

# CANADIAN GROCER

Season's Greetings  
To The Trade

DECEMBER  
22<sup>ND</sup> :: 1911



E. WARD

MACLEAN PUBLISHING COMPANY, LIMITED.  
PUBLICATION OFFICE 143 UNIVERSITY AVENUE, TORONTO.

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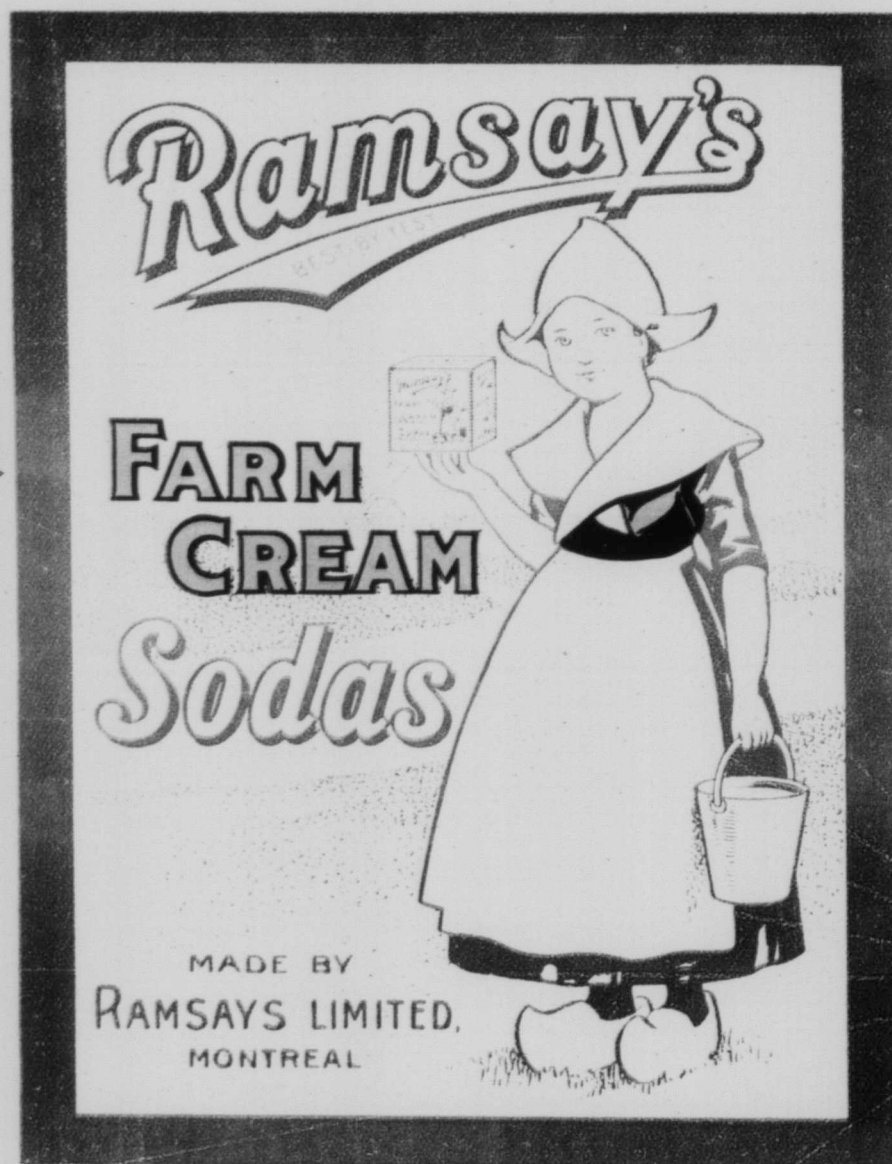
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**Our Christmas Salutation**

*To our many customers in all parts of Canada and to the Trade generally we extend*

**The Season's Joyous Greetings**

*May the closing days of 1911 be the happy ending of a profitable year and the forerunners of success during 1912.*

**Ramsays Limited**

330 NICOLET STREET

MONTREAL, CANADA

WEEKLY PUBLISHED

# CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.  
London, Eng.: 88 Fleet St., E.C.

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

Winnipeg: 34 Royal Bank Building

VOL. XXV.

PUBLICATION OFFICE: TORONTO, DECEMBER 22, 1911

No. 51

## Robinson's Patent Barley

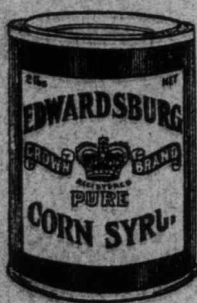
has proved itself a  
healthful and nutri-  
tious food for young  
and old.



## Sells Without Effort

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

**MAGOR, SON & CO.,** 403 St. Paul Street, MONTREAL  
30 Church Street, TORONTO  
AGENTS FOR THE DOMINION OF CANADA



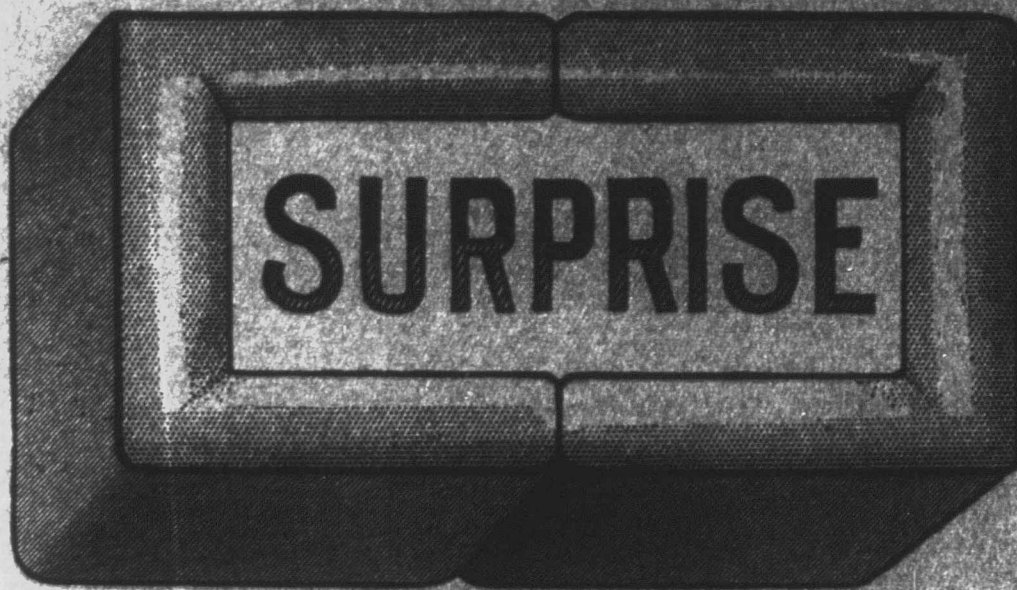
## On Griddle Cakes for Breakfast

folks will find Crown Brand Corn Syrup more delicious and more  
easily digested than any other. Just suggest to them that they try

## CROWN BRAND CORN SYRUP

and hear them come back and ask for more. In fact, it would not be strange if  
some of your customers thanked you for the suggestion.

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



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# 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.

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**THE ST. CROIX SOAP MFG. CO.**

Factory at ST. STEPHEN, N.B.

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

## Canned Where Caught

The "THISTLE" BRAND of CANNED HADDIES are canned right where they are caught—at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE.

Captain Austin has the unequalled skill of a lifetime of experience. THERE'S NO DIRT OR SLIME—NO UNCLEANLI-NESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "THISTLE" brand. Buy it and you buy the best.

"THISTLE" BRAND FISH

Arthur P. Tippet & Co.

Agents

EVERY TIN GUARANTEED

NOTHING  
SUPERIOR  
IS  
GROWN  
OR  
PACKED  
IN  
CALIFORNIA



What the users say:

"I never want to  
use better Raisins."

—  
We have scores of  
such testimonials.

## Raisin Perfection

# THE NAME "FAIRBANK" MEANS SOAP SURETY

## GOLD DUST



Whenever you offer GOLD DUST to a customer you're going to make an easy sale, due to our extensive, persistent advertising that says to women everywhere: "LET THE GOLD DUST TWINS DO YOUR WORK."

Once a woman tries GOLD DUST she keeps on using it because of its wonderful cleansing power: once a grocer makes a special effort to push it he keeps on because he finds the sales come so easy.

"Just try pushing GOLD DUST."

"LET THE GOLD DUST TWINS DO YOUR WORK."

THE N. K. FAIRBANK COMPANY, MONTREAL



*Extended tube can be furnished connecting Pump in store to barrel in cellar.*

## "ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

## "ENTERPRISE" Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents—you're never "out of molasses." And the pump is positively accurate—"Enterprise" make—4 revolutions of the crank and you have a pint—no more—no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

**The Enterprise Mfg. Co. of Pa.**

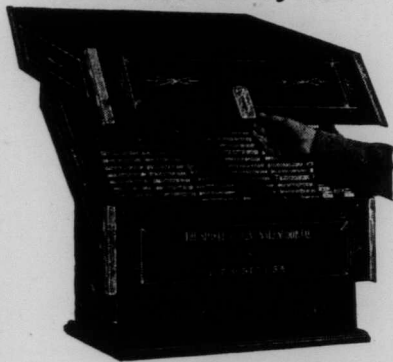
PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

New 1911 Model  
Keith Account System



As convenient to operate as a  
roll-top desk.

Another Victory for  
the Keith Account  
System

The New Pittsburg Coal Co.  
adopts this ever-popular Ac-  
count Register in all of their  
stores.

THE KEITH SYSTEM DISPLACES OTHER  
SO-CALLED ACCOUNT REGISTERS  
AFTER FAIR AND IMPARTIAL TRIAL

HERE ARE THE FACTS:

Mr. H. S. Mervin, Auditor of the New Pittsburg Coal Co., whose wide experience qualifies him as a competent judge of account systems, after having given a competing register a fair trial, came to this conclusion, viz., that to hunt a customer's name under a glass, find a number, locate a page, then to open the register and search out a small spring bearing a corresponding number, was a waste of valuable time for a corporation such as The New Pittsburg Coal Co.

THE KEITH SELF-INDEX SYSTEM is free from the above complications. Any number of salespeople may operate it at the same time if necessary.

Mr. Mervin saw its advantages.

The New Pittsburg Coal Co. are saving money and time with the Keith Self-Index System.

If this company saves money by the use of this fire-proof up-to-the-minute system, would it not be good policy for you to drop in line right now?

JUST DROP US A LINE AT ONCE AND LET US GIVE YOU FULL INFORMATION

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE  
1926 Depot St., FREMONT, OHIO.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.  
Sydney McKeever, Box 167, Brockville, Ont.



One-writing. Self-Indexing.  
Fire-Proof.

Facts Worth Considering

BORDEN'S  
EAGLE BRAND  
CONDENSED  
MILK



Especially prepared for  
infant feeding.

Recommended by physicians  
everywhere.

For general household use  
best value obtainable.

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

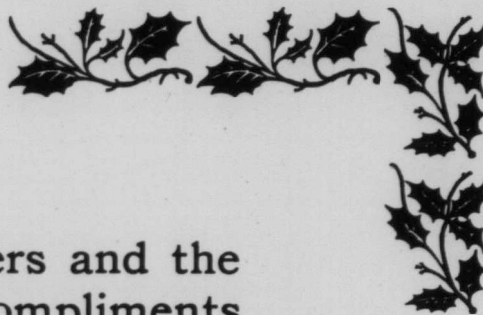
BORDEN'S CONDENSED MILK CO.

"Leaders of Quality"

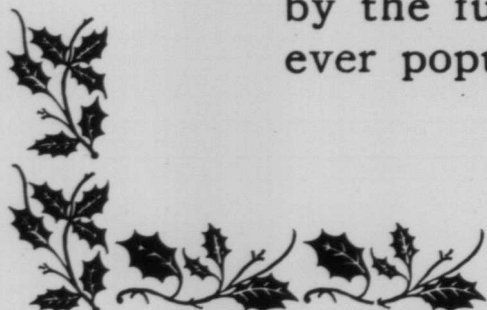
Established 1857

Sales Offices and Agencies:—

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



**W**E extend to our customers and the trade generally the Compliments of this Joyful Season, with the most hearty wishes for a Happy and Prosperous New Year, aided by the further enjoyment of the ever popular Brand products.



BRAND & CO., LIMITED

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, - - LONDON, ENG.



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



## SANITARY CANS

FOR

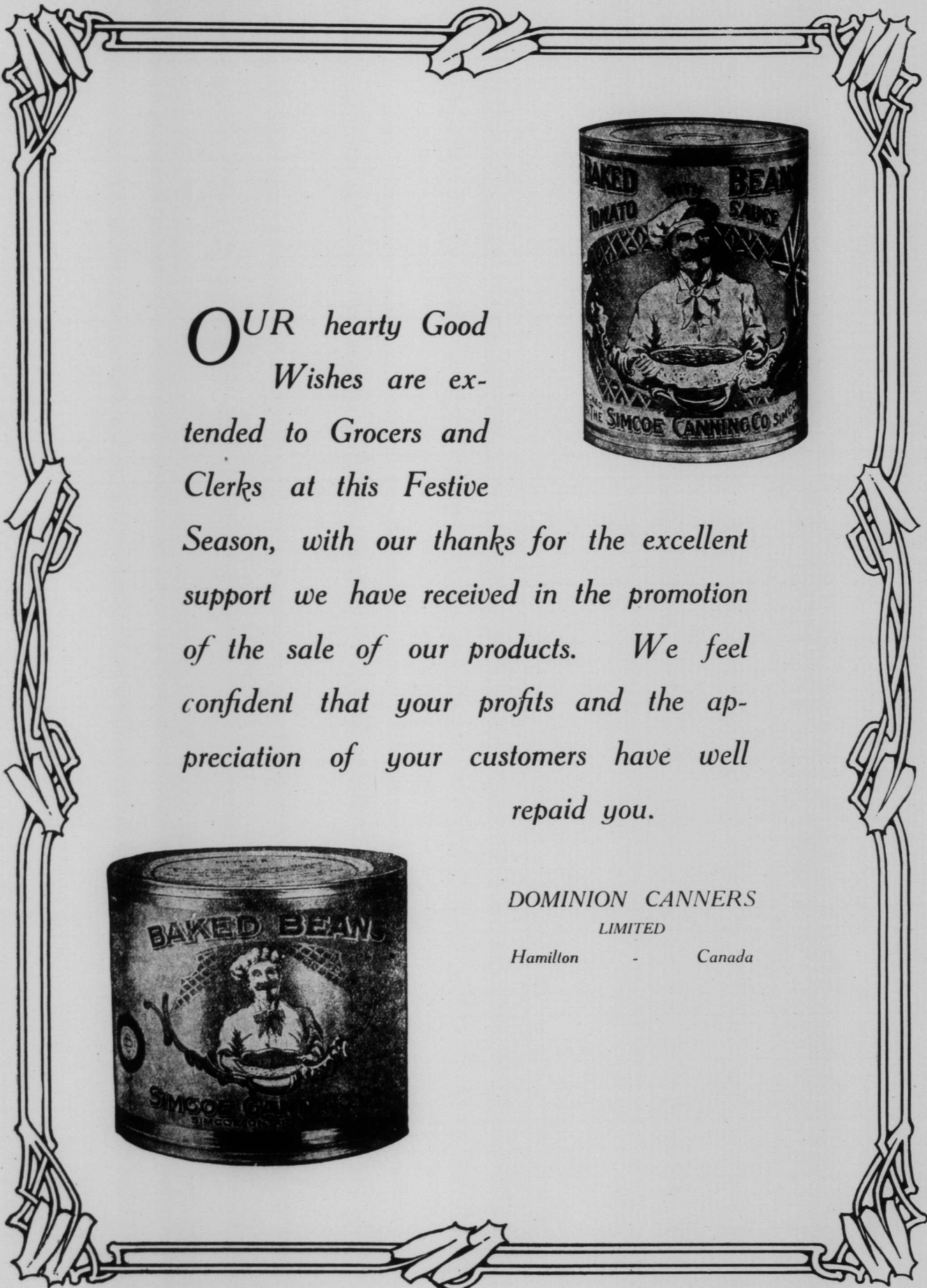
**"Winter Pack"**

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

**Sanitary Can Co., Ltd.,**

Niagara Falls, Ont.





**O**UR hearty Good  
Wishes are ex-  
tended to Grocers and  
Clerks at this Festive  
Season, with our thanks for the excellent  
support we have received in the promotion  
of the sale of our products. We feel  
confident that your profits and the ap-  
preciation of your customers have well  
repaid you.



DOMINION CANNERS  
LIMITED  
Hamilton - Canada

WE THANK OUR CUSTOMERS FOR PAST FAVORS AND SOLICIT A CONTINUANCE OF SAME DURING THE COMING YEAR.

Wishing you all

*A Merry Xmas  
and  
A Happy New Year*

We are, sincerely yours,

**IXL. SPICE & COFFEE MILLS, LIMITED**  
LONDON, ONTARIO



Trademark of Quality



ALL GROCERS SHOULD STOCK

**Borwick's  
BAKING  
POWDER**

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country. Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

1/4 lb., 1/2 lb. and 1 lb. Tins.  
Economical and Reliable.

**George Borwick & Sons**  
Limited  
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333  
Cristine Building, MONTREAL

Looking Ahead.

**WONDERFUL SOAP**

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

Greetings to the Trade.

**The Guelph Soap Co.**  
GUELPH, ONTARIO



**Especially Good for**

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

**"Canada First"  
Evaporated Milk**

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



**Infants and Invalids**

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

ORDER FROM YOUR JOBBER

**The Aylmer Condensed Milk  
Company, Limited**

Aylmer - - - Ontario

Head Offices: Hamilton, Ontario



They look for this trade-mark when they buy salt, and insist on having

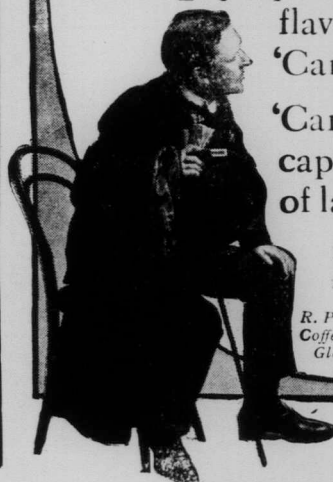
## Windsor Salt

because they have found no other to equal it in fineness, dryness, flavor or purity.

**THE CANADIAN SALT CO.,**  
WINDSOR, - ONTARIO LIMITED

# CAMP COFFEE-SIR

not only makes new customers, but keeps the old. 'Camp' has a ready and a steady sale. Its invigorating properties and enticing flavour have brought 'Camp' to the front. 'Camp' will help you capture a wide area of lasting business.



See that your stock is right

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

By Royal  Letters Patent.

# NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

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

## "EUREKA"



Canada's Scientific and Sanitary  
**REFRIGERATOR**

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

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

WRITE FOR CATALOGUE AND PRICES.

**Eureka Refrigerator Co., Ltd.** 54 NOBLE STREET TORONTO

Montreal Representative  
**JAMES RUTLEDGE** - Telephone St. Louis 3076  
Distributing Agents, **WALTER WOODS & CO.,** Winnipeg  
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

# PINK'S—

*the "safety" label*

Your reputation depends upon the goods you recommend. Injudicious advice means a lost customer. For many years goods manufactured by **E. & T. PINK** have set the standard of excellence. Would they not serve YOUR purpose?

**Apply for price list and full particulars  
of our sole Canadian Distributors**

## THE MANUFACTURERS' AGENCY CO.

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

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

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

## Make a Display

For the purpose of aiding grocers in rapidly handling our lines and getting new business, we furnish them with dummies, show cards and other devices, setting forth the merits of

## Chinese Starch

It stands alone both in quality and quantity. The quality has won its reputation; the quantity is winning new fields.



There are 16 ounces in every package, whereas in other brands there are but 12.

**GET OUR RATES.**

**OCEAN MILLS**  
Montreal.



GLOBE

SUGGEST

# "GLOBE"

MACARONI

to housewives who are looking for the best high-grade dainty dishes which can be easily prepared during the hurry and scurry of the holidays.

May your Christmas and holidays be joyous and happy is the hearty wish of the makers of "GLOBE" products.

**D. Spinelli & Co.**  
(Registered)  
Montreal, Quebec

## A Hint To You, Mr. Dealer!

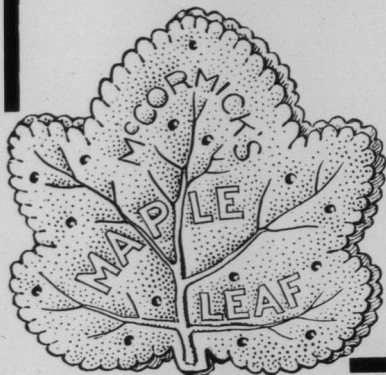
You will both satisfy your customers and add prestige to your store by carrying McCormick's Maple Leaf and Lemon Cream Biscuits—two extremely popular lines.

**Wholesome and Delicious,  
unrivalled for daintiness  
and flavor.**

Our extensive advertising campaign will aid you in making sales easily.



Order from nearest shipping point



# McCORMICK'S MAPLE LEAF AND LEMON CREAM BISCUITS

FACTORY AT LONDON

WAREHOUSES AT MONTREAL, OTTAWA, HAMILTON, KINGSTON,  
WINNIPEG AND CALGARY

HAVE YOU TRIED

## “DOMOLCO”

The Popular Fancy Molasses for Table Use?

Put up in Convenient and Sanitary Lever Top Cans

ALSO

## “Gingerbread Brand”

The Molasses dear to the heart of the cook

Sold by all Leading Wholesale Grocers

ORDER NOW AND BE CONVINCED

**The Dominion Molasses Company, Limited**

HALIFAX, NOVA SCOTIA

# START RIGHT

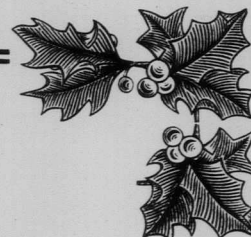
With our heartiest Yuletide Greetings to the Trade, we hope you will start the New Year right, promoting the sales of WESTON'S FANCY BISCUITS during the holidays, thereby gaining the favor of your patrons for the New Year and insuring yourself abundant prosperity and happiness.



## Weston's Cocoanut Macaroons

Fancy Macaroons, King's Mixed and Lady Fingers—these four varieties are put up in small glass front tins, as shown in the illustration; also in plain tins and bulk. These are holiday trade bringers and are unsurpassable in flavor and excellence.

**George Weston**  
Limited  
**TORONTO**



To our thousands of customers and friends we extend the season's heartiest greetings.

We have shared our profits with you by advertising extensively, and, above all, have kept the quality of "Melagama" Tea and Coffee up to the very highest standard of excellence.

Our business has made wonderful strides during the past year and we wish to thank you for your very generous assistance and hope that our transactions next year will be even more to our mutual benefit.

We wish you

**A Merry Christmas and  
A very Prosperous and Happy New Year**  
**Minto Bros., Toronto**

### SUPERIOR GRADE

Both in material and in process of manufacture the explanation of the wonderful and increasing sales of

### ADAM & CO.'S Worcester Sauce

is quality.

The ingredients are from an original recipe, guaranteed absolutely pure and prepared with the most scrupulous cleanliness.

FOR BUSINESS BUILDING there is no rival of Adam & Co.'s Worcester Sauce, and the profit makes it worth handling.

Canadian Agents :

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

PROPRIETORS :

**Kit Coffee Company**  
Govan, Glasgow, Scotland

We wish  
our friends in  
The Trade  
a

**Merry Xmas  
and a  
Prosperous New Year**

**White Swan Spices & Cereals Limited**  
TORONTO

# SERVICE

---

THAT'S what you want, Mr. Manufacturer. Our factories are specially equipped to attend to your orders promptly and turn them out satisfactorily. We can supply you with the maximum amount of tin containers (of any description) in the minimum of time. You can safeguard your business and feel more secure about the delivery of your goods on a promised date if you entrust us with your orders.

*Write*

**American Can Company**

MONTREAL, QUE. - HAMILTON, ONT.

**WE "CAN" SUPPLY YOU**



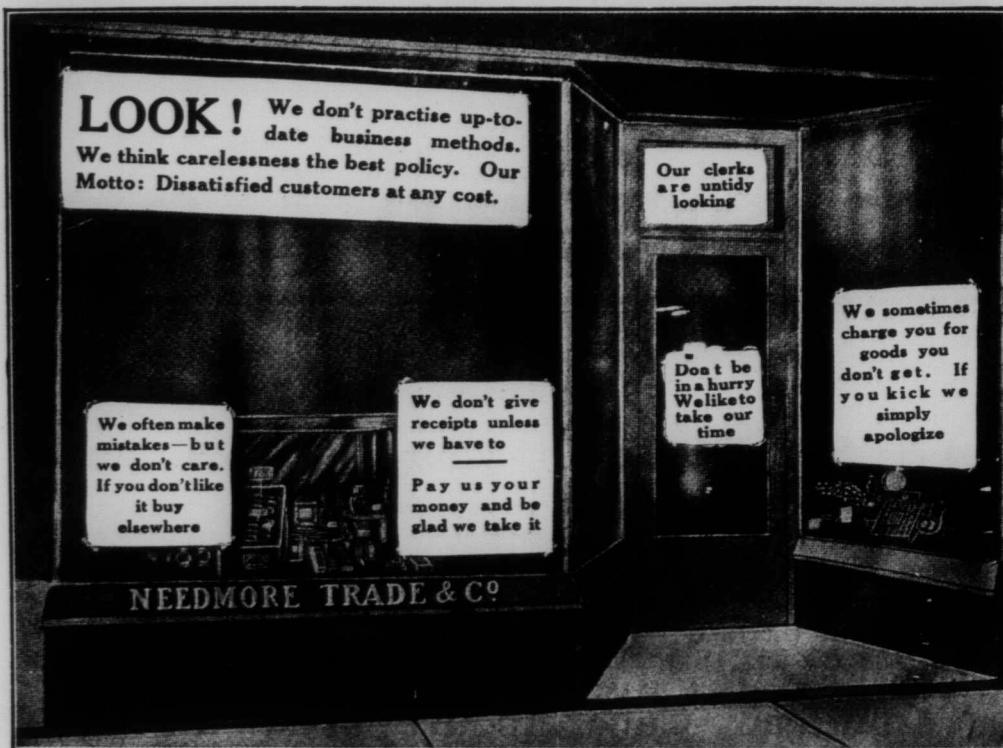
# American Cans

**I**N SELECTING your **FRUIT** and **VEGETABLE** Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis we will take a chance on securing and holding your business.

**American Can Company**

MONTREAL, QUE.

HAMILTON, ONT.



## This is BAD Advertising!

**Y**ET thousands of merchants are doing this very thing every day. Not by sticking signs in the window—but by their methods, by their neglect to adopt modern store system. Actions speak louder than words, remember. You don't have to tell people how you do business. You are showing them every day.

Is this the kind of advertising YOUR store is getting? This is a very serious question that every merchant should carefully consider. If unsatisfactory conditions exist in your store lose no time in remedying them. Prevent mistakes, avoid disputes, stop all losses and insure absolute accuracy in all money dealings---as a million other successful merchants have done---by getting a National Cash Register. Then "put a receipt in every parcel."

You cannot succeed without a good system---and the better your system the better you will succeed. No store system ever invented has done so much for so many merchants, at so little cost, as the National Cash Register.

Customers like to deal in stores that have a National Cash Register. They know it guarantees absolute accuracy, promotes efficiency and stands for up-to-date methods and good management. And they realize that good management means better values.

There's a National Cash Register built for you, and the money it will save you will pay for it.

*Write for further information to*

# NATIONAL CASH REGISTER CO.

285 YONGE STREET, TORONTO

Head Office and Factory, for Canada, at Toronto.

F. E. MUTTON, Manager for Canada.

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

# Royal Salad Dressing

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

Made only by

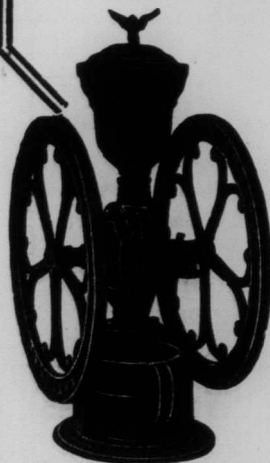
**The Horton-Cato Mfg. Co.**  
Windsor, Canada

## 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" or rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue.

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

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

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

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.

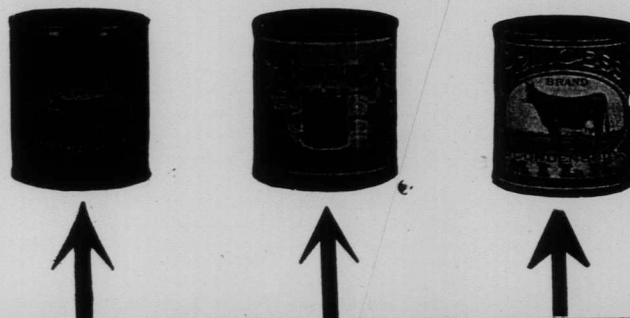
REGINA, Sask.—Campbell, Wilson & Smith.

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

EDMONTON, ALTA.—The A. MacDonald Co.

**Woodruff & Edwards**  
CO.

ELGIN, ILL., U.S.A.



### Three Lines You Should Know and Introduce to Your Customers

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

St. George Evaporated Milk, 4 doz. in case, \$3.35

Princess Condensed Milk, 4 doz. in case - \$3.90

Banner Condensed Milk, 4 doz. in case - \$4.40

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

**J. MALCOLM & SON**

ST. GEORGE

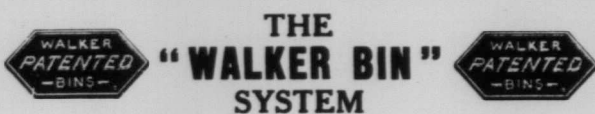
ONT.

**QUALITY and Quality alone will hold business—**

That's why we hold OUR business with OUR customers—we handle the quality goods that YOU need to hold YOUR customers. Everything you want we have and we are the direct representatives of a 'constantly increasing number of manufacturers of the high-class goods that go to build up a high-class trade—*Is any other trade worth while?*' This is an age of progress and the people who cannot get quality from you in their purchases will go elsewhere for it. You CANNOT afford to lose their custom.

We have the connection and the facilities for supplying your every order, large or small. That NEXT order of yours is the FIRST one we want from you!

**RICHARDS & BROWN, - WINNIPEG**  
Wholesale Commission Merchants.



**THE "WALKER BIN" SYSTEM**

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

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

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

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

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

REPRESENTATIVES—  
Manitoba: Watson & Truesdale, Winnipeg, Man.  
Saskatchewan and Alberta: J. G. Stokes,  
Regina, Sask.  
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

1911

1912

With the

**Season's Greetings**

Accept our thanks for your continued confidence and support, and our sincere wishes that the NEW YEAR may bring you increased SUCCESS and PROSPERITY.

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

**TEA LEAD**

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

**ISLAND LEAD MILLS, LIMITED**

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



Greetings from

**McLean**  
the **Cocoanut Man**

THE CANADIAN COCOANUT CO.  
Montreal

**"White Moss"**  
the leader

# CLARK'S

## Specialties For The New Year's Festivities

### Ox Tongues

should be largely featured, both in Cans and "Inglass."



Clark's Ox Tongues are the quality you require to make a reputation and keep it.

### Clark's Plum Puddings



Nothing so tasty was ever sold. Simply delicious with or without sauce.

### Mincemeat




Will also be looked for and you should be in a position to supply the NEW STYLE CAN which means positive cleanliness.

**W. CLARK,**

**MONTREAL**

Manufacturer of the Celebrated PORK AND BEANS



**Yuletide Greeting.**

**FURUYA  
&  
NISHIMURA**

extend to their numerous friends from coast to coast their most cordial desire that they may enjoy a very Merry Christmas. During the year now coming to a close we have endeavoured to serve you faithfully, and in 1912 we shall strive to give you even better service. May the closing days of 1911 be the happy end of a Prosperous Year and predecessors of a profitable twelve months in 1912.

# FARROW'S 'A-1' MUSTARD

**THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS**

In every market of the world FARROW'S "A-1" has forced its way. Write your nearest agent for a sample tin. Compare the **get up**, the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.



By Special royal permission.

## For Your Profit and Reputation!

Common sense demands particular care in the Brands of Canned Fish you handle, and your best interests are safeguarded by featuring

### "KING OSCAR" BRAND

They will be found uniformly pure, sweet, tasty, wholesome and well packed; and they are ready sellers and good profit producers.

Order a trial case from your wholesaler.

CANADIAN AGENTS

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

HAMILTON

ONTARIO

## KO-KO-BUT Talk No. 4

*Greetings to  
The Trade*

Mr. Grocer, 1912 will be soon with us and you should make up your mind right now to give KO-KO-BUT, the Perfect Cooking Butter, the trial it deserves.

### KO-KO-BUT

is 100% pure, and is more economical than butter or lard. We want to prove this to you. Write us and we will explain to you how we have done "Free Advertising" for your brethren.

**Dominion Coconut Butters**  
Montreal LIMITED

The Manufacturers of  
**L'ETOILE (Star)**  
**MACARONI**  
**VERMICELLI**  
**SPAGHETTI**

Beg to extend to their many friends throughout Canada the Season's Greetings, and trust that the same friendly feeling will exist during 1912.

"L'Etoile" The Leading Brand

**Cie Francaise des Pates Alimentaires**  
MONTREAL



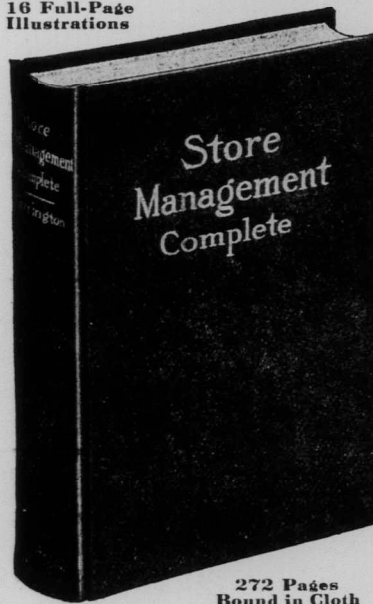
The Manufacturers of  
**'Pride of Canada'**  
**Maple Syrup**

beg to extend to their many friends throughout Canada the glad hand of good fellowship and trust that the trade may continue to support them during 1912 in their campaign for "Pure Maple and Pure Maple Only."

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

## Store Management—Complete

16 Full-Page  
Illustrations



272 Pages  
Bound in Cloth

ANOTHER NEW BOOK  
BY  
**FRANK FARRINGTON**

A Companion Book to  
**Retail Advertising Complete**

**\$1.00 POSTPAID**

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

**THIRTEEN CHAPTERS**  
Here is a sample:

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

**ABSOLUTELY NEW**

**JUST PUBLISHED**

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

**TECHNICAL BOOK DEPARTMENT**  
43-149 University Ave., Toronto, Canada

# Manufacturers' Agents and Brokers' Directory

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

**WESTERN PROVINCES**

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

Wholesale  
Grocery Brokers  
137 BANNATYNE AVENUE **WINNIPEG**  
COVERING  
Manitoba and Saskatchewan  
CORRESPONDENCE SOLICITED

**WATSON & TRUESDALE**

Wholesale Commission Brokers and  
Manufacturers' Agents.  
WINNIPEG. MAN.  
Domestic and Foreign Agencies Solicited.

**WINNIPEG**

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

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

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

**FRANK H. WILEY**

MANUFACTURERS' AGENT  
and  
IMPORTER  
757 Henry Ave., WINNIPEG.

**WESTERN DISTRIBUTORS LIMITED**

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

**—MOOSE JAW—**

**WHITLOCK & MARLATT**

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

**G. C. WARREN**

Box 1024, Regina  
IMPORTER, WHOLESALE  
BROKER, and MANUFACTURERS'  
AGENT  
Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

**DISTRIBUTORS, LIMITED**

P. O. Drawer 50  
EDMONTON, ALBERTA  
Manufacturers' Agents, Commission Mer-  
chants, Warehousemen.  
Truck connection with all Railroads.

**—TORONTO—**

Wishing all our friends  
A Merry Christmas  
and  
A Prosperous New Year.

**W. H. Millman & Sons**  
Wholesale Grocery Brokers  
TORONTO

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

Manufacturers' Agents  
and  
Importers  
77 York Street, Toronto

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

TORONTO  
Grocery Brokers and Agents.  
Established 1885

**MacLaren Imperial Cheese Co.**  
Limited

AGENCY DEPARTMENT  
Agents for Grocers' Specialties and Wholesale  
Grocery Brokers  
TORONTO, Ont. DETROIT, Mich.

On spot, all kinds nuts, in  
shell and shelled, at right  
prices.

**LIND BROKERAGE CO.**  
73 Front St. East - TORONTO

**—MONTREAL—**

**FOR SALE**

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

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

Customs Brokers  
and Warehousemen  
27 St. Sacrament Street, Montreal  
TEL. MAIN 775 BOND 28

**—MARITIME PROVINCES—**

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

Manufacturers' Agents and Grocery  
Brokers  
HALIFAX - NOVA SCOTIA  
We are open for a few high class specialty  
lines

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

MANUFACTURERS' AGENTS  
AND GROCERY BROKERS  
HALIFAX - NOVA SCOTIA  
First-class frost-proof storage facilities.  
Correspondence solicited on Domestic and  
Foreign lines.

**J. A. TILTON**

**WHOLESALE GROCERY BROKER**  
ST. JOHN, N.B.

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

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

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

**—NEWFOUNDLAND—**

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

**—BRITISH COLUMBIA—**

**McLEOD & CLARKSON**

Manufacturers' Agents and Wholesale Commission  
Agents  
852-6 CAMBIE ST., VANCOUVER, B.C.  
Can give strict attention to a few first-class Gro-  
cery Agencies. Highest References.



**MANUFACTURERS' AGENTS AND  
BROKERS' DIRECTORY**

(Continued.)

**LONDON**

**THE MARSHALL  
BROKERAGE COMPANY**

67 Dundas St., LONDON, ONT.

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

**LONDON, ENG.**

**Jam Manufacturers and Confectioners' Sundriesmen.**

Specialty:—Fruit Pulp of all Kinds.  
*Correspondence Invited.*

**F. KESSELL & CO.**  
Railway Approach, London Bridge, London, Eng.

**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**

**"GLEANER"**

might bring inquiries. Better write for rates to

**I. C. STEWART, Halifax**

**SUCHARD'S COCOA**

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

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

Manufacturers and Buyers of Dried, Evaporated and Canned Apples

Ingersoll, - - Ontario  
ESTABLISHED 1886

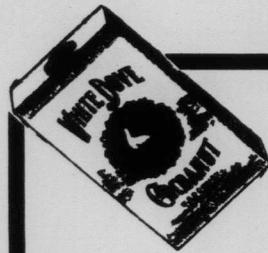
**The GRAY, YOUNG & SPARLING CO., Limited**

**SALT  
MANUFACTURERS**

Granted the highest awards in competition with other makes.

**WINGHAM ESTABLISHED 1871**

When writing advertisers kindly mention the paper.



**A Good Profit  
Assured**

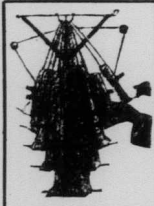
Satisfaction Warranted

in the sale of the well-known long shredded brand, the

**WHITE DOVE  
COCOANUT**

Once carried in stock always carried, and readily sold at a fair profit and to the entire satisfaction of the consumer. Write for particulars to

**W. P. Downey  
MONTREAL**



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

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

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

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, Provision  
and General Trades' Journal**

10 Garfield Chambers, Belfast, Ireland.

**McDOUGALL'S**

**CLAY PIPES**

THE BEST IN THE WORLD

**D. McDougall & Co., Ltd.,** GLASGOW, SCOTLAND

**WINDSOR SALT**

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

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

**We Beg  
To Thank**

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

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

**S. H. Ewing & Sons**

Montreal - Toronto

ESTABLISHED 1849

**BRADSTREET'S**

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

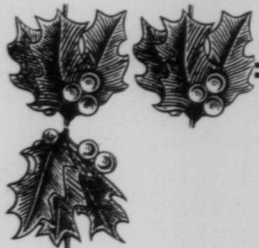
**THOMAS C. IRVING, GENERAL MANAGER  
WESTERN CANADA  
TORONTO**

## To the Retail Grocers of Canada:

We take this opportunity of expressing our appreciation of the patronage we have received during the past year and of wishing our friends in the trade from coast to coast the compliments of the Christmas season and another year's success in which we trust we will continue to play a part.

**Laporte, Martin & Co., Limited, Montreal**

Wholesale Groceries, Wines and Liquors



## A Merry Christmas

it will be indeed to all your customers to whom you have sold **STERLING BRAND MINCEMEAT** for their Christmas dinner, and they will think favorably of the dealer who recommended this appetizing dessert.

Continue to please your patrons by selling them this popular brand during the holiday and winter season.

With all Good Wishes  
To Our Friends this Christmas  
**The T. A. Lytle Co.**  
Limited  
Sterling Road - TORONTO, Can.

# Rowat's Goods Sell!

The Connoisseur's  
Choice!

Cater for your particular customer by featuring

## Rowat's Pickles AND Paterson's Sauce



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

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

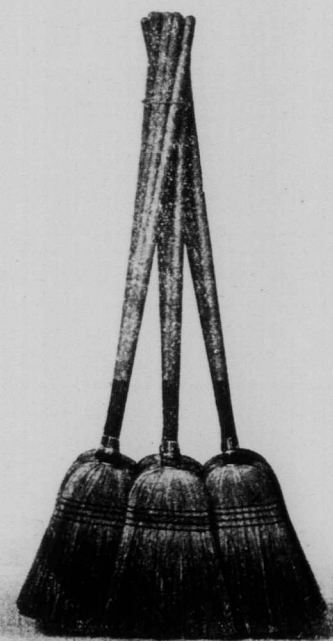
Canadian Distributors,—  
Snowdon & Ebbitt, 325  
Cristine Bldg., Montreal,  
Quebec, Ontario, Manitoba,  
and the North-west; F. K.  
Warren, Halifax, N. S.; F. H.  
Tippett & Co., St. John, N.  
B.; C. E. Jarvis and Co.,  
Vancouver, B. C.



## A Merry Christmas The Parker Broom Co.

OF OTTAWA

Wish the Trade  
The Compliments of the  
Season



THIS IS THE PARKER BROOM

Send Us a Trial Order for a Six  
Dozen Shipment of

## THE PARKER BROOM

**FREE**—A Durable Iron Broom Rack  
with each such Order

PRICES ON APPLICATION

A HAPPY NEW YEAR

## Confectionery and the Rise in Sugar

The present high price of Sugar will undoubtedly have an effect on the price of confectionery. Many makers will raise their prices and cut down your profits, but

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

bought heavily before the rise and are offering their famous Boiled Sugar Goods at right prices to give you a worth-while profit,

We have a reputation of over one hundred years for high-class candy making.

*Prices and particulars from*

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

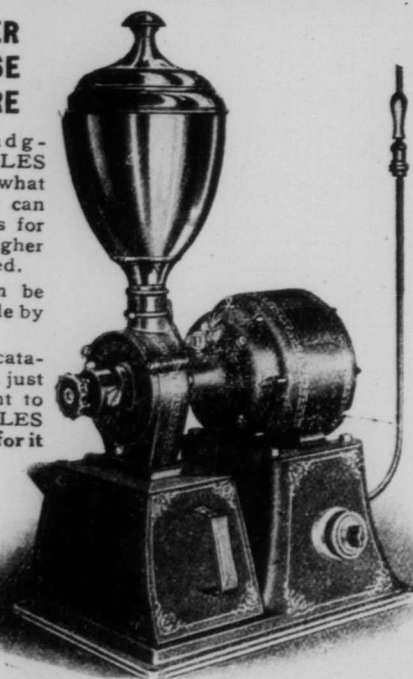
## Built For Permanence

CONSIDER  
CRITICISE  
COMPARE

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

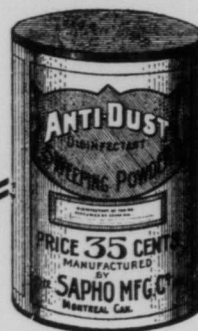
We will then be content to abide by your decision.

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



COLES MFG. CO., Philadelphia, Pa.

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



"Anti-Dust"  
Sweeping Powder

Stock it  
Sell it--  
Repeats follow

By recommending to your customers an article that has been tried and tested and found to give absolute satisfaction, you get their confidence, you retain their custom, and you get new customers. "Anti-Dust" may correctly be termed the "Grocer's Standby."

"Anti-Dust" is the germless and dustless way of cleaning and is immensely popular. Get supplies from your jobber or write us direct.

Wishing you a Merry Christmas  
and a Happy New Year

SAPHO MFG. COMPANY, LIMITED  
MONTREAL

## Over Fifty Christmases

have passed since

## Cook's Friend Baking Powder

first saw the light of day. As popular as ever.

Greetings from the Manufacturers.

**RICHARDS' PURE SOAP**

**IT'S THE BEST**

**Grocers!!! Wholesalers!!!**

Here's to the

**HEALTH**

**HAPPINESS AND**

**PROSPERITY**

of each individual member of both Branches of the trade, who, if he has not already handled and sold, has at least heard of

**RICHARDS' PURE SOAP**

**IT'S THE BEST**

A Joyous Christmas

THE Standard of Purity

# Crystal SUGAR

Recommend it to your customers  
and they will always, as we do  
now, extend to you the heartiest  
Greetings of the Season.

**Dominion Sugar Co., Ltd.**

WALLACEBURG, - - ONTARIO

A Prosperous New Year



To our friends in the grocery trade from coast to coast, at this joyous season we present our heartiest good wishes for a record holiday trade, and a happy and prosperous New Year.

Hudon, Hebert & Co., Limited

Montreal



We take this opportunity of wishing all patrons and friends of L. & B. Pure Fruit Jams and Jellies a most joyous Christmastide.



**LINDNER & BENNER  
TORONTO**

WESTERN AGENTS:  
LAING BROS., Wholesale Grocers, Winnipeg.

**Our Christmas Greetings**

Our best wishes are yours for an old-fashioned

“Merrie Christmas.”

May prosperity be with you and yours in the coming NEW YEAR.

**EBY-BLAIN, LIMITED, TORONTO**

**EVERYBODY KNOWS**

that the success and steady sale of

**JAMES DOME BLACK LEAD**

has only been maintained through its high standard of reliable quality. It's the finest stove polish in use to-day

**Easy to Sell**

**Pays Good Profit**

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



From Present Indications the Sales of

# "SALADA"

for 1911 will exceed the sales of 1910 by one million and sixty thousand pounds—over 10,000 chests. Just think of what this means! Picture 10,000 chests of Tea placed in line, two high, on the sidewalk of your town—a solid line of tea chests 3 feet high and over a mile and a quarter long! Can anything that we (or anyone else) say speak as strongly as this wonderful illustration for the service we are giving the tea-drinking public?

## "SALADA" TEA COMPANY

TORONTO

MONTREAL



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use to-day

Profit



## Friendship as a Business Factor

A Story Emphasizing the Importance of Showing a Buyer You Have Personal Interest in His Welfare — How One Good Salesman Lost an Order and Another Secured It.

**I**F there is any one season of the year when we remember our friends more than another, it is at Christmas. The man who makes us feel his friendship, not for his own personal gain or curiosity, but of an interest born of desire to serve, is the one who usually gets our business. The same applies to the retailer and his customer.

A story is told of two men who came from the far west to a large eastern city for a plant for a new industry. They were partners in launching this enterprise and came to town with pockets full of money to cover many wants. Some manufacturer was going to get a nice order and cash down into the bargain. Who would it be?

The partners were taken in tow by representative after representative of large influential houses. They saw all the sights in the big city. There were automobile rides every day, theatre parties every night, and cigars galore. These "friends" never allowed them a minute to themselves while they were awake but it turned out that as long as the gay life lasted the partners held onto their purse strings and no orders were given out.

When this gayety had run its course, two men appeared on the scene who had taken no part in the entertainments above described. Finally the order narrowed down to one of the two.

The first was familiar with every detail of his business. He had made a complete study of it and he also knew commercial conditions in the district from which the partners had come. And he could talk eloquently and enthusiastically about what he knew and at the same time he was careful about what he said and how he said it.

His competitor also knew his business thoroughly and he had a big fund of other information, human nature included. He was a good talker as well.

The first spent almost two days trying to get the business but failed. The other after a two hour interview went

out with the signed order—and the money.

Where was the difference between the committee who lavishly entertained, the man who didn't get the order and the one who did?

The partners with the money certainly enjoyed the sights seen and good time given by the entertainers. They saw much of the city and gleaned a great deal of general information. But there was always the feeling that this good time was given them by men who really cared nothing for them other than that they had a barrel of money to spend. As a result they did not gain the absolute confidence of these men and confidence in the goods they had to offer.

In the salesman who failed there was also something lacking. He was a polished thinking and talking machine, enthused by just the proper amount of enthusiasm, decidedly accurate but he seemed to indicate that his listeners were automatic machines without human feelings.

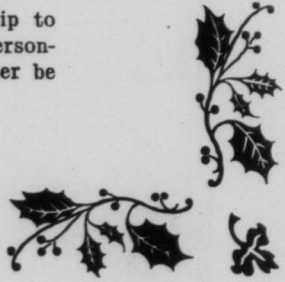
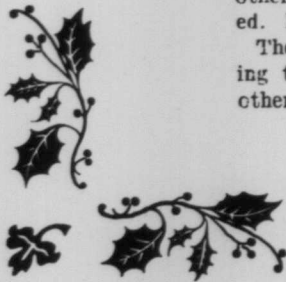
The man who got the order didn't even have to offer the buyers a cigar. But he made them feel he was interested in them, that he was their FRIEND. Before he had been with them five minutes he had placed the matter on a personal business basis. His proposition was no better than the others so far as goods and their quality were concerned.

\* \* \* \*

The success of the retail dealer depends on many things but there is none more important than the capacity of the dealer to make friendships. Other things being equal, the merchant who has the power to make his customers believe their welfare is one of his chief considerations, is the one who will reap the greatest advantages.

As Elbert Hubbard concisely put it: "To have friends—be one."

The man who shows his friendship to be superficial, to be for his own personal gain only will sooner or later be found out.



## Margin on Sugar—Association Work

**If Retailer Gets Six Per Cent. on Sugar, Does He Make Any Money With Expenses at 14½ Per Cent.?—Too Much Play Indulged in at Some Association Conventions—Accepting Orders From Customers Through Manufacturers' Canvassers.**

• By Henry Johnson, Jr.

I have asked about the net earnings on sugar several times during the past six months. It has been my hope that some old-school tradesman would help me out on this, but I get nothing. Maybe all the "old-school" fellows are dead!

But, look you: The grocery jobber sells 25 p.c. sugar—I mean that 25 p.c. of his total overturn is sugar, not that he makes 25 p.c. on his sales; bless you, NO! I do not know just what proportion we handle; have always been too lazy to find out in my own business, though I have started the account several times. It is certain that we handle a large volume, maybe 20 p.c. of what we sell is sugar; and 20 p.c. is one-fifth of our entire overturn. Thus it is important that we find some way of knowing whether we actually make any money on sugar or not.

### Placed Average Margin at 6 per cent.

Let us call the average gross margin on sugar 6 p.c. Let us concede that the average grocery expense is 14½ p.c. This looks as if sugar did not pay its way—but does it, or does it not, actually?

I know that wholesale factors in sugar can do business on 2 p.c. gross and yet make money. This would seem to demonstrate that it costs very little to handle sugar. If it costs 3 p.c. in a retail way, or 4 p.c., then we make money at 6 p.c.; but can anybody demonstrate this?

Let us get together and see whether any of us really knows anything about this primary grocery staple.

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Some months ago a gentleman of great affairs attended an important meeting of a large Grocers' Association. He took his valuable time, paid his own expenses, and devoted considerable thought to the preparation of an address. His subject was the desirableness of getting manufacturers of foods and other household products to fix retail selling prices for their goods and maintain such prices by any means in their power to use.

Whatever we may individually think of this scheme, which is widely known as the Maintained Price Plan, such a measure could not but be of great interest to every grocer from a financial standpoint. Yet, although this discussion was "fea-

\*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

tured" in the program, and every effort was made to have it impressively prominent, the speaker was moved to complain that the measure he had taken such pains to advocate was given a total of only fifteen minutes' consideration—and then lost. He went on to remark that with all the important matters before the meeting, with the time extending only over three active days, there was no difficulty in getting delegates to attend a trolley party one afternoon, a vaudeville one evening, and a banquet the last night. Truly, the conclusion seemed warranted that these men went to conventions not to work but to play.

\*\*\*

Still, I have had occasion to think more than once that play might be an improvement on some of the "work" which is done. Not long ago the local association of a Western city passed a "resolution" that thereafter no customers' orders from canvassers employed by manufacturers would be accepted or honored unless such orders were accompanied by the cash.

### The Flour was Returned.

Let us stop to look at this—something those delegates did not take time to do. We all know what a nuisance it is to have a man come along introducing Soanso's soap, whereof he emphatically thinks we should buy at least five boxes, who shoves under our nose a bunch of from ten to forty-five orders taken from our good customers at their houses, which orders, on delivery, prove to be worthless, spurious and false, or which, being genuine, are repudiated by the customer when we attempt to make delivery.

No longer ago than last spring I sent out thirty orders, each for a 49-lb. sack of a new kind of flour, and had twenty-four of them returned to me under various pretexts. That meant that my wagons carried 1200 lbs. of flour all about the town and then, after the expenditure of a lot of time and energy, carried it all back to the store. I was disgusted, truly enough, but I did not think I needed to have any help in the matter of being extra careful with similar conditions in the future.

### The Man Without Back Bone.

And mark you: The very merchants who at that particular meeting were most vociferously in favor of the said "resolution" were among the first to

take up another canvasser-stocking proposition almost as soon as they got back into their stores. This I know, because I happened to be in position to know it. The man who has no backbone of his own is the man whom no amount of mutual "agreeing" will aid, for it requires more than a wish-bone to stick to an agreement.

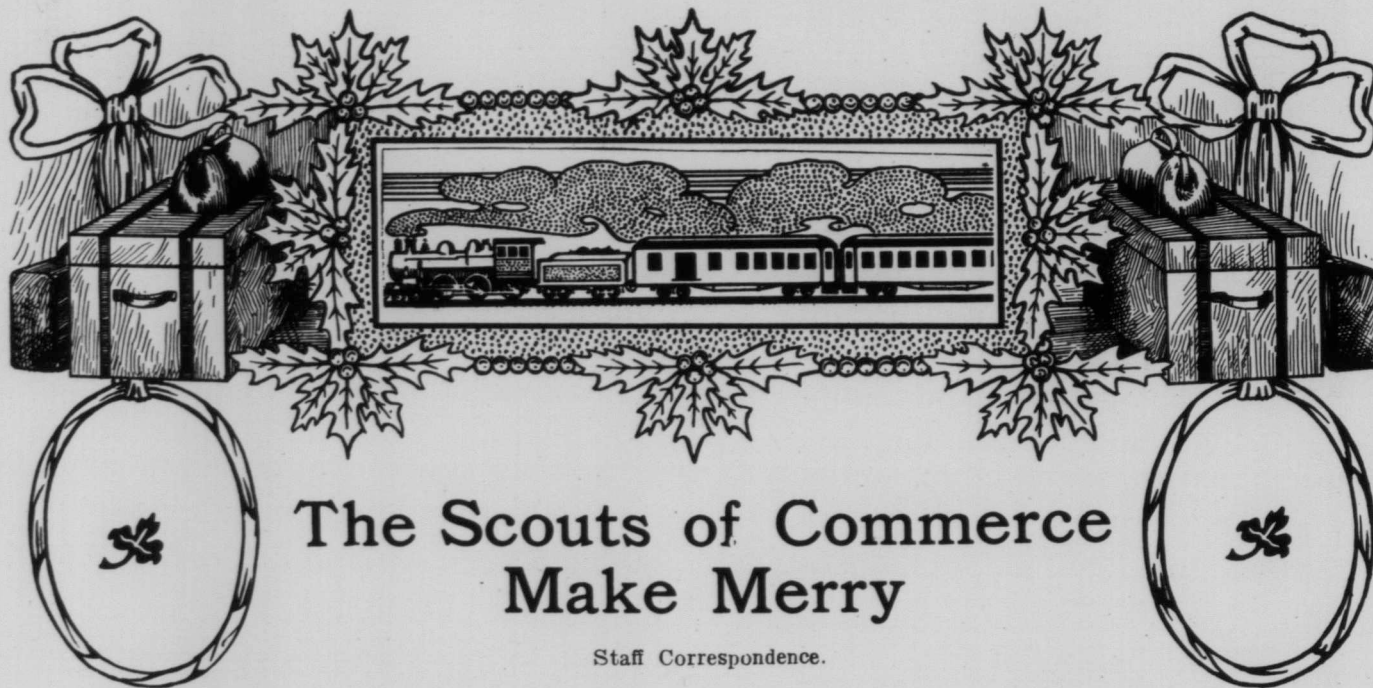
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And how could it well be otherwise? Suppose a salesman you know very well to be "straight" comes in and says he is working up his goods, which we know to be good sellers, what are we going to do about it? Turn it down cold? I think not. We are going to take the orders and fill them carefully. Which means, simply, that we are going to use our own judgment in the matter. Many things we must decide for ourselves. Moreover, these things are for daily decision. Again, they are things like the yes-or-no we might give a clerk—matters too trivial to take up the time of any convention bent on a serious purpose.

### More Interested in the Fun.

But is not that just the point? These men are often not a bit serious. They are more interested in the "good time" they expect to have than in any work they are supposed to do. Maybe that is not unnatural, since too little play enters into their lives, and all of us must have play or we are useless members of anything. But certainly this is the kind of thing which tends to weaken and discredit association work; it is so much like the foolish pastime of "shooting in the air." It is the old idea of passing ill-considered local ordinances which not only will not be enforced, but which, maybe, because of their careless construction, or because they conflict with fundamental principles, cannot be enforced. In such half-baked "actions" we weaken the force of all ordinances and bring all association meetings and ideas into disrepute.

In marked contrast was a late meeting of specialty manufacturers. These men are busy, serious, have no time whatever to waste. They could only be brought together, some of them from great distances, because of the importance—the REAL importance—of sundry matters to be handled. They gave two days to the work—but they WORKED. There was not an idle moment. Speakers had their turns; were held to their subjects, were squelched, pleasantly, but firmly, when their time was up. Not a minute of foolishness, not a second of "entertainment," just pure business from the opening word. It was afterwards remarked how much tangible work had been put through, how much had been adjusted, what real progress had been reported by WORKING committees—and solid satisfaction was universally expressed.



## The Scouts of Commerce Make Merry

Staff Correspondence.

Montreal, Dec. 21. — It was a fitting tribute to the members of the Dominion Commercial Travelers' Association that their annual banquet was graced by the presence of a number of Canada's most distinguished public men.

Hon. Geo. E. Fister, Minister of Trade and Commerce was undoubtedly aware of the full portent of his remark when he asked for the co-operation of the commercial travelers with his department, adding that they were best fitted to give advice, and the other prominent speakers including Hon. Chas. J. Doherty, Minister of Justice, Sir Wilfrid Laurier, leader of the Opposition, Mayer Guerin, Henri Bourassa, and C. C. Ballantyne could scarcely improve on all that was expressed and implied in that compliment.

### A Large Attendance.

Six hundred of the men who bring together the retailers of this country on the one hand and the manufacturers and wholesalers on the other gathered at the Windsor Hotel on Monday night last at what proved to be one of the most successful and therefore enjoyable banquets in the history of the association. Chas. Gurd the newly elected president occupied the post of honor and with him at the table premiere were in addition to the public men already mentioned, Ald. Lariviere, J. Bevan Giles, Rev. Hugh Pedley, Leo Garneau, J. S. M. Dougall, Max. Murdoch, R. C. Wilkins, David Watson and other members of the executive of the association.

### Right Mental Attitude.

The traveling salesmen representing that chain in the link of commerce that is of primal importance, heard themselves referred to in terms that were

well deserved. Through the banquet and the post-prandial entertainment they forgot the crusty retailer of their routes, late trains, hotel beds and the other trials that the confreres of Frank McIntyre have to endure. It seems to be necessary to the Knights of the Grip to take life as they find it, and on this occasion good-fellowship abounded and all went as merrily as a Christmastide.

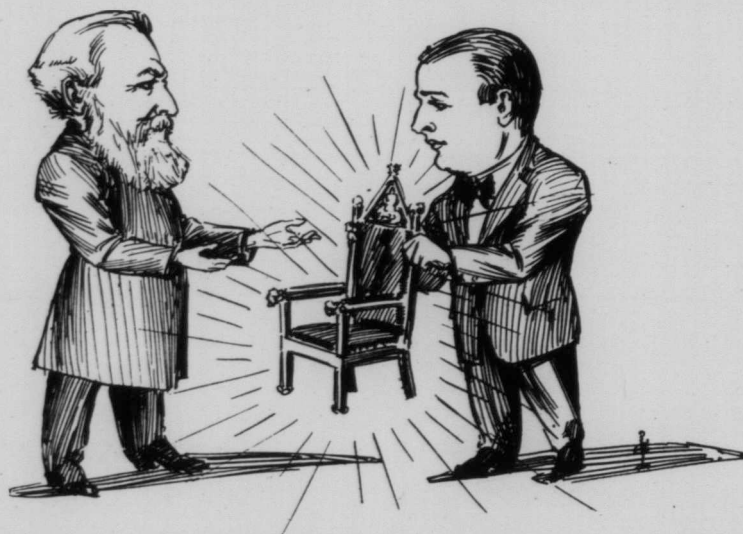
### The Toast List.

The president elect, Chas. Gurd in his speech after the toast of the King had been honored, said in part, "We are an association of past and present commercial travelers, missionaries of commerce, bringing buyers and sellers together for our mutual good. The association was founded in 1875 with 251 members of whom 22 are still on the list. It has

7,450 members and a surplus of \$410,115.24."

### From the Speeches.

Some of the statements of the various speakers will be of interest to all friends of the traveler. "The best man anyone can meet is the commercial traveler because of his experience and insight into life," said Sir Wilfrid Laurier. "They can put their finger on the pulse of the country and say how the great heart is beating. In these days the advancement of a country is measured by the volume of its trade with foreign nations, and measured by that standard I have no hesitation in saying that there is not a nation under the sun which to-day can boast of such progress as has been made by Canada during the first decade of the 20th century. When I have traveled in Europe I do not remember having met a



The Presidential Chair is Handed Over to Charles Gurd, by Bevan Giles.

commercial traveler from Canada. I do not want you to carry the war into Africa, but I want you to carry Canadian trade into those countries which give us their trade."

**Scouts of Commerce.**

Hon. Geo. E. Foster referred to the hosts of the evening as the scouts of commerce without whose assistance and co-operation much produce would waste. The new Minister of Commerce made a strong plea for co-operation with his department on the part of the commercial travelers. He also advised that Canada should be on the alert in regard to China and Japan and especially in view of the opening of the Panama Canal in a year's time.

Hon. Chas. J. Doherty replied to the toast of the Dominion Parliament, Henri Bourassa to that of the Province of Quebec, and Mayor Guerin for the city of Montreal. C. C. Ballantyne replied to the toast of "Our Guests."

It was a fitting conclusion to a splendid year for the association and a recognition of the position the members occupy in the commercial life of the country. It was an impetus to the members to follow their work in the future with the knowledge that their sphere is an important one and that the rest of the country realizes that fact.

**BANQUETLETS.**

By O. S. Johnston

Sir Wilfrid Laurier was the "Great Divide" occupying the important position between Randor (J. Bevan Giles) and Caledonia (Charles Gurd) water.

Bev. Giles found it no strain on his muscles to "hand over" the chair to Charles Gurd.

"I crow over all." Bobbie Wilkins certainly does. The arrangements which he and Max Murdoch, "the man of the hour" made were certainly most creditable. Everyone pleased. That sums it up.

The Minister of Justice cracked a joke and some of the boys laughed. We repeat it for those who did not see through it.

JOKE—"This is an age of things," he said, which are "less," as horseless carriages, wireless telegraphy, smokeless gunpowder and so forth. The day may come when we have a speechless parliament."

In the latter respect Sir Wilfrid evidently felt that he was cabinet-less.

Some were heard to say there was no necessity to patronize the Montreal Opera Co when such singers were to be found among the D.C.T.A. ranks. Mon. Ouimet, etc., were all right. What price the Toreador item? It seemed to tickle Henri Bourassa.

There was very little "Canning." The general manager of the American Canning Co. left early for Toronto. He has cans to suit all sizes.

The only figure missing from the scenery was the hotel clerk with the glad hand and welcome smile.

It was a good job that Sir Wilfrid Laurier has support on each side from the minerals because the smoke was mighty thick and not at all conducive toward clear throats.

The smoke from the cheroots reminded one of the recent fire in the cigar factory of the Harris Harkness Co., Montreal.

Armand Chaput was there as usual and so was his smile. He agreed with the speaker who said that the traveler was well able to place his finger on the pulse of the country, but would prefer his mer. to keep their fingers on the pulse of the retailer.

According to Hon. G. E. Foster the opening of the Panama Canal will mean an invasion of Asia by commercial travelers. As far as we can see they will turn war correspondents if the present state of affairs continues.

Henri Bourassa said that he was a neck and eccentric individual. Did he mean it? Bravo Henri! You're a conundrum.

The Minister of Trade and Commerce would like to hear frequently from travelers as to how they find the pulse of the country.

The installation of a telegraphic apparatus in the Premier's office would be a beginning—but alas! travelers are human and there are Grits as well as Tories

The representative of Tanglefoot was not there but nevertheless considerable of the good work was done.

There was a vacancy in the position generally occupied by brother S. J. Mathewson, the association's dean. Many asked about him and regretted his absence. He was well represented, however by his two sons.

There were a number of Noblemen in the hall. Of course we refer to the two for a quarter smoke.

Some coat tails looked suspicious. Could it have been the free cigars?

Forgotten were the sweethearts in every town especially Port Hope.

The menu card was deficient in one respect to Bruno Trudel. Bobbie Wilkins forgot to specify "Owl Chop" Japan tea.

Some of the M.P.'s present have missed their calling. They should be sales-managers.

"Scouts of Commerce." Such is the reference made to travelers by the Hon. G. E. Here's a tip for Colonel "Sam."

Music hath charms. The orchestra made a hit so did "Yip-I-Addy."

**MUTUAL BENEFIT OFFICERS.**

Montreal, Dec. 21.—(Special.)—The 26th annual meeting of the Dominion Commercial Travelers' Mutual Benefit Society, held on Friday last, marked the close of another successful year for this organization. J. Hamilton Ferns, president, occupied the chair. During the year 147 new members were received into the association, which has a present total of 1509 members. There was paid out in death claims \$16,000. The officers and trustees elected for the coming year are as follows: President, F. S. Cote; vice-pres., John Paterson, treasurer, Charles Gurd; secretary, Reg. W. Graham. The trustees for 1912-13: Messrs. Chas. Roberts, J. B. Giles, W. N. Ahern, M. Salomon and Richard Booth.

At the conclusion of the business of the meeting a pleasant time was spent socially. Among those who contributed to the entertainment were Messrs. S. Dunn, Chas. Gurd, J. Breeze, D. McLean and J. B. Giles.

**D.C.T.A. HAD GOOD YEAR.**

Montreal, Dec. 21.—The thirty-seventh annual meeting of the Dominion Commercial Travelers' Association held on Saturday night last was another manifestation of the strength this organization has attained and of the persistent progress it makes from year to year. The annual report and financial statement were read by H. W. Wadsworth, secretary, and M. Murdock, treasurer. The membership has increased during the year from 7,000 to 7,450 and the net surplus or capital from \$367,806 to \$410,500. The officers elected for 1912 are as follows:—President, Chas. Gurd (acclamation); vice-pres., J. F. L. Dubreuil directors, C. Cameron, V. E. Beauvais, J. F. Featherstone, J. A. Bernier, Luke F. Moore. During the past year the association has lost fifty members through death.

**CLERKS NAME NEW OFFICERS.**

Montreal, Dec. 21.—(Special.)—At a recent meeting of the grocery clerks' association of the Union du Commerce the following officers were elected for the coming year:—

- President—J. E. Sauve.
- Vice-Pres.—Alcide Legault.
- Financial Sec.—J. N. Gagnon.
- Asst. Fin. Sec.—Alf. Longpre.
- Rec.-Sec.—J. O. Lalonde.
- Assist. Rec.-Sec.—A. E. Durocher.
- Executive—H. Hebert, Alf. Lemire, A. Brassard, Geo. Lalonde, A. Davis.
- Physician—Dr. Jacques.
- Chaplain—L'abbé Tranchemontagne.

The meeting was well attended and enthusiasm was displayed in the various considerations. It was decided to hold the annual euchre and at-home on January 25.

## Retail Grocers Entertain Competitors

Smoker Given by Toronto R. G. A. Has Many Pleasant and Profitable Features—Guests Smoke Clay Pipes—References to Association Work and Peddler Nuisance—Aldermen and Controllers Ventilate Views.



HE pipe of peace was smoked at the delightful entertainment arranged by the members of the Toronto Retail Grocers Association on the evening of Dec. 14.

It was a smoker to their friends in the retail and wholesale trade and to the travelers of the latter. The pipe selected was the only original, mother-earth variety—the pipe that made the others advertise; whose flavor lasts long after etc.; the down-on-the-farm pipe—in short, it was a Clay pipe. It was too by the way, the handy variety so much appreciated by the Irishman who wouldn't smoke any other. "Why when this poipe falls," he wittily remarked, "I don't even have to pick it up."

Shortly after eight o'clock when the guests sat down to euchre pastime, the pipes were passed around and very soon the large concert room of St. George's Hall was wreathed in fragrant smoke. Competitors in the trade met as friends and smoked the hours away, dividing their attention among the euchre tables, the excellent concert, business addresses and addresses by municipal candidates. The smoker was therefore quite a vaudeville treat and appreciated very much by the seventy-five or more guests in attendance.

President W. C. Miller before opening the entertainment told the gathering how pleased he was to see them, pointed out the value of the labor the association was doing, and advised all retailers to assist in the good work. The stronger the membership, the more effective the results and unquestionably good results were being obtained. Frank Johnston has been "rolling back the map" of names on the membership list and now his task will undoubtedly be much lighter.

There were many splendid features on the musical and literary program. In fact every lumber was a feature. There were juggling, sleight of hand work, monologues, violin and vocal solos and quartettes and other things. Some interesting stories were told by J. Howitt about that noble animal, the horse. These were made more interesting by being illustrated on canvas. This knight of the grip is well known for his Mark Twain methods of saying things, and the

grocers certainly forgot about their bad debts and slow pays while he was on the platform.

The juggling feats of young Grenville Irwin stamped him as a vaudeville artist of merit. The way he tossed the balls, balanced the hat and made things disappear would cause one to believe he would prove an excellent salesman of oranges and other round articles, a good weigher and an adept at selling off sticks.

### Value of Organization.

M. Moyer read a paper pointing out the value of organization in the grocery trade and what it was possible to accomplish by the merchants co-operating to secure legislation protecting their rights.

Controllers Church and Ward expressed their pleasure at being present with the grocers whom the former termed the "back-bone of the city." He made particular reference to the new hydro-electric power that had been installed on the streets by the city and the advantages to the merchants from it.

Ald. Alf. McGuire animated the spirit of those present in a short speech in which he gave the grocers some advice and encouragement.

"Gentlemen let me say that I do not think you fully realize what an important factor you are in this city. For one thing you do not press your claims enough on the municipal government of the city for legislation to which you are entitled. Considering your importance as business men and the amount you bear in the upkeep of the city you do not get the recognition that you should. Important legislation affecting your interests is constantly being passed by the city and you should see that your rights are observed.

### The Peddlers Remembered.

"There is one grievance of the grocers of this city with which I am acquainted and which you have a right to have corrected. It is the peddler nuisance. (Applause.)

"You are the men who pay the taxes. You contribute to the upkeep of the city while the peddler does not. Why don't you have your rights observed?"

"How are we going to do it?" came a voice from the audience.

"How are you going to do it. Send your deputations, good sized deputations to the council to press your claims, the same as the manufacturers and other organizations do and you will get your

rights. You have to fight for your rights but let me tell you that the retail grocers of Toronto can do much if they will. You are large in numbers and mighty in power if you only realized it. You come in direct contact with the people and doing so are a power in molding public opinion. But you must have organization and determination."

### To Take Him at His Word.

President Miller declared that the peddler nuisance was one of the greatest grievances which the retail grocers of Toronto had, and assured those present that the council would be waited on at an early date in regard to this particular question. He had been approached by grocery organizations in other cities in Ontario on the question of co-operation in matters of mutual interest and believed that by working together much better results could be secured.

### THROUGH THE SMOKE CLOUDS.

Robt. Davies in his two-minute 'spiel,' announced an address to be given by W. Miller on "The home duties of a successful grocer," as well as a paper by Dave Bell on "Why a grocer should remain single." They will be given at some future time (perhaps).

The lunch room proved a great attraction early in the evening.

The clay pipes were carried home as souvenirs.

Did you notice that F. Johnston, D. W. Clark, D. Bell and a few other adepts got so interested in euchre that they forgot about lunch?

If the musical hits of the "Canned Goods and Pickled" quartette could be preserved, they should make good sellers.

Dr. Shayne expressed deep interest in the grocery trade. He is a would-be alderman.

West Williams, a traveler, announced himself as candidate for alderman for the year (yet he didn't seem quite certain). However, he expects to be the youngest yet.

### BAG MAKING AND PACKETING MACHINERY.

Lovell's Bag and Packet Machinery, Ltd., London, Eng., are placing on the market several machines of interest to grocery manufacturers. Among them are a combined bag-making and packing machine for packing in printed or plain bags or cartons; an interchangeable square bottom bag machine for making paper bags with the square hand-made shaped bottom; a machine for making cone or kite-shaped bags, printed or unprinted, etc.

## Retailers Uniting to Buy Direct

Vancouver Dealers Claim Wholesale Fruit and Produce Merchants are Selling to Their Customers — Co-operative Buying Association Contemplated.

Vancouver, B.C., Dec. 21—(Special).—Vancouver grocers are likely to take decisive action against the Vancouver Wholesale Fruit and Produce Association because of the latter selling direct to the hotel and cafe trade. There has been trouble over this for some time, and it was thought adjustment had been made, but at the last meeting of the Vancouver Retail Grocers' Association a letter was received from the wholesalers stating they were going to sell, and it was reported by members that a start had been made. It was decided to form a joint stock company, stock to be issued only to grocers, to deal in a co-operative wholesale way in fruit and produce. Due notification of this move was sent to the Wholesale Fruit and Produce Association as a reply to their letter.

### The Retailer's Contention.

The grocers feel rather strongly over the matter. Many of the produce men, they, say, started with small capital and have done good business because the retailers stayed with them. Now that they are getting fairly well off financially the attempt is made to capture the larger sources of trade. They overlook the fact, the retailers claim, that the

business would come to them anyway, for the retailers would buy through them. They argue, however, that several of the places are buying direct, and for that reason they are justified in passing the retailer by. On the other hand, the retail dealer points out that the wholesalers cannot get any business that goes direct anyway, so that they are no better off.

### Members to Hold the Stock.

The directors of the Retail Grocers' Association were appointed a committee to take immediate action toward forming the new wholesale association. With the members taking stock, they will thus be doing business with themselves.

The matter has been discussed before and at the annual meeting it was pointed out that the only way to overcome this difficulty was to get busy and take offensive action. Even if the wholesalers were to give way now, the retailers feel that it would only be a matter of time before the same difficulty cropped up again. If the formation of the new association were suspended, it would be only after a written contract is drawn up to which the wholesalers would be held closely.

### BISCUIT FACTORY BURNED.

Disastrous Fire Visits D. S. Perrin & Co. — Confectionery Section Not Much Damaged.

London, Ont., Dec. 21.—Fire visited the biscuit and confectionery plant of D. S. Perrin & Co., here, last Friday night, doing considerable damage, particularly to the biscuit section. It is difficult to estimate the loss until the adjusters have completed their work, but it is unofficially estimated at somewhere between \$100,000 and \$200,000. This loss is fully covered by insurance, apart from the inconveniences caused to the operation of the business.

The candy department is practically intact, but owing to the adjusters being in charge, and it being holiday time, the few orders not already sent out will necessarily have to be held.

The biscuit department was almost completely destroyed, but every effort will be made by the company to have it running at the earliest time possible.

The west wall of building of M. Masuret & Co., wholesale grocers, adjoining the Perrin factory, sustained some dam-

age through falling bricks and water. This wall will likely have to be rebuilt.

### MAPLE SYRUP STANDARDS.

Ottawa, Dec. 21.—A new standard for maple syrup has been prescribed by the Department of Inland Revenue on the recommendation of Chief Analyst McGill, Dr. W. H. Ellis, and Dr. J. T. Donald, of the Advisory Board.

During the last season 456 samples were examined, of which 31, while of undoubted genuineness failed to reach the legal requirements. When worked for the lead number of what is known as the Hinton method, 15 others were below standard. The new regulations prescribe that the syrup shall contain not more than 10 per cent. of water, yield not less than six-tenths of one per cent. of ash, nor less than three-tenths per cent. of malic acid.

### PHONE SERVICE INCREASED.

Vancouver, B.C., Dec. 21.—(Special).—Another little expense has been added to

the grocer's list. Announcement has been made of the increase of the cost of telephone service from \$4 per month to \$5. The rate prevailing is \$5, with a discount of \$1, if paid by the 18th of the month. Needless to say the careful dealer sees that he gets this \$1, which makes his expense \$4. Now the gross rate is to be \$6, starting on the first of the year, with a discount of \$1. This increase is made because an arbitration board decided that linemen were entitled to more pay from the company. House telephones do not cost more.

## Grocers' Letter Box

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

### Canning Machinery.

Editor Canadian Grocer—Could you favor me with name and address of one or more firms who manufacture machinery used for canning fruit and vegetables. Thanking you in anticipation of an early reply.

Ottawa, Ont. C. W. BAXTER.

Editorial Note.—Brown, Boggs Co., Hamilton, Ont.; Sprague Canning Machinery Co., Chicago, Ill.; The Sinclair-Scott Co., Baltimore, Md.; Max Ams Machinery Co., Mount Vernon, N.Y.; Peerless Husker Co., 80-84 Terrace, Buffalo, N.Y.; Ayars Machine Co., Salem, N.J.; Huntley Mfg. Co., Silver Creek, N.Y.; McIntyre-Haight Canning Machinery Co., Gibson City, Ill.; Canners & Packers' Supply Co., 222 W. Pratt St., Baltimore, Md.

Editor Canadian Grocer.—Can you give me the name of a good collection agency in the United States? One with branches. Several of my accounts have blown over the line and I intend getting after them.

Lajerd, Sask. W. H. SKEELE.

Editorial Note.—The Credit Clearing House, 205 West Monroe St., Chicago, Ill., has been recommended to us.

An advice from New Brunswick says that farmers who usually at this time have over half their potato crop held back in storage have this season not a quarter of a crop left in reserve. Canada is now importing English potatoes which can be placed right now in Montreal at a living profit.

# THE CANADIAN GROCER

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

GREAT BRITAIN—

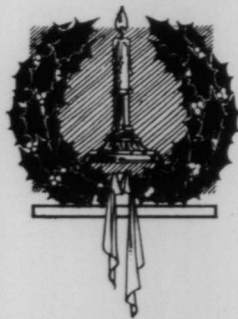
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E. J. Dodd

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## OUR GREETINGS TO YOU.



This issue of The Canadian Grocer appears in holiday dress to greet its many readers with a Merry Christmas.

The present is a season of friendship—a season of "Peace on Earth, Good Will to Men;" a season when we remember our friends and forget we have enemies.

We are almost on the brink of a new year. Have we done our part in the past twelve months to elevate the standing of the grocery trade in Canada? Has this Christmas time brought a realization of the moral obligations we are under to serve the trade in a business-like and honest way? It is a season for reflection.

We trust all our readers—subscribers and advertisers—have enjoyed a full measure of prosperity during the past year; and that in the year to come this prosperity will be increased. Prospects are particularly bright for the future and it is with a feeling of gladness indeed, that, under such auspicious trade conditions, we have this privilege of extending our Holiday Greetings.

## SUGAR MARKET WEAK.

On Saturday last, sugar was reduced another 10 cents per cwt. making the second decline of that amount since the easiness set in. This marks the turning point from the highest level reached by sugar in 22 years.

The past week has cleared the sugar situation a great deal. In the first place the estimates of the European beet crop have been increased by the amount of 200,000 tons, the yield now being estimated at 6,250,000 tons as against the original estimate of 6,050,000 tons. Furthermore the prospects for the new Cuban crop are good and present estimates are between 300,000 and 400,000 tons in excess of last year. The Brussels convention has

been adjourned until Jan. 29, but it is conceded that the convention will ultimately allow Russia to increase her export of sugar.

Thus do these several features point to continued easiness. The normal shortage of beet sugar for the year was 1,000,000 tons. Increase in the estimates of European beet and also those for Cuban over last year make up over one half of this. New York prices are conceded to have just about adjusted themselves but Canadian markets have not as yet. A continuance of the movement already commenced is expected.

## AFTER CHRISTMAS.

During the week between Christmas and New Years there are many items the retailer should feature. Among these are oysters, figs, dates, table raisins, cocoa, coffee, oranges, lemons, poultry, confectionery and all other holiday stock.

New Years in many homes is as big a festive day as Christmas. Families are united and every other house has one or more visitors.

Oysters will form the food for many a late supper and should be given much attention; cocoa and coffee will be wanted for similar functions and confectionery also. The above-mentioned dried fruits will be required for eating and baking purposes; oranges are necessary and hot lemonade is a good subject to introduce to assist lemon sales. Fancy biscuits is another easy seller.

Above all every dealer should see that every purely holiday line should be moved out before the end of next week. Crackers, stockings, fancy biscuits in yuletide containers, etc., after the new year will be hard to sell. If necessary give these goods to one clerk during the last day or two and let him devise selling methods to clear them out. The money will be of more use in the cash register than in semi-dead or dead stock.

## GOVERNMENT SCALE INSPECTION.

The Grocer has frequently pointed out in the past that it is not fair to have a dealer pay for his scale inspection and particularly when the scale is found to be correct.

This question has been frequently taken up by associations and many opinions have been expressed by retailers themselves. The Retail Merchants' Association have already requested the Federal parliament to deal with it and it is likely to come up during the present session.

Now is the time when every dealer who uses a scale should interview his local member to exert his influence. That a merchant should pay for inspection of his scale does not appear to be at all fair. If a scale is found correct, then there was no need for inspection and the merchant is out his two or three dollars simply because an inspector has called. If the scale is found to be wrong it is in the interests of the general public to have it corrected, and unless it is due to dishonesty on the part of the dealer, the inspector should be paid by the government.

Let every merchant assist in united action by laying his views before his local member immediately. If the injustices of this system are earnestly presented to members of the government much good will be done before the question comes up for consideration.



WESTERN WHEAT SITUATION.

Another week of ideal threshing weather has prevailed and as a result many who a few weeks ago were making arrangements to have their notes carried over for six months at the least, are now contemplating paying them off as soon as they can secure cars to carry their wheat to the market. The congestion of cars referred to frequently during the last three weeks has been a serious handicap in the marketing of grain, and while as seen by the figures in a past issue a larger proportion of grain had been marketed up to Nov. 30 than last year, yet owing to the increased crop there are many thousands of bushels still waiting shipment.

Some trouble is being encountered at the elevators upon selling this grain as a lot of ice is mixed with it and it is hard to sell the same. Reports have been received where several elevator companies have refused to accept grain that has been threshed after the arrival of the first snow storm. In spite of this, however, threshing is still being continued and from Alberta comes the statement that only 10 per cent. of that crop is left to be threshed. When it is remembered that this was one of the latest provinces to mature its crop, the great benefit of the mild weather during the last month can be easily seen.

FAIR JUDGMENT FOR FRUIT MEN.

Fruit commission men in Toronto have for a long time held a grievance against the customs department of the government which is now likely to be corrected.

The Customs office closes at four o'clock whether there are any people inside the building to be served or not. It has frequently happened that a rush of cars would arrive late in the afternoon and a consequent rush to get them through the Customs followed. Clerks would be in line within one or two places of the wicket when four o'clock would strike, and all business for the day be declared over. With perishable fruit standing in cars the result was sometimes a considerable loss to the fruit men.

Dr. Reid, Minister of Customs, has promised to see that representatives of the commission houses shall be served so long as they are inside the customs building before four o'clock.

FINDS OUR CARTOONS USEFUL.

A Toronto grocer, in conversation with a member of the staff recently, commended the series of cartoons which we have been running in recent months. He mentioned particularly the one which appeared in our issue of November 3, where a loaf of bread has dropped on the floor.

"A couple of weeks ago," he said, "my delivery boy was doing up a loaf of bread for a woman when he dropped it on the floor. Boy-like, he thoughtlessly picked it up and started to wrap it up as if nothing had happened. Being there, I told him to put that bread out in the back shop, and to get the customer a fresh loaf. After the customer had gone out I looked up this cartoon and showed it to the boy. He was duly impressed, and I do not think will make the same mistake again."

EDITORIAL NOTES.

Importers are criticizing recent rises in ocean freight rates. Lemons, olive oil, dried fruits, etc., are being affected in price.

The crop of Louisiana pecans this season will be the

largest in many years, according to a recent report. Texas pecans will be short this year.

\* \* \*

The high price of raw material and extra cost of production is likely to result in increase in price of evaporated milk. Dealers should make careful note of this intimation.

\* \* \*

Irish and other varieties of potatoes from the English markets are being brought to Canada. The first shipment of these arrived in Montreal this week. They range at about the same price as New Brunswick's.

\* \* \*

This is the last call for contestants in The Grocer's window dressing and ad. writing contests. See that you mail your photograph and Christmas advertisement before Dec. 31. Full particulars appear on another page of this issue.

\* \* \*

A Quebec City by-law will come into effect on Jan. 1 respecting early closing. This calls for the closing among others of grocery stores at 7 o'clock. The penalty for infringement is fine of \$40 or 2 months sentence. The retail business is slowly but surely being elevated to a higher standard.

\* \* \*

A man in Stratford, Ont., has been fined \$50 on each of three charges for selling without a license. If the authorities of every village, town and city were on the alert the police court revenues would be rapidly enlarged and at the same time the merchants who pay the bulk of the taxes would be protected.

\* \* \*

The Woman's Branch of the Humane Society of St. Thomas, Ont., will ask merchants of the railway city to close their stores at 6 o'clock week nights and at 9 o'clock Saturdays and nights prior to holidays. Their idea is that such a move would tend to keep the children off the streets at night. Where the reform that cannot boast of a woman's boost?

\* \* \*

Grocery specialties for Christmas day should not be forgotten. Most families like to have something special for the table. Suggest such lines as meat sauces, olives, pickles, imperted peas in glass, mushrooms, jams, jellies, marmalade, cream cheese, peanut butter, apple butter, asparagus, haricots, succotash, etc. Some of these you will find will sell well with a little attention to counter and showcase display.

\* \* \*

"Hurricanes, resulting in vast damage to banana plantations in Honduras have been the cause of advancing price of bananas here," says a dispatch from Chicago. "Not more than 30 per cent. of importer's orders have been received and desks are covered with unfilled orders. One dealer says that output from that banana growing country will fall short 50 per cent." There seems to have been plenty of bananas on Canadian markets to supply the Christmas demand.

\* \* \*

News comes from England that the British Government will not accept contracts to supply the army and navy from United States packing firms against whom prosecutions have been instituted under Trusts and Combines Act. Canadian packers believe, that while Canada could not begin to fill these immense contracts, yet the action of the British government will be favorable to them. Argentina will in all probability land the contracts and therefore will leave room for bigger trade being done in Canadian products.



# Sugar 10 Cents Lower and Still Weak

Price Reduced on Saturday—Several Features That Contribute to Further Easiness—Brazil Nuts Well Cleaned Up—Almonds Hold Strong Position Both Here and in Primary—Makers of Imported Marmalade Quoting Higher Prices—Prunes Strong on Coast.

## QUEBEC MARKETS.

### POINTERS.—

Sugar.—Another 10c decline.  
Tea.—Indian and Ceylon weaker.  
Dried Fruits.—Generally firm.

Montreal, Dec. 21.—The week before Christmas finds the wholesale trade fairly busy, although there is not the measure of trade that has been felt of late. The weather man has been rather thoughtless in his pre-Christmas offering. It was too mild and country roads were not in the best condition. The result, it may be safely said, has been to curtail trade slightly. The present week opened favorably and it is felt that to a large extent trade will make up any deficiencies that may have been felt. It is not expected that the new year will find much of a reaction as far as prices are concerned. There may be a few lines that will show an easier feeling, but for the most part the markets are firmly held and the passing of the holidays is not likely to have an appreciable effect.

SUGAR.—On Saturday last another decline of ten cents was announced. The market had been weak and this decrease was expected. The tendency is to seek still lower prices although it is thought that no further reduction will be noted until the turn of the year. However, the market is uncertain. Buying is not on a heavy scale, particularly with the holiday season at its height.

Granulated, bags	5 65
" 20-lb. bags	5 70
" Imperial	5 50
" Beaver	5 55
Paris lump, boxes, 100 lbs.	6 35
" " 50 lbs.	6 45
" " 25 lbs.	6 75
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls.	6 35
" " 100 lb. boxes	6 45
" " 50 lb. "	6 55
" " 25 lb. "	6 75
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 10
" " 50-lb. boxes	6 00
" " 25-lb. boxes	6 60
Powdered, bbls.	6 90
" " 50-lb. boxes	6 10
Phoenix	5 65
Bright coffee	5 40
No. 2 yellow	5 40
No. 1 " bags	5 40
No. 1 " bags	5 25

SYRUP AND MOLASSES.—There is not much to report in this market for the week. Syrups have been moving steadily and there is a fair demand for molasses which are steady at present prices.

Fancy Barbados molasses, puncheons	0 38	0 40
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45

Choice Barbados molasses, puncheons	0 34	0 36
" " " barrels	0 37	0 39
" " " half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls	0 03½	0 03½
" " " "	0 03½	0 03½
" " " "	1 75	1 75
" " 25-lb. pails	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40	2 40
" " 5-lb. " 1 doz.	2 75	2 75
" " 10-lb. " ½ doz.	2 65	2 65
" " 20-lb. " ¼ doz.	2 60	2 60

DRIED FRUITS.—The general tone of this market is firm. Demand has dropped to those who have been late in their purchases and there are always some who wait until the last minute, or those who have to buy from hand to mouth. Some of the trade are so busy just before the holiday they are unable to follow their stocks closely. A wholesaler told of an instance of a retailer last year who found himself out of sugar on the big day of the Christmas trade. He had been so busy that he entirely overlooked his supplies and here on the very eve of the holiday he had to buy a staple like sugar. Prunes are still firm and currants have lost none of their strength. Sultana raisins are stronger in tone and the situation might be summed in saying that there is scarcely an item under this heading that is weak. The new year should find but little change in the situation.

Evaporated apricots	0 22	0 24
Evaporated apples	0 09½	0 10½
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filatras, per lb., not cleaned	0 07	0 07½
" " " cleaned	0 07½	0 08
" " 1-lb. packages, fine filatras, cleaned	0 08	0 08½
" " " Patras, per lb.	0 09	0 09½
" " " Vostizaa, per lb.	0 09½	0 10
Dates, 1-lb. packages	0 07½	0 08
Dates, Hallowee, loose	0 06	0 07
Fards	0 08	0 11

Figs, 3 crown	0 07½	0 10½
Figs, 4 crown	0 08	0 10½
" " 5 crown	0 08½	0 13
Figs, 6 crown	0 09	0 14
Glove boxes, 16-oz., per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07½

Prunes—		
30-40	0 16	0 18
40-50	0 14	0 16
50-60	0 13	0 14
60-70	0 12	0 13
70-80	0 11½	0 12
80-90	0 11	0 11½
90-100	0 10	0 11
Bosina prunes	0 08	0 09

Raisins—		
Choice seeded raisins	0 09½	0 10½
" " fancy seeded, 1-lb. pkgs.	0 10½	0 11½
" " loose muscatels, 3-crown, per lb.	0 08	0 08
" " " 4-crown, per lb.	0 08	0 09
Seedless, new, in packages	0 10	0 10
Select raisins, 7-lb. box, per box	0 63½	0 63½
Sultana raisins loose, per lb.	0 12	0 12
Sultana raisins, 1-lb. cartons	0 14	0 16
Malaga table raisins, clusters, per box	2 50	5 75½
Malaga table raisins, clusters, per ½ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 07½	0 08
" " select, per lb.	0 08	0 09
" " 4-crown layers, per lb.	0 08½	0 09

NUTS.—The bulk of the buying has been done and the holiday trade has been about the average. Tarragona almonds and shelled almonds are firmer in tone

and slightly higher in price. Brazils remain at the high figure reported a short time ago.

In shell—		
Brazils	0 20	0 22
Filberts, Sicily, per lb.	0 10½	0 12
" " Barcelona, per lb.	0 10½	0 12
Tarragona Almonds, per lb.	0 15	0 17½
Walnuts, Mayette Grenobles, per lb.	0 15½	0 17
" " Marbots, per lb.	0 13	0 14
" " Cornes, per lb.	0 10	0 11
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" " 3-crown " "	0 32	0 34
" " 2-crown " "	0 31	0 32
" " (in bags) standards per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 33	0 35
Canews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	0 08½	0 09
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 08½	0 09
Bon Ton, roasted	0 11½	0 12
Sun, roasted	0 10	0 10
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 20
Pistachios, per lb.	0 18	0 20
Walnuts—		
Bordeaux halver, bright	0 33	0 35
Broken	0 28	0 30

TEAS.—The market has not undergone any change as far as the retailer is concerned, but one report in regard to Indian and Ceylon teas states that slightly lower prices are accounted for by a falling off in quality which, however it is claimed was not proportionate to the extent of the decline in price. The lower rates brought out active demand. The decline is partly explained by the approach of Christmas season. Cables of heavy shipments from both India and Ceylon for November had effect of depressing market. The production is pretty well accounted for and stocks are practically entirely accounted for. The position of China tea is exceedingly strong, this report states, crops being only moderate. Japan teas are firm and are in rather small compass.

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

### Canned Goods.

MONTREAL.—The situation of the tomato market in United States is significant. It is only a short time ago that price quoted was between 80 and 90 cents, but the market has been rising steadily until it is now from \$1.12½ to \$1.15. At this price United States goods brought into Canada could not be

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handled at less than \$1.70. There is a good demand for tomatoes just now, and as previously stated, the present supply must extend until about the end of next September. There is a scarcity of refugee and golden was beans, supplies of which are reported entirely out of first hands.

The United States markets report a similar scarcity and prices are firm. Strawberries and raspberries continue to hold strong position. One carload of former sold at \$2.20 this week, and another of the latter at \$2.60. For smaller quantities, however, a higher price is naturally being asked.

TORONTO.—Trade in canned goods is inclined to quietness just now. Consumption around Christmas is not large and retailers' interest is centred elsewhere.

There is strengthening tendency in imported marmalades. One jobber reported that there had been an advance of 10 per cent. in figures that have so far been received. The high price of sugar as well as fruit is reason given. It is pointed out that marmalade has to be made now and sugar used has to be purchased at high price.

The fact that one firm has withdrawn prices on evaporated milk would indicate tendency towards higher prices. One firm pointed out that on account of high prices as well as the scarcity of raw material higher prices on evaporated milk were not unlikely at an early date. Condensed milk was generally advanced early in the fall.

## ONTARIO MARKETS.

### POINTERS—

Sugar—Down 10c  
Tarragona Almonds—Up 1c lb.  
Brazilis—Scarce.  
Prunes—Strong on coast.  
Imported Marmalade—Makers' prices higher.

Evaporated Milk—Higher tendency.  
Toronto, Dec. 21.—Christmas trade is about at end for another year. It no doubt has had its good and bad features. Serious delays in many cases made matters difficult for wholesalers. Many lines of raisins, nuts, dates, etc., were late in arriving and even quite late this week found shipments of Christmas necessities going out that had not arrived before. Needless to say under such conditions complaints from retailers whose patience was taxed were not few. Thus even this week there was a fair amount of briskness present.

Conditions in the country have not been particularly conducive to record Christmas trade. Weather has been somewhat unseasonable and roads not in best condition. However, it is hoped that when comparisons are made they will be favorable with other years.

Stocks of nuts have been pretty well cleaned. Brazilis for instance are real scarce. Malaga raisins have sold fully up to expectations. Supplies of peels now left are by no means abundant. Figs and dates have been in good demand.

Advances in ocean freight rates are accountable for slightly higher tendency in some lines. While hardly recognizable when figured down to small quantities, still it helps in general strengthening. Labor troubles in Europe and the higher prices that have to be paid for men are reasons given for increased freight rates, some of which are already in action while others will be imposed at beginning of the year.

Country travelers will holiday until after New Year's. Majority of wholesalers are preparing for stock-taking at end of the month.

Sugar.—Prices went down another 10 cents on Saturday last, bringing local figures down to \$5.75. During little more than a week spot beet quotations have declined from 16s to 14s 7½d. A continuance of the movement already in evidence is expected. While some do not look for any changes before the turn of the year, a decline even before that time would not be a surprise. Sales as natural under present conditions, are not brisk.

Extra granulated, bags.....	5 75
" " 20 lb. bags.....	5 85
Imperial granulated.....	5 55
Beaver granulated.....	5 55
Yellow, bags.....	5 35
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.....	6 15
" " 50-lb. boxes.....	6 35
" " 25-lb. boxes.....	6 45
Powdered, bris.....	5 95
" " 50-lb. boxes.....	6 95
" " 25-lb. boxes.....	6 35
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	6 65
" " in 50-lb. ".....	6 75
" " in 25-lb. ".....	6 95

Syrups and Molasses.—There has been good sale of molasses, especially in cans, during past month. Syrup is doing fairly well.

Syrups—	Per case	½ gals., 24 to case.....	5 40
2-lb. tins, 2 doz.		Pints, 24 to case.....	3 00
in case.....	2 40	Maple Syrup—pure	
5-lb. tins, 1 doz.		Gallons, 6 to case.....	6 67
in case.....	2 75	¾ gallons, 12 to case.....	7 25
10-lb. tins, ½ doz.		Quarts, 24 in case.....	7 25
in case.....	2 65	Pints, 24 to case.....	4 00
20-lb. tins, ¼ doz.		Qt. bottles, 12 to case.....	3 50
in case.....	2 60	Molasses, per gal—	
Barrels, per lb.....	0 03½	New Orleans, medium.....	0 30 0 35
Half barrels, lb.....	0 03½	New Orleans, extra.....	0 28 0 32
Qtr. barrels, lb.....	0 03½	barrels.....	0 45
Pails, 25 lbs. ea.....	1 25	Porto Rico.....	0 45 0 52
Maple syrup—Compound		Muscovado.....	0 30
Gallons, 6 to case.....	4 80		
½ gals., 12 to case.....	5 40		

Dried Fruits.—Fancy lines, especially of dried fruits have been selling well. Currants, raisins, dates and figs are in. The Christmas trade has cleaned up stocks of Malaga raisins fully as well as expected. Peels have been closely cleaned up, the lines in scarcity differing with different firms. Buying between wholesale houses on this line was not uncommon on the street this week.

Currants in the primary markets do not lack certain degree of strength. A

special report to The Grocer from Patras, Greece, says of currants: "There has been practically no change in prices on this market since late October but market remains firm but quiet owing to lack of demand from abroad, a feature which seems natural in view of fact that shipments so far are about 12,000 tons more than those of last season for the same period. The total amount of shipments to date are over 87,000 tons net. Stocks are estimated to be between 32,000 and 35,000 tons, and it is calculated that the world's demand all this season will come up to 118,000 to 120,000 tons. The statistical position therefore is undoubtedly strong. This explains confident feeling prevailing in this market in spite of lack of interest from abroad."

Prunes—		
30 to 40, in 25-lb. boxes.....	0 16	
40 to 50 " ".....	0 15	
70 to 80, in 25-lb. boxes.....	0 10	
80 to 90, in 25-lb. boxes.....	0 09½	
90 to 100, in 25-lb. boxes.....	0 09	
Same fruit in 50-lb. boxes ½ cent less.		
Apricots—		
Choice, 25 lb boxes.....	0 23	0 24
Fancy, " ".....	0 25	
Candied Peels—		
Lemon.....	0 10	0 11
Orange.....	0 10	0 12½
Citron.....	0 16	0 18
Figs, 2 to 2½ inches, per lb.....	0 10	0 13
Tappets.....	0 04½	0 04½
Bar figs.....	0 04	0 07
Dried peaches.....	0 17	0 18
Dried apples.....	0 08½	0 09
Evaporated apples.....	0 09	0 10
Currants—		
Fine Filletas.....	0 07½	0 08
Patras.....	0 08	0 08½
Uncleaned to less		
Raisins—		
Sultana.....	0 11	0 12
" fancy.....	0 14	0 14½
" extra fancy.....	0 16	0 17
Valencias selected.....	0 08½	
Seeded, 1 lb packets, fancy.....	0 09	
" 16 oz. packets, choice.....	0 08½	
New Dates—		
Hallowees—		Package dates, per 1 lb.....
Full boxes.....	0 06½	Fards choicest.....
Half boxes.....	0 07½	0 09½ 0 10½

Tea.—There is little to report in regard to tea. Primary markets have been quite strong when the falling off in quality is considered. Some reports predict no further advances as anticipated in some quarters. The Indian tea crop is expected to be ahead of last year considerably.

Coffee.—Coffee prices are unchanged, while general situation shows no particular alteration.

Rio, roasted.....	0 22	0 23	Mocha, roasted.....	0 30	0 32
Green Rio.....	0 20	0 21	Java, roasted.....	0 32	0 35
Santos, roasted.....	0 24	0 25	Mexican.....	0 27	0 28
Maricao, ".....	0 24	0 25	Guatemala.....	0 24	0 25
Bogotas.....	0 26	0 27	Jamaica.....	0 24	0 25
			Chicory.....	0 12	

Spices.—Just now a little quietness in spices is not an unlooked for condition. Primary markets on nutmegs are slightly stronger, while same is true of pimento. Otherwise there are no features.

	Tins	½ lb. pkg'd	½ lb. tins doz
Allspice.....	15-18	60-70	70-80
Cassia.....	24-32	85-115	95-125
Cayenne pepper.....	22-31	80-105	90-115
Cloves.....	22-29	75-95	85-110
Cream tartar.....	28-00	90-00	
Curry powder.....	25-80		
Ginger.....	22-29	65-85	75-95
Mace.....	50-80		0-2 75
Nutmegs.....	35-60	90-00	1 60-2 50
Peppers, black.....	22-60	67-75	80-90
Peppers white.....	29-00	90-105	1 05-1 15
Pastry spice.....	17-27	65-95	75-110
Pickling spice.....	18-22	75-00	75-00
Turmeric.....	16-00		

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

Mustard seed, per lb. in bulk.....	0 12
Celery seed, per lb. in bulk.....	0 20
Shredded cocoanut, in pails.....	0 19 0 22

Nuts.—The strength in Tarragona almonds was mentioned last week. They are generally quoted at 1 cent higher this week. Decks have been quite well cleared by Christmas sales, especially in Brazils, while almonds and filberts are none too plentiful.

Almonds, Formigetta.....	0 15 0 15½
" Tarragona.....	0 16½ 0 17
" shelled.....	0 34 0 37
Walnuts, Grenoble.....	0 15 0 16
" Bordeaux.....	0 12 0 13
" Marbots.....	0 13 0 14
" shelled, new.....	0 35 0 38
Filberts.....	0 11 0 12
Pecans.....	0 17 0 18
Brazils.....	0 23 0 21
Peanuts, roasted.....	10 0 13

Rice and Tapioca.—Trade is fairly good for Christmas week. There are no special market features.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal.....	3 65
Rice, standard B.....	3 75

Rangoon.....	Per lb. 0 03½ 0 04	Sago, medimm brown.....	0 05½ 0 06
Fancy rangoon.....	0 05 0 06	Tapioca—	
Patna.....	0 05½ 0 06	Bullet, double.....	0 08
Japan.....	0 05 0 07	great.....	0 07
Java.....	0 06 0 07	Medium pearl.....	0 06½ 0 07
Carolina.....	0 08 0 10	Flake.....	0 08
		Seed.....	0 06½ 0 07

Beans.—Little change in the beans market, which has been rather quiet since the close of navigation. Steadiness however prevails.

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

Evaporated Apples.—The market has improved slightly of late, both here and in the United States. Prices are a little high for export business.

Dried apples are practically an export article and prices are almost equal to evaporated. There is a fairly large quantity in the country but buyers have paid as high as 7½ to 8 cents.

Olive Oil.—“All forecasts are still in favor of a good crop,” says a report from France “on olive oil,” and should nothing occur we shall get olive oils of very good quality, to a sufficient amount and at reasonable prices. But oil making hardly begins before January and later in some localities. The fruit is sound and it will be to interest of growers not to gather it before completely ripe.

Such backwardness in the appearance of the first new oils explains why old crop oil is still so firmly held.

MANITOBA MARKETS.

Pointers :—

- Sugar—10c Decline.
- California raisins—Advancing.
- Prunes—Strong.
- Brazil Nuts—Stock depleted.
- Coffee—Weaker.

Winnipeg, Dec. 21.—With the closing of last week wholesale Christmas trade may be said to have been completed for present season. As stated before, all local firms are greatly pleased with conditions that have existed and expressed themselves as being gratified with vol-

ume of trade that their respective houses have conducted this year. Owing to the congestion in the railroads many shipments have been delayed, but all may be said to have been forwarded now. This will, of course, result in many retail merchants throughout the country receiving their supplies later than usual, but it is expected that there will be time enough for them to get rid of their stocks before the season is over.

Reports from collection departments show that some improvement is taking place, while they are by no means as good as would be desired. The delay is due to fact that the farmer is rarely able to get cars to move his grain. As soon as he has succeeded in marketing his grain it will mean a settlement all around, and as threshing is still continuing these settlements are taking place daily. The Christmas sales, in spite of bad collections, were better all round this year than last for all classes, and it is anticipated that a steady business will be still carried on even after the holiday season is over.

In general lines trade has been fairly steady, and no changes in price are noticed. Travelers are expected to return for their Christmas holidays within a few days, and the next two weeks will be devoted to the preparing of orders for shipment after the new year.

Sugar.—British Columbia sugar has taken a decline of 10c per cwt. for western territory west of the western boundary of Manitoba. Sugar prices declined here last Saturday 10 cents in sympathy with the eastern market.

Montreal and B.C. granulated, in bbls.....	6 30
" " in sacks.....	6 25
" yellow, in bbls.....	5 40
" " in sacks.....	5 85
Icing sugar, in bbls.....	6 65
" " in boxes (25 lbs.).....	6 90
Powdered sugar, in bbls.....	6 45
" " in boxes.....	6 45
" " in small quantities.....	6 20
Lump, hard, in bbls.....	7 15
" " in ½-bbls.....	7 25
" " in 100-lb. cases.....	7 15

Syrup.—Syrup shows no change since last week's decline. The demand is reported to be good this week and stocks to be fairly heavy.

Syrups—	
24 2-lb. tins, per case.....	2 28
12 5-lb. tins, per case.....	2 65
6 10-lb. tins, per case.....	2 55
3 20-lb. tins, per case.....	2 57
Half barrels, per cwt.....	4 00
Barbadoes molasses, in half barrels, per gallon.....	0 48
New Orleans molasses, half barrels, per gallon.....	0 30 0 31

Dried Fruits.—As predicted last week, California raisins have already started to go higher and an advance of ¼c per lb. is noticed this week. As reported last week, this line is looked upon by many as good buy in the market and the demand at present time is only normal. Prunes are also strong and reports indicate that greater portion of stocks are out of hands of packers. As sales are strong and supply light, prospects are bright for exceedingly high prices next year. The Christmas trade in all lines has been excellent and whole-

salers and retailers feel congenial over trade in general.

New prunes.....	Per lb. 0 08	70-80s, 25s, s.p.....	0 09
90-100s, 25, s.p.....	0 08	70-80s, 10s, s.p.....	0 10
90-100s, 10s, s.p.....	0 09	60-70s, 25s, s.p.....	0 09½
80-90s, 25s, s.p.....	0 08½	50-60s, 25s, s.p.....	0 10
80-90s, 10s, s.p.....	0 09½	40-50s, 25s, s.p.....	0 11½

New Figs—	
Camel 3-crown table figs.....	0 10
" 4-crown table figs.....	0 11
" 5-crown table figs.....	0 11½
" 6-crown table figs, about 10 lbs.....	0 12
" 6-crown table figs, about 50 lbs.....	0 12½
" 7-crown table figs, about 100 lbs.....	0 14
" 9-crown table figs, about 10 lbs.....	0 15
Emmanuel 3-crown.....	0 08½
" 4-crown.....	0 09
" 5-crown.....	0 09½
" 6-crown.....	0 10
" 7-crown.....	0 11
Club box figs.....	0 06

Cooking Figs	
Choice boxes.....	0 05½
Half boxes.....	0 05
Half bags.....	0 04½

Valencia raisins—	
Fine, f.o.s., 28s, s.p., per box.....	2 00
Fine, selected, 28s, s.p., per box.....	2 20
4-crown layers, 28s, s.p., per box.....	2 30
4-crown layers, 14s, s.p., per box.....	1 21
4-crown layers, 7s, s.p., per box.....	0 58
Ne plus ultra, 28s, s.p., per box.....	2 31

Currants—	
Dry clean, per lb.....	0 07½
Washes, per lb.....	0 08
1-lb. package.....	0 08½
2-lb. package.....	0 17½

Evaporated Apples.—Stocks of evaporated apples at present in city are rather heavy, but sales continue to hold fairly strong. As stated last week, prices range around 10c flat Winnipeg, and if any change takes place it is likely to be an advance.

Nuts.—The general trade this season has been large in all lines of nuts. At present time Brazil nuts are practically cleaned up on local market. Last year some Manchuria nuts were brought in and found a ready market, but this line has not made its appearance this winter. New prices on new crop of pecans have arrived and show a decline of ¼c per lb. Stocks of this new crop will not be forwarded for two months at least.

New Filberts, large.....	0 11½	Tarragona Almonds.....	0 15½
Marbot Walnuts.....	0 13½	Aberness.....	0 14½
Brazil Nuts.....	0 18	Pecan Choice.....	0 17

Coffee.—“The coffee market is weakening considerably,” exclaimed one wholesaler to-day, “and I would not be surprised to see prices drop lower. The whole situation is due to manipulation and is uncertain. Stocks held in the city are fairly heavy and the demand is fairly good.”

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

Split Peas and Beans.—Split peas are reported to be scarce and prices to be holding firm around last week's advance. Beans are quiet after activity of the last two months, but it would not be surprising to see a flurry in this line before long. Pot barley is being quoted at an advance and is now \$1 per 98 lb. sack.

Beans, 3-lb. picker, per bushel.....	2 55 2 65
Hand picked, per bushel.....	2 78 2 75
Peas, split, 100 lbs.....	3 75 3 80

WINNIPEG.

PROVISIONS.—The provision market during the last three weeks has shown considerable activity. Pure lard is in



(Continued from page 38.)

a little too much matter. There is just enough holly border and the bells are appropriate. But if half the type were omitted, leaving twice as much white space, it would look much better. Some of the reading matter might have been placed at the top of the second page. There are, also, too many varieties of display type in use. This is the fault of the printer, and has the effect of causing confusion among the nerves of the eye. One series of type should be adhered to throughout.

**Start With Good Heading.**

MacLeod & MacBain, the 2 Macs, Ingersoll, Ont., issued a Christmas goods

circular 24 inches by 16 inches, reduced reproduction of which is shown here. The chief feature of this is the large number of articles quoted and their prices. Christmas buyers certainly like to have a list of goods they are thinking about and the price of them.

The introduction of the announcement might have been improved upon. Instead of using the firm name some striking caption would probably appeal more quickly. The writer would have featured the Fruit Cleaner mentioned. For instance: "YOU HAVE ADVANTAGE OF OUR OWN FRUIT CLEANER," would have arrested much attention, unless, of course, the fact has been well advertised for a long time before.

In some cases there are short special references to the goods advertised. But there is not enough of this. Referring to nuts, something could be said of their food qualities, the heat producing oil, etc. Same applies to dried fruits, cranberries, marmalade, etc. There should be something distinctive about each. This has a greater tendency to cause a prospective customer to buy. This is the kind of material that brings results in the newspaper when displayed properly and prices are quoted. While circulars are good in many cases, yet, as the dealer knows from his own personal experience, they are too often relegated to the waste-paper basket.

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**BRANCHES:**

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

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

**BOVRIL AND YOUR BANK ACCOUNT**

You increased your Bank Account by so much last Christmas. You want to go one better this season. Take our advice and push

**BOVRIL**

as much as possible. There are one hundred and one good business reasons why you should do so:—

BOVRIL is 100% pure. Cannot be made purer. BOVRIL is profitable and a reputation buldler.  
BOVRIL is needed by your customers. Remind them. BOVRIL never causes complaints.  
BOVRIL is a health and trade stimulant. BOVRIL is QUALITY.

Ask for Showcards and feature BOVRIL in your displays.

**BOVRIL LIMITED, - MONTREAL, QUE.**

**H. P. ECKARDT & CO.**  
**T o r o n t o**

**Wish Everybody a Very**  
**Happy Christmas**



# Christmas Window-Dressing Competition

AND

## AD-WRITING CONTEST

Only one more week before these contests close. See your Photographer at once.

### THE CONDITIONS

This competition is open to any dealer or clerk who is a reader of The Grocer. Window to be dressed with Christmas goods and arranged entirely by dealer or clerk.

Photographs must be in our hands by Dec. 31. See that photographer gets good picture, as much depends on this. Give description of window when sending photograph.

### THE PRIZES

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

### AD-WRITING

To the dealer or clerk who sends us best written original newspaper advertisement before December 31, a prize of \$5.00 will be given. Clip it from newspaper and briefly outline your opinion of advertising.

**Photographs and Advertisements coming in already. Send yours at once.**

ADDRESS

**THE EDITOR, THE CANADIAN GROCER**

143--149 University Ave., TORONTO

## Country Dealer's Method of Stock Taking

Some Points That Need Special Attention—Quiet Time Selected for the Work—Care Should be Taken to Carefully Prepare Inventory—Tabulating the Goods on the Shelves.

Those merchants who have made stock-taking a yearly or semi-yearly practice are high in their praise of the benefits derived. If a canvass of them could be made it would be found they would strongly advise merchants who have not been in the habit of doing so, to come over into the ranks of the safe business men. Far is it from the writer's idea to infer that all dealers who take stock are successful business men or those who do not are not, but the good business man is much more likely to be found in the ranks of those who take stock.

It is not given as the best method possible but will at least present an idea of the procedure to those who have never taken stock.

### All Containers Weighed.

It was the custom in this store to prepare for stock-taking when opportunity presented itself for some time ahead. For instance whenever a sugar drawer, a rice box or for that matter a container or holder of any kind happened to be empty, it was weighed. Thus, when taking stock, the container with goods enclosed, was placed on the scale, the

were given and if cost price were on the package, it was called out also. Otherwise it was necessary to specify the brand and size so that the cost could be looked up later. A clerk worked down one row of shelves at a time, then the next, etc., so that nothing would be missed. Time was not taken to pile the goods back evenly on the shelf. That was left until later and is one of the advantages of stock-taking, allowing a rearrangement of goods. Stickers and goods that should be moving, were thrown out, so that selling efforts could be put behind them when stock-taking had been finished.

Any goods that have been recorded which are sold while stock-taking is going on must be kept track of, and the amount deducted from the cash on hand for they cannot appear in the inventory and the cash or credit accounts also.

There is another method sometimes employed in which the record of goods is not made until all has been finished. As each line is counted a slip bearing the amount is left and if any is sold from that line, it is deducted from the amount on the slips. When finished these slips are gathered and the amounts recorded in the stock book.

### Drawing up the Inventory.

We are now well on our way towards the making of a general inventory that will acquaint us with the standing of our business, and which when compared with previous records of its kind will show us how much we have made within that period.

Just as soon as stock-taking is finished, other items that enter into the yearly statement have to be secured for they must all be taken at the same time, otherwise if further business is carried on, some items will be duplicated. The cash in the register and on hand must be counted, deducting the amount of goods which were recorded and afterwards sold. The value of the fixtures must be estimated and care should be taken not to over-estimate them or balance will look larger than it really is. The amount on the books, the amount owed, notes payable and receivable, cash in bank and other resources and liabilities of the business should be secured.

Resources		Liabilities	
Total Stock on Hand	2437 00	Amount Owng	1150 00
Fixtures	400 00	Notes, Bills Payable	450 00
Amt on Books	1700 00	Amt Invested	1500 00
Cash in Bank	437 00		
Cash on Hand	77 00	Resources over Liabilities	2282 00
Notes, Bills Receivable	331 00		
	5382 00		5382 00
		Dec 31/11. Resources	2282
		Liabilities	
		Dec 31/10. Resources	1137
		Liabilities	
		11" Profit	5145

Statement illustrating figures every merchant should have at least once a year.

### A Business Reflector.

Stock-taking is the business man's X-ray. It enables him to tell exactly where he stands and to judge how his business is progressing with a much greater degree of accuracy than would otherwise be possible. Only by taking stock can he tell how much money he is or is not making, how much money he has tied up in the business, amount of stock, or amount he owes or is owed.

Stock-taking should not present any great degree of difficulty to the grocer. It means some hard work, it is true, but this should slip into the background when the advantages derived are considered. Let us deal first with the method of taking the inventory, listing the goods in stock.

There are various ways of going about the work. It depends somewhat upon the business. Here is a simple system the writer met with in a country store.

marked weight of the container deducted and the weight of the contents known. The weight of the container was marked plainly in a place where it would not be obliterated, so that it would serve from year to year. For a day or so previous to stock-taking no more goods than really necessary were unpacked or emptied. This left the deck as clear as possible for operations. Buying was also allowed to lag as much as possible.

### The Best Time.

Immediately after the Christmas rush was the time selected. The slackest day of the week was decided upon for the work. Part of the staff was allotted to waiting on customers, assisting the others when possible. One or two clerks, weighed and counted the goods and called them out to the recorder who set down the figures in the stock book. Number and amount of different lines

J. M. Waterman, manager of the Lima Bean Growers' Association of California, will make a trip through Canada early in 1912, according to a recent despatch. His plan is to place agents of the association on this side of the boundary and to introduce dried lima beans in sections where they are not handled. He will leave for the Dominion about January 15th.

## Canada's Flour Trade With the Indies

Government Correspondent Gives Opinions on How it Can be Increased—Not Enough Care Given to Methods of Shipment—Hot Climate Prevents Flour Keeping Long.

A correspondent to the Dominion Government who has travelled throughout the West India Islands, in giving his impressions on trade questions, deals with some shortcomings of Canadian manufacturers which, if corrected, would mean increased trade with our sister colonies.

"There are quite a number of articles produced in Canada," he says, "that might find a market in the colonies to a much larger extent than they do if a little more attention were given to the development of that trade. Perhaps the one in which the largest development could be made is flour. A considerable quantity now finds its way there, but much more might be done.

"Several facts militate against the trade. It must be borne in mind that the Indies is a hot climate all the year round and consequently flour will not keep long there, which necessitates the sending of brands of good which-will-keep quality. For the above reason, too, West Indian importers will not take flour in large quantities. It is necessary, therefore, for them to order often and not infrequently by cable.

### Promptness With Orders.

"To meet those conditions Canadian exporters should keep large stocks at seaboard so that orders can be filled promptly. Importers in the islands have stated that when they send an order to Canada it is often some weeks before they can get it filled, while by sending to New York for it the orders come by return boat.

"Another trouble is that Canadian shippers appear to lose sight of the fact of the heat of the climate, and flour is shipped in barrels, the timber of which has not been sufficiently seasoned for that hot country. In consequence it shrinks, and when the flour is being unloaded at the docks, there is considerable waste through its shaking between the staves. These and other difficulties may not seem small to Canadians, but it must be borne in mind that nearly all the business people in the Islands are English and they want what they want and when they want it as they want it.

### Requirements as Ordered.

"Still another difficulty in regard to flour was the complaint that Canadian shippers were not particular enough about sending the brand ordered, but were too ready to substitute when not having the required one. One large importer of flour in Trinidad complained about this, alleged habit of Canadian shippers.

"The shipment of lumber, potatoes and dried fish from the Maritime Provinces has, of course, been long established and is well understood by the people down by the sea.

"Very much more could be said along these lines, yet all through the Islands the people are friendly disposed toward Canada and Canadians."

### TO TEST B. C. ACT.

The Canadian Manufacturers' Association has decided to test the validity of the Extra-Provincial Companies Licensing Act of British Columbia. It will take the first suitable case of violation of this Act to carry the matter even to the Privy Council, in order to test the constitutionality of the Act under the terms of the British North America Act. This announcement has been made by the secretary of the association, G. M. Murray.

### THE NEW SARDINE CO.

Many Canadian Sardines Now Packed In United States—Factory In New Brunswick.

Montreal, Dec. 21.—(Special.)—Further details are at hand regarding the proposed industry for the packing of Canadian sardines. It is claimed that eighty-five per cent of the sardine catch along the Atlantic coast is packed in the United States. There are a number of individual packers in this country but their output is comparatively limited. For years United States packers of Canadian sardines have carried on an extensive trade in Australia, South America and elsewhere, taking advantage of the splendid fishing grounds off the Atlantic coast of Canada to supply them with their material.

A new Canadian company has been formed in Montreal, with Geo. F. Johnston, of Johnston, McConnell & Allison, as president. The capitalization has been placed at \$1,000,000, and among the directors are Sir William VanHorne, G. M. Bosworth, vice-president of the C.P.R., W. R. MacInnes, R. B. VanHorne, and W. J. Shaughnessy.

As previously stated, the headquarters of the new industry will be at Chamcook, three miles from St. Andrew's, N. B., where a big plant will be erected in time for next season's catch. Large piers and a number of workmen's cottages built of concrete will be erected.

Arrangements are being made to install machinery for the packing of larger fish in addition to sardines.

About 600 men and women, according to officials, will be employed by the new company. Chas. Haycock, formerly of the Seacoast Packing Co., of Eastport, Me., will be the secretary-treasurer of the new concern.

### MERCHANTS IN LEGISLATURE.

With Fifteen of Them—Rights of Dealers Should be Carefully Guarded.

Merchants form an important factor in the make-up of the new Ontario Legislature, although the lawyers are the largest in number of any profession as was the case in the old parliament.

Fifteen merchants during the next four years will have a part in enacting Ontario legislation, and with this large representation of business men looking after their rights, the interests of Ontario merchants should be carefully guarded.

Here is the list:—Albert Grigg, Algonia; R. H. McElroy, Carleton; J. J. Preston, East Durham; Geo. Sulman, West Kent; Henri Morel, Nipissing; S. G. M. Nesbitt, E. Northumberland; Sam Clarke, W. Northumberland; Wm. H. Hoyle, North Ontario; James Torrance, North Perth; Damase Racine Russell; Robt. Shillington, Temiskaming; S. Grant, East Hastings; Walter Ferguson, East Kent; Thos. Marshall, Monck; Jas. Thompson, East Peterboro.

### WESTERN ONTARIO TRAVELERS.

New Officers Elected—Donald Ferguson The President.

London, Ont., Dec. 21.—Donald Ferguson was elected president of the Western Ontario Travelers' Association over R. E. Davis, after a six weeks' campaign, which brought out over 1,331 votes. H. H. Rennie defeated E. N. Hanna for second vice-president, while the other officers were: First vice-president, H. W. Lind (acclamation); directors, C. W. McGuire, R. Bruce Wanless, G. Morley Adams, J. H. Hiseocks, A. E. Cowley, M. M. Messer and Colin Currie.

Glen Wilson defeated A. E. Ferte in election for vice-presidency of the Travelers' Mutual Benefit Association.

W. Park, of Foster-Clark, Ltd., Maidstone, England, has just completed a business trip through Canada, and has introduced a new beef preparation called VI-OX. This is made in tablet and liquid form.

# This Nippy Weather Makes Your Customers Keener Than Ever For



People enjoy OXO all the year round, but never quite so much as when Zero weather puts an edge on the appetite and whets the longing for a good hot drink—a rich bowl of soup—or a savory stew.

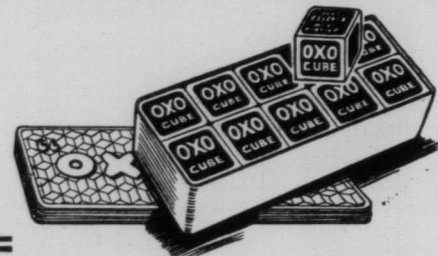
OXO Cubes put these things within the reach of every housewife with a minimum of trouble and expense. One OXO Cube makes a generous cup of Beef Tea or a plate of Soup, and adds flavor, richness and nourishment to gravy, stew or any other meat dish.

Our vigorous advertising is sending more and more people to their grocers—to you—for OXO Cubes. We want you to do your part and gather in your share of this growing trade.

Put up in Boxes of 4 and 10 Cubes, also in Fluid form in 1, 2 and 4 oz. bottles

**CORNEILLE DAVID & CO.**

TORONTO    MONTREAL    WINNIPEG  
OTTAWA    LONDON, ONT.    ST. JOHN, N.B.



## The Yule-Tide Delicacy



Now that the Christmas Season is here with its jolly gatherings and pleasant visits of friends and relatives from near and far, there is nothing that can make it more happy or leave a lasting recollection than

## Reception Wafers

You will find them ready sellers just now and by reason of their excellence of flavor you will find them a steady and consistently profitable stock throughout the year.

It is our wish that the grocers throughout the length and breadth of this Dominion enjoy the Christmas season of 1911 and that the New Year will be a happy and prosperous one.

### Telfer Bros. Ltd., - Collingwood, Ont.

BRANCHES AT TORONTO,    WINNIPEG,    HAMILTON,    FORT WILLIAM



## Its Flavor Leads to Sales

# "ROYAL SHIELD" COFFEE

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

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

### Campbell Bros. & Wilson, Ltd., Winnipeg

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



## Apples! Apples!

GEORGIAN BAY DISTRICT

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

### Georgian Bay District

#### The Quality is No. 1

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

WRITE AT ONCE

## Lemon Bros.

Owen Sound, Ontario

## W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of "Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.  
VICTORIA, B.C.

## Headquarters for Maple Flavor

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

Sold in bottles or in bulk.

Let us quote you prices and submit sample.

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

## Just Arrived

### Italian Peeled Tomatoes

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

### Haricot Vert, Italian Canned Green Beans

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

ALSO

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

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

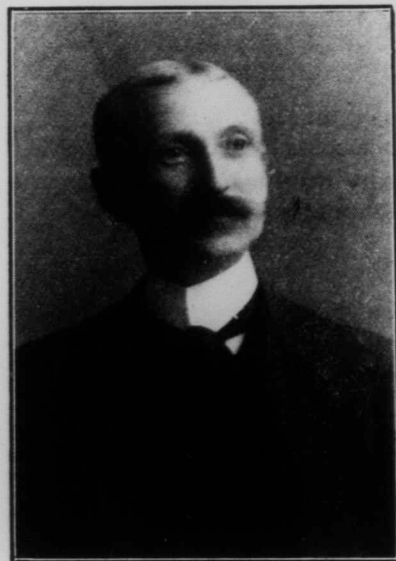
**H. E. VIPOND**  
 197 St. Paul St., - MONTREAL

THE CANADIAN GROCER

ROMANTIC SETTING TO CHRISTMAS ANNOUNCEMENT.

Grocer Tells of Goods, Their Quality and Prices in a New Way.

A traveler has been good enough to send The Grocer a unique retailer's Christmas



ZEPHIRIM HEBERT,  
New President of Montreal Wholesale  
Grocers' Guild.

announcement. The introduction is written in rhyme, contrasting forcibly with the usual straight prose variety. It is the product of Isaac Kaiser, Woodbridge, Ont., and will be read with interest. Here it is:

TO OUR PATRONS.

An invitation free to all,  
Our price is right, our goods are new,

Is what we give to you;  
We trust that you'll not fail to call,  
And see what we can do.  
We're here to serve you best we can,  
And so with us you will agree;  
There is happiness for every man  
Who drinks our special blend of Tea.

Then again we draw your mind  
To something that is really nice;  
Citron, orange, and lemon peel,  
We'll surprise you in the price.

Now, how about that Xmas cake,  
Our fruit is fresh and new;  
So take no chance and be too late,  
But put your order through.

We know the market's good and high  
On tomatoes, corn and peas;  
Nevertheless we're going to try  
Our customers to please.

But just before the price went high,  
We hoarded up a lot,  
So in the sweet bye and bye,  
We'll be Johnnie on the spot.

So in about a week or more,  
Just take a trip and see  
Better things than ever before  
To fill your Christmas Tree.

We have oranges good and sweet,  
Candies, nuts and dates galore;  
Everything that is good to eat  
You will find at the PEOPLE'S

STORE.

This is all we have to say,  
So now we bid you all adieu,  
And wish you a Merry Xmas Day.

Following this, on pages 3 and 4 of the announcement, is given list of Christmas goods and prices, and concludes with a number of suitable articles for Christmas presents.

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

**MINCE MEAT**

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

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

Think it over. It is worth while.

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

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

**Make Clear**

your shelves for the best goods during 1912, and you will not regret it.

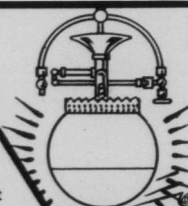
**Macaroni of the "Swallow Brand"**

has absolutely no superior, and it is therefore the line for you to handle. Our prices are right and you will find the goods just the same.

WRITE ABOUT SPECIAL PACKAGE WE ARE NOW PLACING ON THE MARKET

**The G. H. Catelli Company, Ltd.**  
MONTREAL CANADA

**DISPLAY YOUR GOODS TO BETTER ADVANTAGE**



People don't know why they dislike a store; but, consciously or unconsciously, they avoid a poor lighted store.

On the other hand, a well lighted store attracts customers—they stay longer—do their shopping better and buy more.

Why not make your store as bright as day—attractive and inviting? A Rice-Knight Lighting System will give you more light and better light than any other method of lighting. It is cheaper than gas or electricity—can be installed anywhere, no matter where you live. Thousands of systems in use giving perfect satisfaction.

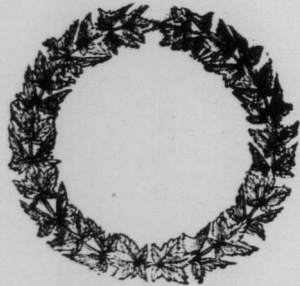
Display your goods to better advantage with a well lighted store. We can tell you how to do it.

Write to-day for Booklet M.

IT'S FREE, A POSTAL BRINGS IT.

**RICE-KNIGHT, LIMITED**  
TORONTO

**BUILD UP YOUR  
WESTERN SALES**



The most rapidly developing  
market in all the world  
is that of Western Canada

Manufacturers and shippers of grocery  
lines in Eastern Canada, Europe and the  
United States can find no method of getting  
into this great market equal to shipping their  
goods to us.

We maintain large track warehouses in  
the five great distributing points of Western  
Canada. Our connection with the trade is  
most extensive and our facilities the most  
complete.

Get in right on this fast growing and  
ready market—the people of Western Canada  
are liberal buyers and prompt in payment.

*WRITE TO-DAY*

**NICHOLSON & BAIN**

Wholesale Commission Merchants, Etc.

HEAD OFFICE - - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

*Our Wish*

*to you and to all the brotherhood of  
good grocers,*

*A Bright and Joyous Christmastide  
and throughout 1912*

*Health and Happiness round your fireside,*

*Prosperity in your Business*

*and*

*a Comfortable Credit Balance at the Bank.*

**W. G. Patrick & Co.**

77 York St.

Toronto

*W*ishing our friends  
and customers  
throughout the Dominion a  
**Merry Christmas**  
and a *Happy and Prosperous*  
**New Year**

**GUNNS LIMITED**

Pork and Beef Packers, - WEST TORONTO

*We take this  
opportunity to wish you a  
Merry Christmas*

F. W. FEARMAN CO., LTD.

"Star Brand"

Hams and Bacon

HAMILTON - ONT.



**T**HE Ladies' Journal tells of a Gentleman from the Canadian West, while visiting in Washington, was asked by a lady "If there were any Reindeer in Canada." He said: "Oh, yes, there must be, when there are two large factories condensing Reindeer Brand Milk, and most people seem to prefer Reindeer to any Milk they can buy, as it was known to be so much richer and better, even as a food for delicate children.

**REINDEER LIMITED**

Factories at

Truro, N. S.

Huntingdon, P. Q.

TO OUR FRIENDS:

The Canadian Grocers  
and their clerks, we pre-  
sent our heartiest good  
wishes for a record holi-  
day trade.

*A Happy Christmas  
and a  
Prosperous New Year*

**MATHEWSON'S SONS**

WHOLESALE GROCERS

202 MCGILL ST., - MONTREAL



## Crucial Moment in Poultry at Hand

Supplies Expected to be Ample for Demand—Turkeys and Chickens Plentiful—Ducks and Geese Not So Much So—Pork Products Somewhat Neglected, With Exception of Lard—Butter Holds Steady—Strong Statistical Position in Cheese.

The crucial moment in poultry is at hand. Soon dealers who purchased heavily will know if they bought wisely or not, and we will know if we have predicted correctly. From present indications it would seem we did. As yet there is nothing to argue otherwise. Supplies of turkeys seem quite plentiful for the occasion and fairly reasonable in price, when compared with other years, and the prices on other meat commodities. It is pointed out that this year our southern neighbor did not buy heavily of our turkeys for their Thanksgiving trade. Then the west has been drawing a goodly quantity of their supplies from the States instead of from Eastern Canada, leaving more in Canadian territory. Chickens are quite ample in supply also, but geese and ducks are not in the same abundance. The biggest rush for poultry comes during the last few days, but dealers expect to be able to meet it.

Consumptive demand for provisions is decidedly slack, and this is reflected in the trade of wholesalers, who cannot be said to be rushed. Interest is expected to brighten after the holiday. The high price of butter has driven the economic housewife to an increased use of lard, which is going out quite freely.

Mild weather of last week in certain sections slackened retail demand for butter somewhat, but the market this week is holding steady under smaller receipts, and a material shrinkage in stocks at several points. Eggs are in good demand with a fair sprinkling of new-laid now arriving.

The cheese market is quiet, but the statistical position is strong, stocks being very small.

### MONTREAL.

PROVISIONS.—The demand for pure lard, hams and bacon, has been good, but the holiday trade interfered considerably, as the main attraction this week has been poultry, and especially turkeys.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 12½
Cases, tins, each 10 lbs., per lb.	0 12½
" " " 5 " " "	0 12½
" " " 3 " " "	0 12½
Falls wood, 20 lbs. net, per lb.	0 12½
Falls, tin, 20 lbs. gross, per lb.	0 11½
Tubs, 50 lbs. net, per lb.	0 12½
Tierces, 3.5 lbs., per lb.	0 12
One pound bricks	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09
" " " 5 " " "	0 09½
" " " 3 " " "	0 09
Falls, wood, 20 lbs. net, per lb.	0 09
Falls, tin, 20 lbs. gross, per lb.	0 08½
Tubs, 50 lbs. net, per lb.	0 08
Tierces, 3.5 lbs., per lb.	0 08½
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00

Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbl.	7 50
" " 300 "	14 50
" " 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
" " small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	6 60
dressed, per cwt.	9 50

BUTTER.—The quality of butter is reported fair for the most part, but the bulk of supplies are being taken from stocks in store. The mild weather was responsible for a slightly easier feeling, but with cold weather this passed. The market is fairly active with prices well maintained.

Creamery	0 32
Dairy, tubs, lb.	0 24

CHEESE.—There has been no change in cheese market which is steady and firm. Demand has only been ordinary. The statistical position is strong on account of small stocks held in Canada and shortage in English makes.

Quebec, large	0 16	0 16½
Western, large	0 16	0 16½
" " twins	0 16	0 16½
" " small, 20 lbs.	0 16	0 16½
Old cheese, large	0 16½	0 17½

EGGS.—Eggs are in good demand and this week was expected to contribute a larger trade than usual. Prices are unchanged, but market is firm.

New laid	0 60
Selects	0 32
No. 1	0 27

POULTRY.—More favorable weather opened the week and a promise was given of lower temperature previous to Christmas. Turkeys, naturally, received much attention, and there was a good supply for holidays. The price was steady and no expectation of higher or lower quotations was expressed. It appears as if the supply will be ample for the demand.

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

HONEY.—The honey market is quiet. Trade is of the routine order with prices steady and demand quite normal.

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

### TORONTO.

PROVISIONS.—Under pressure of good demand, induced by Christmas cooing, and the high price of butter, lard has strengthened ¼ cent per pound. Some firms quote even a slightly higher figure than that. Live hogs remain at

about the same level as a week ago, although they have advanced and dropped back 10 cents during the week. Receipts at present are quite heavy.

General demand for provisions is none too brisk, although fair for Christmas week.

Smoked meats—	
Light hams, per lb.	0 15 0 16
Medium hams, per lb.	0 14½ 0 15½
Large hams, per lb.	0 14 0 15
Backs, plain, per lb.	0 17 0 18
pea meal	0 15 0 18
Breakfast bacon, per lb.	0 15 0 17
Roll bacon, per lb.	0 10½ 0 11½
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb.	0 11½ 0 12
Heavy mess pork, per bbl.	19 00 20 00
Short cut, per bbl.	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb.	0 11½ 0 11½
" tubs	0 11½ 0 12
" pails	0 12 0 12
" compounds, per lb.	0 09 0 09½
Live hogs, at country points	6 15
Live hogs, local	6 50
Dressed hogs	9 00 9 25

BUTTER.—There is no particular change in butter situation. There has been fair sale but market is a little quiet at present. Deliveries are by no means on large scale.

Fresh creamery print	Per lb.	0 35	0 34
Creamery solids		0 29	0 30
Farmers separator Butter		0 27	0 30
Dairy prints, choice		0 25	0 27
No. 1 tubs or boxes		0 23	0 25
No. 2 tubs or boxes		0 19	0 21

EGGS.—This week has brought a big range in the price of new-laid eggs. Last week they were quoted at 50 to 60 cents. This week a couple of firms have reduced them to 40 to 50 cents, giving as the reason an increase in receipts, but there are still a number of firms quoting at 50 to 60 cents. Last week's mild weather no doubt helped in production. Demand for new-laid may probably not be so keen after the passing of the holiday. Storage stocks are firmly held.

Storage eggs	0 27	0 29
New laid eggs	0 40	0 60

CHEESE.—Cheese remains steady but quotations are unchanged. The statistical position is strong but the market is quiet.

New cheese—		New twins	0 16	0 16½
Large	0 15½	0 16	Old Stiltons	0 17
Old cheese	0 17			

POULTRY.—As indicated for several weeks, turkeys are expected to be in ample supply for Christmas. The first of the week was marked by heavier arrivals, and before the last day it is expected that there will be a goodly quantity on the markets. There has even

WE WANT

# Turkeys

LIVE OR DRESSED.

**Canadian Produce Co., Limited**

113 Jarvis Street

TORONTO

been the opinion expressed that a slight easing in price before the week was up would not be surprise. This, however, remains to be seen. Turkeys are in good supply, as are also chickens, but there is not same number of ducks and geese.

One big dealer stated that if the market did not ease off this week it could be expected to hold at the present figure for some time after the holiday.

Poultry—live—	Ducks.....	0 10	0 11
Fowl.....	Geese.....	0 08	0 09
Chicken.....	Turkeys.....	0 13	0 15
Poultry—dressed—	Ducks.....	0 12	0 14
Fowl.....	Geese.....	0 10	0 12
Chicken.....	Turkeys.....	0 17	0 20

**CANNING FIRM INCORPORATED.**

As Intimated in The Grocer Previously, it Will be Known as British-Canadian Cannery.

The "British Canadian Cannery, Ltd." with head offices at Montreal, has been incorporated with a capital stock of one million dollars. They will manufacture canned goods, condiments, pickles, jams, jellies, etc. The provisional directors are: George Cousins and Edward Penny, barristers-at-law; Patrick Brown, secretary; Samuel Mains, accountant, and Wm. Ford, bookkeeper, all of Montreal.

This is the firm referred to in The Grocer of two weeks ago.

Announcement has been made of the incorporation of the "Meadow-Sweet Cheese Manufacturing Company, Limited," capitalized at \$75,000, with its place of business in Montreal, Que. This company has absorbed the Meadow-Sweet Cheese Manufacturing Company,

53 Highest Awards in Europe and America

**WALTER BAKER & CO.'S  
CHOCOLATE  
& COCOA**



Registered Trade-Mark

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

of all Pure Food Laws.

**Walter Baker & Co. Limited**

Established 1780

**Montreal, Can.    Dorchester, Mass.**

and is empowered to act as manufacturers, growers, exporters, importers and dealers of and in butter, cheese, etc., to farm, buy, sell and deal in farm products, domestic animals, etc., etc.

A Mutual Benefit League has been formed in Detroit, according to a newspaper report, to put down the price consumers pay for food. It proposes to buy turkeys, chickens and farm produce from the farmers, and sell them direct to consumers in the city. The chief aim of the league is "to do away with the middleman," a most unworthy one and one that will be difficult to operate successfully.

**FINEST  
ENGLISH KIPPERS  
AND  
EUROPEAN GAME  
Venison  
Exporters**

CORRESPONDENCE INVITED  
**ROBERT ISAAC, Ltd.**  
22 Gt. CHARLOTTE ST.  
LIVERPOOL, England

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

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

**ALLISON COUPON  
BOOKS**

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

HOW THEY WORK:—

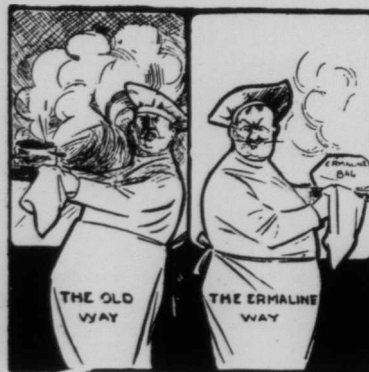


When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect on your note or extend his credit for another book, as you deem wise. No pass books,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

For sale by jobbers everywhere.

**Allison Coupon Company**  
INDIANAPOLIS, IND.

**A Revolution**



has taken place in the Kitchen, Mr. Grocer, and we want you to carry further war against those greasy odors which spread all too often through the home at meal time, by educating your customers to use

**The Ermaline  
Cooking Bag**

the recognized antidote for cooking troubles

1. Saves trouble and gas
2. Makes the meal tastier
3. Preserves the flavor and essence
4. The good of the meat is "Kept there"

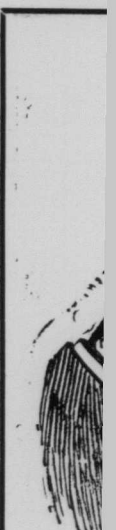
N.B.—Paper bag cookery is not a caprice. Has established itself in England, and is already popular in Canada. Your customers will be interested.

**Ask Your Wholesaler**

**THE ED. LLOYD CO., LIMITED**  
MONTREAL, QUE.

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**Grocers:** The public—especially the woman at home—is being educated to demand purity in food products and has learned by experience that the well advertised brands are more uniform in quality than goods that do not bear the name of the manufacturer. Magic Baking Powder is guaranteed to be all that is claimed for it.

# MAGIC BAKING POWDER



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

**E. W. GILLETT COMPANY LIMITED**

TORONTO, ONT.

Winnipeg

Montreal



## *More Profits and a Bigger Business*

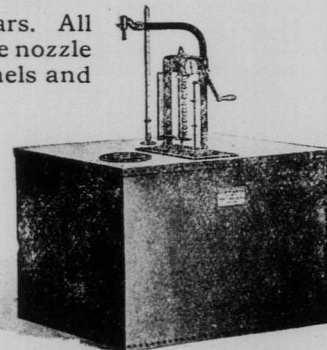
Every grocer can make a good profit on kerosene and gasoline if they are handled right. There are millions of gallons sold every year. The profit on what you sell is large enough if you get all of it—there's where the trouble is. To get every cent of profit you should use the

### **BOWSER** *Self-Measuring Outfit*

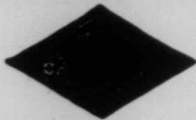
The original self-measuring system—sold to grocers for over twenty-six years. All dirt, waste and annoyance are done away with. You simply hang the can on the nozzle to get a pint, quart, half-gallon or gallon. You don't use any measures or funnels and the pump can't make a mistake—guaranteed accurate. With the Bowser you sell every gallon you buy. No oil-soaked floors. No contaminated merchandise and NO dissatisfied customers.

Every cent of profit goes into your pocket and then all the undesirable part of oil handling is gone. It's clean, pleasant and profitable. Just drop a card for our new book No. 5. It's free.

**S. F. BOWSER & CO., Inc. - TORONTO, ONT.**  
66-68 Fraser Ave.



CANADA: No better Country



MOTT'S: No better Chocolate

---

**"Elite"**

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

**Diamond**

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

Ask your jobber.

---

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

SELLING AGENTS:

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

**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.

**United Soap Company**  
Montreal

**BISCUITS**  
from the Old Country

Notice to Grocers and Stores in Canada

**M<sup>c</sup>VITIE & PRICE**

are now sending regular supplies of their biscuits to Canada.

When you sell **McVITIE & 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: Manitoba and Saskatchewan  
**RICHARDS & BROWN, James Street, WINNIPEG**

Ontario and Quebec:  
**W. G. PATRICK & CO. :: TORONTO**

**TO THE WHOLESALE TRADE:**

**West India Co., Limited**

305 St. Nicholas Building  
**MONTREAL**

THE CANADIAN HOUSE OF:

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

**SUGARS**  
**MOLASSES**

**and all West Indian Produce**

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

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

**West India Co., Limited**

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## Christmas Detracts From Flour and Cereals

These Staples Have Been Somewhat Neglected in Holiday Rush—There is More Enquiry From Europe for Flour—Rolled Oats Have Not Changed in Price—Oat Market Remains Steady—Higher Ocean Freight Rate on Flour.

The retail trade is in the thick of the Christmas rush. Specialties and holiday goods are to the fore, while staples are neglected. Flour and cereals have temporarily been shifted to the background and trade is being left to care for itself. However, with the passing of the holidays it will again move up to its regular place and there is every prospect of good trade with opening of the new year.

There has been quite an increase in demand for flour from European sources during past week and bids were more in line with millers' views. Unfavorable reports which stiffen up wheat market are not infrequent from Argentine of late.

Rolled oats is becoming a very uncertain article. Little more than a week ago there came an unexpected decline of 25 cents per barrel in face of steady oat market. It was then generally believed that prices would react again. One big mill even announced on Saturday last they would advance prices 10 cents per sack. However, to date neither this mill nor any of the others have changed prices. Some of the mills apparently believed they needed the business even at the lower price because the Christmas trade has brought a slackness in sales for rolled oats.

It has been explained before that the higher freight rates have been somewhat detrimental to export trade in flour. Rate on flour is now 16 to 17 cents per cwt. as against 7 to 8 cents a year ago.

The visible supply of wheat in the United States increased 1,350,000 bushels last week. World's wheat shipments last week totalled 9,120,000 bushels as against 894,400 bushels the previous week and 9,840,000 a year ago.

### MONTREAL.

FLOUR.—The market is under influence of holiday spirit that tends to overlook staples as much as possible. However, there is a steady sale but no feature to the market, which remains unchanged.

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

CEREALS.—Rolled oats are steady and in good demand. The last reduction has strengthened the feeling and a healthy tone is reported. There is nothing specially new in this market for the week.

Fine oatmeal, bags.....	2 71
Standard oatmeal, bags.....	2 71
Granulated oatmeal, bags.....	2 71
Bolted cornmeal, 100 bags.....	1 75
Rolled oats, jute bags, 90 lb.....	2 47½
Rolled oats, cotton bags, 90 lb.....	2 52½
Rolled oats, barrels.....	5 20

### TORONTO.

FLOUR.—Flour is included in the list of neglected staples which in rush of Christmas have been left pretty nearly to care for themselves. However, with the passing of the holiday season there is every likelihood of this line taking on increased briskness.

None too favorable reports from Argentine instill strength into the market at times. On Monday a new high record for year's crop of Manitoba wheat was reached, \$1.09 being the price quoted.

Manitoba Wheat	
1st patent, in car lots.....	5 50
2nd patents, in car lots.....	5 10
Strong bakers, in car lots.....	4 90
Feed flour, in car lots.....	3 00
Winter Wheat.	
Straight roller.....	4 21
Blended.....	4 50

CEREALS.—A week ago it was the general opinion that before another week had passed rolled oats would have strengthened from the last. One firm even stated that on Saturday last prices would go up 10 cents per sack. However, there has been no such advance. The oat market is steady at about the same level as during the past month or so.

Rolled oats, small lots, 90-lb. sacks.....	2 47½
Rolled oats, 25 bags to car lots.....	2 37½
Standard and granulated oatmeal, 98-lb. sacks.....	2 65
Rolled wheat, small lots, 100-lb. barrels.....	2 90
Rolled wheat, 5 barrels to car lots.....	2 75
Cornmeal, 100-lb. bags.....	2 00
Rolled oats in cotton sacks, 5 cents more	

### WINNIPEG.

FLOUR.—There is little new in the flour market. The local demand is steady and prices holding firm. Export demand is, however, quiet, and small quantities are being exported. A large shipment of flour left by the last boat from the head of the lakes on Dec. 12, but there are still heavy supplies to be forwarded by rail. A fair western business is being transacted, but the Japanese trade is being left entirely in the hands of Pacific coast mills. Prices prevailing at the present are:—

1st Patents.....	2 90	3rd Patents.....	2 50
2nd Patents.....	2 65	1st Clares.....	2 30

CEREALS.—A good seasonable demand is in existence for rolled oats and market is showing considerable activity. There is no particular change in situation, but demand from all quarters is strong and an active trade it is expected will be in existence all winter.

## Wishing you the Compliments of the Season

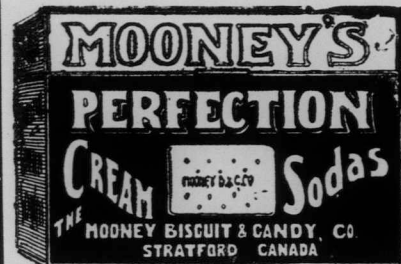
with continued prosperity in the sale of the ever popular biscuit —Perfection. See that your stock is complete for "after-the-holiday" trade.

## The Mooney Biscuit

and Candy Co., Limited

FACTORIES AT  
Stratford, Ont. Winnipeg, Man.

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



## MAPLEINE

(THE FLAVOR DE LUXE)

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

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

The Crescent Mfg. Co. SEATTLE. W.N.

## May Form Provincial Grocers' Association

London and Toronto Dealers Have Matter Under Consideration—Plan to Unite All Grocers of Ontario—Medical Health Officer Interviewed—Want 75 lb. Standard Potato Bag—Cutting of Soap Prices.

Toronto, Dec. 21.—(Special.)—In addition to the nomination of officers for the year 1912, several important questions in connection with the grocery trade were taken up at the regular meeting of the Toronto Retail Grocers' Association on Monday night. Among them the possibility of consolidating the various grocers' associations throughout Ontario into one provincial association.

The question has been unofficially discussed with several other associations, and any who have been approached have signified willingness to join in the union. It was a communication from the London grocers, asking the Toronto association if they were still favorable to such a proposition that brought the matter before the meeting.

President Miller dealt with the greater power the association would have by co-operating. In this way they would have a much greater influence with both Provincial and Federal Parliaments in regard to legislation affecting their interests. The plan probably followed, if such an organization were formed, would be for each association to have representation in a provincial executive according to size, and this executive would have power to deal with big questions affecting all the trade. J. S. Bond, D. W. Clark, G. W. Hall, and Mr. Fry, spoke strongly in favor of the formation of such a union, and the London grocers will be assured that the local association is willing to co-operate in such a movement. It was stated that there are about 17 separate retail grocers' associations throughout the province, and it is probable that they will be communicated with at an early date, and their views on the matter secured.

### Displaying Fruits Over Sidewalk.

J. S. Bond reported on the interview with the medical health officers by himself, D. W. Clark, and Neil Carmichael, in regard to the meaning of the display by-law. Some grocers had been ordered not to show such lines as pumpkins, potatoes, etc., outside. The association wanted to know if these lines were included in the by-law. The M.H.O. seemed confused and "at sea," and admitted that he didn't really understand the meaning of the by-law. However, he believed that any goods such as potatoes, pumpkins, etc., that had to be peeled or boiled, could be shown outside, and signified his intention of having the by-law amended so that it could be clearly understood.

### Weight of Bag of Potatoes.

D. W. Clark thought the standard weight of a bag of potatoes should be placed at 75 pounds, as this would make it exactly five pecks, instead of the odd weight of 80 pounds, as now proposed. The association will petition the Dominion Government to set the weight at 75 pounds for the above reason.

### Six for a Quarter.

The old soap question was brought to the front again. Selling at 6 for 25c is still prevalent, the department stores being the chief offenders. One member reported that a department store was getting a supply through a retail grocer and selling it at cut prices, and pointed out that the retail grocers were not standing together in trying to keep the price cutters from getting supplies.

The following nominations for officers for the year 1912 were made—President, R. W. Davies; vice-president, D. W. Clark, G. W. Hall, Mr. Fry; secretary, C. F. Thorne, Mr. Fry; treasurer, B. Snow, D. McLean, J. S. Bond, D. W. Clark; executive, D. McLean, J. Blood, D. Bell, T. Clarke, N. Carmichael, Mr. Fry, G. W. Hall, R. Mathews, D. W. Clark; trustees, F. Johnston, D. Bell and D. W. Clark.

The elections will take place at the January meeting.

G. W. Hall advised that the association appoint a legislation committee to look after the interests of the grocer in by-laws being enacted by the city council.

J. Munholland, Yonge St., was admitted to the association.

J. Blood thought that vegetables should be sold by weight. If made compulsory the peddler also would have to carry scales.

### COMMENTS ON THE SIDE.

"I always weigh my potatoes. A peck measure holds all weights."

"I put my pecks up in paper bags so that the deliveryman does not have to wait to empty them."

"They say soap is going to drop after the first of the year."

"I think the grocers should take more interest in the municipal elections and the several by-laws to be voted on."

"How does the association stand in regard to giving Christmas presents?"

"Oh, that's dead long ago," replied one member.

"The department stores are getting a big share of the soap trade."

"I sell just as much soap as ever."

"I know of ten good customers who used to buy all their soap from me who never buy a bar. If they get their soap trade, they get some of their other trade too."

"While we may not be selling as much soap, I think we are making just as much money on it."

"One of the big stores advertise cluster raisins at 15 cents, and then when they get them there, sell them something at a higher price."

"That's the way to do."

"One of the department stores is getting 2 cents per can more for a certain brand of salmon than any grocer in the city."

"The more we talk to our customers about them the more we advertise them."

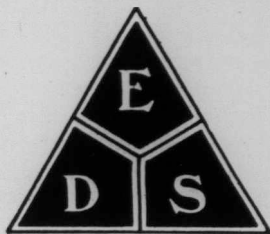
## Novel Christmas Drawing Contest For the Children

Portage La Prairie, Man., Dec. 21.—(Special)—Brown's Limited, of this city believe that if you can get the children interested, you will have the whole family interested in Christmas goods. With this in view they have just completed a Christmas contest for school children, giving ten prizes for the best pen and pencil drawings of Santa Claus.

The first portion of their page advertisement in the local paper used in announcing this contest read: "Dear children—we believe there is a great deal of hidden talent among the children of our city which needs only some little incentive to see the light of day and we have decided to inaugurate and conduct at our store for a few weeks prior to the holiday season, a novel and interesting drawing contest. We want as many pencil and pen drawings of Santa Claus as we can obtain. If you come to the store we will give you two sheets of paper designed expressly for the drawing and also a sheet of Santa Claus designs which you may use as a guide."

There were five classes, according to the ages of the children. The winners were determined by a voting contest held at the store at which any visitor or customer was entitled to one vote whether he purchased or not. Every child contestant was given six Santa Claus postal cards to mail to their friends, to bring them to the store to see the drawing and cast a vote.

Following the name of the firm at the bottom of the ad. is the inscription: "Where a dollar does its duty."



**Jams, Jellies  
and  
Preserves  
are  
Unadulterated**

THE makers of these reliable table delicacies wish their many friends and admirers the Compliments of this Happy Christmas Season.

**E. D. SMITH**  
WINONA ONTARIO

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



**JAN. 15th**  
1912

We will double the  
size of our tins.

SAME  
QUALITY

SAME  
PRICE

We could not improve the polish.  
We doubled the size of the tin.

**THE "NUGGET" POLISH CO., LTD.**  
TORONTO, ONT.

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

We wish our friends in the trade

**A Happy Christmas and a Prosperous  
New Year**

and trust that in 1912 the increase in their business will greatly surpass their most liberal expectations.

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

## Christmas Fruit Trade Has Been Good

Will Compare Favorably With Other Years—Good Holiday Trade Expected Until After New Years—Vegetable Specialties Selling Well—First Estimates of California Citrus Crop—Big Shipment of Japanese Oranges—Celery High in Price.

The annual big Christmas harvest time of the wholesale fruit men is on the wane. For some time all has been briskness around the fruit markets, and especially has this been so during the past week or so. The greater bulk of Christmas goods for country merchants went out last week, while greater quantity of supplies were purchased by city dealers this week. However, there is always a good holiday demand for fruits between Christmas and New Year's, and business is expected to be on large scale next week.

Oranges have been big sellers, although it is thought the trade has not been as large as last year for reason that prices have been higher and crops were late in maturing. Vegetable appetizers for the Christmas table, such as ripe tomatoes, lettuce, imported cucumbers, sweet potatoes, mushrooms, etc., have been given their full share of attention.

The preliminary estimates of the California Fruit Growers' Exchange give the probable shipments of oranges and lemons from the entire state for the coming year as 49,200 cars. Southern California is expected to send about 46,000 cars—a considerable increase over output of year just closed, when 43,585 carloads, the largest crop in the history of the industry then, were shipped.

A recent arrival in Victoria, B.C., was a shipment of 24,490 boxes of Japanese oranges for distribution in Canada and the United States. This is the largest shipment of oranges brought across Pacific this year.

The weather has not been exactly seasonable for lemons of late, and for this reason they have been lagging somewhat and are a shade easier.

Spanish onions are easy in Europe, but this is thought to be only temporary from fact that staples have been neglected in the Christmas rush.

Although high in price, some Canadian markets received shipments of California celery for Christmas trade. Prices are expected to ease off after Christmas has passed.

### MONTREAL.

GREEN FRUITS.—The present week opened with one of the busiest days the wholesale district has gone through in a long time, and employers experiences a 6 a.m. to 7 p.m. schedule daily for the week. There has been good demand for cranberries with some Cape Cods offering. The price is firm and it is expected stocks will be pretty well de-

pleted during next three weeks. Grapes, oranges, pineapples, grape fruit and lemons are moving well, with brisk trade especially in first two. Apples are also receiving considerable attention with prices holding firmly. There has been a large sale of holly at \$4 a case, and holly wreaths at \$2 a doz. This feature of the trade is reported much heavier than usual.

Apples—		Grape fruit, Flo-	
Spies .....	5 50 5 50	rida, case.....	4 75 5 00
Fameuse .....	3 75 5 50	Jamaica, case..	3 50
Baldwins .....	4 25 4 75	Grapes, Malaga,	
McIntosh reds ..	6 00	per keg .....	5 00 6 00
Greenings .....	4 25 4 50	Lemons.....	2 50 3 50
Bananas, crated.	2 00 2 50	Limes, a box ..	1 25 1 50
Coconuts, bags.	4 00 4 50	Oranges—	
Cape Cod cran-		Navel.....	3 50
berries in bas.		Valencia.....	5 00 5 50
21 qts.....	2 75 3 00	Jamaicas, box..	1 75 2 00
Cranberries, N.		Mexican.....	1 75 2 00
S., soft, bbl....	8 00	Pineapples—	
Cranberries, N.S.		Cuban, case....	4 00 4 00
bbls.....	9 00 9 50		

VEGETABLES.—The wholesale fruit men have entered into the conspiracy to make the Christmas dinner a success, and particularly that of the wealthy, who can afford California celery, Boston lettuce, New York cucumbers, sweet potatoes, and the other delicacies that add to the sorrow of the dyspeptic, but to the joy of the average individual. Prices for these articles are reasonable and compare rather favorably with price of potatoes, under the circumstances. The jobbers have prepared well for a big trade, and are realizing it. Retailers apparently cleaned out their old stocks pretty thoroughly before they came into the market. The change in the weather this week was an extra incentive.

Beans, green, hamper	3 00	Lettuce, Boston,	
Brussels sprouts,		per doz.....	1 00
per qt .....	0 25	Leeks, doz.....	1 50 1 75
Carrots, bag.....	0 80	Onions—	
Cabbage, doz.....	0 40	Spanish, crate..	3 50
Cauliflower, doz.	1 75 2 00	Half crate.....	2 25
Celery, Cal. 6 doz		Canadian reds,	
to crate, crate ..	6 50	100 lbs.....	3 50
Cucumbers, doz. .	2 25	Radishes, doz. .	0 45
Garlic, 2 bunches	0 25	Sweet potatoes,	
Green Peppers,		per basket.....	2 00 2 50
bushel basket	1 75 2 25	Montreal pota-	
		toes, new, bag.	1 40 1 45

### TORONTO.

GREEN FRUITS.—The past week or two has been harvest time for the local wholesale fruit men. Trade in all departments has been quite satisfactory. Bulk of supplies for Christmas trade went out to country merchants last week, and on account of mildness of weather it was not found necessary to ship in heated cars, a paper cover in refrigerator cars sufficing. The city trade started in to purchase heavy at the beginning of the week, and it is believed that when totals are made up there will be record showing.

Wishing All  
a  
Merry Christmas  
and  
Prosperous  
New Year

McWILLIAM  
**Mc. AND E.**  
EVERIST

25-27 CHURCH TORONTO  
are Largest Receivers

## XMAS

Greetings to the  
very many patrons  
of

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

From

**FRANC TRAGUZZI**  
SHIPPER, - MESSINA

**J. J. McCABE**

AGENT

TORONTO, : : ONT.

Florida  
good sell  
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Florida and navel oranges have been good sellers. Almeria grapes have sold fully up to expectations. Cranberries have been in good demand, while grape fruit, pineapples, bananas, apples and lemons have come in for their full share of attention.

Florida oranges are quoted this week at \$3 to \$3.25, while California navels

**YOUR XMAS SUPPLIES  
OF  
FRESH TOMATOES**

should be ordered now to insure delivery  
We can supply you all winter with the  
**BEST OUTDOOR GROWN**

and you need have no fear of any damaged ones in the crates. All are carefully examined and the bad ones removed.

WEEKLY SHIPMENTS  
6 BASKETS TO THE CRATE  
**WEST INDIES FRUIT CO.**

30 William Street, Montreal

**Oysters Haddies Fillets  
Frozen Halibut, Trout, Whitefish  
Package Fish of every kind.**

We draw attention to the Oyster Trade for New Year's—Full Supplies of our Long Island Native Brand in 1, 3 and 5 gal. tins.

**HOTHOUSE TOMATOES.** We have them regularly—of the finest quality.

**WHITE & COMPANY, LIMITED**

Wholesale Fancy Fruits and Fish  
**HAMILTON TORONTO**

FOR—

**"Green Mountains,"  
"Delewares"**

or other varieties of

**POTATOES**

for SEED or  
TABLE USE.

Bags or bulk in Cars.

Wire or Write

**Clements Company,  
LIMITED  
ST. JOHN, - - N.B.**

**Greetings**

To Our Business Friends  
and Patrons

We wish you all a Right Merry Xmas and a Happy and most prosperous New Year. May this old-fashioned greeting find you in the best of health and may Dame Fortune smile upon you throughout the coming year.

THE HOUSE OF QUALITY

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

**BUSTER BROWN**



extends to one and all—both great  
and small, best wishes for

**A Merry Xmas**

Sales Agent:

**W. B. STRINGER,**

**TORONTO.**



THE CANADIAN GROCER

rule at \$3.25 to \$3.50. English hot-house grapes are worth 65 to 75 cents per pound.

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

VEGETABLES.—This week has found an improved demand for vegetable specialties, such as cucumbers, head lettuce, celery, mushrooms, hot-house tomatoes, etc. More staple lines

have fallen more into the background. There will be no California celery in for Christmas, as prices are considered prohibitive. However, with Christmas over, prices are expected to ease off and make shipments possible.

Boston cucumbers, doz. .... 2 25	Onions—
Boston head lettuce, doz..... 1 95	Spanish, case... 3 50 3 75
Canadian beet, per bag... 0 80 0 90	Spanish, 1/2 cases. 1 85 2 00
Cabbage, Canadian, dozen... 0 50 0 65	Canadian, 75-lb. bags..... 2 00
barrel..... 1 50 1 75	Potatoes, N. B. stock, bag. .... 1 50
Ca. ruta, bag... 0 80 0 90	Potatoes, Ontario, bag. .... 1 40
Turnips, bag..... 0 50	Sweet potatoes, hamper..... 1 75 2 00
Celery, per doz. .... 0 40	Mushrooms, 1-lb. boxes..... 0 70 0 75
Parsnips, bag. .... 0 90	Can. hot house tomatoes, lb..... 0 30



Fish - Oysters



Weather Unfavorable for Advent Trade

Advent Trade Has Not Been All That Could be Desired—Weather Man Receives the Blame—Frozen Fish Were not Big Feature They Would Have Been With Colder Weather—Retailers Should Feature Oysters Between Christmas and New Year's—Weather on Eastern Coast More Favorable for Fishing.

Reports from some centres indicate that the Advent fish trade has not been all that it might have been. Unseasonable weather has been chief cause, the adverse effects being especially felt in frozen fish which would have been a big feature under more favorable weather conditions. Although there is a tendency to feature other lines this week, the cooler weather and three special fish days have helped sales considerably.

Between Christmas and New Year's is a splendid time to feature oysters. There are many family gatherings with the accompanying oyster shppers, and dealers who push this line during this period should find results gratifying.

The weather conditions along the eastern coast have been more favorable for fishing and there have been increases in the receipts of cod and haddock. Smoke houses and curing plants are busy preparing finnan haddie for which the demand is good. The supply of smelts is not equal to the demand, the United States markets taking the bulk of supplies.

QUEBEC.

MONTREAL.—The Advent trade in fish has been somewhat disappointing. Such is consensus of opinion, and entire blame is laid on the shoulders of the

weather man. The disappointment has been felt chiefly in frozen fish which with cold weather would have been a big feature. As it was the bulk of trade was in salted, smoked and cured fish. Many orders received for delivery three weeks ago have not been filled as far as frozen fish was concerned. The orders included different kinds and because of the mild weather the item for frozen fish in each order was not filled. The result was that refrigerator space has been pretty well filled up and in a number of cases fresh frozen fish was left in the cars on the tracks near the end of last week. Early this week with a weather change for the better orders were filled out of these cars. On the whole, however, the market has been fairly satisfactory, and the local trade expect this week with three fast days to add considerably to the business already done.

The supply of lake fish has been good and fresh fish from the Atlantic coast is reported good as the result of rather favorable conditions. As far as supplies are concerned there is no complaint heard and prices are regarded as being rather low.

The oyster trade has been heavy. One firm figures an increase in demand for bulk oysters at 25 per cent., while for shell oysters the increase has been about 20 per cent. This must be regarded as

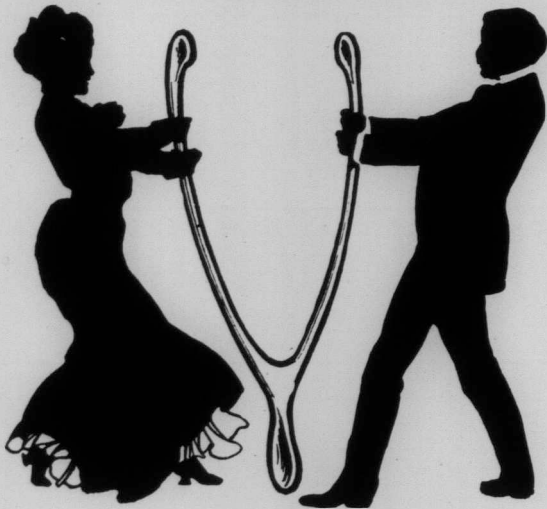
satisfactory in the light of the conditions that have obtained.

After the holiday it is not expected that any slump will be felt. With ideal weather there will be a good demand, and it is a fact that a great many dealers have not as large supplies as is usual at this season. For that reason there should be a tendency toward steady buying. Prices do not show any special change. The salmon run was light and that fish will be steady as will be halibut for which there is always a firm demand.

FRESH	
Steak cod, headless, per lb.... 0 05 0 05 1/2	Haddock, per lb 0 04 1/2 0 05
	Smelts, fancy..... 0 10
FROZEN	
Haddock..... 0 04 0 04 1/2	Round red salmon 09 0 10
Halibut, per lb. 0 08 0 09	Gaspesalmon.....
Herring, frozen, per lb..... 0 18	per lb.....
per 100 fish..... 1 70 1 80	Qualla salmon... 0 07 1/2 0 08
Pike, round lb 0 05 0 05 1/2	No. 1 smelts, lb..... 0 10
Pike, dressed & headless, lb... 0 06 0 07	Extra smelts, lb.... 0 14
Steak cod..... 0 05	Lake trout, lb... 0 10
Mackerel..... 0 11	Tomocods, ori... 2 25 2 50
Dressed perch... 0 10	Whitefish, large, lb..... 0 84 0 09
Dore or Pickerel 0 07 0 08	Whitefish, small 0 06 0 06 1/2
PREPARED FISH	
Boneless cod, in blocks or packages, per lb..... 7, 8, 10, 11 12	
Dry pollock, 100 lb. bundles, per bundle..... 6 00	
Shredded cod, 2 doz. in box, per box..... 2 25	
Skinless cod, 100 lb. case..... 7 00	
Dry cod, 100 lb. bundles, per bundle... 6 50	
SALTED AND PICKLED	
New green cod, per bbl 200 lbs.... 10 00	No. 1 green haddock, per 50 lbs.... 7 50 8 00
No. 1 bbl. 200 lbs.... 9 00	No. 1 green pollock, per 20 lbs..... 7 00
New green cod, per lb... 0 04 1/2 0 05	Salmon, B.C., red, bbl. 14 50
New Labrador herring, per bbl..... 5 50	Salmon, B.C., half bl. 8 00
New Labrador herring, per half bbl... 3 15	Salmon, Labrador, bl. 15 00
Labrador sea trout, bbls..... 12 00	Salmon, Labrador, half bl..... 8 00
Labrador sea trout, half bbls..... 6 70	Salmon, Labrador, trcs, 300 lbs.... 21 00
No. 1 mackerel, pail. 2 00	Salt eels, per lb. 0 06 1/2 0 07
No. 1 mackerel 1/2 bbls. 8 00	Salt sardines, bbls... 5 50
2 bbl..... 16 00	Sal. sardines, 1/2 bbls. 3 00
Scotia herring, No. 2 bbl..... 12 00	Sea trout, 1/2 bbl... 6 50
Lake trout, kegs... 6 50	Sea trout, bbls..... 12 00
Choice mackerel, pail 2 00	Scotch herring..... 6 50
	Scotch herring, keg... 1 00
	Holland herring, 1/2 bl. 5 50
	Holland herring, keg 0 75
SMOKED	
Bloaters, large, per box..... 1 10	
Yarmouth bloaters, fancy, per box..... 1 25	
Haddies, fancy, 15-lb. boxes, per lb..... 0 07 1/2 0 08	
Fillets, fancy, 15-lb. boxes, per lb..... 0 11	
Herring, new smoked, per box..... 1 18	
Kippers (small), per box of 50 fish..... 1 25	
SHELL FISH	
Oysters, choice, bulk, Imp. gallon..... 1 40	
Oysters, bulk, selects..... 1 60	
Oysters, fancy cape, large bbls..... 9 00	
Malpeque Oysters, per bbl..... 8 00 12 00	
Solid meats—Standards, gal., \$1.70; selects, gal., \$1.90.	

NEW BRUNSWICK.

ST. JOHN.—Favorable weather conditions prevailing throughout the past week have been responsible for larger catches by the fishermen, and market has been well supplied with splendid variety. The sale of fish here has been encouraging since Advent set in, and owing to the extra fish days, but the absence of high winds has enabled the fishermen to report better success than for some time past. Fair quantities of lobsters are now being received, but the price is quite stiff, owing to the operations of United States buyers along the coast. The softness of the weather at present has caused a falling off in the stock of smelt, because there has been no fishing through the ice, but this will be remedied with a little cooler temperature.



## Our Wish is Your Wish

that the coming year may see your business even healthier than it is at present and that all enjoyment possible may be yours at Xmas and New Year.

### BEFORE

you start stock-taking consider for a few moments whether it is not possible for you to place a FISH DEPARTMENT at the back of your store. A clean, tidy department which will show your customers that you are attending to their wants.

### AFTER

having decided that it is quite feasible, write us for information. We can tell you what others have done and just how much it has cost them. We can provide any quantity on the shortest possible notice, being THE fish people of Canada.

**Boutillier's Smoked Fillets**  
**Arbroath Brand Smokies**

**Mariner Brand Skinless Fish**  
**Canada Brand Boneless Cod**

### OCEAN BRAND

**Haddles**

**Kippers**

**Bloaters**

Just a few of the headliners which make for success!

**The Halifax Cold Storage Co., Limited**  
MONTREAL

## How Big a Man Are You?

Your weekly envelope will answer this question.

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

### MacLean's Magazine

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

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

You can fill a position with the MacLean Publishing Company which will only require your spare hours.

**Write for our terms and further particulars to**

**MacLean Publishing Company**

143-149 UNIVERSITY AVENUE, - - - - - TORONTO

## Genuine Imported Scotch KIPPERS and FINNAN HADDIE

---

---

We have imported a choice lot of these lines for our trade.

Scotch cured goods are admitted to be the most superior grade in cured fish of all descriptions, and our observations on this shipment bear out this conclusion.

The Kippers are nice stock, medium size fish, packed about thirty pair to the box. They are smoked to a nicety and for a fish for breakfast they are really hard to beat.

The Finnan Haddie are packed in boxes, weighing one stone each, 14 lbs. The fish are beautiful thick fish, and with the well-known Scotch Cure, have an appetizing appearance that go about three parts of the way towards selling them.

These fish are higher in price than the domestic-cured goods and they are well worth it. It is usually impossible to bring these goods to Canada on account of the prohibitive freight and duty charges, but on account of an extraordinary catch off the Old Country coasts this fall we were enabled to buy them cheap enough to import them.

WE KNOW YOU CAN SELL THEM and besides you will give your trade an article that you can recommend very strongly, and that will bring your customers back for more.

**TRY A BOX AT ONCE.**

---

---

**THE F. T. JAMES CO., Limited**

CHURCH and COLBORNE STS.

TORONTO.

# A Merry Christmas

and

# Prosperous New Year

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

## Famous Brunswick Brand Sea Foods

### CONNORS BROS. LIMITED

BLACK'S HARBOUR, N.B.



When Father Christmas wakes up Monday morning, the first thing he will do is to strike a Dominion Match and wish you all the Compliments of the Season---So do we.

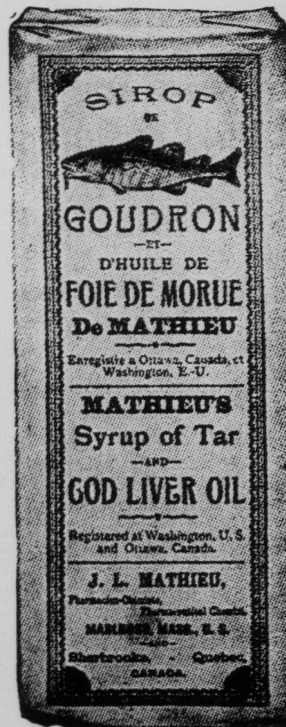


**Dominion Match Co., Limited**  
DESERONTO, ONT.

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



### CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

### MATHIEU'S SYRUP

### OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures--the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

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

For Feverish Colds, don't forget to recommend **Mathieu's Nervine Powders** the great Headache and Neuralgia Remedy.

# *The Compliments*

*of the Season*

*and a Prosperous New Year*

*To all Our Friends.*

---

---

**D. S. Perrin Company, Ltd.**

Executive Offices and Factory

LONDON,

CANADA

BRANCH WAREHOUSES

MONTREAL

OTTAWA

HAMILTON

WINNIPEG

CALGARY

VANCOUVER

### Best Wishes

*Brother Grocer. We trust that this Xmas may be as happy, indeed happier, with you than the last, and New Year likewise.*

### About 1912 Trade

Have you made any plans for tobacco business? Don't you agree with us when we say that there are possibilities in the trade for you? Think it over and in the meantime remember our three headliners :

**MASTER MASON  
MAPLE SUGAR  
KING GEORGE'S NAVY**

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

### BANNER COLD BLAST LANTERN



### Notice to Dealers

Every purchaser of a

### Banner Lantern

can get a

**CALENDAR for 1912**

by filling in and mailing the coupon found in the

**LANTERN**

**Ontario Lantern and Lamp Co., Ltd.**

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL AND WINNIPEG

### 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.

**SALESMAN WANTED.**

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

**POSITIONS WANTED.**

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

**MISCELLANEOUS.**

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

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

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

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

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

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

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

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

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

**MISCELLANEOUS.**

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

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

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

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

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

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

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

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

**YOU don't buy a National Cash Register**—it pays for itself. Saves money. Prevents mistakes. We can prove it. **National Cash Register Co.**, 285 Yonge Street, Toronto.

**TECHNICAL BOOKS.**

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

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

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

**Grocery Advertising**

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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

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

By Joseph M. Walsh

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

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

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

**\$2.00**

IT WILL PAY YOU TO SEND AT ONCE.

**MacLean Publishing Co.**

Technical Book Department

143-149 University Avenue, Toronto

Diamond  
1-lb. tins, 2  
1-lb. tins, 3  
1-lb. tins, 4  
1-lb. tins, 5

Cocoa  
4-dozens...  
2-dozens...  
1-dozens...  
1-dozens...  
1-dozens...  
1-dozens...



or more of



WHITE 51  
White  
\$8.25; 1-lb  
tins, \$1.20  
5c. tins, 4



Sizes  
Borwick's



Cartons  
No. 1, 1-lb  
No. 1, 1-lb  
No. 2, 5-c  
No. 3, 2-c  
No. 10, 12  
No. 10, 12



D  
Ayl

Strawbe  
Raspber  
Black cu  
Red cur





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

# AURORA COFFEE

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

**W. H. GILLARD & CO.,**

**Wholesalers**

**HAMILTON, ONT.**



## Ready Sellers in Winter!

The best line of stove polish for you to sell-- the line that will give you satisfaction and profit is

## Black Knight Stove Polish

It gives a brilliant, lasting shine and calls for but a fraction of the elbow grease required by other stove polishes.

Economical in use and will not stain the hands.

**THE F. F. DALLEY CO., LIMITED**  
HAMILTON, CAN. - - - BUFFALO, N.Y.

## BLACK JACK

QUICK, CLEAN, HANDY



TRY IT

SOLD BY ALL  
JOBBERs

3/4-lb. tins—3 doz. in case.

## A TEMPTING DISH

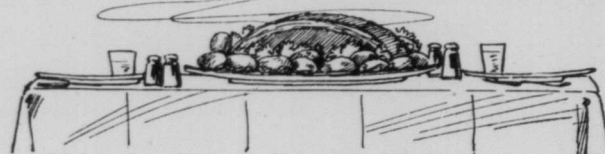
is made more appetizing with the addition of salt. But it must be pure salt, clean, wholesome salt. In these respects the

## ONTARIO PEOPLE'S SALT

has won the charm of every household. It is the faultless product of a faultless factory, which has won an enviable reputation among the elect through its unvarying quality.

Success to the merchant who handles this staple of tried merit is bound to follow.

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



## Have No Hesitation

in recommending to your best customer

## 'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.



## SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

**Brooms**

**Brooms**

**"BROOMS OF QUALITY"**

are hard to get.

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

TRY A SAMPLE SHIPMENT.

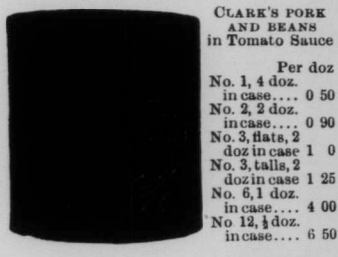
**WALTER WOODS & CO.**

HAMILTON

WINNIPEG

**TWO CENTS PER WORD**

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



CLARK'S PORK AND BEANS in Tomato Sauce

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

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

IMPORTED PEAS "SOLEIL"

Sur Extra Fins	40 Bou.	11 00
Extra Fins	100 tins	15 50
Tres Fins	100 "	15 0
Fins	100 "	14 00
Mi-Fins	100 "	12 50
Moyens No. 1	100 "	11 00
Moyens No. 2	100 "	10 00
Moyens No. 3	100 "	9 50
Asparagus, Haricots, etc.		8 75

MINERVA PURE OLIVE OIL.

Case—	Case—
12 litres	24 pints
12 quarts	24 1/2 pints
Tins—	Tins—
5 gals., 2s.	20s.
2 gals., 6s.	48s Sq.
1 gal., 10s.	48s Rd.
1/2 gal., 20s.	

BASSIN DE VICHY WATERS.

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

CASTILE SOAP

Le Soleil, 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 1/2 lb.
" 12 lbs., 2 1/2 lb. bars	0 08 1/2 lb.
" 50 lbs., 1 lb. bars	3 50 case
" 200 lbs., 3/4 oz. bars	3 75 case
" La Luna, 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2 1/2 lb. bars	0 08 lb.
" 50 lbs., 1 lb. bars	3 25 case
" 100 lbs., 3/4 oz. bars	1 80 case
" 200 lbs., 3/4 oz. bars	3 40 case

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

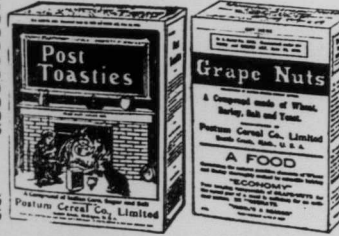
Box, 25 lbs., 1 lb.	0 07
" 25 lbs., loose	0 07
DUFFY & CO. BRAND.	
Grape Juice, 12 qts.	4 75
" 24 pts.	5 15
" 36 splits.	4 75
Apple Juice, 12 qts.	4 50
" 24 pts.	4 75
Champagne de Pomme, 12 qts.	5 00
" 24 pts.	5 50

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

Pastes. THE C. H. CAPELLI CO., LIMITED, MONTREAL, CANADA

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

Cereals.



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

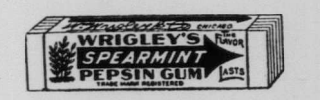


Force, 36's..... 4 50  
Gusto, 36's..... 8 50

Mustard. COOLMAN'S OR KEEN'S Per doz  
D.S.F., 1/2-lb. tins 1 40 F.D., 1/2-lb. tins. 1 45  
" 1-lb. tins 2 50 Durham, 4-lb. jar 0 75  
F.D., 1/2-lb. tins. 0 85 " 1-lb. jar 0 25

IMPERIAL PREPARED MUSTARD Small, cases 4 dozen..... 0 45 dozen  
Medium, cases 2 dozen..... 0 90 "  
Large, cases 1 dozen..... 1 35 "

Canned Haddies, "Thistle" Brand A. P. TIPPET & CO., AGENTS  
Cases 4 doz. each, flat, per case..... \$5 40  
Cases 4 doz. each, oval, per case..... 5 40



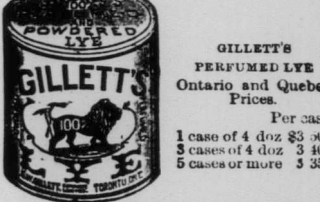
100 Boxes..... \$44 00  
24 No. 3 Jars..... 33 60  
12 No. 5 Jars..... 27 60

N. E. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND

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



Lye (Concentrated).



GILLET'S PERFUMED LYE Ontario and Quebec Prices. Per case:  
1 case of 4 doz \$3 50  
3 cases of 4 doz 3 40  
5 cases or more 3 35

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

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

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

Jelly Powders



Assorted Case, Contains 2 doz. \$1.80  
Lemon (Straight) Contains 2 doz. \$1.80  
Orange (Straight) Contains 2 doz. \$1.80  
Raspberry (Straight) Contains 2 doz. \$1.80  
Strawberry (Straight) Contains 2 doz. \$1.80  
Chocolate (Straight) Contains 2 doz. \$1.80  
Cherry (Straight) Contains 2 doz. \$1.80  
Peach (Straight) Contains 2 doz. \$1.80  
Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case, Contains 2 doz. \$2.50  
Chocolate (Straight) Contains 2 doz. 2 50  
Vanilla (Straight) Contains 2 doz. 2 50  
Strawberry (Straight) Contains 2 doz. 2 50  
Lemon (Straight) Contains 2 doz. 2 50  
Unflavored (Straight) Contains 2 doz. 2 50  
Weight 11 lbs. to case. Freight rate, 2d class.



Assorted flavors—gross 10.75.



# LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

## When The Hands Are Soiled

At the  
Office,  
Store,  
Bank,  
Printer's,  
Home,  
in fact



At the  
Foundry,  
Shop,  
Mill,  
Factory,  
Garage  
or Farm

anywhere or after any kind of employment or amusement, use

# SNAP

Beneficial to the Skin.

Big sale for this Hand Cleaner.

**SNAP COMPANY, Limited**  
Montreal, Quebec

## WARNING!

Crescent



Brand

### SODA-CRYSTALS (WASHING SODA)

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

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

### FREQUENCY OF SAILINGS

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

For further particulars apply to

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



## OAKEY'S

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

'WELLINGTON'

## KNIFE POLISH

**JOHN OAKEY & SONS, Limited**

Manufacturers of

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

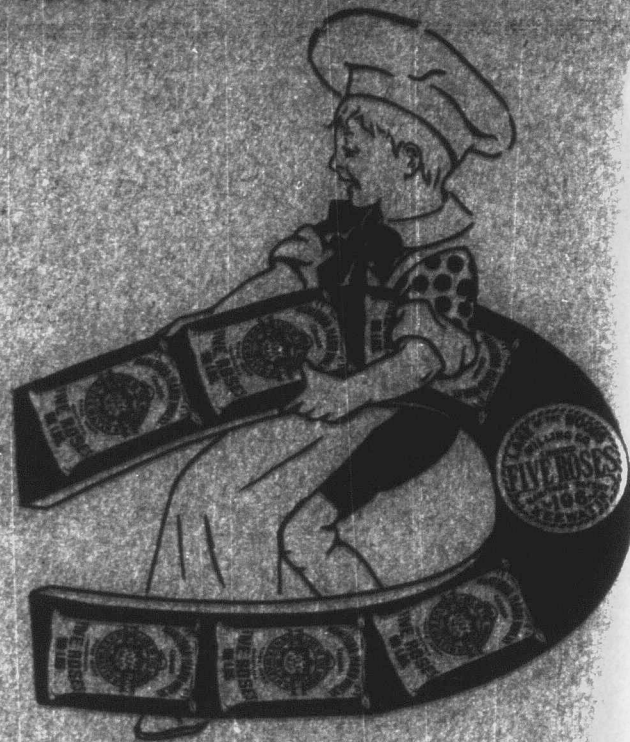
Wellington Mills, London, England

## Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE



## Sales *MUST* Repeat

Over nine hundred thousand housewives now use FIVE ROSES—Because it has the *Selling Ability*. The same difference that exists between a counter attendant and a good salesman.

Do YOU know what that means? Just this—That the first bag must sell the second.

Advertising has a tremendous driving force—yet it can sell only *one* bag.

Your own salesmanship can make only *first* sales—trial orders.

The flour itself must have the compelling *magnetic* influence that draws irresistibly the customer back in spite of *price* and *favor*.

Twenty-three years ago there were—all told—only 800 barrels of FIVE ROSES flour sold in the world.

To-day there flows out of the big FIVE ROSES mills a constant uniform stream—10,500 barrels a day. Can any sane person deny in the face of such brutal facts that FIVE ROSES *must* possess a compelling sales force?

FIVE ROSES will *not* sell itself—no flour will.

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs. Daily capacity, 10,500 barrels.

But once introduced, Brother Grocer, your trade is *riveted* for all time.

A woman can no more give up the FIVE ROSES habit than she can abandon her keen ambition for better baking.

Consider merely the dollar-and-cents side—just think how safe your trade might be—

If *YOU* could sell FIVE ROSES flour.

Maybe you can—maybe you *can't*, for we don't sell everybody, remember that.

Write our nearest office—perhaps we can come together.

Write NOW.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

# Five Roses Flour

Not Bleached

Not Blended

# The Call of the Trade

is steadily increasing for goods of finest quality.

*St. Lawrence*  
Sugar

Will meet the demand of the most exacting. There is no better sugar that money can buy.

## A PURE CANE GRANULATED

Produced from British West India Raw Crystals, and proved by actual Government Test to be

**99<sup>99</sup>/<sub>100</sub> to 100 Per Cent.**

of pure Cane Sugar. This is the highest standard of Quality Sugar produced in Canada to-day.

---

**With the Season's Greetings**

---

**THE ST. LAWRENCE SUGAR REFINING CO., LIMITED**  
MONTREAL



**THE SEASON'S GREETINGS**

**CHRISTMAS, 1911**



*Wishing You The Folliest Yet  
and May the Coming Year  
But Multiply  
the Pleasures and Successes  
of Those Gone by*

Yours truly,

W. CLARK

83 AMHERST STREET,  
MONTREAL.

Dec 22nd, 1911