carrots, per bag	0 75	0 75
Cabbage, per dozen	0 50	0 50
Celery, per dozen	0 35	0 40
Celery, California, per crate	4 00	4 00
Cucumbers, Boston, hot house, doz.	2 00	2 00
Lettuce, doz. bunches	0 25	0 30
Mushrooms, per lb.	0 75	0 75
Onions—		
Spanish, per crate	2 50	2 50

Canadian onions, 75 lb. bag	1 25
Potatoes, Ontario, per bag	1 15
Potatoes, New Brunswick	1 15
Parsnips, per bag	0 75
Turnips, per bag	0 60
Tomatoes, hothouse, per lb.	0 28
Sweet potatoes, hamper	1 50
Cauliflower, per case	4 25

WINNIPEG.

FRUITS AND VEGETABLES.—Native vegetables are becoming scarce and dear. A considerable quantity of imported stuff is now on the market. Navel oranges, grapefruit and lemons are all reduced in price. Some lines of Ontario

apples are a little stiffer. There is a fair demand for table fruits and good cranberries are in demand.

Malaga grapes, kegs	8 00	8 50
Navel oranges, case	3 75	4 00
Bananas, per bunch	2 50	3 50
California lemons, crate	1 50	7 50
Washington apples	1 50	2 25
Ontario tomatoes	4 50	5 50
Cranberries	12 50	
Spanish onions	3 75	
Florida grape fruit	5 00	
Pears	4 00	
Japanese oranges, box	0 65	0 85
Valencia onions	2 00	
Sauerkraut, lb.	0 04	
Potatoes—		
Potatoes, per bushel	0 40	
Carload lots	0 35	
Jersey sweet potatoes, barrel	6 50	

How Big Trade Was Worked Up in Apples

Adams Bros., Lindsay, Ont., Have Made Special Feature of This Trade and Now Have Big List of Apple Customers—Plan Ahead for Stocks and Sell in Advance of Arrival—Exemplifies How a Particular Line Can be Sold if Given Special Attention.

Lindsay, Ont., Dec. 19.—(Special).—Adams Bros., grocers, of Lindsay, Ont., have succeeded, by continual effort for a number of years, in building up an enormous trade in apples. Planning ahead in regard to purchases and sales, and attention to giving satisfactory stock has been responsible in no little part for their success.

Plan Early for Supplies.

They do not wait until customers begin to ask for apples, before purchasing, as some grocers are known to do. They arrange in the early fall for their supplies. Their trade has grown to such an extent that not only do they purchase from the surrounding farmers but also from distant points.

This year, the firm purchased the output of an orchard as the fruit stood on the trees. It was in another section of the country, and the firm arranged for picking and had them shipped to Lindsay. J. E. Adams, one of the members visited the orchard, and personally superintended the packing and grading of the fruit himself, so that the quality would be such as could be depended on.

Take Advance Orders.

When they are getting a shipment in by freight, or even from the surrounding farmers, Adams Bros. try to arrange to sell as many as possible in advance, so that they can be delivered right from the car, without being stored. They urge customers to give their orders in this way, pointing out that they will get the best choice and the cost will be less with the one moving because it is not necessary to put them into storage.

Thus, the plan is to the advantage of both the seller and the buyer. Previous to receiving a shipment, they get in

orders by advertising in the local paper, and also by talks to customers when they come into the store.

Use Windows to Make Apple Sales.

The firm also have a corner window which is used at times in promoting apple sales. Generally the full barrels are used in the display, merely the tops being removed. The different varieties of apples are arranged so as to give the proper color scheme. Such a display always brings good results, a big quantity being disposed of in this way. Display is almost constantly maintained in the store by means of two or three sample barrels.

Quality Brings Back Customers.

Making a feature of apples and showing them in considerable quantity brings considerable business of itself. Then, again, Adams Bros., have always given particular attention to the quality of their stock. People are satisfied and come back year after year to leave their order for apples.

Grocers' Letter Box

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

Editor Canadian Grocer.—Please give me name of manufacturer (Canadian) or Canadian agent of American firm selling or manufacturing enamel signs of all sizes.—C. A. R., Dunnville, Ont.

Editorial note.—The Day Sign Co., 149 Victoria Street, and J. E. Richardson, 147 Church Street, both of Toronto, manufacture enamel signs.

Editorial note.—Some time ago an inquiry was sent to this column for names

of firms manufacturing or handling collapsible wooden boxes for delivery. A Grocer reader has kindly forwarded the following names of manufacturers: Keenan Bros., Owen Sound, Ont., and Hessin & Co., Sault Ste. Marie, Ont.

Editor Canadian Grocer.—We have a lot of honey that looks like half sugar. Where could we have a sample analyzed and about what would be the cost?—A. S. J., Exeter, Ont.

Editorial note.—If this is sent to H. J. Dager, 278 Jarvis Street, Toronto, an Ontario food inspector, it will be forwarded to the proper authorities at Ottawa. The cost of analysis may be \$8 or \$10.



Following items are from The Canadian Grocer of December 23, 1892:—

“Some of the Toronto merchants are endeavoring to get the Hamilton and North-Western to handle goods more promptly. It takes a couple of days more to get goods from Toronto than from Hamilton.”

Editor's Note.—It was ever thus. Complaints against the railways for delays are heard to-day as was the case 20 years ago.

In our Montreal market report of December 23, 1892, sugar is quoted at \$4.50 per cwt. In this week's issue best granulated sugar is quoted at \$4.75—only a difference of 25 cents a hundred or ¼ of a cent a pound existing.

“A grocer must not always measure his profit by what he makes out of the sale he makes, but by the possible sales in the future. Human nature, we know, is so apt to regard the value of a business transaction by the amount of profit that is made upon the sale itself. But is this wise? Not always, we are sure. And there are abundant reasons why this cannot be considered anything but suicidal. Impressions in this world go a great way, and once you secure the confidence and respect of a person dealing with you a great step has been taken toward success.”

Editor's Note.—This little bit of philosophy is more true to-day than 20 years ago. Confidence in the grocer and in his honesty to supply good goods is what is doing most to bring him success.



Heavy Demand for Cereals Continues

Manufacturers of Package Goods Say There Is Shortage in Supplies—Rolled Oat Decline Not General—Cornmeal Not Yet Down but Expected to Decline—Flour Situation Dull—Western Farmers Have More Wheat but Are Holding Back Waiting for Better Prices.

While last week's report regarding a further decline of 20 cents in the price of rolled oats has been confirmed by one miller, the large mills claim that no reduction in price was made whatever. The price most generally quoted, and which may be taken as the standard, is that given two weeks ago. Business keeps brisk and competition has been keen. Supplies are being kept down by the large demand, and in some lines dealers are sold right out. The shortage of package goods mentioned last week has been relieved very little.

This year's corn crop has been a record one and perhaps the largest in history. Some difference of opinion is expressed with regard to the future of cornmeal. While some millers state that as soon as larger supplies come in prices will be reduced, others state that bottom of the market has already been reached and prices will go no lower.

The flour market has been rather dull for the past week. Rather more Ontario wheat has been coming in of late on account of colder weather bettering the condition of the roads. Complaints have been received from several parts of Ontario to the effect that wheat is too soft. Much of it was harvested in a damaged condition and contains too much water. Bakers are complaining that it is not nearly strong enough.

Quality in Manitoba wheat is excellent and has perhaps never been better but prices are low and farmers are holding back.

No change of price has been announced this week and the present lull in the market will certainly effect no advance. In sympathy with lower prices in wheat, rolled wheat has taken a decline of 5 cents this week.

MONTREAL.

FLOUR.—There is a good demand from country points for spring wheat flour and dealers are evidently laying in good stocks. Of course, the country

roads are in better condition of late. Winter wheat flour remains the same, price being fully maintained. The demand seems to be in excess of the supply coming from Ontario millers.

Winter wheat, fancy patents, in bags	4 50	4 75
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags	5 40	5 40
Manitoba straight patents, in bags	4 90	4 90
Manitoba strong bakers, in bags	4 70	4 70
Manitoba second, in bags	4 30	4 30

CEREALS.—Market remains unchanged, there being a better demand at prices mentioned. Mills are pretty busy with good stocks and competition seems likely to cause an easing in price. Decline mentioned last week was not made by the large Canadian millers, standard prices being same as quoted two weeks ago.

Fine oatmeal, single bag lots	2 53
Standard oatmeal, single bag lots	2 53
Granulated oatmeal, single bag lots	2 53
Rolled oats, 90 lbs. sack, jute, 25 bags to car lots	2 20
Rolled oats, jute bags, 90-lb. single bag lots	2 30
Rolled oats, cotton bags, 90-lb. single bag lots	2 25
Rolled oats, barrels	4 65
Rolled wheat, bbl.	2 75
Hominy, 98 lb. sack	2 30
Bolted cornmeal, 100 bags	2 25

TORONTO.

FLOUR.—For this season of the year local demand is very strong and export is good. Flour is a little out of line with the wheat market at present but a few days will likely right conditions again.

Down grade markets for some time past have at last begun to make people think there is no bottom to be reached. All ginger is being taken out of the market and the result is a lull in business. But this is only as expected at this season as from the middle of December to the middle of January the flour market is generally pretty quiet.

Manitoba Wheat.	
1st patent, in car lots, per bbl.	5 30
2nd patents, in car lots, per bbl.	4 80
Strong bakers, in car lots, per bbl.	4 60
Feed flour, in car lots, per ton	31 00
Flour in cotton sacks, 10c per barrel more.	

Winter Wheat.		
Fancy patents, domestic consumption...	4 85	5 15
Patents, 90 p.c., domestic consumption...	4 55	4 85
Straight roller, domestic consumption...	4 35	4 55
Blended domestic consumption	4 85	5 05

CEREALS.—The report published last week that rolled oats had made a further decline of 20 cents a barrel while confirmed by one miller does not seem to have been general. So that prices most commonly quoted still remain at figures quoted in The Grocer two weeks ago.

There seems to be no necessity for lower prices in rolled oats, claimed one miller. "If feed were to go up prices of rolled oats might go down," he said, "but at present feed is declining continually."

Supplies of package goods are reported by some as very low and one miller states that he is practically cleaned out.

New supplies of corn goods have not arrived yet. "Our car is a week overdue already," said one dealer. "When it arrives prices will decline." Other millers state that although the corn crop this year has been the biggest in history, the present basis is considered quite legitimate and that the market is as low as it will go.

Rolled oats, small lots, 90 lb. sacks....	2 30
Rolled oats, 25 bags to car lots	2 20
Standard and granulated oatmeal, 98-lb. sk., small lots	2 43
Rolled wheat, small lots, 100-lb. bbls....	2 85
Rolled wheat, 5 barrel to car lots.....	2 75
Cornmeal, 98 lb. bags, 25 bag lots.....	2 00
Rolled oats in cotton sacks, 5 cents more.	

MILL FEED.—Mill feed is declining steadily and trade has been rather quiet for the past week. There seems to be a fair demand for bran, but nothing to warrant an advance in price. The whole market is weak.

Bran, in car lots, per ton	20 50
Shorts, in car lots, per ton	25 00

WINNIPEG.

FLOUR AND CEREALS.—Flour remains at prices last quoted but on the basis of the price of wheat it is undoubtedly high. Prices quoted are for cotton bags, jute bags 10 cents less. The domestic demand keeps up well but export trade is dull.

Best patents, per bbl.	5 40
Seconds, per bbl.	4 80
Rolled oats, 80 lb. sack	2 25
Granulated oatmeal	2 70
Cornmeal, 98 lbs.	2 20

Go

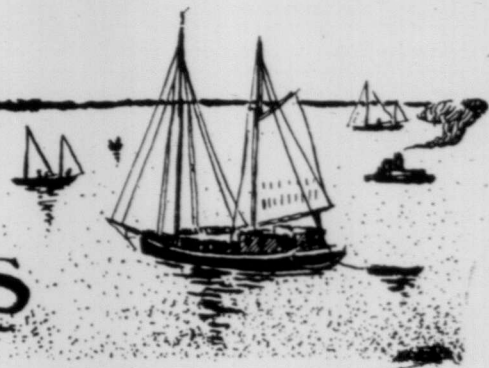
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New Gasp
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Whitefish.



FISH & OYSTERS



Good Business Passing in the Fish Line

Advent Has Meant Increased Sales in All Lines on Market—Wholesalers Kept Busy Filling Orders—Oyster Trade Has Been on a Large Scale.

Still great demand keeps up for fish of all kinds, and supplies are changing hands very rapidly. Large orders due chiefly to Advent trade have been coming in briskly and dealers have been kept busy making shipments.

More favorable weather during the past week has encouraged fishermen and large catches have been made especially on the inshore ground. Halibut are reported as very scarce in Nova Scotia and selling at high prices.

Quality in oysters is slightly better this week. More vitality and strength is noted than formerly by some dealers. There seems to be much fear especially amongst the smaller growers that conditions of last year are likely to repeat themselves. Sudden cold weather coming on would freeze up all bays making it almost impossible to gather oysters at all. Large growers, while also anticipating this, are not experiencing so much fear on account of being provided with ice crushers, and in every way being better capable of meeting conditions.

QUEBEC.

MONTREAL.—The holiday trade has so far been bright and country dealers are putting in strong orders for future delivery. Prices are varying but little and there seems ample stock to meet all requirements. Haddies, kippers and bloaters are chief sellers along with fillets while boneless cod is also on the move.

FRESH AND FROZEN.	
Flounders	0 10
Dressed perch	0 09
Fancy spring salmon, per lb.	0 18
Large shad herring, each	0 03
Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04½
Smelts, fancy	0 12
Haddock	0 05
Halibut, per lb.	0 11
Herring, frozen, per 100 fish	2 00
Mullets	0 04½
Pike, dressed and headless, lb.	0 06
Pike, round	0 05
Steak, cod	0 06
Mackerel	0 12
B.C. red salmon	0 19
New Gaspe salmon, per lb.	0 18
Qualla salmon	0 07½
No. 1 smelts, per lb.	0 11
Lake trout, per lb.	0 12
Whitefish, large, per lb.	0 11
Whitefish, small, lb.	0 07

Pure cod tablets, 20 1-lb. tablets	2 30
Harbottle (dressed) bullheads, per lb.	0 09
Black Sea bass	0 12
Fancy bluefish	0 15
Fancy weakfish	0 12

PREPARED FISH.	
Boneless cod, in blocks or pkgs., lb.	7, 8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	1 80
Boneless strip cod, 30-lb. box	0 12

SALTED AND PICKLED.	
New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, full	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green haddock, per 200 lbs.	7 50
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half bbl.	6 00
Scotch herring	6 50
Scotch herring, keg	1 10
Holland herring, bbl.	10 50
Holland herring, half bbl.	6 00
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
Salt eels, per lb.	0 06
Labrador salmon, bbls.	15 00
Labrador salmon, half bbls.	8 00
Sea trout, half bbls.	12 50

SMOKED.	
Bloaters, box	1 25
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	0 11
Herring, new, smoked, per box	0 15
Kippers (small), per box of 50 fish	1 25
Smoked salmon, per lb.	0 25
Boneless smoked herring, 4 lb. boxes, per lb.	0 10

SHELL FISH.	
Solid meats—Standards, gal. \$1.70; selects, gal.	1 90
Bulk standards, gal., \$1.40; selects	1 60

ONTARIO.

TORONTO.—Local conditions have improved greatly since last week and trade is now quite brisk. Quality in all lines is said to be exceptionally good. Frozen fish are now coming in in large quantities and are moving out freely. Cold weather of the past week has aided the fish trade greatly and now everyone is looking forward to a record season.

Oysters are reported as coming in larger quantities and much better quality than last week.

FROZEN FISH.	
Halibut, per lb.	0 10
Trout, per lb.	0 11
Coho salmon, headless and dressed	0 12
Qualla salmon, per lb.	0 18½
Sea herring, per 100	2 00

FRESH CAUGHT FISH.	
Steak, cod	0 08
Haddock	0 07
Herrings, per lb.	0 06
Perch	0 07

SMOKED.	
Pinnac haddie	0 08
Smoked fillets	0 11
Smoked bloaters, 60s	1 25
Kippers	1 25

PREPARED.	
Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 80
Cod in loose strips, 25-lb. to box, lb.	0 06½
Skinless, cwt. (100 lb. boxes)	7 00

SALTED AND PICKLED.	
Labrador herring, per keg	3 25
Labrador herring, per barrel	6 00
Labrador trout, per keg	7 25
Scottish herring, Loch Fyne, per kit.	1 10
Holland herring, per keg	0 80
Oysters—	
Selects, per gallon	1 75
Straight, 1 gal. lots	1 75
Straights, 3 gal. lots	1 70
Straights, 5 gal. lots	1 65
Shrimps—	
1 gallon cans	1 25
2 gallon cans	2 40
3 gallon cans	4 60
Smelts—	
No. 1, per lb.	0 12
Extra, per lb.	0 17

NOVA SCOTIA.

HALIFAX.—Fresh fish continues in good supply. The weather the past week has been favorable for fishermen operating on the inshore grounds, and good catches of cod and haddock are being made for season. There is scarcity of halibut 4,000 pounds of halibut landed at Gloucester this week sold for 18½ cents per pound—the highest price paid this season.

AN ERROR CORRECTED.

In last issue an error was made in the advertisement of Laporte, Martin & Co., Ltd., Montreal. The total amount of dried fruits advertised at 1,000 packages, should have been 20,000. The trade, no doubt, knowing the volume of business handled by this firm, have already realized this was simply a typographical error.

The Grocer is in receipt of a copy of the 1913 Official Wholesale Grocers' Directory of United States and Canada, published by Orrin Thacker, Columbus, Ohio. Mr. Thacker has been publishing the official directory for nineteen years. The 1913 edition contains 2,879 names of exclusive wholesale grocers in the United States, 231 names of exclusive wholesale grocers in Canada and 1,168 names of semi-jobbers and chain stores in the United States.



Produce & Provisions



Butter Situation Somewhat Puzzling

Dealers Find it Difficult to Determine Just What the Market Conditions are—Storage Stocks are Apparently Heavy and if Market Here Were to go Up New Zealand Stock Would Likely Play More Important Part—Provisions Comparatively Quiet—New Laid Eggs Still High.

The situation in the butter market although somewhat better than last week is still a little disappointing to holders. Large stocks of storage are said to be on the market and these are likely to keep prices from soaring to the high mark reached last year. It is stated that some of the larger retail dealers have cut deeply into their stocks and will have to replenish soon. That they will find prices as firm as ever, or even more so seems to be what is expected.

Receipts have kept up remarkably well and some dealers speak hopefully of the future stating that before the new make they would not be surprised to see prices rise to the high mark of 40 cents. Before that takes place, however a tremendous advance will have to be made in England. As matters now stand the slightest advance on present prices here would cause Australian and New Zealand to flow in and flood the market.

Eggs, speaking of the strictly new laid article, are scarce and higher prices are being reached. Supplies are beginning to come in a little more freely. U.S. dealers report fresh receipts from the Southern and Middle States and even in some parts of Canada more are offering. Dealers are supplying the trade to great extent from their stocks of storage. Prices in these have been rather easier lately on account of methods adopted in American cities to get rid of them. In Philadelphia and New York storage eggs have even been sold in the streets. This fact gives some insight into the quantity which must be held in stock before such courses could be adopted.

Poultry trade has been much more active this week and supplies have changed hands very rapidly. An advance on prices all round before the holiday trade is over would not be a bit surprising.

The improved conditions in the cheese market reported last week still hold good and are even more pronounced this week. More business has been done and

at advanced prices. This improvement in demand was not looked forward to till after the beginning of the New Year. At that time English importers take stock and are in a better position to judge the amounts they will require both for present and future. With this turn of affairs great activity in the cheese market is expected at any time now.

MONTREAL.

PROVISIONS.—Christmas rush is on and all lines are moving freely and as stocks are in good shape it does not look as if change in prices will result. The demand from outside sources is heavier than usual, hams and bacon being eagerly sought after. Dressed hogs are steady at prices quoted while lard is also firm.

Long clear bacon, heavy, lb.	0 14
Long clear bacon, light, lb.	0 15
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14½
Large sizes, 20 to 28 lbs., per lb.	0 16½
Medium sizes, 15 to 19 lbs., per lb.	0 17
Extra small sizes, 10 to 14 lbs., per lb.	0 17½
Bone out, rolled, large, 15 to 25 lbs., per lb.	0 17
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 19
Breakfast bacon, English, boneless, per lb.	0 19½
Windsor bacon, skinned, backs, per lb.	0 22½
Spiced roll bacon, boneless, short, per lb.	0 16½
Roiled ham, small, skinned, boneless	0 25½
Hogs, live, per cwt.	8 60
Hogs, dress, per cwt.	12 50 12 75
Pure Lard—	
Boxes, 50 lbs. net, per lb.	0 15½
Cases, tins, each 10 lbs., per lb.	0 16½
Cases, tins, each 5 lbs., per lb.	0 16½
Cases, tins, each 3 lbs., per lb.	0 16½
Pails, wood, 20 lbs. net, per lb.	0 16
Pails, tin, 20 lbs. gross, per lb.	0 15½
Tubs, 50 lbs. net, per lb.	0 15½
Tierces, 375 lbs., per lb.	0 15½
One pound bricks	0 16½
Compound Lard—	
Boxes, 50 lbs., per lb.	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10½
Pails, wood, 20 lbs. net, per lb.	0 10
Pails, tin, 20 lbs. gross, per lb.	0 10½
Tubs, 50 lbs. net, per lb.	0 10½
Tierces, 375 lbs., per lb.	0 09½
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	28 00
Canada short cut back pork, bbl., 45-55 pieces	27 00
Heavy short cut clear pork, bbl.	25 00
Clear fat backs	28 00 29 00
Heavy flank pork, bbl.	26 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14
Plate beef, barrel	17 00 18 00

BUTTER.—There has been less activity in this market than during previous weeks and while demand is fair, nevertheless, it is somewhat disappointing

for this time of year. Buyers evidently have good supplies on hand and are waiting till same are reduced before placing new orders. Fresh made butter is coming along freely but quality is not up to same standard as earlier make and market is easier.

Creamery blocks	0 32½
Dairy tubs, lb.	0 26 0 28

EGGS.—Supplies coming forward show a decrease for the past week compared with corresponding period of last year. A good business is, however, being done and prices continue to present an upward tendency. Of course they can hardly do anything else, as new lays are scarce and fetching fancy prices so that the demand for cold storage stocks is more marked, and at that there is a fairly large hole already made in the latter.

New laid eggs, per doz.	0 45 0 50
Selects	0 32 0 32
No. 1's	0 28 0 28

POULTRY.—The shortage of geese and rush on all other lines has added considerable life to this market and general firmness prevails. It would not be surprising to see a light advance all round before holiday trade is over.

Turkeys, No. 1, per lb.	0 25
Turkeys, No. 2, per lb.	0 20 0 22
Chickens, per lb.	0 17
Fowls, per lb.	0 15 0 16
Ducks, per lb.	0 18
Geese, per lb.	0 15

HONEY.—The market is devoid of interest only a fair demand for any line being made. Prices remain unchanged.

White clover honey, in combs, No. 1 doz.	2 75 3 00
Honey, strained—	
Clover honey, 60-lb. pails, per lb.	0 12
Clover honey, 10-lb. pails, per lb.	0 12½
Clover honey, 5-lb. pails, per lb.	0 12½
Buckwheat, 60-lb. tins, lb.	0 10 0 11

TORONTO.

PROVISIONS.—This week provision market is reported as slightly quieter than last, owing chiefly to effect of the Christmas demand for poultry. It is expected that this condition will prevail till after holiday season is past and that there will then be a marked improvement. At present supply coming in is

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quite ample for demand, and the quality is all that is to be expected at this time of year.

Cooked hams are quoted slightly lower this week. Apart from that there has been no change in price of smoked meats. Some dealers are receiving as much as 18 for light hams, but 17 seems a more general price.

Practically no change has taken place in the hog market. Early in the week few were offering. Prices remain unchanged.

Smoked Meats—		
Light hams, per lb.	0 17	0 18
Medium hams, per lb.	0 16	0 17
Large hams, per lb.	0 16	0 16½
Backs, plain, per lb.	0 21	0 21½
Backs, pea meal	0 22	0 23
Breakfast bacon, per lb.	0 18	0 21
Roll bacon, per lb.	0 14½	0 14¾
Shoulders	0 12½	0 13½
Pickled Meats—less than smoked.		
Heavy mess pork, per bbl.	22 00	23 00
Short cut, per bbl.	27 00	28 00
Cooked hams	0 21	0 25
Long clear bacon, light	0 15	0 15½
Long clear bacon, heavy	0 14	0 14½
Long clear bacon, extra heavy	0 13	0 13½
Lard, tierces, per lb.	0 11½	0 11¾
Lard, tubs, per lb.	0 11¾	0 15
Lard, pails, per lb.	0 15	0 15¼
Lard, compounds, per lb.	0 09½	0 10
Live hogs, local	8 00	
Live hogs, at country points	7 65	
Dressed hogs	11 00	11 50

BUTTER. — Butter market has this week taken on slightly firmer tone and present conditions are likely to prevail for some time. Deliveries while not large have been quite heavy enough to take care of current trade. Owing to large profits made in butter last year greater storage stocks were laid in for this season and now these are evidently tending to keep market down so that no great advance such as came last year is expected. Fresh butter is scarce and little of it is being made.

	Per lb.	
Fresh creamery print	0 30	0 32
Creamery solids	0 30	0 31
Farmers' separator butter	0 27	0 29
Dairy prints, choice	0 25	0 28
Dairy solids	0 23	0 25

EGGS.—Mild weather of past few days has not been at all encouraging to storage stocks. Both storage and pickled are quoted as slightly easier this week. Women selling these on the streets in Philadelphia, New York and other American cities is claimed to have done much to weaken the market, and effect lower prices for the time being.

Strictly new laid eggs are still a scarce article, and prices locally have been advanced 10 cents. Recently more have been offering, however. American dealers have been quoting fresh receipts which mean that supplies are coming up from Southern and Middle States.

Eggs—		
Strictly new laid, per doz.	0 50	0 55
Storage, per doz.	0 27	0 29
Pickled, per doz.	0 27	0 29

CHEESE.—There is little activity in the cheese market here just now and prices remain same as a week ago.

Cheese—		
Large	0 14½	0 15¼
Twin	0 14	0 15
½ Twin	0 15	0 16
Stilton	0 16	0 18

POULTRY. — Stocks in poultry for past week have not been large, and as

a rule supplies have been snatched up about as fast as they came in. Rather more business has been done than last week. Supplies are both coming in and moving out freely. Early this week no change in prices had been made but some dealers look forward to higher prices ruling before week is over.

POULTRY (prices paid to country merchants):		
	Live.	Dressed.
Spring chickens	0 12	0 13-0 15
Spring ducks	0 12	0 13-0 14
Old fowl	0 09	0 10-0 11
Roosters	0 08	0 08-0 10
Turkeys	0 17	0 18-0 20
Geese	0 19	0 11-0 12

WHOLESALE PRICES (to city dealers).		
Spring chickens, dressed, lb.	0 12	0 15
Spring ducks, dressed, lb.	0 14	0 16
Fowl, dressed	0 11	0 13
Turkeys, dressed	0 19	0 22
Geese, dressed	0 13	0 14

Dealer Loses \$100 in Egg Deal

Out of Case of 36 Dozen Supposedly Good Stock 16 Dozen Found to be Rotten—Net Loss on the One Case Figured at Over \$4 and 30 Cases Had Been Purchased—A Problem That Should be Taken Up Seriously by Food Authorities.

If parcel post legislation comes into effect in Canada will buyers of eggs be assured of getting what they pay for? Should this be the case, a great many would be pleased to see it come. The following letter indicates the sort of trade going on in a great many instances in the egg business:—

Editor, Canadian Grocer.—In a recent issue of your paper I read of a wholesale provision merchant in Toronto who felt that he had been imposed upon in an egg transaction because of the enormous waste—72½ doz. on a lot of 1,000 doz.

The writer of this letter has had an experience that should make this merchant feel that he got off "easy."

I bought, the latter part of May, from a biscuit manufacturer in an Ontario town, 30 cases of eggs that were guaranteed to be of first-class quality; in fact, fit to be immediately sent to cold storage. He claimed that his nightwatchman had repacked every case, throwing out the rotten, splits and dirty eggs. The following is a sample case and this is the manner in which I figure out my loss:—

1 case of eggs, 36 doz. @ 23c	\$8.28
Cold storage charges	.30
Freight	.20
16 doz. rotten and ½ doz. splits	
leaves 19½ doz., for which I will receive, at 32c per doz., \$6.24.	
15% on selling price to cover store expenses	.90
	\$9.68
19½ doz. @ 32c	\$6.24
½ doz. splits	.10
	6.34
10% net profit eliminated	.73
Total net loss on one case (36 doz.)	\$4.07

The vendor no doubt acted in good faith, and deception, if any, was on the part of a lazy night watchman, but for all of that, why should I be put to such a loss—approximately \$100.

Yours truly,
GOOD FAITH.
Montreal, Que., Dec. 10, 1912.

Here then is still another letter indicative of the conditions existing in the egg traffic. Absolutely rotten eggs are sold for first-class stock in all parts of the country and there is no law which can get at the vendors.

Law Gets After Similar Offences.

Imagine a retailer selling decomposed fruit or rotten vegetables; or even a farmer on the market selling tainted meat. How soon would the pure food authorities be after him! Yet there are scores of egg raisers to-day selling many eggs unfit for human consumption. They

evidently feel they can take a chance on not being discovered because of the protection the shell supplies.

Every wholesale commission man can give scores of instances where rotten eggs are sold as fresh. Probably few will mean such a loss as in the case of the Montreal grocer who wrote the above letter.

Egg raising in Canada is not keeping pace with consumption in view of our ever increasing population. But with the waste of eggs now going on, due to eggs being held too long, the supply falls still further short, and at the same time, eggs are more expensive than they otherwise would be.

Waiting for big prices.

During the fall of the year when hens are laying a restricted number of eggs, it has been found that these are often held over until winter when the high price for new lays is in vogue. They are then placed on the market at the high figure but when the candler is reached, the price of the stale stock must fall and this necessarily raises that of the good unduly high.

This egg question is one that should be given closer study by our government and food experts. The waste is too great and action against it cannot be taken too soon.

SALES MANAGER GETS WATCH.

S. H. Small, sales manager of the Postum Cereal Co., Battle Creek, Michigan, at a recent conference of brokers handling the company's products was presented with a handsome watch—one claimed to have few equals in the world. The gift came as quite a surprise, as Mr. Small did not even know of the coming of the brokers to the city. R. S. McIndoe, the Postum Cereal Co.'s representative in Toronto, was at Battle Creek for the event.

ALWAYS IN THE LEAD



EASIFIRST

SHORTENING

is **ALWAYS THE SAME**

Uniform in quality, of unexcelled shortening value. A perfect blending of vegetable and animal fats selected for high shortening properties.

Produced under Government Inspection by our own Exclusive Process.

GUNNS Limited Packers and Refiners **TORONTO**

Established 1854

*Wishing all and every one
of our many friends and
customers a Very Merry
Christmas*

F. W. FEARMAN CO.
LIMITED

Curers of the "Star Brand"
Hams and Bacon.

HAMILTON

Try Us on
**BULK
MINCE MEAT**

the next time
you are buying.
Our quality will
surprise you. We
have what you
want.

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE."

Probably no other line of Coffees
in the world have been made so
easy and so satisfactory for the
grocer to sell as the products of

CHASE & SANBORN

MONTREAL

Mr. Manufacturer, Mr. Shipper :

***Do you want a Successful
Western Market? —————***



We can increase your sales in Western Canada. This is not merely an idle boast on our part, but a statement that bears some significance because we "make good."

We have the experience, the staff, money, aggressiveness to represent you in this good market in a way that will prove beyond peradventure that you can do a successful selling business in Western Canada.

WRITE TO-DAY

NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

Head Office - - - - WINNIPEG, Man.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

THE CANADIAN GROCER

"SOCLEAN."
THE DUSTLESS SWEEPING COMPOUND.
 25c Pail, 2 doz. in case (4 1/2 lbs.) enlarged size \$4 50
 40c Pail, formerly 50c, 2 doz. in case (8 lbs.) 7 20
 75c Pail, formerly \$1.00, 1 doz. in case (17 lbs.) 6 75
"ANTI-DUST" SWEEPING POWDER.
 Size No. 1, 3 doz. crates, per doz. \$ 1 50
 No. 2, 1 and 2 doz. crates, per doz. 3 00
STARCH.
EDWARDSBURG STARCH CO.
 Boxes Cents
 Laundry Starches—
 40 lbs. Canada Laundry05 1/2
 40 lbs., Canada white gloss, 1 lb. pkgs.06
 48 lbs., No. 1 white or blue, 4 lb. cartons06 1/2
 48 lbs., No. 1 white or blue, 3 lb. cartons06 1/2
 100 lbs., kegs, No. 1 white06
 200 lbs., bbls., No. 1 white06
 30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs. .07 1/2
 48 lbs., silver gloss, in 6-lb. tin canisters08
 36 lbs., silver gloss 6-lb. draw lid boxes08
 100 lbs., kegs, silver gloss, large crystals07
 28 lbs. Benson's satin, 1-lb. cartons, chromo label07 1/2
 40 lbs. Benson's Enamel (cold water), per case .. 3 00
 20 lbs. Benson' Enamel (cold water), per case .. 1 50
 Celluloid—boxes containing 45 cartons, per case 3 60
 Cullinary Starch.
 40 lbs. W. T. Benson & Co.'s prepared corn07 1/2
 40 lbs. Canada pure corn starch05 1/2
 (20-lb. boxes 1/4c higher.)
BRANTFORD STARCH.
 Ontario and Quebec.
 Laundry Starches—
 Canada Laundry—
 Boxes about 40 lbs.05 1/2
 Acme Gloss Starch—
 1-lb. cartons, boxes of 40 lbs.06 1/2
 First Quality White Laundry—
 3-lb. canisters, cs of 48 lbs. .07 1/2
 Barrels, 200 lbs.06 1/2
 Kegs, 100 lbs.06 1/2
 Lily White Gloss—
 1-lb. fancy cartons, cases 30 lbs.07 1/2
 6-lb. toy trunks, lock and key, 8 in case08 1/2
 6-lb. toy drums, with drumsticks, 2 in case... .08
 Kegs, extra large crystals, 100 lbs.07 1/2
 Canadian Electric Starch—
 Boxes containing 40 fancy pkgs., per case 3 00
 Celluloid Starch—
 Boxes containing 45 cartons, per case 3 75
 Cullinary Starches—
 Challenge Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .06
 Brantford Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .07 1/2
 "Crystal Malze" Corn Starch—
 1-lb. pkts., boxes 40 lbs. .07 1/2
 (20-lb. boxes 1/4c higher than 40's.)

OCEAN MILLS, MONTREAL.
 Chinese starch, 48, 1 lb., per case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 3-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.
SOUPS—CONCENTRATED.
CHATEAU BRAND.
 Vegetable, Mutton Broth. Mulligatawny, Chicken Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.
 No. 1's, 95c per dozen.
 Individuals, 45c per dozen.
 Packed 4 dozen in a case.
SYMINGTON'S SOUPS.
 Quart packets, 9 varieties, doz. 0 90
 Clear soups in stone jars, 5 varieties, doz. 1 40
SODA—COW BRAND.
 Case of 1-lb., containing 60 packages, per box, \$3.00.
 Case of 1/2-lb., containing 120 packages, per box, \$3.00.
 Case of 1-lb. and 1/2-lb., containing 30 1-lb. and 60 1/2-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.
SYRUP.
EDWARDSBURG STARCH CO.
CROWN BRAND CORN SYRUP.
 2-lb. tins, 2 doz. in case... 2 40
 5-lb. tins, 1 doz. in case... 2 75
 10-lb. tins, 1/2 doz. in case... 2 65
 20-lb. tins, 1/4 doz. in case... 2 60
 Barrels, 700 lbs. 3 1/4
 Half barrels, 350 3 1/2
 Quarter barrels, 175 3 3/4
 Pails, 38 1/2 1 75
 Pails, 25 lbs. each 1 25
LILY WHITE CORN SYRUP.
 2-lb. tins, 2 doz. in case... 2 75
 5-lb. tins, 1 doz. in case... 3 10
 10-lb. tins, 1/2 doz. in case... 3 00
 20-lb. tins, 1/4 doz. in case... 2 95
 (5, 10 and 20-lb. tins have wire handles.)
BEAVER BRAND MAPLE SYRUP.
 2-lb. tins, 2 doz. in case... 3 50
 5-lb. tins, 1 doz. in case... 4 00
 10-lb. tins, 1/2 doz. in case... 3 95
 20-lb. tins, 1/4 doz. in case... 3 90
 (5, 10 and 20-lb. tins have wire handles.)
 Terms: 30 days net. No discount for prepayment.
 Freight prepaid on 5-case lots, to all stations in Quebec and Ontario (east of North Bay), and during navigation to ports as far as Sault Ste. Marie inclusive.
 To points beyond North Bay we prepay freight to North Bay only.
MOLASSES.
THE DOMINION MOLASSES COMPANY, LTD.
 Gingerbread Brand.
 2s., Tins, 2 doz. to case.
 Quebec, per case \$ 1 85
 Ontario, per case 1 90
 Manitoba, per case 2 30
 Saskatchewan, per case ... 2 60
 Alberta, per case 2 70
 British Columbia, per case 2 40

DOMOLCO BRAND.
 2s., Tins, 2 doz. to case.
 Quebec & Ontario, per case 2 60
 Manitoba, per case 3 00
 Saskatchewan, per case ... 3 20
 Alberta, per case 3 30
 British Columbia, per case. 3 10
SAUCES.
PATERSON'S WORCESTER SAUCE.
 1/2-pint bottles 3 and 6 doz. cases, doz. \$0 90
 Pint bottles, 3 doz. cases, doz. 1 75
H. P.
 H. P. Sauce— Per doz.
 Cases of 3 dozen \$1 90
 H. P. Pickles—
 Cases of 2 doz. pints ... 3 35
 Cases of 3 doz. 1/2-pints. 2 25
HOLBROOK'S IMPORTED PUNCH SAUCE. Per doz.
 Large, packed in 3-doz. case \$2 25
 Medium, packed in 3-doz. case 1 40
HOLBROOK'S IMP. WORCESTERSHIRE SAUCE. Per doz.
 Rep. 1/2 pints, packed in 6-doz. case \$2 25
 Imp. 1/2-pints, packed in 4-doz. case 3 15
 Rep. qts., packed in 2-doz. case 6 50
STOVE POLISH.
JAMES DOME BLACK LEAD.
 6a size, gross \$2 40
 2a size, gross 2 50
NUGGET POLISHES. Doz
 Polish, Black and Tan ... 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.
 Chewing—Black Watch, 6s... 44
 Black Watch, 12s 45
 Bobs, 6s and 12s 46
 Bully, 6s 44
 Currency, 6 1/2s and 12s... 46
 Stag, 5 1-3 to lb. 38
 Old Fox, 12s 44
 Pay Roll Bars, 7 1/2s 56
 Pay Roll, 7s 56
 War Horse, 6s 42
 Plug Smoking—Shamrock, 6s, plug or bar 54
 Rosebud Bars, 6s 54
 Empire, 6s and 12s 44
 Ivy, 7s 50
 Starlight, 7s 50
 Cut Smoking—Great West Pouches, 8s 50
 Regal Cube Cut, 9s 70
TEAS.
THE "SALADA" TEA CO.
 East of Winnipeg.
 Wholesale R't'l
 Brown Label, 1's and 1/2's .25 .30
 Green Label, 1's and 1/2's .27 .35
 Blue Label, 1's, 1/2's, 1/4's and 1/8's30 .40
 Red Label, 1's and 1/2's... .36 .50
 Gold Label, 1/2's44 .60
 Red-Gold Label, 1/2's55 .80
LUDELLA CEYLON TEA.
 Orange Label, 1/2's24 .30

Brown Label, 1/2's and 1's .28 .40
 Brown Label, 1/4's30 .40
 Green Label, 1/2's and 1's .35 .50
 Red Label, 1/2's40 .60
MELAGAMA TEA.
MINTO BROS.
 45 Front St. East.
 We pack in 60 and 100-lb. cases.
 All delivered prices.
 Wholesale R't'l
 Brown Label, 1-lb. or 1/2 .25 .36
 Red Label, 1-lb. or 1/227 .35
 Green Label, 1's, 1/2 or 1/4 .30 .40
 Blue Label, 1's, 1/2 or 1/4 .35 .50
 Yellow Label, 1's, 1/2 or 1/4 .40 .60
 Purple Label, 1/4 only55 .80
 Gold Label, 1/4 only70 1.00
"KOLONA" TEA.
 Ceylon Tea. in 1 and 1/2-lb. lead packages—black or mixed.
 Orange Label, 1's23 .30
 Black Label, 1-lb, retail at 25c20
 Black Label, 1/2-lb., retail at 25c21
 Blue Label, retail at 30c24
 Green Label, retail at 40c... .30
 Red Label, retail at 50c35
 Brown Label, retail at 60c.. .42
 Gold Label, retail at 80c... .55
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, 9 pails in crate, 37 1/2c per pail; No. 7 tin pails, 6 pails in crate, 52 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.
 Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/4c 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, 35c per tin; No. 5 tins, 9 in crate, 42 1/2c per tin; No. 7 tins, 12 in case, 57 1/2c per tin; No. 7 wood pails, 6 in crate, 57 1/2c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.
 White Swan, 15 flavors, 1 doz in handsome counter carton, per dozen \$0 90
 List Price.
 "Shirriff's" (all flavors), per doz. 0 90
 Discounts on application.
YEAST.
 White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

**That everybody will have
a Happy Christmas is the
wish of**

H. P. ECKARDT & CO.

WHITE DOVE Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome, and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.



W. P. Downey
MONTREAL, QUE.

Georgian Bay Apples

We will be packing 10,000 barrels for fall delivery. The quality in this district is fine this year.

VEGETABLES

Beets, Carrots, Turnips, Etc.

Write for quotations on car lots and smaller quantities.

Prompt attention and first-class service.

LEMON BROS.

Owen Sound, Ontario

Get Your Town On The Map

If you want to have your town or city considered a Lemon Town, and thereby receive the benefits always accorded Established Trade, get your town on the "Map" by handling and keeping a regular supply of St. Nicholas and Home Guard Lemons.

J. J. McCABE

Agent

Toronto, - Canada

TO OUR FRIENDS:

The Canadian grocers and their clerks, we present our heartiest good wishes for a record holiday trade.

A Happy Christmas

and a

Prosperous New Year

Mathewson's Sons

WHOLESALE GROCERS

202 MCGILL ST., - MONTREAL

A Delightful Xmas To All

The best of good cheer, the most joyous and prosperous times be yours this Christmastide and in the coming year.

We wish to thank our patrons in every town and city of Canada for their cooperation in introducing and making known the Jam of Jams—King Brand (compound). We have tried to do our share to make 1912 a year of prosperity to you and will do the same in 1913.

Let us again wish all a Merry Christmas and a Bumper New Year.

Labrecque & Pellerin, Montreal

AGENTS:

Maritime Provinces
Western Provinces

J. Hunter White
J. J. Gilmor & Co., Winnipeg

Xmas Fruits In Abundance

Place your order now to ensure good delivery for Xmas. High class Navel, Florida and Valencia Oranges. Holly Wreaths, Holly and Wreathing. Grapes, Pineapples, Celery, Lemons, Nuts, Dates, Figs, Haddie and Oysters.

Largest and Best assorted stocks to choose from.

WHITE & CO., LTD.
Toronto

RUSH ORDERS

Besides wishing you all the compliments of the season, we hope that you all will have a bumper Xmas trade, and that, if you find you are running short of anything in the fruit line, you will wire us or phone us for what you require.

All rush orders will be filled by return express. If you have not enough weight to make a shipment, we would suggest a few greens to brighten up the store, such as

Tomatoes, Cucumbers, Pineapples,
Lettuce, Parsley, Celery, Radish

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY



Smoked Meats

will pay you better than any others you can handle, not only because there is more profit in them, but because they are superior in flavor, purity and cleanliness, and sell better. There is nothing but satisfaction in handling these fine quality Elgin Brand Smoked Meats. Push them.

Send for price list and post card book.

**The St. Thomas Packing Co.,
LIMITED**

Pork Packers and Provision Merchants, Dealers in Butter,
Eggs and Cheese.

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.

BAINES' PATENTED SHELF BRACKETS

This improved system has many and great advantages over old methods of displaying goods. The brackets occupy no space needed for goods; are easily put up, taken down, adjusted to fit a given space or carry a different class of goods; in fact, they perfectly serve their purpose.

DETAILED DESCRIPTION, PRICES, ETC., FOR THE ASKING.

State whether building is brick or frame.

THE PIQUA BRACKET CO.

SOLE MANUFACTURERS.

PIQUA, OHIO



SNAP

Does The Trick



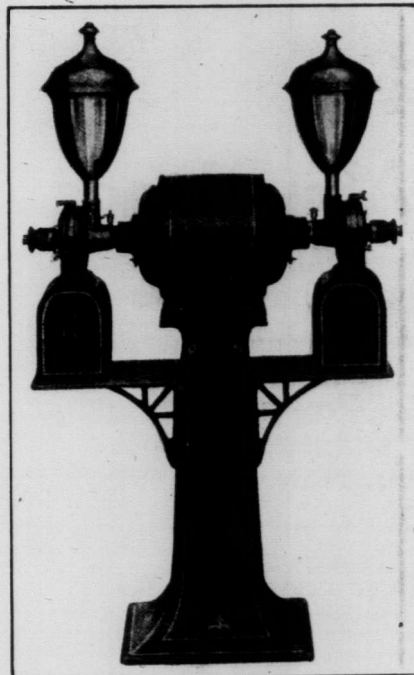
when the mechanic, the chafeur, the painter, or any person requires something more than soap to remove dirt from the hands.

The action of Snap loosens the particles of dirt and clears them away, leaving the hands clean and white.

Introduce Snap wherever you can and you will please and satisfy your patrons.

Keep Snap Displayed

SNAP COMPANY
LIMITED
MONTREAL



Let Us Help You

if you are thinking of installing any store equipment in the line of Coffee Mills, Spice, Tea or Coffee Bins. We are the general agents for the United States and Canada for the incomparable Henry Troemmer Agate Bearing Scales, exclusive Tea, Coffee and Spice Bins and Cans, Coffee Mills, etc. Our fixtures possess uniqueness and individuality, and can be obtained at the lowest possible price.

Information, Estimates and Prices cheerfully furnished on request.

J. A. FLESCH & SON
1300 Medinah Building
178 W. Jackson Blvd. **Chicago**

BROOMS OF QUALITY

always cost a little more than the other kind, **BUT** it pays **YOU** to merit the approval of your customer—on a line used every day by the one who knows.

Ask us for prices—or better still order sample six dozen.

Walter Woods & Co.
HAMILTON - WINNIPEG

WARNING!

CRESCENT



BRAND

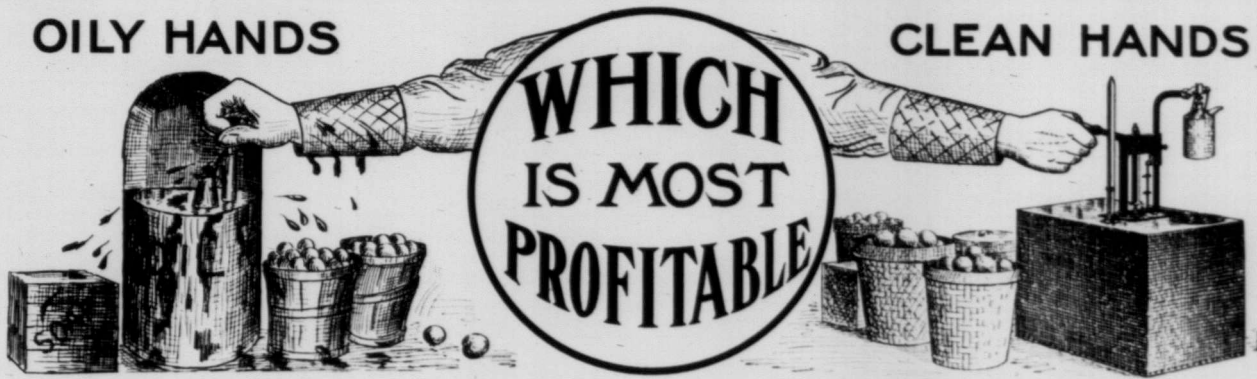
SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER, MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

OILY HANDS

CLEAN HANDS



Loss of oil means loss of other articles as well, because oil taints everything it touches, and even the odor will taint butter, lard, bread and many other foods. You will increase your whole business, besides making money on oil when you get a

BOWSER SELF-MEASURING OIL TANK

because it will please your customers by its cleanliness and accuracy. Unless you have a BOWSER OUTFIT you not only lose money on the oil itself, but you also permit the oil nuisance to drive customers off to trade with your competitor who has a BOWSER. The grocer who uses the old style tank pays for BOWSER OUTFIT without getting it. The BOWSER OUTFIT does away with measure and funnel, tells the right price to charge for any quantity of oil, tells how much oil is left in your tank. If you want an oil "business" instead of an oil "nuisance," write us for free book No. 222, and full particulars.

S. F. Bowser & Co., Inc., 66-68 Fraser Ave., Toronto, Ont.

Patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasoline and oil storage systems.

Established 1885.



Litster Goods

are made good enough to guarantee. They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co.,
Limited
TORONTO



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, - - - Ontario



STUHR'S
GENUINE CAVIARE,
ANCHOVIES IN BRINE
(Salted Sardels).

In Tins and Glasses.

Sold by all High-Class Provision Dealers.
C. F. STUHR & CO., HAMBURG.



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

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S
CHOCOLATE
& COCOA



Registered
 Trade-Mark

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

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

A want ad. in this paper will
 bring replies from all
 parts of Canada.



**A Good
 Resolve**

**Anchor
 Brand
 Flour**

Resolve never to be Second Class in
 anything. No matter what you do, try
 to be a King in it; Resolve to have
 nothing to do with the Inferior. Do
 your best in everything—deal with the
 Best; choose the Best; live up to the
 Best, and you cannot help but succeed.

These are the sentiments that govern
 the manufacture of ANCHOR
 BRAND FLOUR and those that
 use it. If you deal with the Best
 they will help you to choose the
 Best and carry out

A Good Resolve

Manfd. by

Leitch Brothers Flour Mills, Oak Lake, Manitoba.

Frequency of Sailings

Every eleventh day a
 Pickford & Black
 steamer leaves Halifax
 for Bermuda, St. Kitts,
 Antigua, Barbados,
 Trinidad and Demer-
 ara; the round trip oc-
 cupying thirty days.

For further particulars
 apply to

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

Headquarters
 for
Maple Flavor

We can supply anything wanted in
 Maple Flavor

We can quote **BETTER PRICES**
 than you are NOW PAYING

Be sure and ask us to quote—it's
 to YOUR ADVANTAGE

THOMAS HENDERSON
 Manufacturing Chemist
 86 FULTON ST., NEW YORK

THREE DELICIOUS DISHES

FOSTER'S **HAND BRAND PEAS**
LINCOLN **TWIN-VEG AND**
PARSLEY-BEANS

Agents: **MACLURE & LANGLEY, 12 Front Street East, TORONTO**

Looking Ahead WONDERFUL SOAP

is the soap to recommend to your customers at this time when many dainty and delicate fabrics will need washing, and to make your customers' joys the fullest, sell them this wonderful cleaner to cleanse their fine dresses and laces without injury and little effort.

Greetings to the Trade.

The Guelph Soap Co.
GUELPH, ONTARIO



The Grocer's Standby

By recommending to your customers an article that has been tried and tested and found to give absolute satisfaction, you get their confidence and trade.

SOCLEAN

(The Dustless Sweeping Compound)

positively lays dust, cleans carpets, destroys moths—in short, it is the scientific way of cleaning the home. The dealer makes a good profit on every sale, and the customers get quality and quantity for their money. Packed in pails to retail at 25c, 40c and 75c each.

SOCLEAN LIMITED

"The originators of Dustless Sweeping"
TORONTO

Agents for Western Canada: J. J. GILMOR & CO., WINNIPEG. Agents for Montreal: HEDLEY M. SUCKLING & CO. Agents for Ottawa: W. R. BARNARD & CO.

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada.

McVITIE & PRICE

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

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

AGENTS:

Ontario and Quebec
W. G. PATRICK & CO., Ltd., York Street, TORONTO
Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
Alberta
CAMPBELL, WILSON & HORNE, Limited, CALGARY
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER



Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

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

St. George Evaporated Milk, 4 doz. in case\$3.50
Princess Condensed Milk, 4 doz. in case..\$4.20
Banner Condensed Milk, 4 doz. in case...\$5.00

J. Malcolm & Son, St. George, Ont.



By Special royal permission.

None Quite So Good

You take no chance in pushing "King Oscar" Brand Sardines. Give them prominent display, for they are attractive and will create interest and sell quickly. After they are sold the sardines will do the rest, for there is no other brand quite so good, none quite so tasty, as the "King Oscar." Try them.

CANADIAN AGENTS:

J. W. Bickle & Greening

(J. A. Henderson)

Hamilton, - Ontario



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA



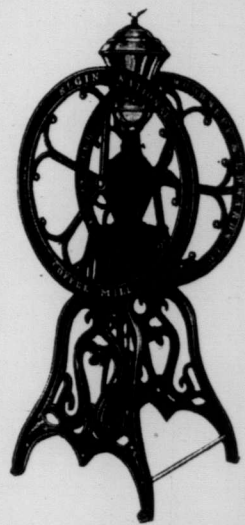
We Beg To Thank

the many dealers throughout the Dominion for their staunch support during this closing year in distributing and making known to the public the milk that solves the milk problem — LAURENTIA — the pure milk that keeps.

Wishing one and all a Merry Christmas and a Prosperous New Year.

THE LAURENTIA MILK CO., LIMITED

371 Queen St. West, Toronto, Ont.
Telephone Adelaide 2760



THE ELGIN National Coffee Mill

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

Equipped with the new style force feed steel grinders.

Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our 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—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
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.

MADE BY

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

MASON'S 'O.K.' SAUCE

THE ORIGINAL



As purveyed by appointment to the House of Lords. As supplied to the House of Commons, H.M. Navy & Army, Government Offices and the Leading Hotels and Caterers throughout the World.

CAUTION—No connection with any firm or company trading in a similar name.

THE MARK OF QUALITY

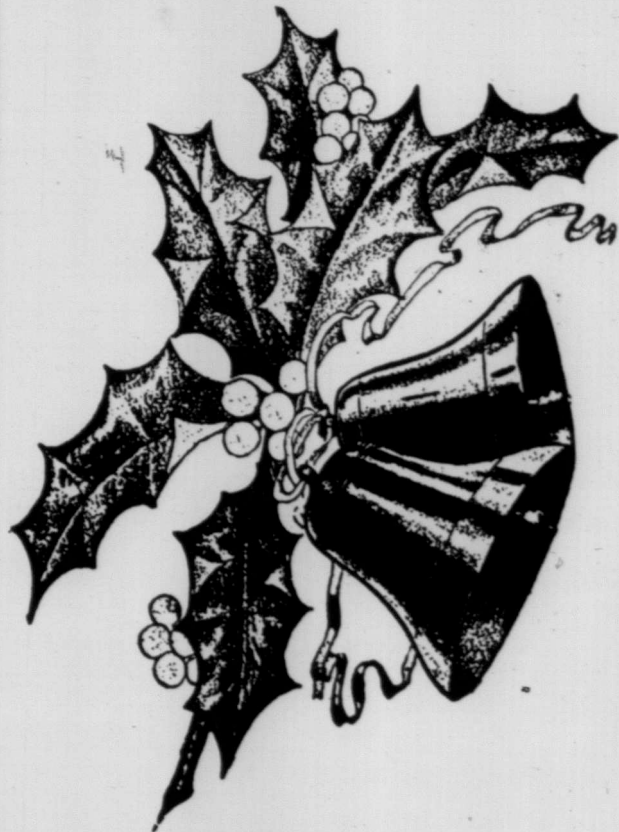
An introductory size and a certain leader to the larger size. Price

10cts.

Sole Manufacturers:
GEORGE MASON & CO. LIMITED,
LONDON, ENGLAND.

Represented by:—

The Lind Brokerage Co., 49 Wellington Street, E. Toronto
G. H. Gillespie, 437 Richmond Street, London, Ont.
J. T. McBride, 62 Canadian Life Chambers, Montreal
The Turnbull Co., 179 Bannatyne Avenue East, Winnipeg, Man.
Nelson Shakespeare Watkins Limited, 860-864 Cambie Street, Vancouver



A Merry Christmas and Prosperous New Year

is the wish extended to all, by
the packers of the popular

Brunswick Brand Sea Foods

Oil Sardines
Mustard Sardines
Finnan Haddies
(Oval and Round Tins)

Kipped Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., Limited
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, 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. de Carteret, 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.

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price \$3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada



A delicacy that sells well during the holiday season, as well as all the year round.

May this happy Yuletide season be enjoyed by you to the fullest is our sincere wish.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N. B.; C. E. Jarvis & Co., Vancouver, B.C.

SUPERIOR GRADE

both in materials and in processes of manufacture are the explanation of the wonderful popularity of

Sterling Brand Food Products

For business building there are no rivals for "Sterling" Lime Juice, Jams, Mixed Pickles, Sweet Pickles, Relishes, Extracts, Marmalades, Crushed Fruits and Fountain supplies.

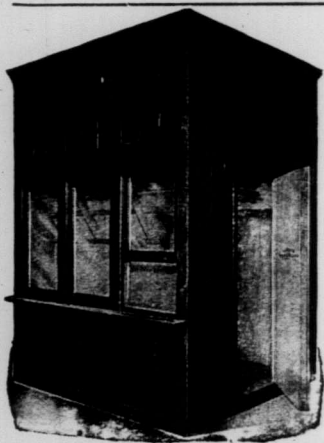
The T. A. Lytle Co., Limited

STERLING ROAD :: TORONTO, CAN.

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

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, Moose Jaw, Saskatoon

Think It Over!

Isn't it worth while to handle a line that the women want? Such a line is

Black Knight Stove Polish

which produces a lasting jet black polish in the minimum of time and with the minimum of 'elbow grease.'

Moreover, there's a 'worth while' margin of profit for you in selling 'Black Knight.'



F. F. DALLEY CO., Limited

Hamilton, Canada

Buffalo, U.S.A.

ANTI-DUST Sweeping Powder

Will soon be common words in every household in Canada as the goods bearing this name are becoming more than popular. They are just what the housewife wants, price, reasonable and quality there all the time.

ANTI - DUST — The most successful sweeping compound on the market today. Disinfects, deodorizes, and makes microbes impossible.

Anti-Dust is needed everywhere. Are you going to profit by helping us distribute this modern necessity?

SAPHO MFG. CO., LIMITED, MONTREAL

MacLaren Imperial Cheese Co., Ltd., Toronto, Ont., Distributors for Ontario.
Lauro Chemical & Perfumery Co., City of Ottawa, Ont.
Fenwick, Hendry & Co., Kingston, Ont.
Albert Dunn, 67 St. Peter St., for Quebec City.

ROSE QUESNEL

A Pure Canadian Smoking Tobacco

specially selected and perfect in every respect. Delightfully cool and sweet in its natural fragrance.

and

KING GEORGE

NAVY PLUG

A Chewing Tobacco

surpassing all others in quality and flavor. Deliciously sweet and non-irritating.

QUALITY backed up with extensive advertising make them profitable to handle.

Rock City Tobacco Co., Limited
Quebec

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,

- - - - -

Ontario

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

FOR SALE—AN OLD ESTABLISHED GROCERY business in a flourishing city in the Maritime Provinces, doing a business of thirty thousand dollars a year, and showing a net profit of twenty-five hundred to three thousand dollars. Present owner forced to sell owing to poor health. Apply care of Box 455, Canadian Grocer, Toronto.

GROCERY BUSINESS FOR SALE IN GROWING city in New Ontario. Last year's turnover \$35,000. Stock and fixtures about \$5,000. Good chance for the right man. Apply to Box No. 457, Canadian Grocer, Toronto.

SITUATION VACANT

WANTED—WHOLESALE GROCERY TRAVELLING salesmen. None but experienced men having good connection need apply. Give particulars, age, single or married, length of experience, territory covered, salary required, etc., to Box 458, Canadian Grocer Toronto.

SITUATION WANTED

SITUATION WANTED—AS ADVERTISING or sales manager. Employed for past eight years by Toronto manufacturing firm; wide experience in selling through the wholesaler to retail grocers, and advertising to reach the consumer. Address Box 459, Canadian Grocer, Toronto.

MISCELLANEOUS

YOU DON'T BUY A NATIONAL CASH Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., 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 catalogue. International Time Recording Company of Canada, Limited, Office and factory, 29 Alice Street, Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314, Stair Building, 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 letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

MISCELLANEOUS

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

EGRY BUSINESS SYSTEMS ARE DEvised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egr Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

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.

MODERN FIREPROOF CONSTRUCTION — Our system of reinforced concrete work—as successfully used in many 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.

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.

THE QUICK TICKET PRESS ENABLES you to produce your price tickets in any style or color you need them, perfectly printed, saving you from 50 to 500%. Prices \$3, \$6, \$10. Lists free. Adams' Patents, Bolton Road, Eastbourne, England.

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)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

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

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.

The
Condensed Ad.
page
will interest you

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

Buyers' Guide

COMPLETE YOUR TOBACCO DEPT.
by stocking and selling
PURE CANADIAN LEAF.
Attractive prices. We have a good assortment of pipes.
J. A. FOREST,
189 Amherst St., Montreal.

GOODS HIGHEST QUALITY PRICES ALWAYS RIGHT
That's Our Policy.
PAPER BAGS—WRAPPING PAPER.
How is your stock? Don't forget to give us a call when you begin to get short.
COUVRETTE & SAURIOL
Wholesale Grocers - Montreal.

Favorite Stove Polish, polishes, shines, and leaves a lasting polish. What the housewife wants.
"Coon" Shoe Polish is another of our specialties
Uncle Sam Dressing is always found O.K. by your customers.
We guarantee the goods.
UNCLE SAM DRESSING CO.,
Lanoraie, P.Q.

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

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.

COMTE'S COFFEES
Satisfy every user. Let's tell you why.
Address
146 St. Urban St. - Montreal

THE "WANT AD."
The "want ad." has grown from a little used force in business life, into one of the great necessities of the present day.
Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.
The "want ad." gets work for workers and workers for work.
It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.
The "want ad." is the great force in the small affairs and incidents of daily life.

TURKISH DELIGHT!
"Sultana" Brand.
The real stuff. Absolutely delicious. Big profit and steady demand when introduced. Packed attractively. Agents write:
ORIENTAL PRODUCE CO., MONTREAL
Ontario Agents:
MacLaren Imp. Cheese Co., Ltd., Toronto.

OLYMPIA AND BEN BEY CIGARS
are good smokers and sellers
Ed. Youngheart & Co., Limited.
Montreal, P. Q.

PICKLES & CATSUP
Reputable high-class goods at reasonable prices. You can have the same if you stock our lines. Write for particulars.
H. BOURQUE & SON
MONTREAL.

SUCHARD'S COCOA
You want Quality Cocoa all the time, Mr. Grocer. It will not pay you to sell a tin on which you cannot rely. We can prove beyond a doubt the high quality of Suchard's. Remember:—
Suchard's. Suchard's. Suchard's.
FRANK L. BENEDICT & CO., Montreal
Agents.

FRUIT PULPS
Bitter Oranges and Peels
F. KESSELL & CO. 7-8, The Approach
London Bridge, London, Eng.

A want ad. in this paper will bring replies from all parts of Canada.

Your card in our **MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY** pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

Let Us Make Your Store Fixtures
We have fitted up some of the most elaborately finished stores in Canada. Why not yours? Our quotations are attractive and all orders are filled in specified time. No disappointments. Write when in need.
S. MENNIER & FILS
Pie IX Ave., Maisonneuve, P.Q.

Biscuits and Confectionery
Big range from which to choose your Christmas stock. Only the highest grade goods made. Prompt attention given all orders.
See Our Travelers.
THE AETNA BISCUIT CO., LTD., MONTREAL.

BAKE OVENS
Baking Decks of Scotch Fire Brick, Sectional Steel Ovens that can be placed anywhere.
Bread Racks, Proof Boxes, Pans and every necessity for the Bake Shop.
Write for General Catalog.
The BRANTFORD OVEN AND RACK CO., LTD., Brantford Canada

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

CLEAN FLOORS EASILY
without dust, by using the best disinfectant sweeping powder on the market.
"NO-DUST"
Sold in bulk only.
No-Dust Mfg. Co.
8 Market Sq., St. John, N.B.

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

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

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES.

ESCOTT & HARMER
Successors to W. H. ESCOTT CO.

WHOLESALE GROCERY
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

OFFICES:-
Winnipeg, Regina, Calgary,
and Edmonton

JOHN J. GILMOR & CO.
Wholesale Manufacturers' Agents and Commission Brokers
WINNIPEG, MAN.

Covering Manitoba, Saskatchewan and Alberta. We can give special attention to a few more first class lines. Domestic and Foreign agencies solicited.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812.

The J. J. TOMLINSON CO.
WINNIPEG
Wholesale Grocery Brokers.
Office and Track Warehouse,
92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

WESTERN PROVINCES—Continued.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
Saskatoon - Western Canada

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE
BROKER and MANUFACTURERS' AGENT.
Trade Established. 15 Years
Domestic & Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA.
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

H. P. PENNOCK & CO., LTD.
Wholesale Grocery Brokers & Manufacturers' Agents,
WINNIPEG
We solicit accounts of large and progressive manufacturer's wanting live representatives.

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

THE WESTERN BROKERAGE & MANUFACTURER'S DISTRIBUTING CO.
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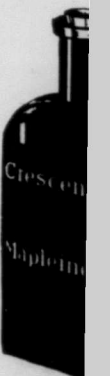
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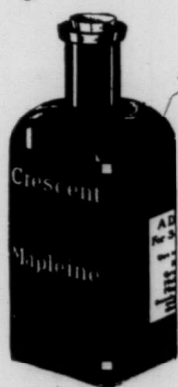
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THE CANADIAN GROCER

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Canuck ROLLED OATS

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THE CANADIAN GROCER

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A
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Christmas

A
Happy
New Year



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