

CANADIAN GROCER

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

Head Office: 78-80 Queen Street West, Toronto,
Ontario, Can., 10 Philip St., N.Y.

Toronto: 10-12 University Ave.

Windsor: 22 Union Bank Building,
New York: 25 Broadway.

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, DECEMBER 23, 1910

NO 51.



Your customers want something to ward
off the rigours of this wintry weather, and
you can just fill the bill by selling them

Robinson's Patent Barley!

It is an equally efficient food for infants and invalids, and you can
recommend it without hesitation. Stock "Patent Barley"—it's
right in your line, and there's no reason the drug-store man should
have a monopoly of this quick-moving product. Remember the
name—Robinson's.

Agents for the Dominion of Canada

FRANK MAGOR & CO.,

403 St. Paul
Street,

MONTREAL

SYRUP SALES WILL BE SATISFACTORY

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

"Crown Brand" Table Syrup

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

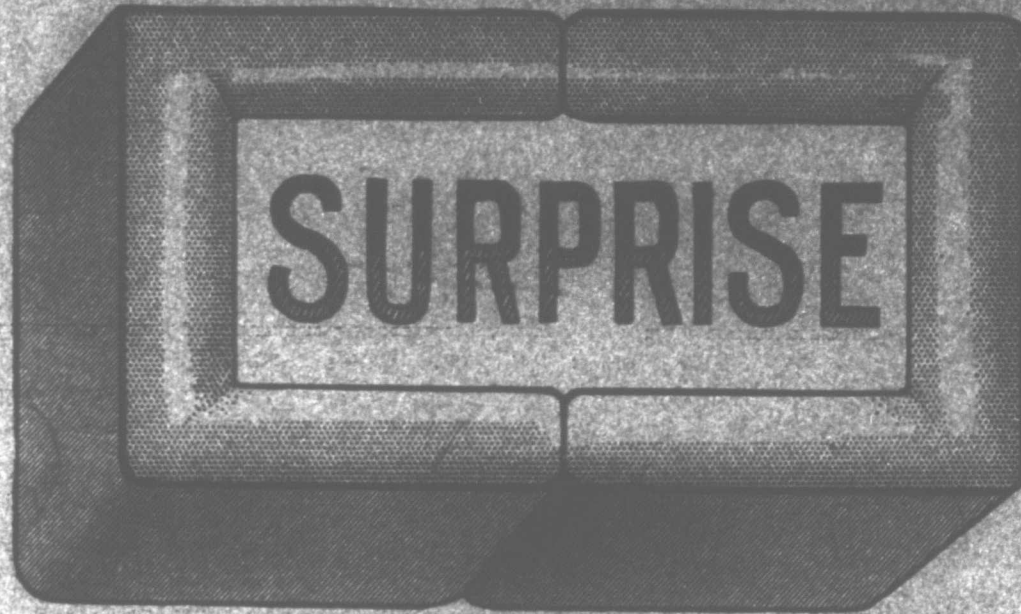
EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St James St., Montreal



THIS SOAP

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging—and so he sticks to SURPRISE.

RYC

quy

THE T. CROIX SOAP MFG. CO.

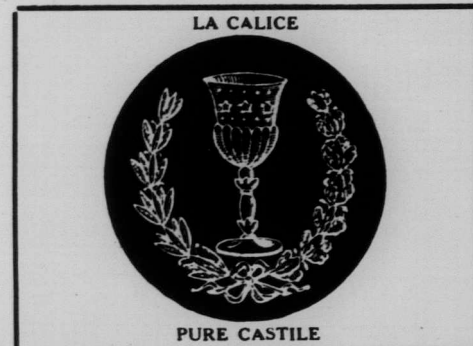
Factory at ST. STEPHEN, N.B.

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Branches: MONTREAL, TORONTO, WINNIPEG, VANCOUVER, WEST INDIES

*Steps
to
Success*

A
**MERRY
CHRISTMAS**
To All
A. P. T. & Co.

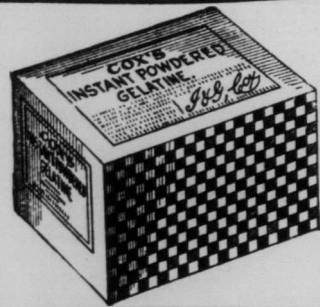


Codou's Macaroni

White, delicate, tender—the product of a factory famous for its cleanliness. Codou's Vermicelli, fancy letters and pastes, are quite as renowned for their superiority. The product commands an ever-increasing patronage from the best class of trade.

Griffin & Skelley's Fruits

The dried and canned fruits, packed under the "Griffin" brand, admit of no argument as to quality—there can be nothing better than the "best." Seeded Raisins, Canned Fruits, White and Green Asparagus, Prunes, Seedless Raisins, Cured Fruits of all kinds, but only the highest quality of each.



Cox's Gelatine

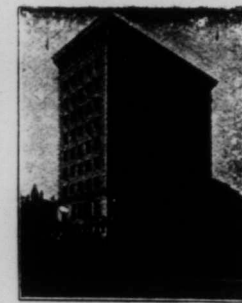
Always reliable, unvarying quality, the standard of the whole English-speaking world. Sure profits, satisfied customers, absolute purity.

ARTHUR P. TIPPET & Co., Agents
Montreal



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

<p>R. B. Colwell BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS E. D. Smith Lowneys Toblers</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, - - - N.B. Open for a few more first-class lines.</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p>J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p>Recognized headquarters for Evaporated Apples, White and Lima Beans.</p>	<p>We wish all our friends the Compliments of the Season Lind Brokerage Company 73 Front St. E., Toronto</p>
<p>FOR SALE Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. J. T. ADAMSON & CO. Customs Brokers and Warehousemen 27 St. Sacrament Street, Montreal TEL. MAIN 778 BOND 28</p>	<p>W. H. Millman & Sons Wholesale Grocery Brokers TORONTO NEWFOUNDLAND T. A. MACNAB & CO. ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful at- tention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A.B.C. 5th edition, and private.</p>	<p>THE HARRY HORNE CO. 309-311 King Street West, Toronto Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - - - MAN. Domestic and Foreign Agencies Solicited.</p>
<p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p>— WINNIPEG — H. G. SPURGEON Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited. 230 Chambers of Commerce. P.O. Box 1812</p>
<p>WESTERN DISTRIBUTORS LIMITED Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our posi- tion is your opportunity. SASKATOON, - - - WESTERN CANADA</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885</p>	<p>DISTRIBUTORS, LIMITED P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Mer- chants, Warehousemen. Track connection with all Railroads.</p>
<p>BUCHANAN & AHERN Wholesale Commission Merchants and Importers QUEBEC, P.Q. Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc. Correspondence Solicited. P.O. Box 29</p>	<p>If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is The Irish Grocer, Drug, Provi- sion and General Trades' Journal. 10, Garfield Chambers, Belfast, Ireland</p>	<p>A. Francois Turcotte COMMISSION MERCHANT Room 16 Morin Block Quebec City, - - - Canada Open for one or two more agencies. Black Tea Agency Wanted. Good Openings here for Lard, Oats, Boiling Peas. HAVE YOU ANY TO OFFER?</p>
<p>M. Allan Deans GROCERY BROKER AND MANUFACTURERS' AGENT Bank of Hamilton Chambers, 34 Yonge St., Toronto On Spot Gallon Apples and Marrowfat Beans</p>	<p>W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</p>	



For over fifty years

we have been making a special study of selecting and blending *Teas to suit the majority*, and we have certainly succeeded with

Blue Ribbon Tea

Blue Ribbon Tea Co., Limited, Montreal

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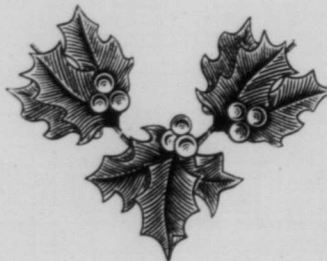
Tartan
BRAND

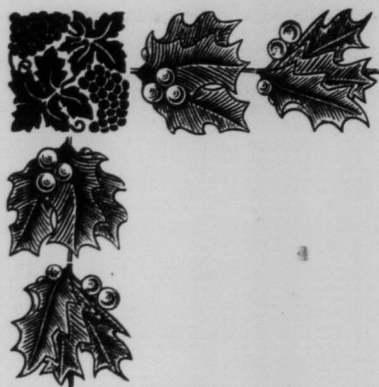
THE Christmas Spirit is beautiful!
It touches the responsive heart
with a quality of goodwill felt at
no other time,—with an inspiration to
kindlier thoughts and more charitable
actions, that helps materially to make this
Old World a better place to live in!

We hope that the Christmas Season,
1910, will indeed be a happy one for all
our friends throughout the trade.

Balfour, Smye & Co.,

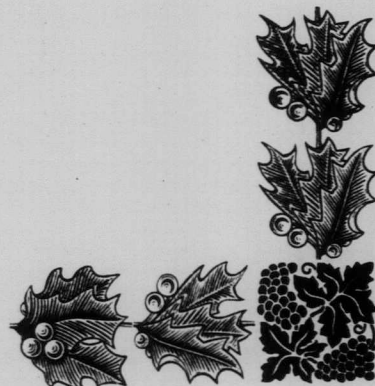
Hamilton - Ont.





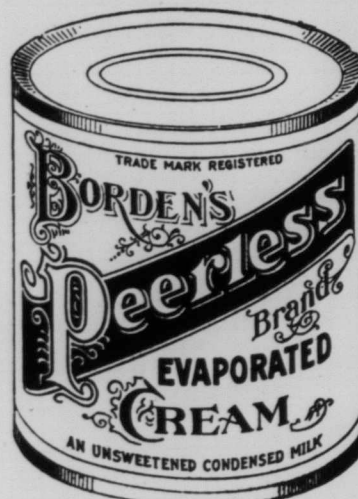
**Dominion Cannery
Limited**

*Extend to the Trade in
every section of Canada
their best wishes for a
Very Happy Christmas.*





IF a woman of discrimination goes into your store for the first time, and sees that these two lines are brought prominently to the front, you have gone a long way towards winning her confidence. The successful merchant always features standard goods like...



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN - Montreal and Toronto

Mason & Hickey, Winnipeg, Man.

Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary

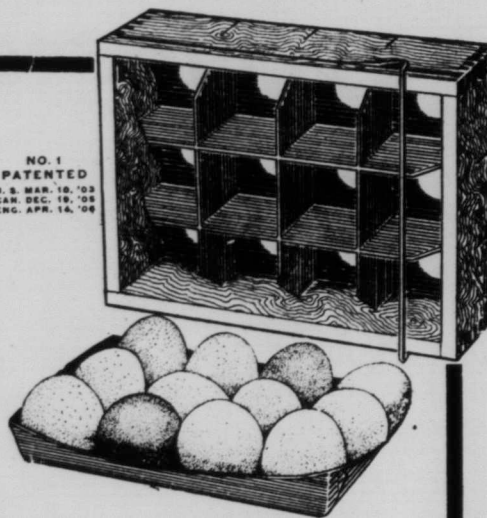
DELIVER HIGH PRICED EGGS SAFELY

Every egg you break now means about 5c. lost, to say nothing of the dissatisfied customers. That's why you should become acquainted with

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

THEY SAVE BREAKAGE—SAVE MISCOUNTS—SAVE TIME—SAVE MONEY. The Star Egg Carriers pay for themselves in a few months and are as permanent as your cash register. Your advertisement on Star Egg Trays is the cheapest advertising you can buy. Ask your jobber and write for our book "No Broken Eggs."

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



BEAM & KRAFT, RIDGEWAY, ONTARIO, write:

"We have used Star Egg Carriers for a period of two years and can heartily recommend them as a POSITIVELY SAFE carrier for the delivery of eggs.

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

Comfort Soap

Much talk is made these days about the quality of Laundry Soap.

It's

the people who use Soap who are the supreme judges of which Soap is best. The fact that there is more "Comfort" sold in

All

Canada than any other Soap shows their preference. The people are

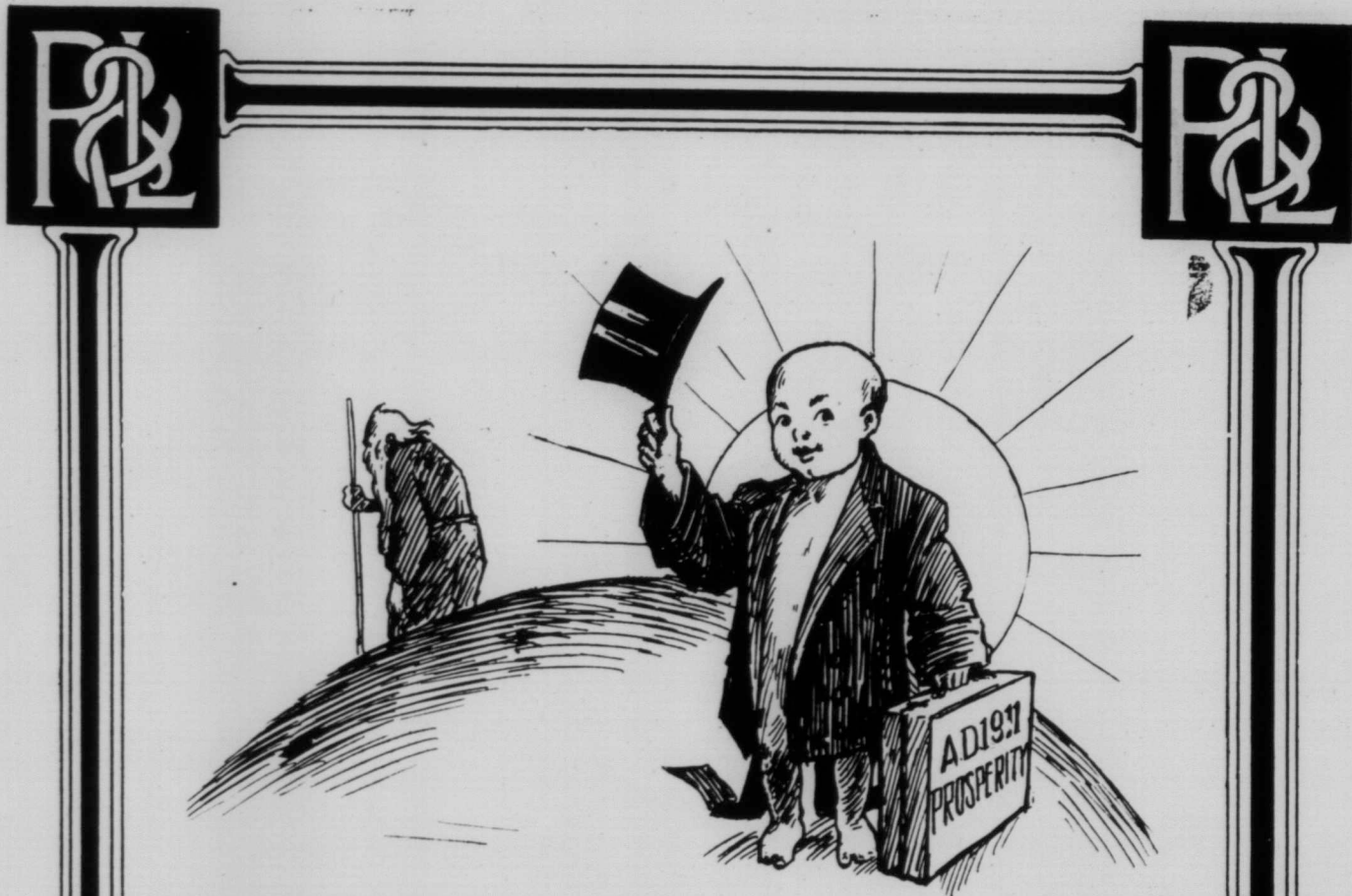
Right

They have rendered their verdict—

"Comfort Soap—It's All Right"

Write to-day for Premium Booklets to give your customers.

PUGSLEY, DINGMAN & CO., LIMITED - - TORONTO



To the Grocery Trade of Canada:

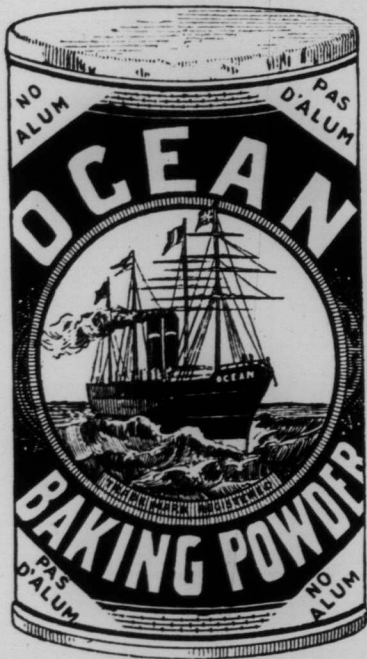
We Wish You All

A Merry Christmas

And that You May Enjoy
Prosperity in Abundance
During the Year of Grace,
1911.

Rose & Laflamme
Limited
Montreal - Toronto

20% CHEAPER THAN ANY OTHER BRAND



It is therefore to your advantage to stock the

Ocean Brand Baking Powder

An easy and profitable seller.

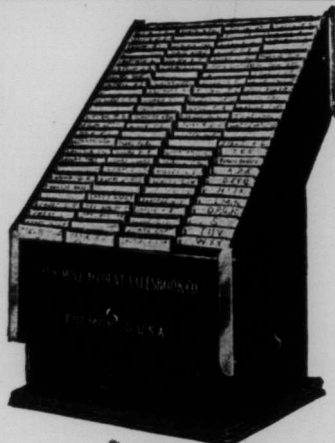
Free from all injurious ingredients.

Once tried, always used

LOOK OUT FOR THE NEW LABEL, WHICH
IS IN ITSELF A GUARANTEE OF PURITY.

We take this opportunity of wishing you a Merry Xmas, and hope that the close of 1911 will find your profits on Baking Powder doubled through the sale of the famous "Ocean Brand."

Ocean Mills, - Montreal



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books.

The Trial Tells the Tale

Supposing we were to say that there are 75,000 Keith Systems in use, that probably would not be misstating the facts, but that would not convince you that you should have one.

Supposing we were to say the Keith System has been upon the market for the past 15 years, twice as long as any drop-leaf loose-slip system, and that it has been improved from time to time so as to meet every requirement of the retail

merchant, we would be telling the truth, but that wouldn't be giving you any of the advantages of the system.

HERE ARE THE THINGS YOU WANT TO KNOW :

1. Is the Keith System Fire-proof? Yes.
2. Is there any danger of bringing forward a wrong past account or losing slips? No. The original slips remain permanently bound in the book, giving you a consecutively numbered record of the account, and only one account is before you at a time.
3. Can more than one clerk work over the register at the same time? Yes, any number, without the least confusion.
4. Will it place a check on forgotten charges? Yes, the best in the world.

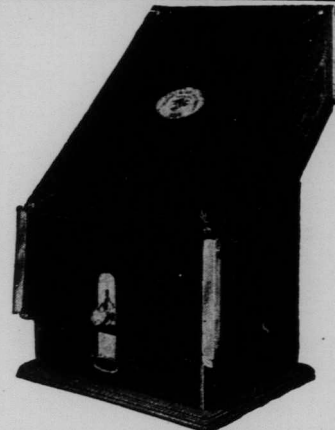
Ask for Catalogue "G" and let us explain fully

THE SIMPLE ACCOUNT SALESBOOK COMPANY

Sole Manufacturers
also Manufacturers of Counter Pads for Store Use

VICTOR ARCHAMBAULT, Quebec Representative.
28 Bridge St., Sherbrooke, Quebec

1926 Depot Street, FREMONT, OHIO,
and HARTFORD, CONN.



Cut of 100 Book Size, when not in use, showing hood locked to cabinet.

SUNNY MONDAY LAUNDRY SOAP

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap. Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin**. Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

THE N. K. FAIRBANK COMPANY
MONTREAL, CANADA



BALAKLAVA BRAND BAKED BEANS

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

WRITE FOR PRICES AND INFORMATION.

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

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

S. T. NISHIMURA & CO.

OF

MONTREAL and JAPAN

extend to their numerous Customers and Friends
their sincere wishes for a very Merry Christmas
and a Happy and Prosperous New Year.



SANITARY CANS

FOR

WINTER PACK

OF

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

To all our Past—Present—Future Customers we wish

A Merry Christmas

AND

Happy New Year

If you are not on our list, write for one of our HANDSOME CALENDARS,
Free upon Request

Head Office :
Cor.
Church & Colborne Sts.
TORONTO



Branch :
256 St. Paul Street
MONTREAL

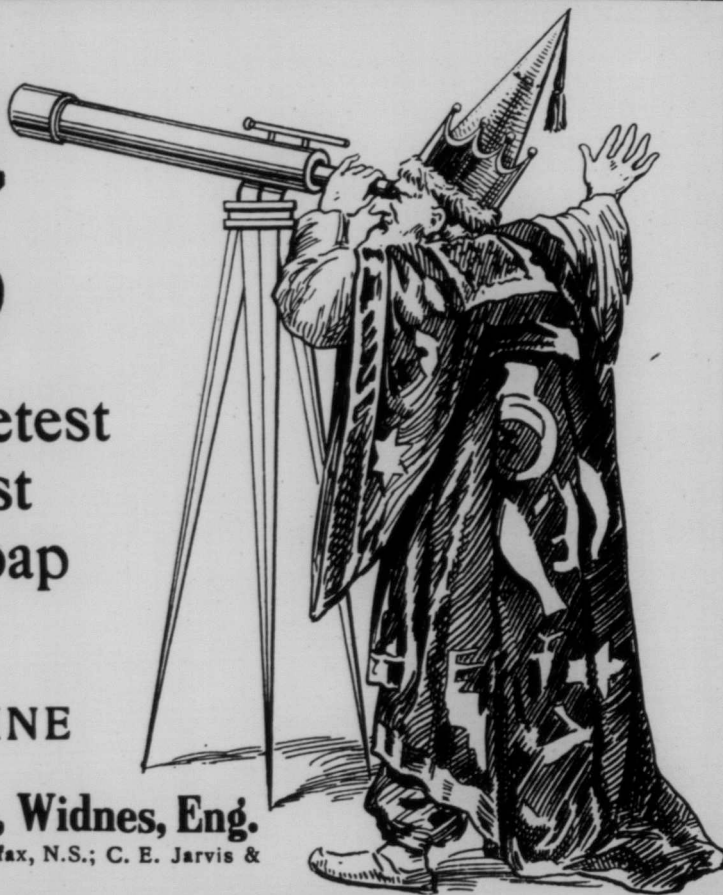
Gossages' Magical Soap

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

GUARANTEED GENUINE

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

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





The gum that is
good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES &
CANADA

**"TRIAN"
BRAND**

STANDARD
OF
QUALITY



LARGE AND
COMPLETE STOCKS
OF ALL LINES
AT
CLOSE PRICES

NEW ONTARIO

The retail merchants of New Ontario can save time and money by buying from us, the former because we can give them ten to fifteen days' quicker deliveries, and the latter because we give them the benefit of Car Load Freight Rates to the Head of the Lakes.

Fort William is the geographical point of supply for the territory served by the C. P. R. for 200 miles east and on all three roads from Lake Superior to the Manitoba boundary.

The CAMERON-HEAP CO., Limited

FORT WILLIAM, ONT.

CAMERON & HEAP
KENORA

CAMERON & HEAP, Limited
REGINA and PRINCE ALBERT, Sask.

High Water Mark

A laundry soap that will double your sales, and do it with facility and satisfaction, is what you are looking for. Then just let your next order be for

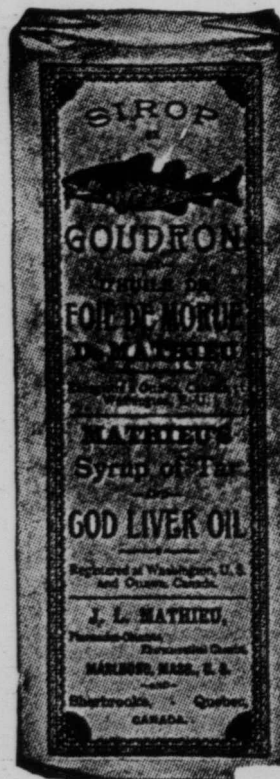
Canada's Best Soap

Canada's Best is a white laundry Soap free from *all* ingredients that could possibly injure the finest fabrics. Made in a most modern factory by experts.

Washes the clothes white as snow, and gives them a sweet smell. Canada's Best will save the housewife money, and bring *you* profit.

Our big advertising campaign is helping you.

United Soap Company
Montreal



**MATHIEU'S
SYRUP**

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities. Its sales have increased wonderfully everywhere. It is a sure seller.

**MATHIEU'S
NERVINE POWDERS**

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

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

Distributors for Western Canada..

Foley Bros, Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver.

L. Chaput, Filé & Cie., Wholesale Depot, Montreal.



Rowat & Co.

*Be glad to wish each and every
one of their friends from
Coast to Coast a most
Prosperous Holiday Trade
and a very Happy Xmas.*

Glasgow

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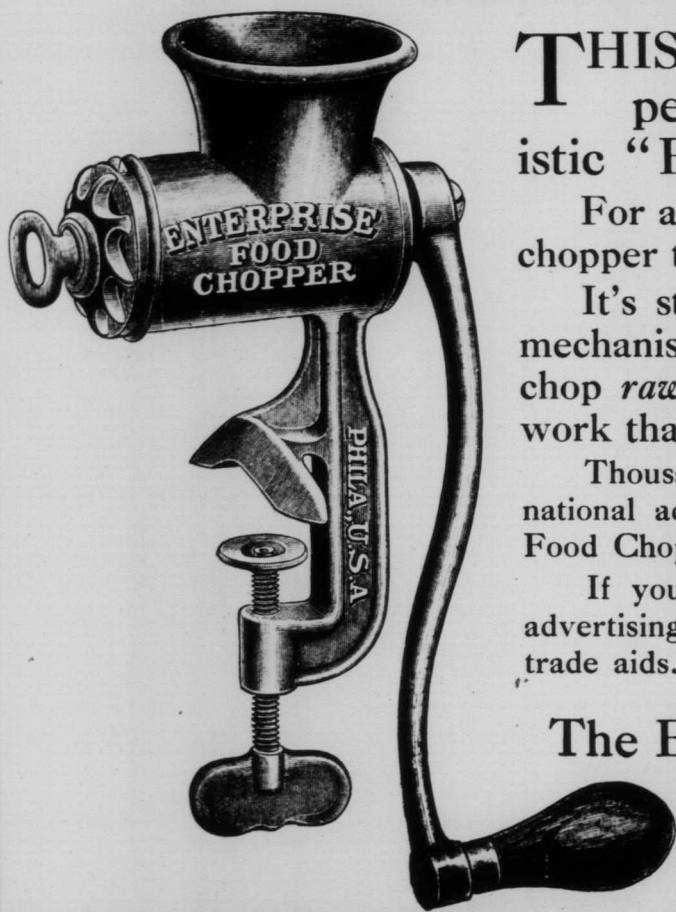
D., Props.

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n Canada...

etioners,

L.

"ENTERPRISE"



THIS well-known Food Chopper is made with characteristic "Enterprise" skill and care.

For a popular-priced seller there is no chopper to equal it.

It's strong and simple, and the cutting mechanism is perfect. We guarantee it to chop *raw meat* and to do more and better work than any food chopper made.

Thousands of satisfied customers and extensive national advertising have made the "Enterprise" Food Chopper famous the country over.

If you would like to link your store to our advertising campaign, drop a line for some of our trade aids. Gladly sent free on request.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

THE CANADIAN GROCER

"You Can't Do Better Than Recommend"

The Old
Reliable

**COOK'S
FRIEND**

**BAKING
POWDER**

No Alum in it,
Never Was

W. D. McLaren, Ltd.

BAKING POWDER SPECIALISTS

Montreal

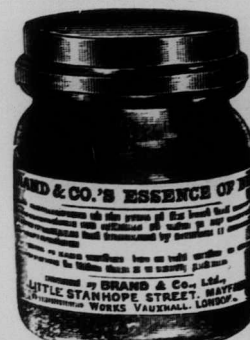
ONCE our Coffee is roasted it doesn't remain
under our roof 24 hours.

We know of no other Coffees which reach the
consumer in such fresh and perfect condition.

Chase & Sanborn's High-grade Coffees are---
GUARANTEED to SATISFY.

CHASE & SANBORN
MONTREAL

Right in the Grocer's Line



After typhoid or scarlet fever, anaemia, pneumonia, grippe, or any exhausting disease, Doctors recommend

Brand's Essence of Beef

It is a clear, amber-colored jelly and can best be taken in this form, though it is easily assimilated in any manner the Doctor orders.

The merits of Brand's Essence of Beef have been attested in all countries of the world, and, wherever introduced, it has found a ready sale.

Brand and Co. are at present actively engaged in bringing this preparation before the medical profession of Canada, and already grocers in many parts of the country are receiving enquiries for Brand's.

Put up in glass and tins.

Shows a good profit for the merchant.

WRITE FOR PARTICULARS TO

T. O. BAXTER, 25 Front St. E., Toronto.

H. HUBBARD, 27 Common St., Montreal

BRAND & CO.,

*Purveyors to
H. M. THE KING*

London, England

EVERY
CAN



GUARANTEED

St. Charles

Evaporated Cream

**BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS**

**With a Good
Stock of
St. Charles**



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

A Genuine Trade Builder

Quality goods are those that attract and hold trade and

Wonderful Soap

will prove a profitable proposition to every grocer because it is unrivalled in quality and purity.

It is moreover attractively packed and made up, and proves a rapid and profitable seller.

We have a dealer helper-selling plan that cannot fail to interest you. Send for details of it to-day.

The Guelph Soap Co.

GUELPH, - ONTARIO

Toronto Agents—MacGregor Specialty Co.



BJELLAND'S
SMOKED
HERRINGS
IN
BOUILLON

Are you handling the above splendid new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening

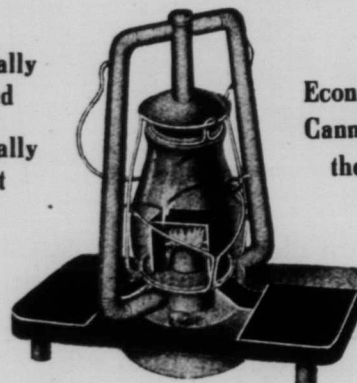
(J. A. HENDERSON)

Canadian Agents, Hamilton.

Ontario Lantern Footwarmer
Do You Want a Winner ?

Scientifically
Designed

Mechanically
Perfect



Economical and
Cannot Damage
the Robes.

Something NEW to show your customers that they will buy and be pleased with

For Sale by All Jobbers.

Manufactured by

Ontario Lantern & Lamp Co., Limited

Hamilton, Ont.



Why not concentrate
on

**WINDSOR
SALT**

- the best Salt sold.
- the Salt nearly all your customers already use.
- the Salt that is widely advertised.

Why carry a slow-selling or dead stock of other salts ?

The Canadian Salt Co., Limited

WINDSOR, ONTARIO



Brushes
for Spring Trade

We make a specialty of WHITEWASH, KAL-SOMINE, SCRUB, SHOE, STOVE, HORSE BRUSHES and STABLE BROOMS, and our values in this class of goods are unequalled.

By placing your order early it will receive better attention than if you wait until the spring rush, and you will be sure to have the goods in time.

Write for prices now

Stevens-Hepner Co., Limited

PORT ELGIN

ONTARIO

"KITCHENER" BRAND **The Only 5 Cent Package**
OF
CANNED GOODS of **Powdered Ammonia**

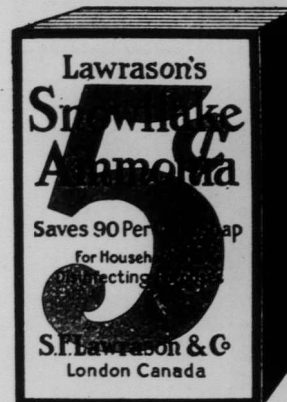
At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEG-ETABLES. and guarantee the quality of all goods.

Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA : : ONTARIO



We are telling your customers, in a vigorous advertising campaign, about the saving they can effect by using Snowflake Ammonia.

Are You Selling It?

The people WILL HAVE Snowflake Powdered Ammonia. NONE of the various substitutes for Snowflake are equal to it in cleaning properties—but they

ALL COST MORE. Your customers WILL BUY IT where they know they can get it. Protect your trade by ordering Snowflake NOW. The profit is good.

S. F. Lawrason & Co.
London, Ontario.

Make your Sauce Stock pay you Bigger Dividends! Feature

MASON'S
No. 1 SAUCE

It's a line that has been delighting the palates of particular people for years.

The ingredients are of absolute and guaranteed purity, and the sauce is made in a Canadian factory that is a model of efficiency and cleanliness.

Why not stock and recommend this delightful sauce? It's a 'well-worth-while' proposition to handle No. 1 SAUCE.

Send for samples and details.

MASONS LIMITED

25 MELINDA STREET - TORONTO

Agents Wanted where not Represented

Take no



Chances!

The "quality" of the goods you handle is the all-important factor in influencing the best-class trade your way! Sell

"CREST" BRAND OLIVES!

They are bottled safely from the finest selected fruit, and prepared with the greatest skill and care.

Stock and feature this satisfaction-giving line! Write us direct if your jobber can't supply you,

Canada Spice and Grocery Co., Ltd.

London, Ont.



INVALID OXVIL

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



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

THE PERFECT FLUID BEEF

INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts.

INVALID OXVIL is now being sold by all the leading grocers and chemists in Canada on the strength of its Purity and Genuine Beef Flavor.

Manufactured and Guaranteed by

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

Write for Illustrated Price Lists to our Canadian Agents:

THE HARRY HORNE CO., 309-311 King St. W., TORONTO

DROMEDARY



GOLDEN DATES

"Dromedary" is the only brand of dates that means anything to consumers, because it's the only one that has been advertised into consumers' knowledge.

The largest and best magazines all carry our advertisement and everybody who has read it is a prospective customer.

Dromedary Dates are wrapped in oiled paper and packed in cartons. They are not the usual dates at all, but are selected, and absolutely clean. Moreover, they will keep moist indefinitely, which is of tremendous importance.

Many a woman doesn't buy dates because as usually sold they are a gummy, dirty and unsavory proposition. You can get this trade the minute you show a **Dromedary** carton.

All jobbers sell these.

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

The HILLS BROTHERS COMPANY

Beach and Washington Streets, ; ; New York

You are the man we want

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

ELGIN

National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish.

Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated catalogue:

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

VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

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

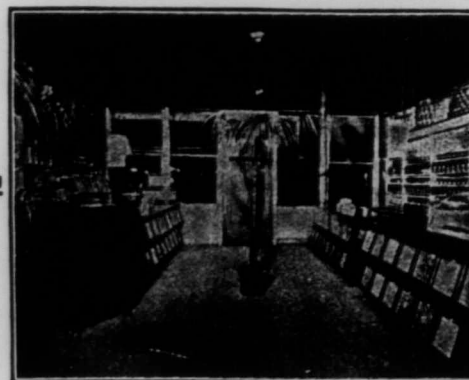
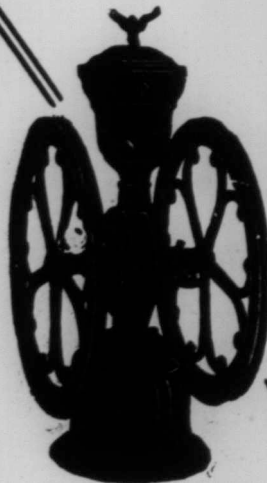
REGINA, Sask.—Campbell, Wilson & Smith.

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

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards
CO.

ELGIN, ILL., U.S.A.



A Strong Combination :

UTILITY CLEANLINESS
ATTRACTIVENESS

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

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario

MELAGAMA

We take this opportunity of thanking you for your many orders during the past year, and wish you and yours

*A Merry Christmas and
A Prosperous New Year*

W. H. INTO BROS. - Toronto and Buffalo



The Commercial is the Best!

Over 100,000 Account Registers in successful use in Canada and U. S.

The Commercial is quickest in operation.

So simple a child can operate it.

Takes least counter space.

Beautiful store fixture.

Only Register that will fit any safe.



Sheets lift out and fit any safe.

BESIDES—

It cuts out bookkeeping. Pleases merchants' customers. Pays for itself in few months.

Indestructible—Lasts a lifetime.

Drop us a postal for Catalogue

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

GET THE HABIT

of stocking goods of known quality for which there is a regular and insistent demand.



Queen Quality Pickles

will meet every requirement of your best class trade, because they are real quality goods. Only the freshest and choicest vegetables and other ingredients are used, and QUEEN QUALITY give satisfaction, because of their purity and flavor.

Put up in 10-oz. and 20-oz. bottles.

Send to-day for Discounts and Prices.

Taylor & Pringle Co., Limited
OWEN SOUND, ONT.

Pure, Rich and Digestible

The finest substitute for Fresh Cow's Milk for every grocer is

CANADA FIRST Evaporated Cream

Every can is guaranteed absolutely pure and fully sterilized.



Infants, Invalids and Convalescents can get no better food, its preparation being one long tale of care and cleanliness.

We help the grocer's sales by our extensive advertising and the quality of "Canada First" does the rest.

See to your stocks. Order from your Jobber.

The Aylmer Condensed Milk Co.

AYLMER LIMITED ONTARIO

HEAD OFFICES:—HAMILTON, ONT.

Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.

Telfer Bros., Ltd. Collingwood, Ont.



BRANCHES:
Toronto Winnipeg Hamilton Fort William

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

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

St. George Evaporated Cream (Unsweetened)

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

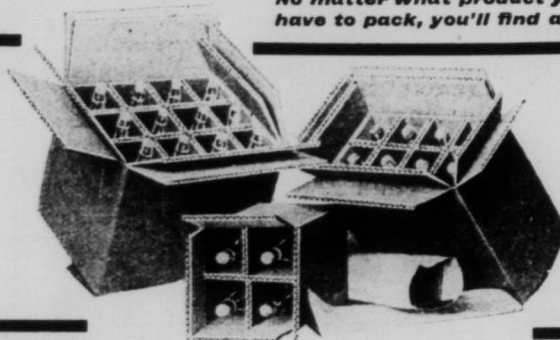
Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE,
ONT.

Modern Packages for your Merchandise!

No matter what product you have to pack, you'll find a



"H and D"

Corrugated Fibre Board Box

that will deliver it as clean, fresh and attractive as it left your warehouse or factory, and will protect it from water damp and damage.

May we design an "H and D" Fibre Box to suit your special needs? We'll guarantee it to save you freight, packer's time and storage space. We'll be glad to do this for you; it will cost you nothing—involves no obligation.

Write us TO-DAY what you have to pack.
Ask for free booklet "How to Pack It."

The Hinde & Dauch Paper Co., Ltd.
TORONTO, ONT.

LET THERE BE LIGHT

A steady, brilliant white light in your store will prove an asset whose value can not be over-estimated. Get in touch with us. Our apparatus is absolutely safe, is better and cheaper than electricity or gas and safer than coal oil or candles.

Clean and sanitary.

You save money by buying your mantles and gasware from us.

Write for circular and special prices to merchants direct.

MacLAREN & CO.

Gasoline Lighting Systems
MERRICKVILLE, - ONTARIO
AGENTS WANTED.



NATION'S CUSTARD POWDER

Noted
for its Flavor and Purity.

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

Send for Free Sample.

GREEN AND CO TORONTO



BIGGER AND BIGGER SALES.

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

Branch: Sault Ste. Marie

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

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

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

Established in 1854 by John Redpath

Cut this out for Reference

**BRITISH COLUMBIA
COMPANIES ACT
1910**

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

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

Shallcross, Macaulay & Co., Ltd.

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

Christmas Greetings!

Our Best Wishes for a
Merry Christmas and a Prosperous Year in 1911

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

JAMES DOME BLACK LEAD



Holiday Festivities call for SHIRRIFF'S JELLY POWDERS

They produce instantly that sparkling, pure, natural-flavored Jelly which delights the dainty housewife. See to it that you are able to supply the insistent demand for SHIRRIFF'S.

Order from Your Jobber or write us direct

Imperial Extract Co., 8, 10, 12, Matilda St. Toronto

BLACK JACK

QUICK, CLEAN HANDY



TRY IT

SOLD BY ALL
JOBBERS

3/4-lb. tins—3 doz. in case.

Bakers' and Confectioners' Supplies

"White Moss" Cocoanut

18 years has proved its merit. We get larger orders, and more of them each year.

Canadian Cocoanut Co.
J. ALBERT McLEAN, Proprietor. MONTREAL

The Demand for **SAUERKRAUT**
is daily increasing

ASK
FOR
QUOTATIONS



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Place your order early

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

GINGERBREAD BRAND MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

- No. 1—A Strong Baker
- No. 2—Body
- No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's,
pails—1's, 2's, 3's, 5's gals. and in barrels
and halves.

A trial order from your wholesaler will
convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

**The Dominion Molasses
Co., Limited**
HALIFAX - NOVA SCOTIA

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



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

GORMAN, ECKART & CO.,

Ltd., London, Winnipeg

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND
VEGETABLES
and
PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.
GLASGOW, SCOTLAND

Agents:-Maclure & Langley, Ltd., 12 Front E., Toronto. 604
Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

The Experienced Housewife

will bring all the family trade your way if you are selling

ASEPTO Soap Powder

"The Enemy of Dirt"

because she knows what a wonderful saving of time and labor this soap means to her in her washing and house-cleaning.

"Asepto" is equally handy for getting rid of dirt, whether hot or cold water is used, and is most economical.

Stock up to-day with this splendid seller.

Order From Your Jobber.

The Asepto Soap Co.

ST. JOHN, N.B.

Rose & Laflamme, Ltd., Agents, Montreal



I find this a
GREAT
SELLER

PURITY SALT

It is pure. The women say it is the most satisfactory salt they know of

The Western Salt Company, Limited

MOORETOWN, ONTARIO

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. Downey,
MONTREAL



SUCHARD'S COCOA

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

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

Leard's Lobsters, Canned Chicken,
Chicken Soup and Quahaugs.

Write for prices.

W. A. LEARD
SUMMERSIDE, P.E.I.

WINDSOR SALT

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

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL BOOKS, ETC.

Save expense to shipper

J. N. WARMINTON
207 St. James St., - MONTREAL

THE PEOPLE OF JAMAICA

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

KINGSTON

"GLENER"

might bring inquiries. Better write for rates to

I C. STEWART, Halifax

MOP STICKS

"The Tarbox Brand"

Made in Canada

Many kinds

FOR ALL PURPOSES

Distributed through practically all of
THE LEADING JOBBERS

Send for Catalog.

Manufactured by

TARBOX BROS. - - Toronto
(Established quarter of a century under the same personal management.)

A. C. LANDRY

STE. FLAVIE STATION, QUE.

Jobber and Wholesaler in

Groceries, Flour, Grain and Provisions

Open to buy Timothy, Red, White and Alsike
Clover Seeds.

CAMMEMBERT CHEESE

Le Gaulois Brand

\$3.00 a dozen, or \$2.75 per crate of 5 dozen.
CAMMEMBERT - CAMMEMBERT

Le Gaulois

THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at
Popular Prices. Write for Samples
and Quotations.

We make special brands to order.

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

'2 in 1' JELLY POWDER

is a rapid seller because, apart from its delicious flavor, the package contains a powder for sauce to be served with the jelly.

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

They pay well to sell!

S. H. EWING & SONS

Montreal and Toronto

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

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50%
and gives your customers
much more for their
money than other brands,

and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

IF YOU HAVE MADE UP YOUR
MIND TO TRY

PAT-A-CAKE BISCUITS

TRY ALSO

GOLDEN PUFF

Another great success.

HAVE YOU WRITTEN
FOR OUR ALBUM YET?

PEEK, FREAN

& CO., LTD.

LONDON

ENGLAND

Avoid Deception

Some manufacturers, who
ought to know better than
DEFAUD THE PUBLIC, sell their eva-
porated milk as "Cream," which it is not.
There is **ONE REAL CREAM** on the mar-
ket, and that is—

FUSSELL'S CREAM

(GOLDEN BUTTERFLY BRAND)

Evaporated Milks contain about 8 per cent.
of butterfat. Fussell's CREAM contains
more than three times as much.

Samples and particulars of:

The W. H. Malkin Co., Vancouver-
for British Columbia, Yukon
and West Alberta.

W. H. Escott, 137 Bannatyne Ave.,
Winnipeg, for Manitoba, Sas-
katchewan and East Alberta.

C. Fairall Fisher, 22 St. John St.
Montreal, for Quebec.

The Harry Horne Co., 309 King St.
West, Toronto, for Ontario.

J. W. Gorham & Co., 251 Hollis St.,
Halifax, for Nova Scotia.

W. A. Simonds, St. John, for New
Brunswick, or

FUSSELL & CO., LTD., 4 Monument St., London, Eng.



Here's

Health, Wealth and Long Life

to all our friends in the Can-
adian Grocery Trade.

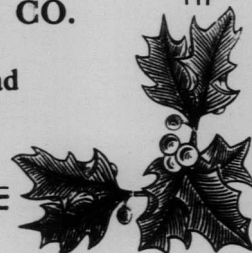
That their business in 1911
may be booming, and their
prosperity unimpaired, is the
sincere wish of the

T. A. LYTTLE CO.

Limited

Sterling Road

TORONTO



WE EXTEND TO OUR CUSTOMERS AND THE TRADE
GENERALLY THE MOST HEARTY WISHES FOR A
MERRY XMAS AND A HAPPY AND PROSPEROUS NEW
YEAR.

IMPERIAL SYRUP CO. - MONTREAL.

An Open Letter

“MESSRS. S. F. BOWSER & CO.
Fort Wayne, Ind.

Gentlemen,-

It affords us pleasure to say a word in genuine praise and commendation of your Oil Tank. Ten or fifteen years ago we bought a double one for Coal Oil. It has given us splendid satisfaction. Later, we bought one for Linseed Oil, and it has given just as fine results. We haven't two store fixtures that are more thoroughly and entirely satisfactory.

Yours truly,
General Merchant.''

This is a real letter from a real live merchant and tells what a Bowser has done for him.

(A fac-simile copy furnished on application.)

After you use a Bowser you'll be as enthusiastic as the rest.

750,000 NOW IN USE

We want an opportunity to show YOU what a Bowser Self-Measuring Outfit will PAY you. This will cost you nothing—No obligation—just a demonstration.

If we can't show you we don't want to sell, because we want your good will afterwards.

Isn't that fair? Just drop everything and write a card now. It's vital to your business—Ask for Booklet No. 5.

S. F. Bowser & Co., Limited, Toronto, Ont.

66-68 FRASER AVE.

ATTENTION, MR. GROCER!

Will you permit yourself to be subjected to the losses, errors, disputes, delays and many other vexations arising from antiquated methods of handling credit customers? Or will you join the ranks of progressives and adopt the ONE WAY to avoid them?

Allison Coupon Books

point the way to safety. They guard against loss, they hold the credit customer in check, save time, money and trouble.

HOW THEY WORK



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

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN

TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of
Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

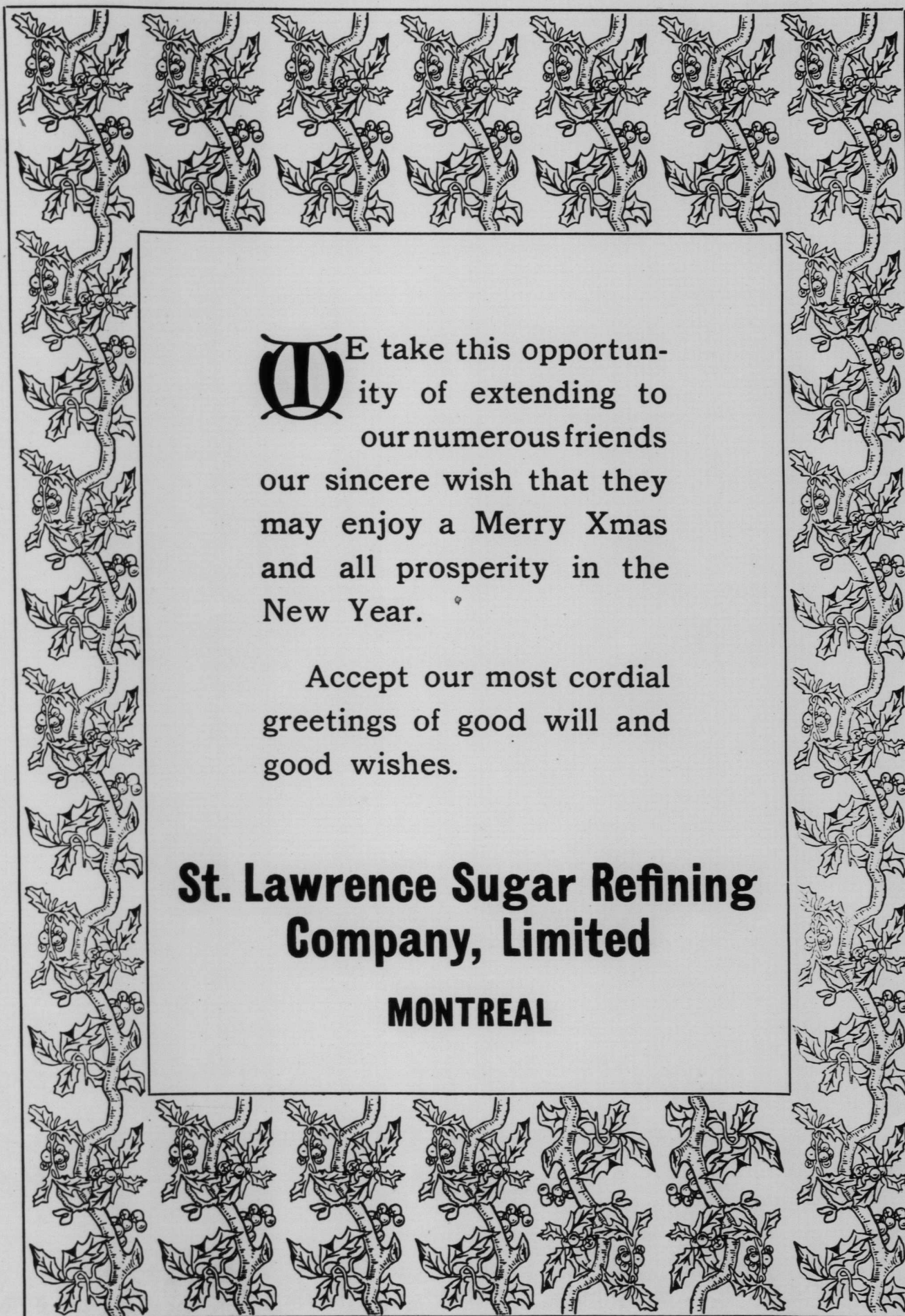
Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty
and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: **C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.**



WE take this opportunity of extending to our numerous friends our sincere wish that they may enjoy a Merry Xmas and all prosperity in the New Year.

Accept our most cordial greetings of good will and good wishes.

St. Lawrence Sugar Refining Company, Limited

MONTREAL

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A Merry Xmas

To our hundreds of customers and friends in all parts of Canada we extend the season's heartiest greetings. May the closing days of 1910 be the happy end of a prosperous year, and predecessors of a profitable twelve months in 1911.

During the year past we have endeavored to serve you faithfully. To that end we have spared no expense. In 1911 we anticipate giving you even better service, possible through our greater facilities for handling your business, due to larger accommodation, a larger staff and a determination to please you.

Many happy returns to you of this coming Christmas Day.

Laporte, Martin & Co., Ltd.

Wholesale Grocers and Wine Merchants

MONTREAL

This Photograph Was Taken in Eighteen Ninety-Three



One of the first window displays ever made for "Salada" Tea. Taken in 1893—over seventeen years ago.

It recalls the old days—old methods—when time was spent weighing, sacking and tying up bulk goods. It recalls days of heavy stocks—slow turnovers—loss by overweight.

The package idea of merchandizing was then unknown.

Now—every advance is toward small stocks and quick turnovers of quality goods in packages—attractively displayed. In tea—"SALADA."

It gives more tea *value* to the consumer.

It gives more tea *profit* to the retailer.

It builds *reputation*. It gives *satisfaction*.

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Chaput, Fils & Cie, Ltd. 43	Horne, Harry, Co. 2	Nickel Plate Store Polish. 24	United Soap Co. 14
Chase & Sanborn. 16	Huntley & Palmers. 50	Nishimura, S. T. & Co. 11	V
Church & Dwight. inside back cover	I	O	Verret, Stewart Co. outside back cover
Cloeri & Co., Chas. 12	Imperial Extract Co. 24	Oakey, John & Sons. inside back cover	Victoria Fruit Exchange. 44
Clark, W. 51	Imperial Syrup Co. 28	Ocean Mills. 13	W
Clawson & Co. 2	Imperial Tobacco Co. 66	Ontario Lantern and Lamp Co. 18	Walker Bin and Store Fixture Co. 20
Coles Mfg. Co. 44	Irish Grocer. 2	Ontario Seed Co. Successors. 24	Walker, Hugh, & Son. 61
Colwell, E. B. 2	Island Lead Mills Co. 70	Oshawa Canning Co. 16	Warminton, J. N. 26
Commercial Register Co. 21	J	P	Warren, G. C. 3
Concord Canning Co. 65	James Dome Black Lead. 23	Patrick, W. G. & Co. 2	Watson, Andrew. 70
Connecticut Cystee Co. 63	Jameson Coffee Co. 44	Peck, Frean & Co., Ltd. 27	Watson & Truesdale. 2
Connors Bros. 65	Johnston, Baird & Co. 25	Pickford & Black. inside back cover	Western Assurance Co. 70
Crescent Mfg. Co. 53	L	Piggott, C. J., & Co. 28	Western Distributors, Ltd. 25
D	Lake of the Woods Milling Co. 59	Pugsley, Dingman & Co. 7	Western Salt Co. 25
Dalley, F. F. Co. 70	Lambe, W. G. A. 2	Q	White & Co. outside back cover
Deanes, M. Allan. 2	Landry, A. O. 26	Queen City Oil Co. inside back cover	White & Co. 61
Denton, Dunn & Bonitbee. 46	Laporte Martin. 30	R	White Swan Spice & Cereals, Ltd. 27
Distributors, Ltd. 2	Lascelles de Mercado & Co. inside back cover	Robertson & Co., R. 44	Winn & Holland. inside back cover
Dominion Canners, Ltd. 5	Lawson, S. F. & Co. 19	Robinson & Co., O.R. 64	Wood, Thomas & Co., Ltd. 72
Dominion Molasses Co. 24	Leard, W. A. 24	Rolland Paper Co. 46	Woodruff & Edwards. 20
Dominion Register Co. 51	Leitch Bros. 58	Rose & Lafamme. 8	Woods, Walter, & Co. 71
Downey, W. F. 26	Lemon Bros. 64	Rowat & Co. 15	Wright, Wm., Jr., & Co. 13
Dunsmuir, W. W. 44	Lind Brokerage Co. 2	S	Young Co. The. 58
E	Lynch's Ltd. 44	St. Charles Condensing Co. 17	
Eastern Canning Co. 10	Lytle, T. A. Co. 27	St. Croix Soap Mfg. Co. inside front cover	
Edby-Blain Limited. 3		St. Lawrence Grocery 26	
Edwardsburg Starob. outside front cover		St. Lawrence Sugar Refining Co. 29	

Sound Reasoning on Retail Advertising

Why the Advertiser Should Keep Everlastingly at It—Wrong Impression Often Taken From Ad-Solicitor's Counsel—Percentage of Turn-over That Ought to be Devoted to This Method of Increasing Business—It is Serious Work and Deserves the Closest Attention.

By Henry Johnson, Jr.

The doctrine of "Keeping Everlastingly at It" holds in advertising; but its logic is sadly misunderstood and, consequently, misapplied.

Suppose an ad. solicitor from a local paper calls and gets you to insert some advertising and then says: "Now, Mr. Smith, if you are going to get full returns on this advertising and make it an investment instead of an expense, you must keep it going," what is your immediate impression? Why, you conclude at once that this fellow is trying to rope you in and get a steady, "easy" revenue from you. Grant that this is so; that, if advertisers did see the wisdom of keeping at it, the solicitor would have easy sledding; what, after all, has that fact to do with your decision? What do YOU want out of the deal? Do you want to get value received? All right, if you DO get value received, what do you care if the solicitor thereafter lives in pampered luxury? If the proposition is ALL profit to the newspaper and its employes, you lose nothing if your investment is a good one. And I want to get you thinking this way, because the other habit prevents you from doing any sort of justice to YOUR OWN SIDE of the case.

Some Pertinent Comparisons.

Let me try to illustrate. Suppose you opened your store on a Monday, ran it through the week and then closed it for a month. Would you expect to have much business waiting for your re-opening? The proposition sounds absurd, yet it is just what you commonly do with your advertising.

Your landlord wants you to rent by the year, yet you do not think he is unusually or morbidly self-seeking in insisting that you rent for a period of time. In fact, you have long ago realized that, for your own sake, you must have the store not only for a year, but for five, or ten, or twenty years. And why? Because you know that "it will not pay you to build up trade and recognition unless you are going to stay to take advantage of the work done. If your landlord should say to you: "Smith, I have that store over there on that good business corner which is vacant, but which I can rent this afternoon for a term of years. You have always been a good friend of mine and I should like to give you a lift; hence, I offer you that store indefinitely at the regular rental, but with the proviso that you can shut it up any time for varying periods of a week, a month, or six months, and go home or take a trip to Europe in the intervals, and pay me no rental during the closed periods." What would you do? I imagine that you would meet that with a counter proposition that the landlord give you a reduced rental as the favor he wants to do you, and then you would be only too glad to keep the store open.

Suppose you were to hire your clerks the way you hire your advertising.

what would happen? A clerk would come in on Monday, work through the week, and be "let out" Saturday night. If he was treated exactly as advertising, he would work for another man the next week. He would go to a third the next week. He would get back to you, say, in four weeks. Half of his time would be taken up renewing acquaintances, just as the ad space must do after each interruption in the service. Needless to say the clerk would "slow up" on efficiency by fully 50 p.c.

All these little things would "save expenses." You would have rent to pay only spasmodically; you would pay clerk hire for ten or twelve weeks instead of fifty in the year. You could hire horses and wagons for the few weeks of business so much less than you could own them. O, yes; there would be great advantages, surely! That is until you came to check up your trade.

Talking to the Ad. Solicitor.

Now listen: If the ad solicitor is dishonest and deceitful to you to a certain extent, you make him so. You insist on running an ad. once in a while which, if it does any good at all, does that by pure chance and good luck, and no amount of talk will make you see that you thus stand in your own light. You ask the solicitor if "the ad will pay" and he tells you, without much conviction or enthusiasm, that it will pay, and he tries to honestly believe that it will pay. But if you were not so blindly self-deceived that you could not listen to the truth, he would be able to tell you what he really thinks. And he really thinks, in fact, he knows, that you are not going to get results commensurate with any advertising expenditure unless you keep it up. The trouble is that the man must live and to live, YOU force him to dodge the facts.

Now, either take the prominent store, or stay where you are; either hire the good clerk and bend your thoughts on keeping him after you have him, or let him alone where he is; either plan all your business on permanent lines of definite policy, or stay out of business. It follows: Either make a practice of advertising, or stay out of the game.

Percentage of Cost.

Two per cent. to 2½ p.c. is about right for rent; 6 p.c. to 7 p.c. is correct for wages' expense; 1 p.c. to 2 p.c. is correct for advertising. If the remainder of your business be properly conducted, you can work these percentages so that you can be within safe limits and yet spend 1 p.c., 1½ p.c. or even 2 p.c. for advertising. On sales of \$2,000 per month, 1 p.c. is \$20; 2 p.c. is \$40. Such set, fixed expenditure, carried as a stated sum ALWAYS, regarded as just as inevitable as rent, will build up your business for you, provided the advertising is used right and your business and organization is right.

But to be successful you must do two

things: You must "Keep Everlastingly at It," but even before you do that you must get after it RIGHT! This simply means that you must devote TIME, THOUGHT, PLANNING to your advertising. It would be folly simply to SPEND \$20 to \$40 per month, but it is wisdom to so handle that outlay that it becomes and remains an INVESTMENT.

Make it Serious Work.

But, again the word of caution: Advertising is SERIOUS WORK and must be handled with GREAT CARE and persevering industry, or your money will lead you where it has led other careless advertisers—to the conclusion that "Advertising does not Pay!" Therefore, seek good counsel, talk with your editor and printer; let those people help you, as they will gladly do; and, lastly, make a definite, serious work of caring for your advertising.

SOAP AT 4 CENTS A BAR.

Grocer Selling at This Price Said to be Not Wise.

Toronto, Dec. 22.—At the regular meeting of the Toronto Retail Grocers' Association on Monday night, it was decided to hold an At Home this winter as last. The executive committee was given charge of the entire arrangements.

There was still another short discussion on the soap question, A. White bringing the matter to the attention of the meeting by asking what the present situation was. He was inclined to criticize the system whereby some retailers were given soap at the jobber's prices while others couldn't get them. The department stores were thus enabled to cut prices, he maintained. The manufacturers claimed that those who obtain the jobbers' prices get them now because they are able to purchase the quantity, and because they have been on the list for so long a time.

It was explained by W. C. Miller and Thos. Clarke that at the last soap conference it was suggested that 50 per cent. of the Canadian trade be secured to co-operate in placing soap on a strictly 5 cent basis; the securing of this percentage was now under way, and it was the general impression that eventually, when present stocks became depleted, the situation would right itself. Some one told of a small retail dealer selling soap at 4 cents a bar, and he was generally characterized as a fool.

Discussion on holding bi-monthly meetings was deferred until next meeting. Nomination of officers was held. W. C. Miller, vice-president, being the only one nominated for the presidency. There were several names advanced for the other offices and the election will take place next meeting night—the third Monday in January.

Study Variations in Insurance Policy

These are Not Authorized by the Government, and Are Always in Ink of Different Color From That in Which Rest of the Policy is Printed—They Ought to be Carefully Read—Insurance Man Advises Employment of Private Adjustor in Case of Fire.

A few weeks ago The Grocer printed some things in reference to fire insurance policies that should be given close attention. Fire is something that comes rarely, but usually unexpected, and before it does come, the merchant should be in such a position that he will not be financially crippled.

Many merchants have thought themselves well protected, but after a fire they found their policies read in such a way that the companies insuring them declined to pay what they thought they were naturally entitled to, in consideration of the premiums.

Watch the Variations.

As was pointed out in the previous article, most fire insurance policies have among the conditions laid down by the government, many variations. These variations ought to be carefully watched; it is an easy matter to read them, since according to law, they have

to be printed in an ink of a different color from that in which the other conditions are printed.

A representative of an insurance company well versed in every phase of insurance, told the writer that there were few companies which did not have any variations. Of those which have, some have more than others. In the case of one fire insurance policy he knew of, there were 23 conditions and 42 variations.

The Courts Decide.

If the ruling of the fire insurance adjuster is disputed by the one insured, and the case goes to law, the court decides whether the variations hold good or not. In the opinion of the writer's informant, not 75 per cent. of the variations would be upheld in the law courts. This is the protection the one insured has.

"But," he continued, "there are very

few disputes which ever go to law. If the one insured is a wealthy firm or individual, and he takes exception to the adjuster's ruling, the company usually backs down, and does not press for the consideration of every variation; they know the court would not substantiate their claim.

"On the other hand, if the insured is a poor man, he usually accepts the company's adjustment, fearing that if the suit should go against him he would be financially ruined. The companies which have the many variations know this, and they use their power to attain their own end."

That is one reason why retail merchants should read and study carefully their insurance policies. They should see that the variations, if there are any, are not going to injure them in case of fire.

"I would advise," remarked the insurance man, "that when fire does occur, the one insured should secure an adjuster—a man who has some experience in estimating fire losses—to look after his interests. He could then compare his work with that of the company's appraiser. Often he could make double the cost of employing the man, as everyone knows fire insurance adjust-



There is no reason why every dealer should not get the greatest possible benefit from interior arrangement. If attention is given to it and a study made of what others have done, dealers can greatly increase their selling power. Purchasers like to look upon clean, attractive, well arranged shelves. They give a dignity to the store which un-

consciously impels people towards it; they impress them with the quality idea—something always to be desired.

J. B. Kemp, Pembroke, Ont., is proprietor of the store in which the above photograph was taken. The following letter from him is interesting:

"Editor Canadian Grocer,—I send you under separate cover a photo of part of one side of my store in which I have done business under my own name for

a quarter of a century. My asset at the beginning was The Canadian Grocer which proved a good one.

"This photo does not quite do justice now as some changes have been made in the way of installing a coffee mill, silent salesmen, etc. I have always carried out the pure food idea and try to educate the people to use the best goods. Cleanliness is one of my mottoes."

ers are no more liberal than is absolutely necessary."

Fixture Depreciation.

Another item that the merchant ought to closely follow in fire insurance is depreciation of fixtures. If the store fixtures are worth \$2,000 to-day they will

not be worth that much 4 years from now, and there is no use paying premiums forever on \$2,000—providing, of course, no new fixtures are added, keeping the value to that amount—because no more than the actual cash value at the time of fire can be secured.

Cleanliness, Initiative and Salesmanship

These Were Among Topics Touched Upon by W. J. Irvine in Address to Retail Grocers—Dealers Who Do not Pay Attention to These and Other Requisites to Success Criticized—What Promptness Means in Delivery—Loyalty Among Employees.

Toronto, Dec. 22.—While the feature of the regular meeting of the Grocers' Section of the Toronto branch of the R.M.A. was an address by W. J. Irvine, the subsequent discussion upon points which he introduced in the course of his remarks was decidedly interesting from the fact that the members were enabled to express opinions, and ask for further information upon the topics that had been presented. J. F. Holloway occupied the chair and the preliminary business was made brief.

The Telephone as a Salesman.

F. C. Higgins reported on the recent soap conference; the chairman dealt with the charcoal question stating that a meeting with a manufacturer was being arranged. The telephone matter has been settled and the rate remains at \$50. It was remarked that this was too high a price but Mr. Holloway believed that when properly used by a grocer it was a satisfactory salesman and gave a good return for the money expended.

Mr. Irvine brought out a number of good points in his address on system and methods in the retail store. He emphasized the value of cleanliness. The grocer knows that among his customers are many women who come from homes where cleanliness is a virtue. They are in many cases women of refinement. The grocer knows this and yet the great majority of the trade forget this fact in dealing with these customers.

The appearance of the man behind the counter should be wholesome and clean. The woman in his store should be impressed by the care with which the goods she buys are handled. The first impression should be good. The customer appreciates the goods more than ordinarily because she has a remembrance of clean hands, clean linen and a general air of tidiness about the grocer.

This was a form of advertisement and a good one. The clerks in the store would more readily take an interest in their personal appearance if the proprietor was himself the missionary.

Prefer Even Tenor of His Way

Lack of initiative was another failing that explained the slow progress of many grocers. There is the man who sees good methods employed here and there but when it is suggested that he imitate or adopt them as far as possible to his own business, he holds up his hands and exclaims, "Oh! no that would never work here."

Mr. Irvine mentioned delivery of goods. The departmental stores, at

least one of them in Toronto has a reputation for promptness. A woman making a purchase there, practically knows when she will receive it. Experience has proved it to her and now she knows. Many grocers by their particular methods were driving the people down town. The big store sends goods willingly, and promptly. The small retailer in his service to his customers should endeavor to make these points his own. He strives for a reputation for honesty, quality, etc. He should also further strengthen his position by giving a good delivery service. Mr. Irvine's point was that the grocer should try to use some of the advanced methods that he notices in other stores and in other businesses.

What Salesmanship Is.

Mr. Irvine pointed out what courtesy can do for the grocer. His customers are his main source of revenue, therefore he and his staff should always try to please them and hold them as customers. The value of salesmanship was touched upon. The primary requirements for successful salesmanship are knowledge of the tastes of customers and knowledge of the goods being sold. Then when the tactful clerk suggests some article to a customer he does it in a pleasing way, and he knows the facts about that article. The customer may not buy just then, but she remembers what the clerk had told her about that article; and the actual purchase may come later although the real sale had had been accomplished when the goods had been "talked up" by the salesman.

Should be no Knocking.

Loyalty to the house was a great asset in a retail business. The grocer should endeavor to sow the seed among his clerks and they in turn should not stoop to "knocking" the proprietor or his business. Mr. Irvine touched upon other points and dwelt for a time on doing a cash business.

At the conclusion of his address he was given a hearty vote of thanks.

CALENDARS FOR 1911.

The Laine Packing & Provision Co., Montreal are sending out their attractive 1911 calendar. The illustration is that of a prairie rider of the fair sex in typical western dress seated on a fence beside her pony. "Queen of the Ranch" she is called. The entire calendar is a yard long by 15 inches in width.

A Shortage in the Tea Market Is Now Visible

Referring to the tea market a prominent London tea house writes as follows: "The position is somewhat grave, as the trade is face to face with an actual shortage, at any rate of common tea. The Indian crop available for the United Kingdom is estimated at 6,000,000 lbs. less than last year, while from Ceylon we have received 9,000,000 lbs. less.

"The surplus from last year's crops was not common tea and with better trade this year we shall receive less. The deduction to be made from this fact is that the rise is a genuine one. In a condition of affairs such as the present, it would be idle to attempt any forecast of prices in the near or more distant future, but it seems quite evident that no material relief can be expected before the middle of next year.

"Medium tea remains good value both in price and satisfaction from quality, etc."

This intelligence is from one of the largest exporters and importers in the world. Their advice in the past has never been bullish. In fact their tendencies have been bearish and their record shows that they have not tried to mislead their customers for their own temporary benefit.

Another report says: "The activity in the coffee market has had the effect of holding the tea market in check, and the attention given to holiday goods naturally detracts from the regular lines.

"The position of the market is very strong, and a material advance along the entire list is predicted as soon as orders are received in any volume.

"The Ceylon crop is reported about 7,000,000 pounds short of last year, the India crop about 12,000,000 short, while Japan shows a shortage of about 7,000,000 pounds."

Want the Early Closing By-law Off the Books

Belleville, Ont., Dec. 22.—At the city council meeting this week a petition was presented by grocers asking the council to rescind the by-law passed in May last which compelled grocers to close their places of business at 7.30 excepting Saturday evening and during Christmas week. Through their counsel the grocers contended the by-law was not a fair one and instanced a case where a grocer who had also a meat business, tested the by-law and won his case. Since then he has kept open to a later hour while exclusive grocers adjacent had to close.

After some discussion the petition was referred to next year's council.

Practical Methods in Retail Stores

Another Firm Offering Hampers of Goods for Christmas Gifts—General Delivery in Seaforth Has Few Supporters—Selling Goods by Telephone—A Saving on Selling Table Raisins—Catering to Social Organizations — Cutting Broom Prices.

Hampers as Xmas Presents.

Calgary, Alta, Dec. 22.—In a recent issue of The Grocer there was an item on the Practical Methods page telling of a modern idea being utilized by Fraser, Viger & Co., Montreal, respecting the packing and offering for sale of cases of goods for Christmas presents. That idea is worked out by the Hudson Bay Company. They have run an advertisement in the local newspapers telling all about this feature under the heading of "The Best Gift to a Family—A Christmas Hamper." In a panel at one side of the ad. they say: "Order as early as you can—we ship to any address. Enclose sufficient money to prepay if hamper is intended as a present. Balance of money left after paying charges will be returned to you."

Hampers are offered at \$4.90, \$6.50, \$7.50, \$10.50 and \$13.25. The \$4.90 hampers consisted of the following articles.

8 lb. Turkey, 1 lb. Plum Pudding, 1 package Mince Meat, 1 box Somebody's Luggage, 1 lb. Coffee, 1 lb. Fancy Biscuits, 1 lb. Fine Table Raisins, 1 lb. New Season's Mixed Nuts, 5 lbs Fancy Apples and 1 lb. pkg. Special Tea.

General Delivery in Seaforth.

Seaforth, Ont., Dec. 22.—The merchants of Seaforth do not see eye to eye in the matter of the formation of a general delivery such as is being tried out in Goderich with good success. Up to the present only three grocers are using the system instituted by a man who has had experience in other places. These grocers are Chas. Andrews, A. G. Ault, and A. Crone. One of the other grocers does not think that the new system would benefit him. He has such a large trade, he says, that he couldn't give the service he now is able to render. Hardware merchants do not enter because they claim they could not get the general delivery to deliver goods out in the country and that therefore they would have to keep an outfit anyway.

A Telephone Talk.

Chatham, Ont. Dec. 22.—G. S. Bartlett of the King Edward Grocery is making a feature of telephone orders. The King Edward has from the outset, featured this line of business, the telephone number appearing in connection with all advertising readers.

Recently Mr. Bartlett had in the local press a suggestive telephone talk from which the following sentences are quoted:

"Dear Madam: We want you to remember that when you call us by telephone for goods you need in a hurry,

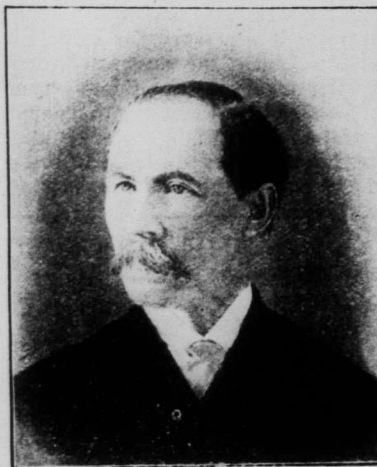
you have the advantage of prompt delivery.

"Get the habit of phoning your wants to us at once, and avoid the danger of overlooking an important item, because we carry large assortments so as to be ready with the goods you want, and as you want them.

"We are always striving to anticipate your needs, and you will run no possible risk in ordering by phone. The satisfaction we get out of this business comes from the satisfaction you get out of it.

"We have two delivery wagons in connection with our business, and hope you will make use of them—and remember, we appreciate your orders.

"The King Edward Grocery, G. S. Bartlett, Phone 51."



ROBERT McCONNELL,
One of St. John's (N. B.) Oldest Grocers
Who Has Recently Retired From
Business. He is Succeeded by
His Son Robert.

Good Method of Selling Table Raisins.

Toronto, Dec. 22.—J. Blood, Yonge street, has adopted a method of selling table raisins that effects a considerable saving. He keeps a sample box on the counter with a glass top fastened down tight so that customers can see the goods but cannot touch them. Half and full pound packages of the raisins are kept ready—in a tin box, to prevent deterioration. Formerly when these goods were exposed on the counter, people picked them over in such a way that others would insist upon having their purchases taken from the bottom of the box, or would be deterred from buying altogether. Then, again, being exposed to the air, a certain quantity of the raisins always dried out, and were unfit for sale. Mr. Blood figures that he lost on an average three to five pounds on every box containing twenty-two pounds, so that the saving he now makes is well worth while.

Caters to Social Organizations.

St. John, N. B., Dec. 22.—W. H. Dunham has moved his grocery, meat and fish business from 115 Main street to the building at the corner of Main and Albert streets. The new stand is fitted with some modern appliances. The grocery department occupies the larger portion of the new store, while a meat-cutting bench is located at one side near the entrance. The fish department is reached through a door from the main store, and also has a separate entrance from the street.

Computing scales and a cash register are a part of the equipment, and all perishable goods are kept under cover in glass showcases. A blackboard at the entrance to the grocery reminds the customer or the passerby that a supply of fish of various kinds may be obtained. A list of the varieties is set forth each day, and it has proved an effective sales agent.

A side line which Mr. Dunham has found profitable is in catering for social organizations or clubs. In this way he not only derives a profit from the goods he furnishes, but also gets in touch with a lot of individual buyers he might not otherwise meet. He is a member of a number of these organizations, including the salvage corps and fire police, a volunteer organization connected with the fire department, which goes in for many social functions.

Cut Prices on Brooms.

Goderich, Ont., Dec. 22.—Neil Cameron, a local merchant who advertises his place as a department store, started out the other morning to sell brooms by the cut-price method. His samples at the door had not long been ticketed up when Harry Long, the "Quality Store" grocer, corner of Hamilton street and The Square, followed suit, and soon McEwen Brothers, The Square and Morris & McClinton of the Maple Leaf grocery, had a good display of brooms in their windows marked down to 19 and 20 cents. The department store dropped the notion, and brooms in Goderich now sell for normal prices.

WHOLESALESALE'S DIRECTORY.

According to Orrin Thacker's Directory of Wholesale Grocers in Canada and the United States, there are 145 in the former, and 2,823 in the latter country. Considering the population of Canada at 7,000,000, there is one wholesaler grocer to every 48,276 people; if the population of the U. S. is 90,000,000, there is one wholesaler to every 31,880 people. The name of each wholesaler is given, with his rating.

Merry Men About the Banquet Board

Members of the Dominion Commercial Travelers' Association Hold Annual Meeting and Banquet—J. Bevans Giles The New President — Politicians and a Railway Magnate Present—Sparklets Gathered Up From Around The Board.

Staff Correspondence.

Montreal, Dec. 22.—More than two hundred commercial "line" men attended the annual meeting of the D. C. T. A. at the Windsor Hotel on the 17th inst. The centre of interest no doubt lay in the declaration of the poll, but there was quite an amount of important business transacted.

The retiring president, S. J. Matthewson, occupied the chair, and was supported by J. Bevans Giles, vice president; W. J. Egan, past president; Max Murdoch, treasurer, and H. W. Wadsworth, secretary.

The annual report showed a net increase of 377 members during the year, making a total membership of 7,007.

A Retiring Speech.

Before retiring from office, the president, S. J. Matthewson, expressed thanks for the support given him, and pointed out how much responsibility rested upon the directors in regard to investment of funds. In this connection, he threw out the suggestion that the association should consider the advisability of appointing an architect or estate agent to value properties on which loans were made.

All other business being concluded, the audience were relieved to hear the retiring president with a nervous tremor of excitement exclaim: "Gentlemen, the psychological moment has now arrived." Amid cheers he declared J. Bevans Giles, traveler for Radnor Water, elected by a majority of 185 votes. No sooner had the excitement subdued, than Chas. Gurd, his opponent, rushed forward and clasping "Bev." by the hand, declared: "Gentlemen, there's many a slip 'twixt the cup and the lip—I've slipped."

The audience was not slow to applaud this show of good feeling, and every one was pleased to see the two rivals stand hand in hand.

The Banquet.

More than four hundred members sat down to the annual feast provided by the association at the Windsor Hotel on the 19th, and a right jolly crowd they were.

After drinking to the toast of "The King," word was passed round that the President was going to speak. Everyone tried to stretch his neck beyond the normal, but there was no necessity to risk such a strain, as the strong flow of language from "the jolly little fellow" soon gave everyone the cue as to where he was sitting.

He was quite considerate to be so brief as to allow the other orators who were so anxious to get talking to produce their notes and start off.

Labor King Talks.

The Hon. Mackenzie King was

warmly received, and after stirring up a patriotic feeling, referred to the rapid development of Canada, and stated emphatically that what confederation meant in politics, transportation meant in trade, and that unless the country could be held together by transportation facilities, it could not be united as it ought. Consequently there ought to be no feeling against the expenditure of money toward the increasing of such facilities as the deepening of harbors and the furtherance of public works. It is all for the good of Canada. He further mentioned that he had traveled round the world, and knew how far Canada's trade extended. It was not confined to land, but was stretching across the oceans both east and west. This not only made it necessary for trade interests to consider the accommodation to carry this trade, but for the government to consider the necessary provisions for the protection of that trade.

Mr. King further appealed to the patriotic feeling of the audience by stating

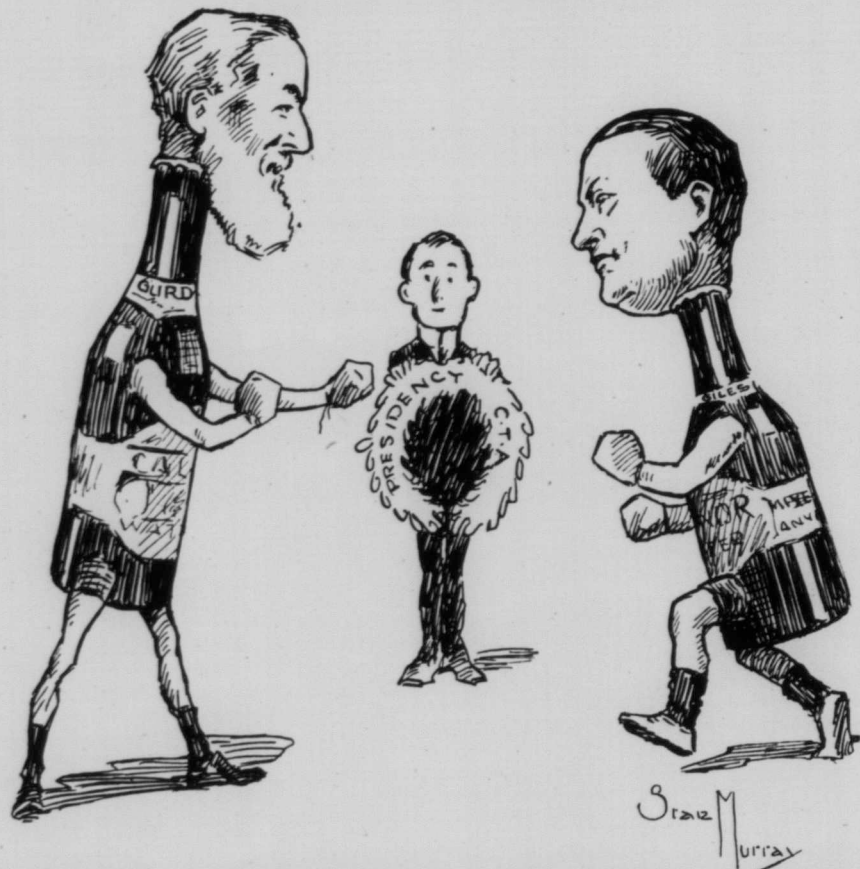
that wherever he went he could not lose sight of the British flag. A man could therefore leave Montreal and perform this long trip without leaving the powerful protection of the British emblem.

"That means that we Canadians can look forward to the day when our trade shall ply from end to end of the world, with the Union Jack as the emblem of our security. With what we have by Providence, what we have by inheritance and what we shall win in future, may we Canadians not look forward with pride to what the years shall bring forth, and to give to it the best we have in heart, brain and hand?"

A Plea for Unity.

C. J. Doherty stated that what Canada needed was not merely the means of transportation, but a close study of the conditions in all sections of the country; and these conditions were met by the commercial travelers whose business brought them in contact with people from one end of the country to the other. They could aid in creating a

THE MEETING OF THE WATERS.



Chas. Gurd on the left and J. Bevans Giles on the right, representing two mineral water concerns, were the contestants for the Presidency. The latter emerged from the conflict victorious.

Board

he could not lose ag. A man could real and perform leaving the power-British emblem. ve Canadians can y when our trade end of the world, as the emblem of what we have by ave by inheritance n in future, may ok forward with shall bring forth. best we have in

Unity.
I that what Cau- nery the means a close study of sections of the iditions were met velers whose bus- in contact with of the country to aid in creating a

S.



urray
representing idency. The

feeling of pure Canadian patriotism which recognized neither east nor west, without racial differences or clash of creed, in which all could unite in a common pride of Canadian citizenship.
Max Murdoch then proposed the toast



"Sam" Matthewson, the retiring president of the D.C.T.A. The salmon can't keep away from him.

of "Our Guests," to which Chas. M. Hays, president of the Grand Trunk, responded.

Travelers' Superior Knowledge.

The latter indulged in an amount of pleasant badinage with the travelers regarding their much more intimate knowledge of train conditions. "You know better than I do what time No. 3 and No. 5 go out. You can tell me what conductor is on board. Moreover you know what stations these trains stop at—where they should stop. In fact, you can possibly give me very forcible arguments as to why the tariff on excess baggage should be reduced." He predicted that within three years the Grand Trunk Pacific would extend to the coast.

"With the growth of transportation interests the relations between the people and the transportation companies is bound to become a most important question, which may even take the place of the tariff as a public issue. It will be a question you will have with you all the time, and we may not always see things eye to eye, as to what rates and service shall be. But I am glad to meet you tonight, and if I can in future meet you in connection with these transportation interests, and give you the reasons for the faith we have, I have a strong belief that we shall not be far apart, and that we together shall proceed in doing, what we are both interested in doing—developing to the utmost extent the commercial interests and advantages of Canada."

Several other toasts were proposed and briefly responded to, and at the

THE CANADIAN GROCER

conclusion S. Wotherspoon proposed "The Press," to which a representative of the MacLean Publishing Co. replied.

The officers elected to fill the remaining positions were:

Ed. Duckett (A. McDougall Varnish Co.) Vice-Pres.; Max Murdoch, Treasurer. Directors: H. M. Levine (Montreal Shirt Co.); Eug. Poitevin (L. H. Hebert Co.); M. W. Hackett (Lyman's Limited); W. C. Murray (E. W. Gillett Co., Limited); W. J. Irving (Jas. Smart, Limited.)

"Chat Over the Table."

"I heard that a couple of telegrams were received at the Montreal office of the president's company, one prior to the declaration of the poll reading: "Waters troubled. Rise in the Springs." One later read: "Waters subsided. Now calm and settled."

"That's a fine show Poultry Johnny Gunn has on. He's going to make Guelph and Ottawa sit up."

"Say, Max Murdoch's a worker, O. K."

"Who said Bev. Giles had "Little Baptiste" under his arm?"

Banquetlets.

Complimentary packages of tobacco were again in evidence, and the contents much enjoyed, as well as boxes of cigars. Liberality was the order of the evening. The cigars all went off in smoke or in somebody's pockets.

A full table of Bluenoses was much in evidence towards the close of the evening, but otherwise behaved with extreme quietness.

An old familiar figure was welcomed back in the person of Barlow Cumber-

"Bobby" Wilkins was there with the goods, as usual, and was "Nae sae bad." In fact he was the only person that attempted a joke.

Hon. Mackenzie King's trip around the world was the quickest transportation furnished travelers in many a day. In fact, he went half way around again by way of good measure.

Ex-judge Doherty, while not so "geographically" exacting as his predecessor, was unique in his remarks, especially about that new Government idea.

And let me the canakin clink, clink,
And let me the canakin clink.

A traveler's a man;

A life's but a span;

Why then, let a traveler drink.

(Apologies to Iago.)

It is rumored that the rate on excess baggage was reduced on December 20th. Why?

Over 400 big men, and all obedient to little "Bevans." The banquet was the most successful ever held. Order was perfect, and this was due mainly to the wisdom of the president running one item of the programme on top of the next one, thus not giving an opportunity for talking which has in the past been a noticeable embarrassment.

Although the travelers' dinner is never taken seriously or what is spoken regarded in a grave manner, yet the remarks of C. C. Ballantyne could not fail to make the most uninterested listener sit up and take notice.

Juniors were in evidence more so than in past years. This is an encouraging sign.

Those were nice bluepoints, but they came from malpeque beds.

While a number of the speakers were in a reminiscent mood, it was regretted that Sir Thomas Shaughnessy was unable to attend, owing to illness, and did not tell the story of how he once gave ten dollars to a man to buy a ticket to Toronto. He could not give him a pass, and the party to show his gratitude, immediately went down the street and bought a ticket over the Grand Trunk railway with the money.

Mayor Nathan will probably learn with surprise how broad-minded Mayor Guerin has become, and this so suddenly.

That was a delicate compliment of "Bev." Giles in placing Mr. Gurd at the head table.

This year there was less "phiz" and more mineral than ever before. Notwithstanding the bad state of the sidewalks the roll call was perfect next morning.

The wit from "Bit's" table was as sharp as his razors. They're Tit Bits, all right!



A Prize of \$100 in gold is offered to farmers by John A. Gunn for the best poultry shipments.

land, who was at the first birthday of the association. He was as bright and chirpy as of yore.

Light a Craven cigarette and place it on a piece of lump sugar and watch the Salome dance that will result. This was a favorite pastime at the press table.

The Canadian Grocer

Established . . . 1896

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

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PUBLISHED EVERY FRIDAY	

A MERRY CHRISTMAS.

Before another week has rolled around, Christmas will have come and gone. We will soon be on the verge of another year; those merry bells will presently ring out the old and ring in the new with all its possibilities and pleasures. We must make it better than the past.

The Canadian Grocer hopes that it will be better for everyone; it wishes all its readers a right Merry Christmas, and may each and everyone live to enjoy a greater measure of prosperity in the years to come.



A MERCHANTS' DEPUTATION.

The Retail Merchants' Association of Canada are arranging a monster deputation to go to Ottawa about the end of January 1911, to protest to Sir Wilfrid Laurier and the government against the Co-operative Bills introduced by F. D. Monk and others.

Our readers are quite familiar with this question. What all should do now is to make up their minds to join this deputation and enter their protests by their presence. Parliament meets about January 12 after the holidays. The deputation will be arranged for as soon after that as possible and during a time when business is slack.

Every section of every trade should object strenuously to such "class" legislation.

RESPECTING SALE OF POISONS.

There has been a bill introduced into the House of Commons by E. N. Lewis, West Huron, Ont., respecting the sale of poison which will affect merchants and

particularly those in rural districts where drug stores have not located. The first clause of the bill reads as follows: Any person who by himself or his agent sells, offers for sale, attempts to sell, or gives away any poison without doing so under the authority of a medical certificate, or prescription, is guilty of a misdemeanor and is liable to a fine of not less than \$100 or imprisonment for not more than six months in jail, or both.

According to medical men, Mr. Lewis states, there is a practice in vogue in many towns of using cocaine, it being sometimes more easily procured than spirits. This is his reason for the bill.

It will not, however, interfere with the sale of Paris green to farmers but includes all other poisons such as cocaine, carbolic acid, opium, etc.

The bill has so far only passed the first reading and when it come up for final decision there will likely be opposition on the grounds that the matter belongs to the provincial parliament.

The object of the next clause is a worthy one. It aims to prevent accidents by mistake in poisons by restricting the container to a blue glass bottle, three cornered or square with rough or corrugated corners.

TRADE PAPERS WIN OUT.

Toronto assessed The MacLean Publishing Co. as a business concern at 60 per cent., claiming that the assessment act applied to daily newspapers only, and that trade papers were not newspapers because they did not give general news.

The MacLean Co. at once entered an appeal on the ground that trade papers were newspapers within the meaning of the Ontario Assessment Act; they were specialized newspapers; being in the same class as the country weeklies in furnishing exclusive news for their class of readers. It was shown that the best country weeklies devoted themselves entirely to their own field, that they gave no general news whatever, and The Freeholder, Cornwall, published by the first vice-president of the Canadian Press Association was produced as a type of the modern country paper.

The matter came before Judge Winchester, who very promptly decided, on looking over The MacLean Co.'s various publications, that they were clearly newspapers, in that they gave most important political, trade and general news of interest to a very important class in the country.

Questioned by the Judge, the official representing the city, admitted that society, religious and similar publications were newspapers, but argued if a publication gave news to business men it could not be a newspaper. The absurdity of the argument was so apparent

that the Judge stopped him, telling him in effect that there was no use his going on; that news that interested merchants and manufacturers was news as much as any other class of news, and of a higher value.

This is apparently the climax of a fight against trade newspapers that has been going on for some years, openly instigated by certain big dailies, supported by leading mail-order houses. The latter argue that trade newspapers are demonstrating to merchants in other cities and towns that advertising in their own local dailies and weeklies and improvement in their business methods will bring them as much up-to-date as the big city stores. The people are being educated by the advertising in the smaller dailies and weeklies to buy at home and they do not respond to the advertising in the big dailies as they used to.

For years they tried to get the post office to impose a higher rate of postage and to harrass them in other ways; but Parliament is legislating for all Canada and not for Toronto and the secret influences at work in the department came to naught.

TO SAVE THE DAYLIGHT.

How would you like to get up an hour earlier in the morning and not know it? Of course you would open your store an hour earlier, have dinner sooner, close sooner, have an extra hour of daylight in the evening and go to bed an hour earlier.

This is the import of a bill that has been introduced into the house of Commons, called the Daylight Saving Bill. It proposes that on a Sunday morning in April of each year our time pieces be advanced from 2 to 3 o'clock and that they be allowed to run that way until November.

If this comes to pass we will all be up and astir 60 minutes before we are now. According to the clock when it has been reset there will, of course, be no difference. If we rise in the summer at 6 o'clock we will still get up at 6 by the clock but if we take into consideration Greenwich standard time, it will in reality be only 5 o'clock.

But this does not mean we will have to work an hour longer. If we now close our stores at 7 o'clock, we will do the same but in reality it will be but 6 o'clock. That means an extra hour before the evening twilight and also that we go to bed an hour sooner, thereby getting the same amount of sleep and gaining an hour's daylight.

This appears to be a pretty good thing for merchants who do not spend the entire daylight hours and part of the night in work. It is certainly a daylight saving method and if carried into effect at the proper time by the whole of Canada would cause no inconvenience and from

Inferior Delivery Service Lost Custom

Story About a Dealer Who Would Only Deliver His Goods Every Other Day—Customers Gradually Drifted Away to Where They Could Get Adequate Service—A Merchant Who Makes it a Point to Attend to Personal Wants of His Patrons—Would Hammer the Nails Down in a Customer's Shoe.

That a dealer's selling power is either favorably or unfavorably influenced by the service he renders is unquestionable. A merchant may sell the best of goods, his prices may be quite reasonable, his buying system may be perfect and his bookkeeping faultless, yet if he does not study how to give his customers a service which is equal to or better than that of a competitor who sells equally good goods at equally moderate prices, he cannot hope to retain those customers or add many new ones.

Here is a case in point which recently came to the notice of the writer. In an Eastern Ontario town there is a retail grocery dealer who has been in business many years. He is now a pretty old man. Among his customers in this section of the town in which he is located have been several families who bought considerable quantities of groceries. In fact at one time he held the best class of trade in his district.

Deliveries Every Other Day.

Recently, however, his delivery service has not been at all adequate to suit these customers, one of whom put the matter thus: "The store is about 20 minutes' walk from our place and while we do not mind occasionally going over for groceries yet often none of us have the time.

"Just the other day my wife wanted something for supper and telephoned to the store for it. The answer was that it could not be delivered that day as the store was now only delivering certain days of the week. The best they could do was to bring it over in the morning. This of course, was of no use to her and she was compelled to ring up another grocer who was quite willing to make the delivery."

Loss of a Customer.

This case actually occurred. The ultimate result was that this family gradually drifted away from their grocer until now they purchase nothing at all from him. So far as the man was concerned they had always liked him; his goods were of a superior quality and his store was neat and clean. But simply because he did not give the proper service, he was rejected.

In modern business, service plays an important part. It is so easy to obtain that people will gradually drift to those merchants who give them the superior service, other things being equal. A woman may not look for, but nevertheless appreciates, some little personal attention now and again apart from her actual purchases, but she expects to be treated in a business-like manner in ordering and receiving goods. No one could be expected to deal with a grocer

in a large centre who delivered only every other day when a dozen others would supply the same goods every day and be glad to do it.

The writer knows of a merchant in a village store who makes it a point to not only give the best possible service in making sales, but is glad of the opportunity of helping a customer otherwise, whenever she calls.

Merchant Turns Cobbler.

He has been known to hammer the nails down in the shoe of a woman customer who complained of them giving her trouble. He voluntarily asked her to sit down and take off the boot while he eliminated the nails. This man does so many such acts of kindness that he not only holds fast his customers, but he has them returning these kindnesses by bringing in occasionally a piece of fresh pork, a chicken, some apples, etc. He is always careful not to give anything away that he sells in the store or even to cut the price, but if something is wanted outside of the goods he carries he allows the customer to have it at cost.

Service a little better than customers can obtain from any of his competitors is what he aims at always.

GROCER LOSES LEGAL CASE.

A legal case of interest to merchants was decided in a Toronto law court last week. A retail grocer sued a woman for a grocery bill, the groceries having been purchased by her husband. As it happened in this case the wife was a property owner while the husband was not.

The presiding judge decided that unless there was a special contract, the wife could not be held responsible and judgment was given for defendant.

How difficult it is for the retail merchant to get his just dues!

INFORMATION FOR BUYERS.

Supplied to The Trade by Sellers.

Invalid Oxvil, the Perfect Fluid Beef, is now being sold on the Canadian market under the contract selling plan in order that price-cutting will be eliminated. This will make Oxvil a certain profit-getter since it will be sold at a uniform price and at a uniform profit. This should attract the attention of those grocers who are anxious to maintain prices and besides, every time you sell and recommend Oxvil you are giving your customer an absolutely pure fluid beef which is full of true beef nourishment. A discount of 10 p.c. on all orders of 2 dozen or over will be given. Show cards are included with orders. The Harry Horne Co., 309 King St., West, Toronto, are controlling agents for Canada.

our point of view would give a great deal of satisfaction.

What do others think of it? Drop us a line.

A WASTE OF MONEY.

A reader of The Grocer interested in retail newspaper advertising as a method for increasing his selling power, writes to point out the inconsistencies in this respect of a general merchant in his town. This merchant advertised mitts and allowed the same copy to run all summer.

This is certainly an inconsistency. It is worse than that; it is bad business and shows up such a man as unprogressive, careless, wasteful, a "has-been" and all the other adjectives of the dictionary implying retrogression.

There are too many dealers in this class. It is frequently noticed that some advertise, for instance, Thanksgiving goods for weeks after that holiday season has passed, Christmas goods when Christmas is over, etc. While this is scarcely as bad as advertising mitts in summer, yet it denotes a merchant who is out-of-date and who might be better engaged at some business requiring less thought and initiative.

KEEPING THE STOCK FRESH.

In taking stock from the store room, care should be used to select the older stock. No good grocer will retain stock that is really old but as his stores become depleted he replenishes them.

In piling in the new goods they should be placed behind the old in order that the latter may go out first. In this way the dealer will always have a fresh stock on hand.

MICE AND MATCHES.

Again must the alarm be sounded, "Beware of Fire." The other morning just before day-break a fire started in the store of a Toronto grocer, causing in a few minutes about \$25 damage to the building and \$200 to the stock, besides the inconvenience the owner was put to just before the Christmas season.

It broke out in a refuse barrel beneath the counter and was thought to be due to mice and matches.

As pointed out only a few weeks ago in these columns, merchants cannot be too careful. Most grocers make a practice of going over the entire store just before closing time to see that everything is in proper order. When they do this, they feel better, sleep more securely, worry less, and reduce the chance of fire and loss to a minimum.

When the causes of fire have been removed, there is small prospect of a fire. Clean up the refuse, place the matches beyond reach of the mice, and, to make assurance doubly sure, destroy the mice.

The Markets — Strong Feeling in Tea

Reports From Primary Markets Show a Falling Off in Supplies and Jobbers Say The Tea is not Being Produced—The Strong Tendency they Believe is Genuine—General Trade Among Wholesalers is Quiet this Week While Retailer has his Innings—Prunes Very Firm.

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

ONTARIO MARKETS

POINTERS—

Tea—Market very firm.
Cream of Tartar—Firmer.
Prunes— $\frac{1}{2}$ cent advance.

Toronto, Dec. 22—Now it is tea. With coffee marking time after an excited run up the price list and while the trade have been watching with interest for the next move, they have had their attention sharply drawn to the tea market. In several houses the first thing mentioned was the condition of this market, manifesting that the wholesale trade are impressed by conditions as they are reported.

Some in expressing an opinion state that they believe there is an actual scarcity just as announced. They point to the big increase in consumption and the uprooting of the plantations in order to plant rubber trees. These are mentioned as prima facie reasons why tea might be influenced. The strength of the market has been referred to before but it is just of late that the trade have been becoming loud voiced in their statements that "tea is firm and it looks as if it is going to be firmer."

According to the agreement governing the coffee syndicate, 600,000 bags of valorization coffee must be sold after January 1st. At the last sale this coffee brought 9 $\frac{1}{2}$ cents. Since then prices have advanced fully four cents a pound. The 600,000 bags will mean about 78,000,000 pounds and at four cents advance will show a profit to those interested over the previous sale of something more than \$3,000,000. Should the syndicate decide to sell double the quantity, as they are permitted under the agreement, the clean up will be over \$6,000,000. Apparently there is a strong motive for poor crop reports and a bull campaign.

Sugar—The week has brought no changes in the sugar market. There is some local buying. It is considered fairly good for this time of the year. On the whole, however, trade is quiet. In the primary market the indications point to lower prices. Some say they will not be announced until after the New Year; others believe a change may come at any time. The excess of the new crop over the old is heavy and is accountable for the bullish market now reported.

Extra granulated, bags.....	4 70
" " 20 lb. bags.....	4 80
Imperial granulated.....	4 55
Beaver granulated.....	4 55
Yellow, bags.....	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.....	5 10
" " 50-lb. boxes.....	5 30
" " 25-lb. boxes.....	5 40

Powdered, brls.....	4 80
50-lb. boxes.....	5 10
25-lb. boxes.....	5 30
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	5 60
Paris lumps, in 100-lb. boxes.....	5 70
" " in 50-lb. ".....	5 70
" " in 25-lb. ".....	5 90

Syrups and Molasses.—There is still a fair demand for syrups. In the primary molasses markets the sentiment is upwards. At the beginning of the present grinding season it was announced that the output would show a decrease of from 25 to 30%. It is now claimed that this was underestimated. From one source it is learned that the record for molasses from Sept. 1st up to date is 23,000 barrels behind the receipts for the same time last year. Hence!

Syrups—	Per case	Maple Syrup—	
1 lb. tins, 2 doz.....	3 35	Gallons, 6 to case.....	4 80
in case.....		" " 12 ".....	5 40
5 lb. tins, 1 doz.....	3 60	Quarts, 24 ".....	5 40
in case.....		Pints, 24 ".....	3 00
10 lb. tins, $\frac{1}{2}$ doz.....	2 60	Molasses—	
in case.....		New Orleans, medium.....	0 30 8 35
20 lb. tins, $\frac{1}{2}$ doz.....	2 45	New Orleans, bbls.....	0 28 0 32
in case.....		Barbadoes, extra fancy.....	0 45
Barrels, per lb.....	0 03 $\frac{1}{2}$	Porto Rico.....	0 45 0 52
Half barrels, lb.....	0 03 $\frac{1}{2}$	Muscovada.....	0 30
Quarter.....	0 03 $\frac{1}{2}$		
Pails, 35 $\frac{1}{2}$ lbs. ea.....	1 70		
" " 25 " ".....	1 20		

Dried Fruits.—Trading is inclined to be quiet. It is to be expected at this time during the season. Prunes have advanced a half cent per pound. Holdings are light at the coast and it has been said that it is next to impossible to secure a car load of this stock. Raisins and currants are steady.

Prunes—		
30 to 40, in 25-lb. boxes.....	0 12 $\frac{1}{2}$	0 13 $\frac{1}{2}$
40 to 50 " ".....	0 11 $\frac{1}{2}$	0 12 $\frac{1}{2}$
50 to 60 " ".....		0 12
60 to 70 " ".....		0 11 $\frac{1}{2}$
70 to 80 " ".....		0 11
80 to 90 " ".....		0 08 $\frac{1}{2}$
90 to 100 " ".....		0 08 0 09 $\frac{1}{2}$
Same fruit in 50-lb. boxes $\frac{1}{2}$ cent less.		

Apricots—			
Standard.....	0 15 $\frac{1}{2}$	0 16	
Choice, 25 lb boxes.....	0 16	0 17	
Fancy " ".....	0 19	0 20	
Candied Peels—			
Lemon.....	0 09 0 11	Clifton.....	0 15 0 17
Orange.....	0 10 0 12 $\frac{1}{2}$		

Figs—			
Elmes, per lb.....	2 $\frac{1}{2}$	0 11 $\frac{1}{2}$ 0 12 $\frac{1}{2}$	
12 inches.....	0 08 0 10	2 $\frac{1}{2}$ ".....	0 11 $\frac{1}{2}$ 0 13 $\frac{1}{2}$
2 ".....	0 08 $\frac{1}{2}$ 0 10 $\frac{1}{2}$	Umbrella boxes.....	0 12 0 14
2 $\frac{1}{2}$ ".....	0 09 $\frac{1}{2}$ 0 12		

Tapnets, " ".....	0 04 0 04 $\frac{1}{2}$
Bag figs.....	0 04 $\frac{1}{2}$ 0 06
Dried peaches.....	0 09 $\frac{1}{2}$ 0 10
Dried apples.....	0 08 0 09

Currants—			
Fine Filistras.....	0 07 $\frac{1}{2}$ 0 08	Vostizas.....	0 10 0 12
Patras.....	0 08 0 08 $\frac{1}{2}$		
Uncleaned to less			

Raisins—		
Sultana.....	0 10 0 12	
fancy.....	0 11 0 13	
extra fancy.....	0 14 0 16	
Valencia selected.....	0 08 0 09	
Seeded, 1 lb packets, fancy.....	0 08 $\frac{1}{2}$ 0 09	
" 16 oz packets, choice.....	0 07 $\frac{1}{2}$ 0 08	
" 12 oz ".....	0 07 0 07 $\frac{1}{2}$	

Dates—			
Hallowees.....		Sairs.....	0 04 $\frac{1}{2}$
Full boxes.....	0 05 $\frac{1}{2}$ 0 05 $\frac{1}{2}$	Package dates, per 1 lb.....	0 06 $\frac{1}{2}$ 0 06 $\frac{1}{2}$
Half boxes.....	0 06 0 06 $\frac{1}{2}$	Pards choicest.....	0 09 $\frac{1}{2}$ 0 10 $\frac{1}{2}$

Nuts.—Doings in the nut market are now confined for the most part to the retailer. He will have his day until after the holiday season. No changes

are reported among the wholesale trade and prices are stable.

Almonds, Formigetta.....	0 15 0 15 $\frac{1}{2}$
" Tarragona.....	0 16
" shelled.....	0 35 0 38
Walnuts, Granoble.....	0 14 $\frac{1}{2}$ 0 16
" Bordeaux.....	0 14
" Marbois.....	0 18
" shelled.....	0 39 0 40
Filberts.....	0 12 $\frac{1}{2}$ 0 13
Pecans.....	0 18 0 20
Brazil.....	0 15 0 15 $\frac{1}{2}$
Peanuts, roasted.....	0 09 $\frac{1}{2}$ 0 11 $\frac{1}{2}$

Coffee.—The market is continuing in its strong position. Prices are slightly firmer although no change has been made. Those who are preparing statistics concerning primary markets see nothing but strength. It has been stated that the Pure Food authorities of the U.S. may probably be given a little extra work on account of the tendency to substitute, with coffee ruling at its present quotations.

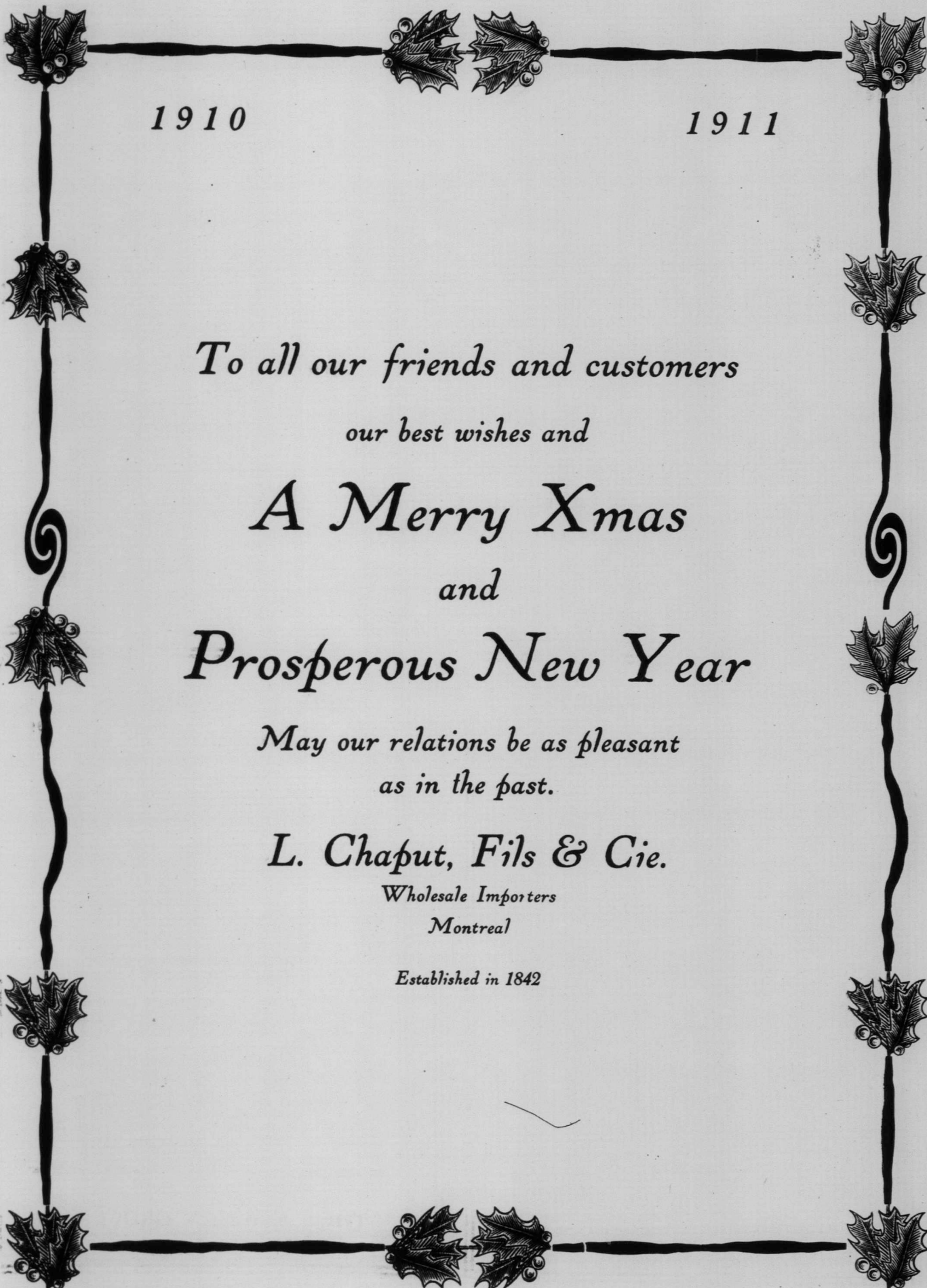
Rio, roasted.....	0 18 0 20	Mocha, roasted.....	0 25 0 28
Green Rio.....	0 11 0 16	Java, roasted.....	0 27 0 33
Santos, roasted.....	0 22	Mexican.....	0 25
Maricaoibo, ".....	0 20	Gautemole.....	0 18
Bogotas.....	0 22 0 25	Jamaica.....	0 20

Tea.—The general market is firm. Reports say that shipments from Northern India for the season up to a fortnight ago are nearly three million pounds less than for the corresponding period last year, while from the India Tea Association it is learned that the season is now practically closed in nearly all districts. In the rise in common teas, it is stated that the advance in this grade has not been at the expense of medium descriptions. The latter has participated to a considerable extent.

Spices.—Cream of tartar is one of the strongest spices as far as market conditions are concerned. Latest reports indicate that this strength is to continue till far into the new year. Quotations now offered are for prompt reply and are made on other conditions that show that the position of holders is strong. White pepper is firm and ginger, mace and cloves are decidedly firm. The market has not lost any ground of late.

Allspice.....	0 14	0 15	0 17	0 75	0 80
Cinnamon.....	0 24	0 25	0 27	0 90	0 90
Cayenne pepper.....	0 23	0 24	0 26	0 90	0 90
Cloves.....	0 24	0 25	0 27	0 90	0 90
Cream tartar.....	0 25	0 28	0 28	0 90	0 90
Curry powder.....			0 25		
Ginger.....	0 22	0 24	0 26	0 80	0 80
Mace.....			0 75		2 75
Nutmegs.....			0 30	1 90	2 00
Pepper, black.....	0 15	0 16	0 17 $\frac{1}{2}$	0 75	0 80
Pepper, white.....	0 24	0 25	0 26 $\frac{1}{2}$	1 00	1 10
Pastry spice.....	0 23	0 24	0 26	0 80	0 80
Pickling spice.....	0 15	0 16	0 18	0 75	0 75
Turmeric.....			0 15		
Mustard seed, per lb. in bulk.....					0 12
Celery seed, per lb. in bulk.....					20

Rice and Tapioca.—The market is steady, demand being just the ordinary kind.



1910

1911

To all our friends and customers

our best wishes and

A Merry Xmas

and

Prosperous New Year

*May our relations be as pleasant
as in the past.*

L. Chaput, Fils & Cie.

*Wholesale Importers
Montreal*

Established in 1842

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1, per lb.....	0 12
per lb.....	0 13
1 ½-lb. packages	
1 ¼-lb. packages	0 07½
1 ½-lb. packages	0 07½
1-lb. packages	0 08½
1-lb. packages	0 09
.....	0 09
.....	0 08½

runes, 50-60 "	0 10
runes, 40-50, lb	0 11
liverprunes, ac.	
to quality.....	0 11½ 0 14

er lb.....	0 07½
er lb.....	0 08½
.....	0 08½
y, cleaned, per lb...	0 09½

potarines, lb.	0 12
ates, per lb.	0 05½
Hallows, bulk	0 05½
ates, packages	
50 in case.....	0 06½
el, lb, lemon	0 10
" " orange	0 10½
" " citren.	0 13½

Ont., will open a
iceburg, Ont., in

oca!

of Tapioca

oca

is all ready
in fifteen
all quarts of
package.

or.

, Mass.

Co., Toronto;
awson &

Red Rose Greetings

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

For 1911 I wish every merchant a large share in the expanding prosperity of the Dominion, and to every customer I would say that more than ever I appreciate the co-operation, good will, and personal friendliness that has helped to make 1910 by far the largest year of the Red Rose Tea business. To all I wish a Merry Christmas and a Happy New Year.

BRANCHES -

3 Wellington East, Toronto
315 William St., Winnipeg

T. H. ESTABROOKS

ST. JOHN, N.B.



CARTER'S

STANDARD

British Wines

Liqueur Green Ginger
and Other Flavors

Big Wheel Custard Powder,
Jelly Crystals, Lemonade
Powder, etc., etc.

H. W. Carter & Co.,

THE OLD REFINERY LIMITED

BRISTOL, : : ENGLAND

" Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA

THE CANADIAN GROCER

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Brokers, Etc.
BRITISH COLUMBIA**

**W. A. JAMESON
COFFEE CO.**

Importers and Roasters of High Grade
Coffees.

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

Mail orders promptly attended to.

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VICTORIA, B.C.

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R. Robertson & Co.

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VANCOUVER, B.C.

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

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

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

**VICTORIA
FRUIT GROWERS' ASSOCIATION**

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

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

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

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Manufacturers' Agents and
Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence
Solicited

Highest
References

The
Condensed Ads.

on page 64

will interest you

The Condensed Ads. in this
Paper will bring good results

WILLIAM W. DUNCAN

Broker and Manufacturers' Agent
DISTRIBUTING
Free and Bonded Warehouses
VANCOUVER - VICTORIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

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

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

Give these lines a trial!

Wherever handled, they have proved ready sellers, and good profit-makers!

LYNCH'S QUALITY BISCUITS

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps
Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Always reach you as crisp and fresh as they leave our ovens.

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits,
Confectionery and Bread

and at STELLARTON, Fred A. Milligan, Manager; HALIFAX, Frank A. Gillis, Manager



PUBLIC AUCTION OF FREEHOLD CITY PROPERTY

INCLUDING FACTORY, MACHINERY, ETC.

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

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

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

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

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

The property will be sold subject to a reserved bid.

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

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

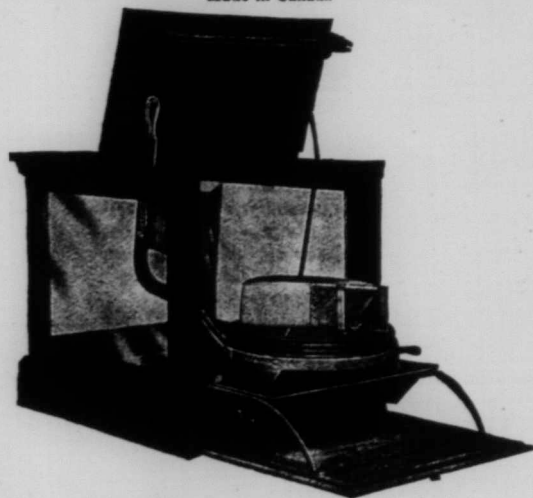
MESSRS. DENTON, DUNN & BOULTBEE,

Solicitors, 20 King Street East, Toronto.

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

Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese.

Write for Prices.

The American Computing Co. of Canada
Hamilton, - Ontario

THE COMMERCIAL
CORRESPONDENCE PAPER OF THE DAY

SUPERFINE
LINEN RECORD

Put it to every test—then you
will positively know

SUPERFINE
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to be unexcelled for fine
Commercial Stationery.

Made in White, Azure and Buff.

Envelopes to match.

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The Rolland Paper Co., Ltd.

HIGH-GRADE PAPER MAKERS

General Offices:
MONTREAL, P.Q.

Mills at
ST JEROME, P.Q.

**A New Town
Every Week!**

The fact that almost every week witnesses the birth of a new town in Western Canada will give you some idea of the enormous commercial possibilities of this Western Canada market. The main wholesale distributing centres in this

rapidly growing territory are Winnipeg, Calgary, Edmonton, Regina and Saskatoon.

In each of these cities we maintain large track warehouses. We have a strongly established connection with practically the entire Western wholesale trade and other unrivalled facilities for pushing the sale of all grocery lines.

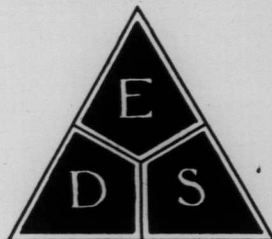
We solicit enquiries from manufacturers and shippers of such lines in United States, Europe and Eastern Canada with a view to aggressive business. If you are interested, write us to-day for complete particulars.

NICHOLSON & BAIN

Wholesale Commission Merchants

WINNIPEG REGINA SASKATOON EDMONTON and CALGARY
Head Office - Winnipeg, Man.

Good Enough for
the Government



is not good
enough for us!

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

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

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

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

Made only by

E. D. Smith

at his own Fruit Farms,

Winona, Ont.



AGENTS:

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

GUNNS



MADE OF THE CHOICEST
VEGETABLE FATS

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

EASILY DIGESTIBLE—PURE
—SWEET—WHOLESOME

GUNNS, Limited
Packers Toronto

HAMS

are the cheapest things in
the Provision Market to-day
and they are well worth the
money. Smoked or Pickled.
Boned ready for the
slicing machine, or cooked
ready for the table. We
have them and they are
right

F.W. Fearman Co.
LIMITED
Hamilton



Talking
Points

For Grocers and Clerks!

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

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



TRURO-CONDENSED
MILK-CO LIMITED
FACTORIES
TRURO-N.S.
HUNTINGDON-P.Q.



We Wish our
Customers and
Shippers a
Merry Christmas
and a
Prosperous
New Year

The WM. RYAN, Limited
Packing House FERGUS 70 Front St. East, TORONTO

Poultry Prices are Expected to Hold

A Feeling of Uncertainty in Regard to Supply Prevails, but Up to the Present Nothing Material Has Been Advanced to Show That Markets Will Weaken Under the Brunt of the Trade—Butter, Eggs and Cheese a Little Firmer—Provision Market Does Not Show Much Change.

Excepting a few slight changes the provision market is in about the same position as a week ago. In one market lard recovered slightly owing to an increased demand and temporary shortage of supplies. The market seems to be a little firmer, although in Montreal it is stated that lower prices are expected. However, there is nothing prominent to indicate which way the next movement will go. Until after the New Year demand is likely to be diverted a little. Lard is, however, in good demand. In the United States market the supply of pork is much in advance of the supply at this time last year. The general feeling seems to be slightly stronger.

Butter shows a little firmness and in some quarters it is believed that higher prices will be quoted before long. The reason given is that the storage stocks are getting lower than expected.

Eggs are causing trouble to the consumer and the sections of the trade. The search for new laids is close, but it is not accompanied by great results. Select storage eggs are up a little and buyers are desirous of some guarantee of wholesomeness.

The honey market is unchanged, cheese is a little stronger and poultry while in good demand is rather uncertain as to price. The trade are wondering just what price will prevail when the great bulk of the Christmas buying is done. Of course prices will be held if possible, but it all depends upon the supplies. If they are scarcer than was expected they will likely go up and vice versa if the supply is plentiful. Jobbers are wondering. The only intelligence to be gathered is a half-hearted hint that the supply is likely to be heavier than has been expected. However, the trade are standing pat.

MONTREAL.

Provisions.—A feature of this department is the weaker feeling in the market for live hogs and prices are expected to decline. The reason for this is the accumulation of the stock on spot and the somewhat limited demand, but now that the cold weather has set in consumption will increase and a more active trade is anticipated.

Pure Lard—	
Bones, 50 lbs., per lb.	0 14
Cases, tins, each 10 lbs., per lb.	0 14
" " " 5 " " "	0 14
" " " 3 " " "	0 14
Falls, wood, 30 lbs. net, per lb.	0 14
Falls, tin, 30 lbs. gross, per lb.	0 13
Tubs, 50 lbs. net, per lb.	0 14
Tierces, 375 lbs., per lb.	0 14
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 10
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 11
" " " 5 " " "	0 11
" " " 3 " " "	0 11
Falls, wood, 30 lbs. net, per lb.	0 11
Falls, tin, 30 lbs. gross, per lb.	0 10
Tubs, 50 lbs. net, per lb.	0 11
Tierces, 375 lbs., per lb.	0 10
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	28 00
Heavy flank pork, bbl.	24 00
Plate beef, 100 lb bbls.	8 75
" " 300 "	17 00
" " 300 "	28 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11
Long clear bacon, light, lb.	0 12

Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 12
Large sizes, 18 to 25 lbs., per lb.	0 14
Medium sizes, 13 to 18 lbs., per lb.	0 15
Extra small sizes, 10 to 13 lbs., per lb.	0 15
Bone out, rolled, large, 18 to 25 lbs., per lb.	0 16
" " " small, 9 to 12 lbs., per lb.	0 17
Breakfast bacon, English, boneless, per lb.	0 15
Windsor bacon, skinned, backs, per lb.	0 15
Spiced roll bacon, boneless, short, per lb.	0 16
Tierces, live, per cwt.	7 00
" " dressed, per cwt.	10 00

Butter.—The market is firm and supplies are just fair. Stocks are said to be down to a point that will not be much more than sufficient to supply local requirements during the coming winter and early spring. This naturally leads one to expect firm future prices. A small amount of separator butter is coming in and proving of a good quality.

New milk creamery	0 26	0 26
Dairy, tubs, 10	0 22	0 22
Fresh dairy rolls	0 23	

Cheese.—Ever since the closing of the factories and the cessation of navigation there has been quite a weakening in the cheese market. Prices remain unchanged and there is not any likelihood of an increase.

Quebec, large	0 13
Western, large	0 13
" " twins	0 13
" " small, 20 lbs.	0 13
Old cheese, large	0 16

Eggs.—Fresh eggs are decidedly scarce and the prospects are that there will be higher prices in the near future. Until recently fresh eggs used to be shipped to various parts of the Lower Provinces but now the situation is reversed. There is no surplus even down there to allow of western shipping.

New laids	0 50	0 60
Selects	0 30	0 31
No. 1	0 27	

Poultry.—Poultry supplies are none too satisfactory. Turkeys seem to be quite scarce, and have scored a further advance. "There are not as many buyers as there are turkeys," said a dealer, "but it is giving the former some bother to locate the birds in the territory they are covering." No increase in the supply of turkeys is expected and higher prices are looked for.

Chickens	0 17	0 18	Ducks	0 19
Fowl	0 15	0 16	Turkeys	0 22
Geese	0 13	0 14		

TORONTO.

Provisions.—A slightly stronger feeling is apparent this week. Pure lard is up one-half cent and live hogs are a little firmer. The changes are slight. Smoked breakfast bacon is down another cent to 17 cents. The feeling seems to be as if the market were standing easy after the rapid downward movement of late and that the turning point or at least the bottom is close at hand.

Long clear bacon, per lb.	0 12
Smoked breakfast bacon, per lb.	0 17
Picked shoulder	0 09
Roll bacon, per lb.	0 12
Light hams, per lb.	0 16
Medium hams, per lb.	0 15
Large hams, per lb.	0 15
Cooked hams	0 22
Fresh shoulder hams	0 12
Shoulder butts	0 14
Becks, plain, per lb.	0 18
" " pea meal	0 18
Heavy mess pork, per bbl.	23 00
Short cut, per bbl.	25 00

Lard, tierces, per lb.	0 12
" tubs	0 13
" pails	0 13
" compounds, per lb.	0 11
Live hogs, at country points	6 50
Live hogs, local	6 90
Dressed hogs	9 00

Butter.—The market is steady with a good demand. Prices are unchanged, butter being apparently where it was a week ago.

Fresh creamery print	
Creamery solids	0 27
Farmer's separator butter	0 24
Dairy prints, common	0 21
Fresh large rolls	0 21
No. 1 tubs or boxes	0 20
No. 2 tubs or boxes	0 18

Eggs.—The market is stronger especially for the storage variety. Those who relish good eggs are trying to get them fresh, but the jobbing houses can scarcely find any sources of supply. New laids are already at a high price, but there are very few to be had.

New laid eggs	0 50	0 55
Selects, storage	0 32	
Fresh eggs, doz., storage	0 23	
Pickled eggs	0 28	

Poultry.—The market will be closely followed this week. It is the crucial time for those who have bought largely to supply the poultry demand of the season. They will be able to determine whether they bought wisely or not. There is just a hint of a feeling that supplies are more plentiful than was expected. However, that remains to be seen.

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

Annual Staff Gatherings

The MacLaren Imperial Cheese Co., Ltd., Toronto, held their second annual dinner to the managers and travelers, at the Prince George Hotel, Toronto, on Friday evening last. It was in every way a great success, being attended by the managers and representatives from New York, Boston, Detroit and Philadelphia, along with the Toronto staff and Mr. Johnston of their Woodstock factory. Henry Wright, president of the company, occupied the chair and a splendid menu was amusingly arranged and sumptuously filled with the best of good things. As soon as the dinner was over the happy gathering (as well as the piper who played Scottish airs during the evening) were photographed, to remind everybody present what they had promised.

The president proposed the health of the King, and Harry Bender, manager, New York, proposed the health of the President, to which he fittingly replied, pointing out what good had been derived from the information gained from last year's dinner. The "Traveling Staff" proposed by S. McCoy, Buffalo, was responded to by H. Finlay, manager, Detroit, both speaking of the bright prospects in the States for the coming year. "Our Departments" was proposed by Andrew Wright, manager of the Factory, Toronto, and suitably responded to by R. Cromarty. The "Firm's Future Prosperity" was proposed by R. Johnston, and replied to by W. H. Wilson, the Canadian manager. It was proposed and unanimously

QUVER so often in the three hundred odd days which go to make up the business year we have the pleasure of dealing with you. By our attention to every detail, we endeavour to show our appreciation of your commands.

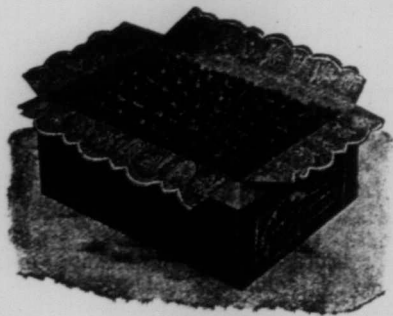
But we rarely have the opportunity of telling you, in a purely personal way, what real enjoyment we derive from selling goods to merchants with whom our relations are always so cordial. It means a great deal to any firm, and we want to assure you that we shall always do our utmost to merit the continuance of this cordiality.

We take this opportunity of wishing you a **Very Merry Christmas** and hope that supreme happiness may be yours during this festive season.

THE
Montreal Biscuit Co.

Manufacturers of the famous
Bordo Chocolates.

Attracts Trade



carried that Detroit should be responsible for the dinner next year, and a most enjoyable and successful evening was brought to a close in the early hours of the morning.

Some of the principals of The Canadian Shredded Wheat Co. together with representatives from different parts of Canada met in Toronto on Tuesday and Wednesday of this week for their annual conference and banquet. On Tuesday morning Jno. Hewitt, sales manager for Ontario and Quebec, was presented with a handsome Morris chair, leather covered, as a mark of esteem for his generalship during the past year. Those in attendance were Fred Mason, general manager; T. A. Weese, director of publicity, and Jas. Traverse, traffic and sales manager, all of Niagara Falls; Jno. Hewitt, Toronto; J. H. Duke, Manitoba and Saskatchewan representative; H. Y.

Bishop, Maritime Province representative; Philip Carriere, Quebec representative; C. H. Jones, Western Ontario representative; W. C. Jones, Toronto representative; W. C. Hewitt, northern and eastern Ontario representative, and A. Gates of the office staff. The banquet was held on Tuesday afternoon in one of the Robt. Simpson Co.'s private banquet rooms. The tables were appropriately and artistically decorated, among the decorations being sheaves of wheat. Each one present received as a souvenir a gold, sheaf-of-wheat-shaped stick pin. In addition to the Shredded Wheat men mentioned above, C. Norris and F. A. Rowlett, of Woods-Norris, Toronto, were present at the banquet. On Wednesday morning the conference was continued, and in the afternoon all were entertained at a theatre party.

Jno. Hewitt's territory as sales manager in Canada was increased by the addition of the Maritime Provinces and Manitoba and Saskatchewan.



An
all-the-year-round
Success!

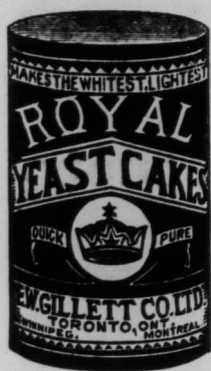
Huntley & Palmers
Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

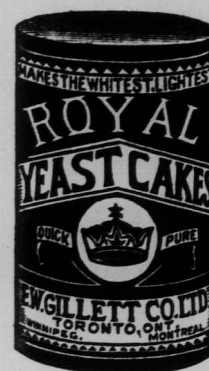
Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

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

Huntley & Palmers, Ltd.
Reading
Eng.



ROYAL YEAST CAKES



Most Perfect Made.

Royal Yeast has long been acknowledged as the Standard Yeast of Canada. Imitations have been offered to the trade from time to time, all of which have proved failures. Imitation is the sincerest form of flattery. : : :

E. W. GILLETT CO. LTD.

TORONTO, ONT.

Winnipeg

Montreal

Are You Handicapped By Your Books

Be helped instead of hindered your accounting.

The McCaskey Account Register System
(First and Still the Best)

will relieve you of your bookkeeping troubles. It will handle every detail of your business from the time the goods are purchased until the money for them is in the bank.

WITH ONE WRITING
Over Fifty Thousand in use.
Ask any User! Or write

Dominion Register Co., Limited
90-98 Ontario Street, Toronto, Ont.

Agencies in all Principal Cities.
Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

Clark's Concentrated Soups

(Chateau Brand)

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

Jobbers not yet supplied should write at once.

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

Wm. Clark - Montreal
Manufacturer



Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

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

and a full range of
LICORICE SPECIALTIES

for Grocers, Confectioners
and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

M. VITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

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

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

By Royal



Letters Patent

NELSON'S
POWDERED GELATINE

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

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

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

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg
Geo. A. Stone, 24 Inns of Court Buildings, Vancouver, B.C.

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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

Flour Market is Temporarily Quiet

Holiday Season is Not Conducive to "Shop Early" Methods in One of the Great Staples—Wide Margin Between Canadian Quotations and the Figure at Which an Export Demand Might be Encouraged—Cereal Market is Firm, and Demand Continues Strong.

The flour market is inclined to be quiet at this season. While it is to a large extent the basis of every meal, and is just as necessary on one day as on any other, still it is overlooked in the accelerated business methods of the festive season. Those in the trade are not looking forward to much improvement for some weeks. There is, of course, the ordinary trade passing, but nothing to stir the millers and their representatives into anything approaching excitement.

A recent despatch from the Old Country states that if the price here is lowered 1s, 3d, there may be a possibility of business, which margin is considerable, and is admitted to actually exist. A drop of 9d or 10d in home flour quotations might prove a stimulant to the demand for export flour.

Some of those in the trade are looking forward to a removal of what they call an evil of two or more years' standing. When a contract for flour is entered into, it is, according to one authority, a custom to fix the price. That is the purchaser demands that the flour be sent to him just as he needs it, a car now and then, or whatever may be necessary. First patents are now selling at \$5.40. Suppose it is agreed that all the flour shall be delivered to him at that price. In the meantime flour goes up, but the miller has to stand by his bargain. After a time flour may drop below the contract price and the purchaser demands that the flour he needs then be quoted at the reduction. This is mentioned as a rumor that is heard here and there, but whether it will ever develop beyond that stage remains to be seen.

The opinion in regard to prices seems to be that the present quotations are likely to hold for a while. The tendency is now mentioned as downward, although no particular weakness is noticeable.

Rolled oats are apparently pretty firm. The demand is good, prices seem to be steady, the season is favorable, and trade is satisfactory. Lower prices are not likely, and if there is any tendency at present, it seems to be upward.

MONTREAL.

Flour.—The market for winter wheat patents may be a shade firmer here, yet things are not so bright as they were a few months ago.

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

Rolled Oats. — Prices remain unchanged this week, and the market is firm. There is no great volume of bus-

iness passing, the demand being only for small lots to fill actual wants.

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

TORONTO.

Flour — The market here is rather quiet. Dealers are not expecting very much as the result of the season, and apparently their expectations are being realized. There is the usual steady trade, but beyond that nothing that is likely to cause a flurry.

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

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

Cereals.—There is a steady feeling in the rolled oats market. Prices are unchanged, the market is firm, and no weakness is apparent. The character of the market is rather strong.

Rolled oats, small lots, 90 lb. sacks.....	2 20
" 25 bags to car lots.....	2 10
Standard and granulated oatmeal, 58 lb. sacks.....	2 41
Rolled wheat, small lots, 100 lb. brls.....	2 85
" 5 brls. to car lots.....	2 75

There is a proprietor of a certain store, a man of most excitable temperament, who is forever scolding his clerks for their indifference in the matter of possible sales.

One day, hearing a clerk say to a customer: "No, we have not had any for a long time," the proprietor, unable to countenance such an admission, began to work himself into the usual rage. Fixing a glassy eye on his clerk, he said to the customer:

"We have plenty in reserve, ma'am; plenty downstairs."

Whereupon the customer looked dazed; and then, to the amazement of the proprietor, burst into hysterical laughter and quit the shop.

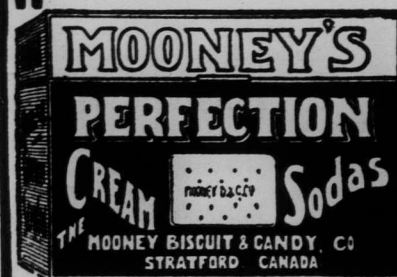
"What did she say to you?" demanded the proprietor of the clerk.

"We haven't had any rain lately."

Never discard a business suggestion unconsidered because of its source. Consider it on its merits and without bias.

People who know something about it, say that more failures are caused by over-buying than by any other one thing.

Personal work with customers will do more to tie them fast to your store than any form of printed advertising, but don't limit yourself by going no farther than you can go by personal work.



Mooney's Perfection Cream Sodas

are known for their lasting crispness. They ALWAYS reach you in perfectly fresh condition because we make it a point of honour to ship only stock that will increase the goodwill of our customers.

The MOONEY Biscuit & Candy Co.
Limited

FACTORIES AT
Stratford, Ont. Winnipeg, Man.



MAPLEINE

(Maple Flavor)

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

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

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto

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

Flour and Cereal Markets Higher in 1909

Resume of Past Two Years Show That Flour, Rolled Oats and Rolled Wheat Have Not Been So High in 1910 Than During the Previous Year—Influence of Crop Reports in June and July Plainly Visible in Changes.

In reviewing the flour market from the standpoint of price variation during the past two years a certain similarity is noticeable. In each year the price of the first patents started up the scale, reached a certain height and then began their return movement, varying but slightly. In this comparison first patent flour on a Toronto basis is considered.

Reference in detail is scarcely necessary. The reader can easily follow the movement. The influence of the crop reports during June and July of the present year is plainly apparent. The price of flour went from \$5.30 to \$6.20 before a retrograde movement was felt. While flour is a little higher in price than at this time twelve months ago, it is much lower than at the opening of 1909. The price movement will be followed with interest during the coming year. Grocers should preserve this list as they have been taken from the files of the last two years and represent the prices they have to pay. It will then be an easy matter to make comparisons and possibly to form an opinion upon the situations in the future market.

1910.		1909.	
Jan. 7.—	5.20-5.30	Jan. 7.—	5.70-5.80
Jan. 14.—	5.50-5.60	Jan. 29.—	5.50-5.60
Feb. 4.—	5.70	Feb. 19.—	5.70-5.80
Apr. 29.—	5.60	Apr. 16.—	6.00
May 6.—	5.40-5.50	Apr. 23.—	6.10
June 3.—	5.30-5.40	Apr. 30.—	6.10-6.20
July 1.—	5.40-5.50	May 14.—	6.10-6.30
July 8.—	5.60	June 11.—	6.40
July 15.—	5.80	Aug. 13.—	6.00-6.20
July 22.—	6.20	Aug. 27.—	5.70-5.75
Sept. 9.—	5.90	Sept. 3.—	5.50-5.60
Sept. 23.—	5.70	Oct. 1.—	5.20-5.30
Nov. 11.—	5.60-5.70	Nov. 11.—	5.20-5.30
Nov. 25.—	5.40-5.50	Nov. 25.—	5.20-5.30

Fluctuations in Rolled Oats.

Rolled oats are quoted lower than at the opening of the present year and the price at the opening of 1909 was higher still than the present quotation. The range of the changes during the past two years has not been very wide. At the same time the past is admitted a good year in rolled oats. The following comparisons are Toronto prices in 90 lb. sacks.

1910.		1909.	
Jan. 7....	2.30	Jan. 1....	2.50
Jan. 28....	2.40	Feb. 26....	2.60
Mar. 11....	2.30	May 28....	2.90
Mar. 25....	2.20	Aug. 6....	2.65
Apr. 8....	2.00	Aug. 20....	2.50
May 20....	1.90	Oct. 15....	2.40
May 27....	2.00	Nov. 26....	2.30
July 22....	2.30	Dec. 2....	2.20
Aug. 5....	2.45		
Sept. 23....	2.20		
Sept. 30....	2.25		
Oct. 28....	2.05		
Dec. 2....	2.20		

Changes In Rolled Wheat.

As will be seen in the following list the price of rolled wheat is exactly where it was two years ago. The price has soared almost a dollar above that price but the average has not been high. On the whole the cost of living that receives so much attention these days can hardly be attributed to flour or either of the cereals referred to. Manufacturers have from time to time spoken favorably of the market and it is understood that the past year has been favorable from a financial standpoint. These prices are for 100 lb. bags:

1910.		1909.	
Jan. 7....	3.05-3.15	Jan. 1....	2.85
Jan. 28....	3.10	Mar. 26....	2.80

Successful Men as Leaders

By W. C. Freeman.

Every man who goes into business of any kind goes into it to make money. Some men succeed; others fail, while others plod along in a mediocre way, making a living only, but they always try to follow their more fortunate competitors.

This law of average applies in all lines and the same reason governs all cases.

Analyze the great successes in various lines in this country to-day and you will find that back of each success are earnest, capable business men and steady advertisers. Their business grows every year. They make every effort to go forward. They are never satisfied.

In every community there are one or two merchants that set the pace—they are usually the inspiration for the whole community. Other merchants say—"If So-an-so has succeeded, why should not I?"

A man who is struggling toward success with the right ideas is never envious of the man higher up. On the contrary, he will study the things that have made the man higher up successful, and will try to improve on some of the things he has done to attain success.

A gentleman who went into the retail business some months ago sat around a luncheon table with other business men, and they asked him how he liked the retail end of the business.

He replied that he liked it very much and thought there was a great future ahead of him if he followed the example of the successful merchants in his city.

They asked him the names of men whom he regarded as being successful merchants and he told them, but he did not mention any of the men who sat around the table, although they are in a measure successful.

May 13....	3.00	Apr. 23....	3.00
July 29....	3.10	May 14....	3.25
Sept. 23....	2.85	May 28....	3.75
		June 25....	3.70
		Aug. 6....	3.60
		Aug. 13....	3.50-3.70
		Sept. 3....	3.25-3.50
		Oct. 1....	3.00-3.25
		Oct. 15....	3.00
		Nov. 19....	3.05-3.15

A recapitulation of the three markets demonstrates that the highest price of flour in 1909 was \$6.40 in June, while the highest figure in 1910 was \$6.20 in July. The lowest in 1909 was \$5.20 and in 1910 the same.

In 1909 the highest quotation in rolled oats was \$2.90 in May and in 1910, \$2.45 in August; the lowest in 1909 was \$2.20 and in 1910, \$1.90.

Rolled wheat reached \$3.75, its highest figure in 1909 in June and August; in 1910 the highest price was \$3.15 in January. The lowest during the former year was \$2.80 and in 1910 so far \$2.85.

One of the merchants this young man had in mind is over seventy years of age, but he is still on the job every day, is constantly trying to improve every department in his big shop — never content — always reaching higher up, and I might add always advertising. There is never any let-up in that.

It will pay every merchant in every community to follow the lead of the successful men. The greatest help, however, in climbing the hill of success is that help which is given by clean, reliable advertising.

N. S. GUILD DISBANDS.

Trouble Due to One Member Who is Claimed to be a Retailer.

Halifax, Dec. 22.—The Nova Scotia branch of the Dominion Wholesale Grocers' Guild have disbanded. The cause for this action is due to the fact that the members did not think one of their number was living up to his obligations. It is stated that he was interested in a retail business as well as wholesale and for that reason, they claim, was instrumental in causing dissatisfaction.

The Guild held a meeting recently and decided to disband for the present, the same taking effect on Dec. 15. A re-organization is possible.

Calgary, Alta., is priding itself, and justifiably too, on the number of wholesale houses in different lines of business that are locating and seeking location there. Letters are received every week by the board of trade from houses seeking information.

W. A. Knight has purchased the grocery business of Geo. Foster, 814 Bloor St. West, Toronto.

All the business that will come to you, if you simply sit down and wait for it, will never keep you out of the poor-house.

THE BANK OF MONTREAL

Proceedings of the 93rd Annual Meeting of Shareholders.

The 93rd annual general meeting of the Shareholders of the Bank of Montreal was held yesterday at noon at the Board Room, at the bank's headquarters.

There were present: Messrs. D. Morrice, H. V. Meredith, C. R. Hosmer, James Ross, Sir William Macdonald, Sir Thomas Shaughnessy, Sir Edward Clouston, R. B. Angus, E. B. Greenshields, Hon. Robert Mackay, A. Baumgarten, E. Rawlings, C. J. Fleet, K.C., R. S. David, A. Piddington, John Patterson, W. A. Murray, H. Joseph, J. T. Ross, James Alexander, W. B. Blackader, William Stanway, William H. Evans, William Agnew, John Taylor, W. R. Miller, C. Meredith, C. Simpson Garland, G. F. C. Smith, C. J. Doherty, M.P., James Kirby, K.C., James Skeoch, Henry Dobell, M. S. Foley, C. H. Cahan, K.C., P. R. Gault, P. F. McCaffrey, Dr. Gardner, John P. Knight.

On motion of Mr. D. Morrice, the President, Mr. R. B. Angus, was requested to take the chair.

It was then moved by Mr. C. J. Fleet, K.C., seconded by Mr. A. Piddington, that Messrs. G. F. C. Smith and William Stanway be appointed to act as Scrutineers, and that Mr. James Aldred be Secretary of the meeting. This was carried unanimously.

THE ANNUAL REPORT

Sir Edward Clouston, Bart., the General Manager of the Bank, was then called upon to read the annual report of the Directors to the Shareholders at their 93rd Annual General Meeting, held 5th December, 1910:

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1910.

Balance of Profit and Loss Account, 31st October, 1909\$ 603,796 30
 Profits for the year ended 31st October, 1910, after deducting charges of management, and making full provision for all bad and doubtful debts.. 1,797,992 81

Dividend 2½ per cent. paid 1st March, 1910 \$360,000 00
 Dividend 2½ per cent. paid 1st June, 1910 360,000 00
 Dividend 2½ per cent. paid 1st Sept., 1910 360,000 00
 Dividend 2½ per cent. paid 1st Dec., 1910 360,000 00

 1,440,000 00

Balance of Profit and Loss carried forward\$ 961,789 11
 Since the last Annual Meeting Branches have been opened at Barton-Victoria Street (Hamilton), Pentlithon, B.C., High River, Alta., Perth, N.B., and Prince Rupert, B.C. The Branches at Andover, N.B., and Warsaw, Ont., have been closed.

With deep regret the Directors have to record the death of their esteemed President, the Hon. Sir George A. Drummond, K.C.M.G., C.V.O., who had been a member of the Board for upwards of twenty-eight years. During that period he served as Vice-President for nineteen years and President for five years.

Mr. R. B. Angus was elected to succeed him as President, and the vacancy on the Board has been filled by the election of Mr. H. V. Meredith.

All the Offices of the Bank, including the Head Office, have been inspected during the year.

Bank of Montreal,
 5th December, 1910.

R. B. ANGUS, President.

THE ANNUAL STATEMENT

The annual statement of the position of the Bank at 31st October was read as follows:—

LIABILITIES.

Capital Stock \$ 14,400,000 00
 Rest \$12,000,000 00
 Balance of Profits carried forward 961,789 11

 \$12,961,789 11
 Unclaimed Dividends 1,855 51
 Quarterly Dividend, payable 1st December, 1910 360,000 00

 13,323,644 62

 \$27,273,644 62

Notes of the Bank in circulation \$14,502,591 00
 Deposits not bearing interest 43,425,978 33
 Deposits bearing interest 154,117,878 17
 Balance due to other Banks in Canada 122,238 37

 212,168,685 87

ASSETS.

Gold and Silver coin current \$10,202,147 00
 Government demand notes 11,596,613 50
 Deposit with Dominion Government required by Act of Parliament for security of general bank note circulation 600,000 00
 Due by agencies of this bank and other banks
 in Great Britain \$11,414,749 09
 Due by agencies of this bank and other banks
 in foreign countries 5,799,898 87
 Call and short loans in Great Britain and
 the United States 61,918,750 00

 79,133,398 56
 1,498,344 07
 18,884,975 07
 4,849,328 12

 \$126,764,806 32
 Current Loans and Discounts in Canada and elsewhere
 (rebate interest reserved) and other assets \$112,087,981 86
 Bank Premises at Montreal and Branches 600,000 00
 Debts secured by mortgages or otherwise 231,424 79
 Overdue debts not specially secured (loss provided for)... 208,117 52

 112,527,524 17

 \$239,892,330 49

Bank of Montreal,
 Montreal, 31st October, 1910.

E. S. CLOUSTON, General Manager.

THE PRESIDENT'S ADDRESS.

The President, Mr. R. B. Angus, then moved the adoption of the report, seconded by the vice-president, Sir Edward Clouston.

In moving the adoption of the report the president said:—

"With your permission, gentlemen, I move the adoption of the report just read.

"On this occasion we recall the fact that at last annual meeting of the shareholders the president was unable to attend, because of illness, which, unfortunately, and to the great regret of his colleagues, resulted in his demise on the 2nd of February last. Sir George Drummond occupied a most distinguished position in the business community; and the shareholders of this bank may well entertain a grateful appreciation of his services as president and of his work in the Senate, where his intelligent and patriotic efforts were largely devoted to the protection and development of the banking interests of the Dominion.

"To fill the vacancy created by the death of Sir George it was deemed advisable that I should, for a time, occupy the chair; and consequently I was elected to the presidency on the 22nd of July—while the directorate was at the same time strengthened by calling the Assistant General Manager, Mr. H. V. Meredith, to a seat at the Board. The expansion of business in recent years vindicates the expediency of this latter arrangement.

"The period under review has been marked by almost unbroken prosperity. The bounteous crops harvested during preceding years had raised the expectations of our farmers and excited the attention of intending immigrants, and although the bright prospects of the present season were somewhat dimmed by the excessive drought of June and July, causing partial failure of the wheat crop in some districts of the West, the actual result has proved more favorable than was then anticipated. The latest estimate of the harvest from the Western grain fields, by parties well qualified to judge, gives a yield of

95 million bushels of wheat
 128 million bushels of oats
 25 million bushels of barley and flax
 which under the conditions existing may be regarded as fairly satisfactory.

"We are naturally most interested in the outcome of the young and rapidly-growing country, for to it belongs the future. Still it may be long before it overtakes the productiveness and wealth of the older provinces, which in their undeveloped resources, timber, minerals and arable lands, afford abundant opportunities for expansion and settlement.

"On the first intimation of injury to the growing crops in the West the confidence of the eastern merchants and manufacturers was somewhat shaken, but the curtailment of business activity which followed was only temporary in its character and soon gave way before more hopeful indications. Business quickly revived and has continued good throughout the year.

"One notable feature may be remarked, that the Western people, farmers and settlers and tradesmen, shewed little sign of depression under the circumstances. The unusually dry season might serve as a warning to more careful tillage of the soil, but could not disturb the prevailing hopefulness and contentment. The agricultural results in

the eastern provinces of the Dominion were upon the whole quite gratifying.

"Immigration from Europe and the United States of America was on an extensive scale, no less than 300,000 to 350,000 being the estimated number of arrivals during the season, enriching the country by valuable contributions in property and money and still more by additions to the agricultural population. Such an unprecedented influx of new settlers to a comparatively small community, many of them experienced farmers, could not fail to have a stimulating effect upon all the commercial interests of the country. The extraordinary expenditures on railway construction and other public works also largely contributed to this result. The rapid growth of all industrial enterprises no less than the great and profitable expansion of agricultural operations, together with the opportunity of acquiring unoccupied land, render Canada a popular field for the employment of European capital. Important transfers of money to this country are of daily occurrence and especially from England, where political and financial unrest has induced many people to seek new avenues for investment.

"Contributions through the Stock Exchanges and money markets of Europe to the financial enterprises of Canada have been extremely generous of late and it is eminently desirable that the confidence thus displayed should not be abused. Some offerings have been made, it is feared by over sanguine promoters whose statements it would be hard to justify, and in relation to schemes where the advantages to buyers are not quite apparent. It might be well to consider that, while money seeking investment is much more abundant in some countries than it is with us, there is seldom much lack of capital here for participation in enterprises that are unquestionably sound. Our friends abroad might reflect that a home market, especially in the case of industrial securities, will generally furnish some indication of values.

"In the earnings of the railways, the output of factories and the large volume of commercial transactions there is evidence on every hand of widespread and almost universal prosperity throughout the land. The statement of the Bank's affairs now submitted shows that this institution has participated to a considerable extent in these advantages: the net profits have been fair, about the same as last year, and would have been more ample had not the Bank met an unfortunate complication through the error of an agent and the failure of a foreign bank. The earlier rumors concerning this matter were much exaggerated and to the best of our knowledge the ultimate loss has been fully provided for.

"I leave the General Manager to comment upon the annual exhibit and the more technical aspects of the situation but may here state that the accounts, cash and securities of the bank have been examined and verified by the inspecting officers and by committees of the Board. The organization of the bank is believed to be in excellent condition, and, as is customary in this institution, the reserves have been maintained at a very high standard of safety.

"In reference to a question that has exercised the minds of some of our friends, who marvel that the bank prem-

ises account remains at the comparatively modest figure of \$600,000 while the known expenditures under that head have of late years been unusually large; the fact is, as stated, the explanation being that the directors have been indisposed to burden their assets with any large item that could not be promptly converted into cash; and they have consequently charged directly against revenue the entire expenditure connected with the building, extension and maintenance of the bank's premises; these amounts have been considerable, owing to the necessity of opening branch offices in new settlements and enlarging facilities at important centres where business has outgrown the existing accommodation.

"The directors are, however, of opinion that the call for extraordinary outlays of this nature has almost passed and that such charges will hereafter cease or greatly diminish.

"It is unnecessary that I should attempt to give a specific account of the various industries of the country, but in reference to the more important natural products it may be noted that the lumber business has been fairly good in the east, and unusually active on the Pacific Coast. Exports to the United Kingdom have not been as large as in former years, but have been offset by the greater home demand.

"The wood pulp mills have found a good market for their product, notwithstanding adverse duties in the United States.

"There has been a wholesale falling off in the exports of produce from this port during the past season of navigation, owing partly to decreased production, and also largely to increased home consumption.

"A marked decline in the exports of live stock, which was observable during the last few years, and was probably to be accounted for by the requirements of new and expanding settlements and the home consumption of a growing population, seems now to be checked. It was natural to suppose that in view of our unequalled facilities for cattle raising the condition would only be temporary, and it is gratifying to find a change for the better has set in—the shipments, especially from the West, having largely increased.

"A true index to the rapidly increasing trade of the country may be found in the combined imports and exports of the past fiscal year, which amounted to the big total of \$693,211,221, as compared with \$571,268,767, showing an increase of \$121,945,454 over the previous year.

It is to be noted, however, that the excess of imports over exports is increasing; the government revenues are buoyant, but Canada's borrowings from Europe are very large, and will doubtless continue so, while expenditures for railway building, the improvement of navigation and for the legitimate needs of growing municipalities are maintained on the present extensive scale.

With regard to trade, the wholesale dry goods houses report that business during the past year has been exceedingly good, and payments have shown a fair average, while failures have been rare. The same remark applies to groceries, iron and hardware trade, leather, boots and shoes, and other branches.

"I am aware these are but running comments, and to give any adequate de-

scription of the season's results would call for a review from the Atlantic to the Pacific. With our partial shortage of crop in the Western Provinces, we have one reassuring view exemplified this season, namely, that with the newly developed territories, the field is now so extensive that what affects one part of the country adversely or otherwise, is unlikely to induce similar conditions elsewhere. Even the visitation of the drought was by no means uniform. The weather was so capricious that the injury from that source occurred in widely separated spots, and the result of the harvest, although less than anticipated, was yet immense, considering the small population which has to share its benefits.

"We are, therefore, safe in saying that the country as a whole has undoubtedly experienced a fair degree of prosperity throughout the year, and no doubt need be entertained as to its continued and rapid growth in wealth and population; if, however, we are to realize our best expectations, we must carefully avoid undue inflation. In some districts there has been excessive speculation in town and village properties, but the movement already shows signs of languishing, while farm and fruit lands maintain their value or steadily appreciate.

"Money has been very abundant throughout the year, and from a lender's point of view the rates of interest, except for a brief period, have been abnormally low, thus rendering it difficult to employ our surplus funds to advantage in London or New York, where short or call loans are readily available. But this department of the subject will be left to the General Manager, Sir Edward Clouston, who seconds the adoption of the report."

The conclusion of the President's address was greeted with applause by the meeting.

SIR EDWARD CLOUSTON.

In seconding the adoption of the report, Sir Edward Clouston said:—

"In my address last year I made the remark that I should be very much disappointed if we did not make a better showing of profits during the year we have just passed through, and, though I did not say it, I had in my mind that I might be able to suggest to the directors that it was time to do something for our shareholders in the way of a bonus. Unfortunately my anticipations were not realized. Our profits show \$28,000.00 less than last year.

"The general statement, as you see by the copies you hold in your hands, is a strong one, and exhibits the steady progress the Bank is making. For the first time in our history our circulation exceeds our capital, and we were obliged to make use of the emergency circulation authorized by the Government.

"Our deposits have increased \$18,000,000, but this does not fairly show the actual increase in our regular deposits, as last year we had some large special deposits which were withdrawn during the year. Our readily realizable assets, that is our reserves, are about the same, though they show a slight decrease in percentage to our liabilities. The amount of money employed outside of Canada has been reduced \$14,000,000. Fault has been found with us by critics who have not given sufficient consideration to the subject for keeping such large balances in other countries, but experience has taught us that it is not on-

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ly safer for the Bank but for Canada, that we should hold large reserves which we can draw on in case of necessity without disturbing financial conditions in our own country. The important position of the Bank of Montreal in the financial fabric involves the keeping of a large portion of our assets in a form immediately available for conversion into cash. Our responsibilities in this respect force us to be content with a very low return on the money we lend on call in London and New York, a return, which for long periods during the past year was little better than 2 per cent. at either centre, and taxes to come out of that. It is not to be supposed that we would ignore the superior advantages of a 5 per cent. call rate in Canada, could we employ \$10,000,000 or \$20,000,000 here, with the certainty that we could get it back on three hours' notice any day we wanted it.

Of the increase in our investments, \$5,000,000 is accounted for by the purchase of a municipal issue which has been largely disposed of since the close of the statement.

"Our loans and advances have increased \$21,000,000, and call for no special comment, except that they evidence that we are doing our share in assisting the development of our rapidly growing country.

"The present session of parliament will see introduced legislation of importance to bankers, as our charters come up for the usual decennial renewal. Though the Bankers' Association has not been taken into the confidence of the

government about any proposed alterations or amendments, I think it hardly likely that there will be any great change. The Act is a very good one as it stands, is thought well of by financial authorities in other countries, and answers admirably the requirements of our own. When trouble arises it is apt to be condemned by unthinking critics, but it is not the fault of the Act but of those who work under it, and no amount of legislation will guard against the fallibility of the personal factor and keep men from being fools or knaves.

"The President has spoken on the general trade of the country, which may be characterized as satisfactory, with a promising outlook. There is possibly too much real estate speculation in some sections of the country, and municipalities are borrowing rather heavily; the greater part of it, however, is quite legitimate, arising from the rapid growth of the newer cities and towns throughout the west.

To them flows the ever increasing tide of our immigration, which, from the best figures at present available, will this year number over 300,000 souls. The quality of this immigration is admittedly high, and when one considers that it represents in a single year about 1-20 of the country's population, it is well that it is so. To this influx of population, as well as to the greatly increased prosperity of the people, is probably due the fact that while our production of such food-stuffs as butter, eggs, cheese, etc., has increased during the present twelve-month, the exports of

these products have declined, indicating a large home consumption.

"As regards the general prospect, in the older countries there seem to be at least enough pessimists to counterbalance the optimists. In Canada we have many of the latter, and few of the former—too few, perhaps, at times, to sufficiently regulate our youthful exuberance. It might be well to remember that the prosperity we have enjoyed may be largely due to a continuity of policy and a disposition to employ experience rather than theory as the basis for the conduct of our affairs. Such principles have made us self-reliant, and seem best calculated to ensure our future progress and permanent stability." (Applause.)

After the usual resolutions of thanks were passed, the retiring Board of Directors were re-elected as follows:

Messrs:—R. B. Angus, A. Baumgarten, Sir Edward Clouston, Bart, E. B. Greenshields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, H. V. Meredith, D. Morrice, James Ross, Sir Thos. Shaughnessy, K.C.V.O., Rt. Hon. Lord Strathcona and Mount Royal, G.C.M.G., G.C.V.O.

OFFICERS ELECTED.

At a meeting of the Directors held later the Right Honorable Lord Strathcona and Mount Royal, G. C. M. G., G.C.V.O., was elected Honorary President of the Bank, Mr. R. B. Angus President, and Sir Edward Clouston, Bart., Vice-President.

Tillson's Pan-Dried Oats

A Food—Not a Fad

Have solved the Breakfast Food Problem for every class of customer you supply—they are the "best possible" alike for cottage and mansion.

And you'll find it well worth while to feature TILLSON'S OATS, because our extensive consumer and bill-board advertising is creating an unprecedented demand for this favourite cereal.

Better send along that order NOW!

Canadian Cereal & Milling Co., Ltd.

Head Office:—Lumsden Building, TORONTO



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

"All Aboard!"
This Traveler Sells



**Anchor
Brand Flour**

Hence the pleasant smile;
satisfies both the dealer and
the housewife. 26
Bakers, "Get on board!"



Manfd. by LEITCH BROTHERS FLOUR MILLS, OAK LAKE, MAN.

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.

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's Flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE'

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: D. E. COLSON & SON, Montreal
 Special Agents: G. B. ARMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

TRY A
Condensed Ad
IN
Canadian Grocer

YOUR BISCUIT TRADE!

Good Biscuit Condition is as essential to successful selling as good Biscuit Quality, and condition and quality are the leading features of

'WHITE LILY' Brand Cream Sodas

They are noted for their purity, crispness and delicious flavour, and will be found a very profitable line to handle. Put up in 20 lb. tins, 30 lb. boxes and in ½ or 1 lb. packages. Start a new era of profit-making TO-DAY by featuring 'Havelock Lunch,' 'Cottage Mixed,' 'People's Fancy,' 'Marshmallow' and 'Jam-Jams'—all WHITE LILY BRAND BISCUITS.

J. A. MARVEN, Limited, - Moncton, N.B.

NORTHERN ONTARIO MERCHANTS

The

Season's Greetings

The Young Company, Limited, NORTH BAY and SUDBURY, Ontario.

LITTLE FLOUR CHATS FOR YOUNG GROCERS UNDER EIGHTY



*You Don't Want a Flour That's
Dead White*

Why not?

You see, Mrs. Buyer, the right colour for strong flour is an *even creaminess*.

Not dark, nor yellow, nor even white.

But just the healthy, delicate creamy complexion you always find in, say, FIVE ROSES.

It's "bleached" flour that's dead white, *unnatural* white.

Hardly the kind YOU want!

Now FIVE ROSES is *not* bleached, Madam.

This I guarantee most absolutely.

What's more, this is the only big-mill flour I know of which it can be truly said *it was never bleached*.

Bread with that glow of health, rich in nutriment, easy digested.

Pastry that melts, satisfies, leaving no regrets.

Yours in every pound of FIVE ROSES.

You say you will take a whole barrel?

Well, it's a mighty good beginning.

Five Roses

Packed to suit your trade—barrels and halves

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

Ask your Jobber

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

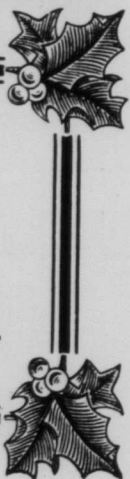
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Christmas Fruit Trade at its Height

Heavy Demand for Oranges, Cranberries and Specialties for the Season—The Ordinary Trade Has Been Good—Potatoes are Firm—Demand for Malaga Grapes Has Sent up the Price—Volume of Trade this Year Is Expected to be Well up to Average.

It is not expected that the present Christmas season will show any decrease in comparison with other years. The total amount of trade should reach a big figure. There is a feeling of prosperity abroad, expressing itself in many ways and as far as can be learned the fruit dealers have been experiencing it to their satisfaction. The present trade runs into a special groove, the demand being for particular goods such as oranges, apples, nuts, grapes, etc. On the whole of course the general demand is good, but on some lines there is a big increase in sales. Business in special imported small vegetables is good for this time of the year, they being of course limited.

MONTREAL.

Green Fruits.—There is a brisk trade passing in all lines of green fruits and though the high prices prevailing curtail the demand to a certain extent, dealers are satisfied. There is a slight drop in Florida pineapples, while the supply of plums is short.

Apples, bbl.	5 00 6 00	Holly, case	4 00
Bananas crated, bunch	2 00 2 25	Wreaths, bale	1 65
Cranberries, bbl. 10 00	12 00	Oranges—	
Cocoanuts, bags	4 25	California, late	
Calif. Malaga	2 00	Valencias	4 00 5 00
Lemons	3 00 4 50	Pineapples—	
		Florida, case	3 75 4 25
		Plums, crate	2 00 2 25
		Pears, bbl.	7 00 10 00

Vegetables.—“We do not expect that there will be any great volume of business doing this Xmas. Things are all very high, but still we are optimistic about the New Year's trade. We expect a good move in the market about then,” said a dealer.

There is a scarcity of leeks and prices are on the ascent. Both lettuce and spinach and radishes have gone up, no doubt due to a large amount of the crop being frozen.

Beans, American basket	12 00	Boston, box	2 75
Beets, bag	0 75 0 90	Onions—	
Carrots, bag	0 75 0 90	Spanish, cases	2 75 3 00
Cabbage, doz.	0 40 0 50	Red, bag	1 25
Cabbage, bbl.	1 00 1 50	Potatoes, bag	1 00 1 10
Celery, crate	4 00 4 25	New Bermuda	0 07
Cauliflowers	1 50 3 00	Potatoes, lb.	
Cucumbers, doz.	2 00 2 50	Sweet potatoes, basket	1 85
Garlic, 2 bunches	0 25	“ bbl.	4 00
Green Peppers, small basket	0 75	Parsley, dozen	0 75 0 80
Green Peppers, large basket	2 50	Parsnips, bag	1 00 1 25
Leeks, doz.	1 75 2 00	Radishes, dozen bunches	0 60 0 75
Lettuce—		Spinach, bbl.	5 50
Curly lettuce, box	1 30 1 60	Tomatoes, crate	4 00
		Tomatoes, hot-house, lb.	0 35 0 40
		Turnips, bag	0 75 0 90

TORONTO.

Green Fruit.—Dealers have been pretty busy this week with the demands for Christmas trade. They have been showing a fine general stock of fruit and as before stated, if the people do not receive the quantity they were looking for, it is not the fault of the jobbers. A big run on oranges is expected and already a great quantity has been passed out to the retail trade.

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

Vegetables.—There is nothing new in regard to this department of trade this week. Jobbers are finding a good demand. The feeling seems to be one of satisfaction with the Christmas trade. The latter has confined business to a large extent to the special goods which owe their increased demand to the holiday and festive season. Potatoes are firm and are holding their strong position.

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

ACT TO SAVE THE DAYLIGHT.

A bill has been introduced into the House of Commons, Ottawa, called The Daylight Saving Act aimed to promote a more extended use of daylight during the summer months. It is proposed that from and after 2 o'clock in the morning of the first Sunday in April each year until 2 o'clock a.m., of the first Sunday in November, the standard time be one hour in advance of the standard time now in use. That means when 2 o'clock comes on the first Sunday in April, we call it 3 o'clock, get up an hour earlier, and go to bed an hour earlier until November. This act if it becomes law as proposed on Jan. 1, 1912, will not apply to the Yukon territory.

TRADE NOTES.

Few things are as expensive as those we try to get for nothing.

A bag of Brazil coffee costs about six or seven dollars more than it did a year ago.

Under the new pure food and drug act in the United States 990 cases were reported during the past year, 776 for criminal action and 224 for seizure proceedings. The total of the fines collected under the act during the year was \$11,049.31.

The annual convention of Holbrooks, Ltd., will be held in Toronto on December 28, 29 and 30. All the salesmen will be in from all parts of Canada and the United States. On the evening of the 29th the staff will be guests at a banquet tendered by the management.

WISHING THE
TRADE
A MERRY
CHRISTMAS
AND A
PROSPEROUS
NEW YEAR

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas
Home Guard

PACKER:
FRANC TRACUZZI

We wish you all
A Merry Xmas
and a
Prosperous 1911

AGENT:
J. J. McCABE, Toronto

Puck

Height

s for the
oes are
Price—
up to

Guatemala, case.....	3 50
Lemons—	
Lemons.....	2 75 3 25
Limes, box.....	1 25
Oranges—	
Angerines, a	
strap.....	5 50 6 00
Florida.....	2 50 3 00
Levels.....	3 00 3 25
Mexicans.....	2 00 2 25
Pomegranates, doz.....	0 75
In apples crate.....	4 00 4 75

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Dive, 12 heads.....	1 00
Lettuce, Cana-	
dian, head.....	0 0 30
Boston head let-	
tuce, doz.....	1 50
Onions—	
English, large.....	2 50 2 75
English, 4-cases.....	1 50
Yellow, per bag.....	1 25 1 35
Potatoes, Onta-	
rio, bag.....	0 85 0 90
Sweet, hamper.....	1 25 1 50
Sweet, barrel.....	5 00
Raisins, per doz.....	0 75
Raisins, bag.....	0 60
Red pepper.....	0 50 0 75
White turnips, per	
qt. basket.....	0 50

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The Untrained
Clerk Brought
Loss of a Sale

By J. C. Mundle.

*Too much emphasis cannot be laid on the fact that in order to secure the very best results from your employes, whether they be salesmen, clerks, travelers or heads of departments, they should undergo a proper and systematic course of training in their respective duties before they are permitted to deal directly with the public and would-be purchasers. Not only should they be properly coached but they should be shown by one who thoroughly understands his work—theory is good but practice is better.

Adverse criticism of a house where clerks are incompetent is the invariable result of lack of training, and in the majority of cases this leads to a loss of business from an immediate sale and may even produce a boycott. There should be a strict rule that, if asked a question about anything they are not familiar with, clerks should never venture at "faking" or what is worse, admitting that they do not know. In such a contingency the proper mode would be to ask the customer politely to wait a moment until Mr. So-and-So comes (and at the same time send for him) who knows everything there is about the article in question.

The personal experience of the writer calling in at one of the largest retail fur houses in Montreal and asking if a mink muff was dyed received the answer from the clerk serving him, "I don't know." Further questioning elicited the information that the clerk was until recently employed in a grocery store, had been engaged by the fur house and, with only the information of the private price marks, had been put in charge of a fur section. This seemed hardly possible but an investigation of the story confirmed the facts. It is needless to say no purchase was made at that store.

We wish our many Friends
a Happy Christmas and a
very Prosperous New Year.

WHITE & CO., Limited

TORONTO and HAMILTON

WHOLESALE FRUIT, PRODUCE AND FISH

HEADQUARTERS

FOR

Fancy Navel Oranges

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

Write, phone or wire your orders.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



Season's Greetings

May you spend a Merry Christmas, and may your
cup be filled to overflowing with (Buster Brown
Lemonade) joy and prosperity in 1911. : : :

Sales Agent,

W. B. STRINGER

Toronto



Fish - Oysters



White Fish and Halibut Still Scarce

Strong Demand for all Lines of Fish is now Being Felt—Conclusion of the Advent Season Will Likely Cause a Slight Falling Off—Higher Prices for Halibut and Salmon Not Altogether Unlikely—The Present Situation of the Market.

With the season of Advent passing there is likely to be a little easier feeling for a time after the first of the new year. Markets are fairly active, prices are holding well and the trade in general is at present on a satisfactory basis. The lobster season has opened on the Atlantic coast but thus far has not been much of a success.

QUEBEC.

Montreal.—The market is keeping active and prices rule fairly high. This is the last week of the Advent season and a busy time is expected in the different fish lines, and with Xmas at hand oysters, both in shell and bulk, will be in great demand. After the holiday season a period of dullness is expected, particularly in preserved and pickled lines.

In the frozen lines, namely halibut and salmon, the supplies already show signs of weakness and one can predict safely that if weather keeps cold as of late, the prices will certainly advance considerably.

Frozen smelts which are generally abundant in this market at this time of the year are scarce and high, due to the demand which is increasing every year from the United States markets.

Tom cods are a little late this year, but whatever came to this market so far have sold readily, and at remunerative prices.

FRESH	
Perch.....	0 10
Steak cod.....	0 05
Market cod.....	0 04 0 05
Sturgeon.....	0 10
Sea trout.....	0 12 0 14
Sea bass.....	0 15
Smelts.....	0 12
Halibut.....	0 05
Halibut.....	0 10
Bullheads.....	0 10

FROZEN	
Codfish.....	0 04
Dore, winter caught, per lb.....	0 08 0 09
Haddock.....	0 04 0 05
Halibut, per lb.....	0 08 0 09
Herring, per 100.....	1 70 1 80
Market cod.....	0 04
Steak cod.....	0 05
Mackerel.....	0 12 0 14
Tom cods, bbl.....	2 25 2 50
Flounders.....	0 08 0 10
Pike.....	0 07 0 08
Salmon, B.C., red.....	0 10 0 13
Gaspes salmon.....	0 20
per lb.....	0 20
Smelts, 10 lb. box.....	0 09 0 12
Whitefish, large.....	0 09 0 10
Whitefish, small.....	0 07

SALTED AND PICKLED	
Green cod, No. 1, bbl.....	8 00 9 00
Labrador herring, bbl.....	5 50
Labrador sea trout, bbl.....	3 25
Labrador sea trout, half bbls.....	12 50
No. 1 mackerel, pall.....	7 00
No. 1 pollock, bbl.....	2 00
Scotland herring, No. 2, bbl.....	9 50 6 00 4 50
Lake trout, half bbl.....	6 00
Salmon, B.C., red, bbl.....	14 00
Labrador, bbl.....	12 00
Labrador, bbl.....	16 00
Labrador, bbl.....	8 50
300 lb.	22 00
Salt eels, per lb.....	0 07 0 08
Salt sardines, 20 lb. pls.....	1 00
Scotch herring.....	6 50
Holland herring, bbl.....	1 00
Holland herring, bbl.....	5 50
Holland herring, bbl.....	0 75

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

SHELL FISH

Shell oysters, bbl., choice.....	12 00 13 00
XXX Shell Oysters.....	10 00
Lobsters, live, per lb.....	0 24
Oysters, choice, bulk, Imp. gal.....	1 40
Selects, Imp. gal.....	1 60 2 00
bulk, selects.....	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb.....	5 1/2, 6 1/2 and 7 1/2
Pure mixed boneless fish, blocks and packages, lb.....	0 06 0 06 1/2
Shredded cod, per pkg.....	0 15
Skinless cod, 100 lb. case.....	6 00
Dried cod, medium, 100 lb. drum.....	7 00
Dried cod, large, bundles.....	6 00
Dried cod, medium, bundles.....	6 00
Dried haddock, medium, bundle.....	5 80

ONTARIO.

Toronto.—There is somewhat of a scarcity in whitefish and halibut. Demand on the whole is good. The oyster business is fairly brisk. Dealers state that enquiry for practically all the lines they handle is satisfactory.

FRESH CAUGHT FISH

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

FROZEN LAKE FISH

Gold eyes.....	0 6	Salmon trout.....	0 12
Halibut.....	0 09 0 10	Smelts, No. 1.....	0 12
Herring.....	0 04	Smelts, extra.....	0 15
Pike.....	0 07	White fish, pan frozen.....	0 10
Pink sea salmon.....	0 09	Yellow pickerel.....	0 08 1/2
Round red.....	0 09		

OCEAN FISH (FROZEN)

Herring, per 100.....	2 00	Mullets.....	0 04
		Bluefish.....	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box.....	2 10	Cod, Imperial, per lb.....	0 05
Acadia 1-lb. box, per crate.....	3 66	Fillets, per lb.....	0 12
Acadia, 2-lb. boxes, pr. crate.....	2 80	Herring (Labs.) half-barrels.....	3 25
Acadia 3-lb. box, per crate.....	5 40	Herring, bbl.....	6 00
Shredded cod.....	2 25	Haddie, Finnan 0 08 1/2 0 09	
Bloaters, box.....	1 25	Kippers, box.....	1 30
Boneless Digbys, box.....	1 00	Oysters, extra selects, gal.....	2 25
Codfish, Bluenose.....	1 40	Oysters, selects, gal.....	1 85
Cod steak, per lb.....	0 07	Oysters, standard, gal.....	1 65
		Pickled lake herring, 100 lb. kegs.....	4 00
		Quail on toast, per lb.....	0 06

NOVA SCOTIA.

Halifax.—The lobster season is now on. It opened on Thursday of last week under unfavorable conditions. The weather was stormy and the fishermen were unable to set many of their traps. In consequence few fish were marketed, and those that were offered for sale were small. Few large lobsters are marketed here. The best stock is shipped alive to the Boston market, and some even go as far west as Chicago.

There is keen competition for the fish between the canneries and the buyers for the United States fish houses. Small lobsters are selling here at 15 cents a piece.

There is some improvement in the receipts of fresh fish, several small cargoes having been landed here during the

past week. The fish were mostly cod and haddock. Halibut continues scarce. Smelts are now coming on the market in good supply. The quality of the fish is better. Ex vessel cod is selling from 50 cents to 75 cents lower. July herring are quoted at \$4.75 to \$5, and Newfoundland at \$3.50. Stocks of mackerel are light, and No. 1's are quoted at \$20, and No. 2's at \$16.

How a Consumer Sees Importance of Retail Grocer

The most numerous of all the various divisions of the retail trade is that of the Retail Grocer.

There are two hundred and fifty thousand retail grocers in America. We can't eat a meal without first interviewing a grocer. You can omit the preacher, waive the lawyer, but you'll have to send for the doctor unless you deal with the right grocer.

Our lives are literally in his hands.

He supplies the fuel that keeps our vital processes in motion. Just a little of the wrong kind of food and our outlook on the world is disturbed and the young men carry us out.

"Of all the men in my employ, the only one with whom I dare not break friendship is the cook," said Frederick the Great. He would better have said "my grocer," for the cook cooks what the grocer provides. Of all men, the retail grocer should be a man of integrity and intelligence.

The grocer has often stood to us as a glib and oily party who sold us sand for sugar, chicory for coffee, alum for cream of tartar, and axle grease for butter. Then another reason why we have despised him, is the ease with which the sheriff has sold him out. He hasn't made enough money to be really respectable, and we all recognize that a man hopelessly in debt is dishonest. No man on half rations can ever tell the truth.

A clergyman does not necessarily minister to society as much as does the grocer, and should not be granted any more privileges or honors.

A grocer recently took off an order route, having found that most of the customers had telephones. He spends half an hour or more each morning telephoning to one after another of the customers. At first the latter did not like it, but now they have become used to it the plan seems to work pretty well, and the grocer is pleased, as he says he gets the orders much cheaper than heretofore. Some grocers have young lady bookkeepers who know how to use the telephone to great advantage.

W. L. Senn, Brantford, Ont., has purchased the grocery business of F. Corey, Colborne St.

E. Walsh has opened a grocery business at 227 West Mill St., Brantford, Ont.

THE CANADIAN GROCER

OCEAN BRAND FISH

At this festive season we wish to extend on behalf of ourselves and principals the Glad Hand of Good Fellowship to all Canadian Grocers and their Clerks.

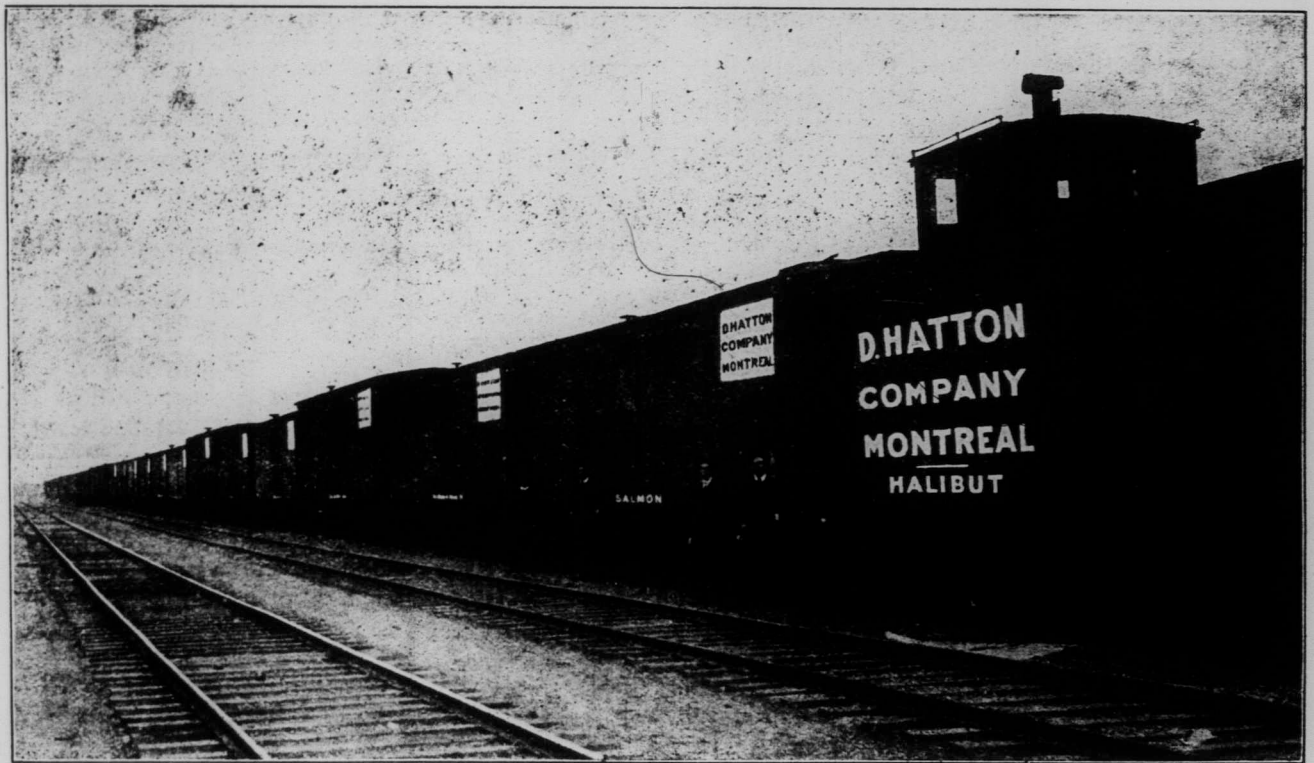
HALIFAX COLD STORAGE Limited

SELLING BRANCH

45 William Street

MONTREAL

SATISFACTION



WE DESIRE TO EXTEND TO OUR MANY CUSTOMERS AND ALL OUR FRIENDS IN THE FISH BUSINESS OUR BEST WISHES FOR A MERRY XMAS AND A PROSPEROUS NEW YEAR

re mostly cod continues scarce. on the market quality of the fish is selling from ver. July herr- .75 to \$5, and . Stocks of d No. 1's are 2's at \$16.

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Ont., has pur- ss of F. Corey,

a grocery busi- St., Brantford,

Canadians to Study B.W.I. Conditions

Railway Co. and Steamship Line to Run Excursions for Commercial Men to Visit the Islands This Winter—Impressions of a Writer Who Recently Spent Several Months in the South—His Suggestions for Trade Improvement with Canada.

By David Williams.

It has been announced that it is the intention of the C.P.R. and also the Pickford & Black steamship line to convey commercial men to the West Indies this winter with a view to studying the extension of trade between Canada and her southern sister. It is further stated that the steamships conveying them will take also several tons of samples of Canadian products for exhibition purposes among the Islands. This is along right lines and is to be highly commended.

When visiting the Indies recently there was one thing that impressed me everywhere. That was the good feeling that prevailed towards Canada and the desire was constantly expressed for more extended trade relations. At the present time a large part of the importations of the Islands and also Demerara are brought from the United States, much of which might well be supplied by the merchants and manufacturers of Canada. The main reason for this is not because the importers of the West Indies are more favorably disposed towards United States goods than to Canadian, but that for a number of reasons it is often much more convenient to trade with that country.

Should Study Conditions.

One thing that is particularly necessary for the extension of Canadian trade in the West Indies is a closer study by Canadian exporters of conditions there and the requirements of the market. This would enable our exporters to supply the West Indian merchant with the goods he wants and in the way he wants them. Both these points are important for it must be borne in mind that the West Indian merchant is English or European in his methods and does not fall in readily with new-fangled United States or Canadian ways of doing things. Another thing that would greatly facilitate trade between these sister British domains, would be the appointment of capable Canadian trade commissioners who would have the time and opportunity to make themselves thoroughly conversant with the requirements on the one hand and the capabilities of supplying them on the other.

Select the Proper Men.

The appointment of these men should be made not haphazard or on the patronage plan, but selected with a view solely to their fitness for the task, their knowledge of conditions and their ability to adequately fulfil the requirements of the office. One of these offices should be stationed where now is Commissioner Flood—who is the only real Canadian Commissioner on the Islands. He should have his sphere of operations much enlarged. Instead of acting only for the little Island of Barbados he should supervise work in the whole of the Windward Islands. The Island of Barbados is so situated that communication is comparatively easy with all the Windwards, as nearly all the great lines of West Indian ocean steamers converge there.

Another live man similar to Mr.

Flood should be stationed in Demerara and another in Jamaica. As it is now, the so-called Canadian agents in these latter places are simply native merchants who are given an allowance for their services to Canada. Usually these services are about equal to their allowance, but it is only natural that their positions would be used largely for their own benefit or the benefit of the firms with which they are connected.

U. S. Aggressiveness.

The visitor to the Indies, especially to Jamaica, is impressed with the great and rapid advancement of United States export and import trade with the Island. One of the important reasons for this great development is no doubt largely attributable to the presence in Jamaica of an active, energetic and capable United States agent. This man is said to often know more about the requirements of business houses on the Island than their owners, and he is thoroughly versed in the possibilities of trade between his country and Jamaica.

He, it is said, sends out tons of letters directed to all parts of the United States informing manufacturers, producers and handlers of United States products of the requirements and possible requirements of the people among whom he is stationed. This, no doubt, is one of the factors contributing to give United States traders such a grip upon Jamaica's export and import trade.

The Labeling of Tapioca and Sago Compulsory

In view of the article in a recent issue of The Canadian Grocer on the differences between tapioca and sago, the following order promulgated recently by the Board of Food and Drug Inspection of the United States, Dept. of Agriculture will be of interest to readers:

"It has come to the attention of the Board of Food and Drug Inspection that there exists among the trade in various parts of the United States a very general misunderstanding with respect to sago and small pearl tapioca. Sago is prepared from the starch obtained from the pith found in the stem of several species of palm trees, natives of the East Indies, and tapioca is prepared by heating in a moist state the starch made from the root of the cassava or tapioca plant, which is indigenous to certain South American countries. Both products ordinarily reach the consumer in granulated form and are designated as "pearl sago" and "pearl tapioca," respectively. While "pearl sago" and "pearl tapioca" are separate and distinct articles of commerce, each resembles the other closely in appearance, and

fine pearl tapioca frequently has been labeled and sold as sago.

"Under the Food and Drugs Act of June 30, 1906, articles of food are misbranded if the labels or packages contain statements which are false or misleading, or if particular articles are imitations of or offered for sale under the distinctive names of other articles. In the opinion of the Board, the name "sago," or "pearl sago," without qualification, means the product obtained from the pith of East Indian palm trees, and starch products of different origin will be held to be misbranded under the act if labeled or offered for sale as "sago," "pearl sago," etc. The prepared starch product derived from the root of the cassava plant is tapioca, and should be sold and labeled as such.

"There is also on the market an imitation sago made from potato starch. Imitation food products are misbranded under the act unless they are labeled so as to indicate plainly that they are imitation products and unless the word "imitation" is also plainly stated on the packages in which imitation products are offered for sale. Potato or other starch prepared to resemble pearl sago, therefore, should be labeled, for example, "Imitation sago. Made from potato starch," the words "Imitation" and "Made from potato starch" being declared as plainly and conspicuously as the word "Sago." The word "Imitation" must appear on the label, but an equivalent expression may be substituted for "Made from potato starch," which will indicate unmistakably that the product is not made from the pith of East Indian palm trees, but is derived from a different source."

From the above it will be seen that the information given in The Grocer was correct.

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE Manager

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

Lemon Bros.

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



B RUNSWICK BRAND BUILDS UP BUSINESS



Because the most carefully selected smallest and sweetest fish is the sardine herring caught in weirs or traps in Passamaquoddy Bay. And in the **BRUNSWICK BRAND** they are canned in such a manner that the natural flavor is preserved. This is the brand, Mr. Grocer, you can handle with credit to your store and with increasing profit to yourself.

**BRUNSWICK BRAND
Are Quality Goods**

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

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

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

Items Done in Brief for Busy Dealers

A Coffee Purchase Involving Half a Million — Fake Tea Peddler in Chicago—Kingston Grocer Discovers an Old Paper—What Blue Point Oysters are—How to Pile Dried Fruit Boxes—Crusade Against Bad Eggs In Chicago.

One of the large United States coffee houses recently purchased 30,000 bags of coffee valued at present prices at half a million dollars.

A bogus tea agent in Chicago took orders from consumers for a high grade tea at eighty cents a pound and delivered in its stead a mixture of cheap tea and what is said to be chopped hay. The women have appealed to the police.

Secretary Wilson of the United States department of Agriculture in his annual report says the farmers do not receive exorbitant prices for their products. High prices to the consumer he attributes to the cost of distribution and advises consumers to buy all the foods they can over the retailers' heads. He evidently needs some tutoring.

The Seattle Grocers' Association are preparing to ask the civic authorities to regulate the registration of families and persons whose household goods or effects are moved from one locality to another within the city limits, or from a point within the city to a point outside and providing a penalty.

A Kingston, Ont. grocer submits a copy of The Empire, Aug. 7th, 1888, which has since become the Mail and Empire, published in Toronto. He found it behind an old mirror. On the market page flour is quoted at \$4.50 for first patents. To-day the price is ranging between \$5.40 and \$5.50 and this comparison indicates with several exceptions, the differences between prices past and present.

Blue Point oysters are grown in Great South Bay off the south shore of Long Island. It is claimed to be an ideal oyster culture ground. The popular idea regarding these oysters was that the name had no real significance. Blue Point is an actual name and the oysters grown off that part of the coast have a particular flavor and deliciousness.

Toledo grocers have abolished the trading stamp, likewise the long established custom of treating in some way or another their customers when bills are paid; and the giving of Christmas presents is practically abolished.

Rochester, N.Y., retail grocers' association have as their object: to unite retail grocers to co-operate for the benefit of all; to abate trade abuses; to disseminate useful information; to expose fraud and food adulterations; to watch and influence legislation toward the better protection of capital; to assist members in collecting delinquent ac-

counts; to protect them against fraudulent customers; to promote social intercourse; to encourage members to close their places on Sundays and holidays and to co-operate with the State and National Associations.

Three employees of a big New York wholesale grocery firm have been arrested on charges of robbery. One is a clerk and the others were engaged as drivers. It is believed the thefts have been going on for six months and will amount to \$30,000. One of the trio has made a statement implicating the others.

In piling boxes of dried fruits it is well to leave an inch of space between the rows for air circulation.

The beginning of a crusade against spoiled eggs was marked in Chicago recently when 5,000 lbs. of canned eggs were seized by government officials.

The G. T. R. company has issued a bulletin to the effect that general stores are needed in Beaudry, Cabot, Gregg, Oakner, Rivers and Uno, Manitoba; and in Allair, Birmingham, Bradwell, Cana, Goodeve, Hubbard, Jasmin, Leney, Leross, Mortyn, Punnichy, Quinton, Raymond, Undora, Venn in Saskatchewan; a

Spokane Retail C decided at a speci the incoming legisla to enact a law prohi lent or misleading, c nicious advertising in zines, billboards or b following kinds of a be deemed to come

of the act: Advertisements of sales of "damaged goods," of "fire sales," of "bankrupt sales," of "wreck sales," and the like, where merchandise not a part of such "damaged" stock represented in the advertisement is offered, represented or sold as a part of such stock.

The Mayor of Des Moines, Ia., has started on a crusade against grocers and butchers and the wholesale dealers in food products, and will lay before the grand jury evidence he has which he believes will show the existence of a combine to hold up prices. The dealers are indignant over the matter and make strong denials.

**Tell Your Customers
That**

SHAMROCK

BIG PLUG

SMOKING TOBACCO

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

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Sold t

THE CANADIAN GROCER

TRADE NEWS OF THE WEEK.

Business Changes Among Canadian Grocers From Coast to Coast.

Ontario.—P. E. Skinner, grocer, West Lorne, Ont., has sold his business.

E. J. Wilson, grocer, Milton, Ont., has sold to John T. Hannant.

Geo. Elliott, grocer, Sudbury, Ont., has sold to W. G. McKinley.

A. Currie, general merchant, Hills-green, Ont., has sold to Wm. J. Jarrott.

J. McFarland, grocer, Toronto, Ont., has sold to G. R. Long.

T. J. Jackson, of Port Hope and P. B. McQueen, of Chatham, have opened a grocery store in Peterboro, Ont.

Wade & Stevens, grocers, Fort William, Ont., have assigned.

C. Bernfeld, general merchant, Cobalt, Ont., has assigned.

Quebec.—Albert Emond, grocer, Quebec, Que., has assigned.

M. Thibaudeau, grocer, etc., Quebec, Que., has assigned.

Waddell & Frere, grocers and butchers, Ste. Therese, Que., have registered.

Maritime Provinces.—Thos. Hill, grocer, Joggin Mines, N.S., advertises his business for sale.

Robt. McConnell, grocer, St. John, N.B., sold to his son, R. McConnell, Jr.

Western Canada.—Mrs. I. Dunn, grocer, Calgary, Alta., has sold to R. C. Hensley.

D. B. Hanna has opened a grocery store in Edmonton, Alta.

L. Sodom has opened a grocery store in Regina, Sask.

DERIVATION OF TEA NAMES.

Where The Hyson, Oolong and Congou Teas Get Their Names.

The derivation of the names of teas is a matter of general interest. "Hyson" is a corruption of two Chinese words one of which signifies "before the rains" while the other "Hi-chun" is the name of a young girl, which being translated means flourishing spring. About two hundred years ago this girl suggested to her father an improved method of sorting his tea. He adopted it and the tea having become famous he gratefully called it after his daughter.

"Oolong" is a name meaning Black Dragon owing to the fact that one Su was the first to bring to notice the peculiar excellence of a tea plant in which he had discovered a black snake coiled up.

"Congou" simply means "well-worked." Applied to Ceylon tea it is used to mean tea made from the lower and coarser leaves of the plant, as opposed to the Golden Tips, which sufficiently indicate the young buds growing higher on the main stem.

The Chinese call "Orange Pekoe" by a name meaning superior perfume. The

pure Pekoe is called Lau-sze's eye-brows. Pekoe means "white hair" and is applied to the young leaves, owing to the fact that they are covered with a fine white down.

CO-OPERATIVE SOCIETY FORMED.

The proposed co-operative association in St. Thomas, Ont., mentioned in The Grocer a few weeks ago has become a reality. The company has been given a charter by the Ontario government and it will be known as The Ideal Co-operative Association of St. Thomas, Ltd. The share capital is placed at \$40,000 divided into shares of \$5 each. The objects are set down to be the following: (a) To manufacture, buy, sell and deal in goods, wares and merchandise of all kinds; (b) To carry on the general business of a land and building company, with incidental and subsidiary powers and the usual limitations and restrictions.

The provisional directors are L. D. Gillett, E. N. Compton, G. H. Sloggett, C. W. Dyer, Neil Marple, Charles Scraee, T. G. Campbell, Keppel Hastings, T. G. Courtenay and John Heard. How long will it last?

A Dominion charter has been granted Hodgson's Limited, Montreal, to carry on the business of manufacturing, buying, selling, and dealing in all kinds of gum, confectionery, biscuits, jam, etc.

ments of sales of "fire sales," of "wreck sales," merchandise not a "red" stock representation is offered. s a part of such

Moines, Ia., has against grocers andolesale dealers in ll lay before the has which he be-istence of a com-The dealers are atter and make

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A I L

Tuckett's
Orinoco
Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco
WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED
Hamilton, - - - - - Ont.



Classified Advertising

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

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

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

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

AGENTS WANTED.

AN OLD ENGLISH FIRM of Cocoa Manufacturers are open to appoint a good firm of Commission Agents or wholesale grocers as agents for the Province of New Brunswick. The firm's products are already known in New Brunswick. When applying please give references. Box 47, CANADIAN GROCER, 88, Fleet St., London, Eng. (52)

SOLE AGENCY, Eastern Provinces, for popular English Fruit Sauce, commanding large sales. Brokers only apply. Box No. 46, CANADIAN GROCER, 88, Fleet St., London, England. (51)

WANTED—A manufacturer's agent in each of the Provinces of Canada to represent a high grade Fluid Beef. Address, OXVIL, 309 King St. W., Toronto. (1p)

BUSINESS CHANCES.

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

COMMISSION LINES WANTED.

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

SITUATION WANTED.

EXPERIENCED grocery clerk wants position as buyer, stock-keeper, or to take charge of grocery department or store, twelve years' experience in British Columbia. First-class references, married, steady and energetic, state salary. ARTHUR H. NAPPER, Grand Forks, B.C. (51)

WANTED.

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

MISCELLANEOUS.

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

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

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

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

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

MISCELLANEOUS.

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

CCOUNTER 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.

CCOUNTER 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.

DDOUBLE 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)

EGGY 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. Egly Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms: Letter-heads: Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

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

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

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

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

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

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

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Penetra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

THE NATIONAL CASH REGISTER CO. guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

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

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 833 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

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

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, 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



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



Winter
Time is
Stove Polish Time

Stock and recommend

Black Knight Stove Polish

It gives a brilliant and lasting shine and calls for but a fraction of the 'elbow grease' required by other stove polishes. Economical in use. Put up in an attractive box. Will not stain the hands. Feature this ready seller.

Order from your jobber.

THE F. F. DALLEY CO., LIMITED
HAMILTON, CAN. - - - BUFFALO, N.Y.

WESTERN Incorporated
1851
ASSURANCE COMPANY

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - \$3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

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

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

CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

MOLASSINE DOG and PUPPLY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by **ISLAND LEAD MILLS LIMITED,**

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

Canadian Agents **ALFRED B. LAMBE & SON, TORONTO.**
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co.

Hamilton and Winnipeg

HT. SUN PASTE

time you sell it, d full. You have pass it over your ds for yourself as ove polish which er? That's SUN them come back

U.S.A.

FIRE AND MARINE

D, ONT.

3,570,000

3,609,000

Manager

OSTER, Secretary

Company

Vice-President

Geo. A. Morrow,

K.C., L.L.D.

Z. A. Lash, K.C.

me, Secretary

11,400,000.00

2,102,753.85

19,823,820.96

and"

LIMITED,
HOUSE,
ON, E., ENG.

N, TORONTO.
I, ST. JOHN, N.E.
I, MONTREAL

A Household Necessity!

The best line of Metal Polishes for you to sell—the line of satisfaction and profit—is

Royal Polishes



They are ready sellers, because they are sold at the right price.

We can ship promptly.

Order to-day.

Royal Polishes Company, Montreal

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

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

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.



Ocean corn starch, 48 1-lb. Jam Per lb. 0 06
10-lb. wood pails. 0 06
Pure ass. ted jam, 1-lb. glass jars, two dozen n case. 1 75

OCEAN MILLS

Montreal

Chinese starch, 48 1-lb., per case \$4.00;
Ocean Baking Powder, 48 3-oz., \$1.40;
48 4-oz., \$1.80; 60 8-oz., \$4.50; 36 1-lb., \$3.75; 48 1-lb. pkg., \$4; 10 1-lb. tins, \$5; loose 25 lbs., \$1.75;
Ocean blanc mange, 48 8-oz., \$4; Ocean Dora E., 48 8-oz., \$1.60; Ocean cough syrup, 36 8-oz., \$6.00; 36 8-ounce, \$7.90;



List price.

"Shirriff's" (all flavors), per doz.
Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



"Purity" licorice, 10 sticks..... 1 45
" " 100 sticks..... 0 73
Dule, large cent sticks, 100 in box.....
Lye (Concentrated)



GILLETT'S PERFUMED LYE Ontario and Quebec Prices.

Per case
1 case of 4 doz \$3 50
3 cases of 4 doz 3 40
5 cases or more 3 35



ST. CHARLES CONDENSED CREAM

PRICES:
St. Charles Cream, family size, per case..... \$3.00
Baby size, per case..... 2.00
Ditto, hotel..... 3.75
Silver Cow Milk..... 4.50
Purity Milk..... 4.50
Good Luck..... 4.00

Mustard

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



Sauces

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

COO 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 \$3.00.
Case of 5c. packages, containing 96 packages, per box \$3.00.
MAGIO BRAND Per case
No. 1, cases 60 1-lb. packages..... \$2 60
No. 2, " 120 1-lb. " " " " 1 60
No. 3, " (20 1-lb. " " " " 3 00
No. 5 Magio soda—cases 100—10-c. pkg. 1 case..... 3 00
1 case..... 3 00
5 cases..... 3 00

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



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

Lard

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



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces..... 0 11
Tubs..... 0 11
30-lb. pails. 0 11
30-lb. tins. 0 11
5-lb. " 0 12
" 10-lb. " 0 12
1-lb. cartons 12

Licorice

NATIONAL LICORICE CO

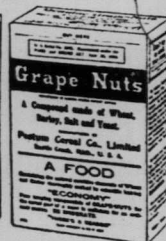
5-lb. boxes, wood or paper, per lb..... \$0 40
Fancy boxes (36 or 50 sticks), per box.. 1 25
"Ringed" 5-lb. boxes, per lb..... 0 40
"Acme" pellets, 5-lb. cans, per can... 2 00
" " (fancy bxs., 40), per box 1 50
Tar licorice and tolu wafers, 5-lb. cans, per can..... 2 00
Licorice lozenges, 1-lb. glass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

Marmalade.

T. UPTON & CO.
12-oz. glass jars, 3 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.

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

Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delloious!
The Choicest of the Choise.

Imported and Roasted by

THOMAS WOOD CO., LIMITED
No. 428 St. Paul St. Montreal

Soap and Washing Powders



For sale by all grocers.

A. F. TIPPET & CO., AGENTS
Maypole soap, colors, per gross... \$10 20
Maypole soap, black, per gross... 15 30
Oriole soap, per gross... 10 20
Florida soap, per gross... 12 00
Straw hat polish, per gross... 18 20



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



Or Quick Naptha Soap (100 beam to case) in 5 case lots (delivered)—\$4.15 each. (The Richards Pure Soap Co., Ltd., Woodstock, Ont.)

Starch

EDWARDSBURG STARCH CO., LIMITED
Laundry Starches—Per lb.
No. 1 white or blue, 4-lb. carton... \$0 06½
No. 1 white or blue, 3-lb. carton... 0 06½
Canada laundry... 0 06
Silver gloss, 6-lb. draw-d boxes... 0 07½
Silver gloss, 6-lb. tin canisters... 0 07½
Edwardsburg silver gloss, 1-lb. pkg. 0 07
Kegs silver gloss, large crystal... 0 06½
Benson's satin, 1-lb. cartons... 0 07
No. 1 white, bbls. and kegs... 0 05½
Canada white gloss, 1-lb. pkgs... 0 05½
Benson's enamel, per box... 1 50 to 3 00
Oulinary Starch—
Benson & Co's. Prepared Corn... 0 07
Canada Pure Corn... 0 05
Rice Starch—
Edwardsburg No. 1 white, 1-lb. car. 0 10
BRANTFORD STARCH WORKS LIMITED
Ontario and Quebec.
Laundry Starches—
Canada Laundry, boxes of 40 lb.. 0 05
Aome Gloss Starch—
1-lb. cartons, boxes of 40 lb.... 0 05½
Finest Quality White Laundry—
3-lb. canisters, cases of 48 lb... 0 06½
Barrels, 200 lb... 0 15
Kegs, 100 lb... 0 15
Lily White Gloss—
1-lb. fancy cartons, cases 30 lb. 0 07
6-lb. toy trunks, 8 in case... 0 08
6-lb. toy drums, with drumsticks 8 in case... 0 07½
Kegs, ex. crystals, 100 lb... 0 06½
Brantford Gloss—
1 lb. fancy boxes, cases 36 lb... 0 07
Canadian Electric Starch—
Boxes of 40 fancy pkgs., per case 3 00
Canned Haddies. "Thistle" Brand
A. F. TIPPET & CO., AGENTS
Cases 4 doz. each, 6-oz., per case... \$5 00
Cases 4 doz. each, ovals, per case... 5 00

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

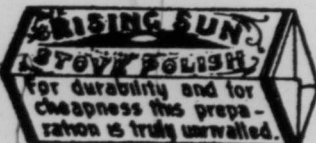


Milk.

CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

Per case
Canada First Evap. Cream family size.. 3 50
Canada First Evap. Cream medium size 4 80
Canada First Evaporated Cream, hotel size... 3 70
Canada First Evaporated Cream, baby size... 2 00
Canada First Condensed Milk... 4 55
Beaver Condensed Milk... 4 00
Rosebud Condensed Milk... 4 25



for durability and for cheapness this preparation is truly unrivalled.

JAMES DOME BLACK LEAD
6a size, gross, \$2.40. 2a size, gross, \$2.50

Syrup
EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup
Barrels, 700 lbs. 0 63 per lb.
Half-barrels, 350 lbs. 0 63 " "
Barrels, 175 lbs. 0 63 " "
Pails, 25 lbs. 1 20 each
" 38½ lbs. 1 70 " "



Lily White Corn Syrup. Per case
Plain tins, with label—
2 lb. tins, 2 doz. in case... 2 57
5 " 1 " " " " " " " 2 85
10 " 1 " " " " " " " 2 75
20 " 1 " " " " " " " 2 70
(5, 10 and 20 lb. tins have wire handles)
Beaver Brand Maple Syrup. Case
2 lb. tins, 2 doz in case... \$3 50
5 " 1 " " " " " " " 4 0
10 " 1 " " " " " " " 3 95
20 " 1 " " " " " " " 3 90
(5, 10 and 20 lb. tins have wire handles)



Blue Label, ½'s 0 21 0 25
Orange Label, 1's and ½'s... 0 23 0 40
Blue Label, 1's 0 20 0 25

Brown Label, 1' and ½'s 0 23 0 40
Brown Label, ½'s 0 40 0 40
Green Label, 1's and ½'s 0 35 0 50
Red Label, ½'s 0 40 0 60

LAPORTE, MARTIN & CIE, LTD.
Japan Tea—
Victoria, half case, 90 lbs 0 25
Princess Louise half case 80 lbs 0 19
Ceylon Green Tea—Japan style—
Lady cases 60 lbs 0 18
Duchess, cases 60 lbs 0 19



BLUE RIBBON TEA CO., MONTREAL

Wholesale Retail
Yellow Label, 1's 0 20 0 25
Yellow Label, ½'s 0 21 0 25
Green Label, 1's and ½'s 0 24 0 30
Blue Label, 1's and ½'s 0 25 0 35
Red Label, 1's, ½'s and ¼'s 0 30 0 40
White Label, 1's, ½'s and ¼'s 0 35 0 50
Gold Label, 1's and ½'s 0 42 0 60
Purple Label, 1's and ½'s 0 55 0 80
Embossed, ½'s and ¼'s 0 70 1 00



Pink Label 1's and ½'s 50c. 40c.
Gold Label 1's and ½'s 35c. 50c.
Lavender Label 1's and ½'s 42c. 60c.
Green Label 1's and ½'s 50c. 75c.
Canisters
Gold Tins, 5's 35c. 1.75 50c. 2.50
Gold Tins, 3's 35c. 1.05 50c. 1.50
Gold Tins, 1's 35c. each 50c. each
Gold Label, ½'s 18c ea. 36 lb. 25c ea. 50 lb.
Red Tins, ½'s 35c ea. 70 lb. 50c ea. 1.00 lb.
Red Tins, ¼'s 18c ea. 72 lb. 35c ea. 1.00 lb.



MELAGAMA TEA
MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

Wholesale Retail
Black, green, mixed, ½'s 0 10 1 00
" " " " 1 lb. & ½'s 0 55 0 80
" " " " 1 lb. & ½'s 0 44 0 60
" " " " 1 lb. & ½'s 0 40 0 60
" " " " 1 lb. & ½'s 0 38 0 50
" " " " 1 lb. & ½'s 0 35 0 50
" " " " 1 lb. & ½'s 0 30 0 40
" " " " 1 lb. 0 25 0 30
" " " " 1 lb. 0 24 0 30



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.
Black Label, 1-lb., retail at 25c. \$0 20
Black Label, ½-lb., retail at 25c. 0 21

Blue Label, retail at 30c. 0 24
Green Label, retail at 40c. 0 30
Red Label, retail at 50c. 0 35
Brown Label, retail at 60c. 0 42
Gold Label, retail at 80c. 0 55



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

Wood's Prime rose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c.; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

Cream Tartar.

GILLET'S CREAM TARTAR.
Ontario and Quebec Prices.
Per doz
½-lb. paper pkgs., 4 doz. in case \$1 90
½-lb. paper pkgs., 4 doz. in case 1 80
Per case
4 doz. ½-lb. paper pkgs. } assorted \$7 20
2 doz. ¼-lb. paper pkgs. }
Per doz.
½-lb. cans with screw covers, 4 doz. in case \$2 00
1-lb. cans with screw covers, 3 doz. in case 3 75
Per lb.
5-lb. sq. canisters, ½ doz. in case 0 30
10-lb. wooden boxes 0 27½
25-lb. wooden pails 0 27½
100-lb. kegs 0 25½
300-lb. barrels 0 25



Per doz
H.P. Sauce, packed in cases of 3 doz. \$1 90
H.P. Pickle, packed in cases 2 doz. pts. 3 35
H.P. Pickle, packed in cases 3 doz. pts. 2 25

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Wholesale Retail
Chewing—Black Watch, 6c 44
Black Watch, 12c 45
Bobs, 6c and 12c 46
Bully, 6c and 12c 44
Currency, 6c and 12c 46
Stag, 6 2-6c 46
Old Fox, 12c 44
Pay Roll Bars, 7 ½c 56
Pay Roll, 7c 56
War Horse, 6c 42
Plug Smoking—Shamrock, 6c., plug or bar. 46
Rosebud Bars, 6c 46
Empire, 6c and 12c 44
Ivy, 7c 56
Starlight, 7c 50
Out Smoking—Great West Fouches, 6c. 59

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

LASCILLES DE MERCADO & CO.
General Commission Merchants
KINGSTON, JAMAICA
EXPORTERS OF
Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

You, Mr. Grocer,

will agree that it is a positive pleasure to handle

S N A P


the magic hand cleanser, because its worth is well known and superiorly acknowledged and because it is a line that doesn't take an awful lot of talking, pushing and explaining to effect a sale. Whenever the hands are soiled with dirt, paint, grease or tar, SNAP is the thing to make them clean and soft again in the shortest time.

BE SURE YOU STOCK IT.



Beneficial

Antiseptic

WARNNGI
Crescent Brand

TRADE MARK

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

Queen City Water
White Oil
GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

OAKLEY'S
The original and only
Genuine Preparation for
Cleaning Cutlery, Ed.
and in Canisters.

WILLINGTON.
KNIFE POLISH

JOHN OAKLEY & SONS, Limited

Manufacturers of
Emery, Black Lead, Emery, Glass
and First Quality and Papers, etc.
Wellington Mills, London, England

FREQUENCY OF SALES
Every seventh day a Pick-
ford and Black steamer
leaves Halifax for Bon-
nach, The British West
Indies and Demerara, and
is away thirty-eight days.
A delightful trip for
moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

WRITE TO

Verret, Stewart & Co.
Limited
Montreal

for information and
advice about

SALT

There is no one
so well qualified
to help you.

Your Customers Know—

AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with
our quality and cleanly methods.

ARE YOU HANDLING IT?

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

WRITE US.

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

A Merchant seldom discontinues his subscription to The Canadian Grocer unless he goes out of business

For over a year the editor of *The Grocer* has been furnished regularly with a list of dealers cancelling their subscriptions. And he has made a point of finding out exactly why they did so.

There were not many of them, but even one cancellation means a loss of thousands of dollars to the annual purchasing power behind this paper.

It means also—where the merchant in question continues in business—that he has not found the paper worth \$2 a year. And that to the editor is a serious proposition.

In 95 per cent. of cases the cancellations come from dealers going out of business.

In the few other cases we discovered that the paper was not being read. After giving actual instances to show that good merchants in every section of Canada save many times the subscription price every year by studying our market quotations and general reading matter closely we generally got a renewal order.

In this space two weeks ago we pointed out that *The Grocer* has for some time made a net circulation gain of over 100 a month. Last week, for instance, the net increase was 27; the week before 26; the week before that 24, and the week ending Nov. 26 it ran up to 31. Figuring the annual purchases of each one of these merchants at only \$10,000, there has been an increase in the annual buying power behind this paper of over \$1,000,000 a month.

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