

CANADIAN GROCER

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

Montreal: 70-72 Avenue Terminus Bank Bldg.
London, Eng.: 25 Fleet St., E.C.

Toronto: 10-12 University Ave.

Winnipeg: 21 Union Bank Building
New York: 115 Broadway.

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, DECEMBER 30, 1910

NO 52.



Robinson's Patent Barley!

As a healthful, nourishing and enjoyable food for young and old, Robinson's Patent Barley is unequalled. Druggists sell it; grocers can sell much more of it—It is a food and right in their line. Those who are wise will always sell it.

Write for Particulars

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**
Agents for the Dominion of Canada

How Is Your Stock

OF

“Crown Brand” Table Syrup?

The wide-awake grocer gives this reliable, quick-selling line every prominence, because he has found that it just “hits the public taste.”

You'll find it pays to handle “Crown Brand.” It's the Syrup that guarantees “repeats.”

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St James St., Montreal

THE CANADIAN GROCER

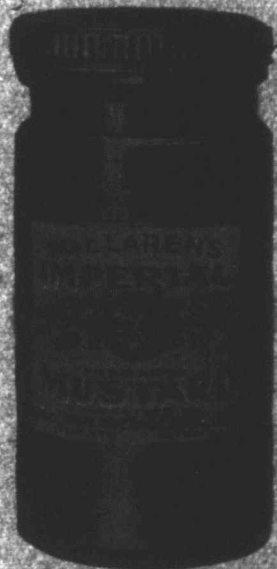
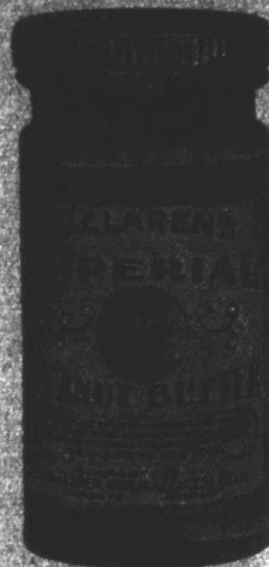
1911

MACLAREN'S

"IMPERIAL PRODUCTS"

WISHES YOU A PROSPEROUS AND HAPPY

NEW YEAR



MANUFACTURED AND GUARANTEED PURE BY
MacLaren Imperial Cheese Co., Ltd.

MANUFACTURERS AND IMPORTERS OF GROCERS' SPECIALTIES

TORONTO . CANADA

*S
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S*

*Steps
to
Success*

**A
HAPPY
NEW YEAR
To All**

A. P. T. & CO.

LA CALICE



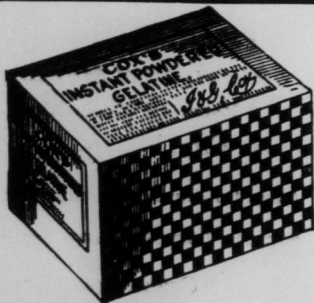
PURE CASTILE

Codou's Macaroni

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

Griffin & Skelley's Fruits

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



Cox's Gelatine

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

ARTHUR P. TIPPET & CO., Agents
Montreal



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

R. B. Colwell
BROKER HALIFAX, N.S.
REPRESENTING LEADING
MANUFACTURERS, SUCH AS
E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery
Brokers
WAREHOUSEMEN
can give close attention to few more first-class
agencies. Highest references.

FOR SALE
Cheap for cash, Fruit Cleaning Plant
with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Green Cod, Skinless Cod, Herrings, Seal
and Cod Oils, White Beans, Peas, etc.

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

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried
Fruit and Nuts, Grain, Mill Feed,
Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

M. Allan Deans
GROCERY BROKER AND
MANUFACTURERS' AGENT
Bank of Hamilton Chambers, 34 Yonge St., Toronto
On Spot Gallon Apples and Marrowfat Beans

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

Beans Evaps.
All those that bought from
us the past year have done
well. Wishing all the Com-
pliments of the Season.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

Currants Raisins
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.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For sample copy of the
**Irish Grocer, Drug, Provision
and General Trades' Journal**
If you are interested in Irish Trade.

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale
Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

We wish all our friends a Very
Happy and Prosperous New Year.
Lind Brokerage Company
73 Front St. E., Toronto

THE HARRY HORNE CO.
309-311 King Street West, Toronto
Grocery Brokers, Manufacturers' Agents
and Importers of Groceries and Specialties
WE ARE OPEN FOR MORE BUSINESS
AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and
Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

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

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

A. Francois Turcotte
COMMISSION MERCHANT
Room 16 Morin Block
Quebec City, - Canada
Open for one or two more agencies.
Black Tea Agency Wanted.
Good Openings here for
Lard, Oats, Boiling Peas.
HAVE YOU ANY TO OFFER?

'Tis Ever Increasing—

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

**WHOLE
OR
GROUND**

"GOLD MEDAL" COFFEE

**1 and
2-lb.
Sealed
Tins
Only.**

PACKED IN AIRTIGHT TINS—making a convenient package to handle.

It reaches the consumer with all its aroma, strength and delicacy of flavor unimpaired.

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

Our name is on every tin—a guarantee of unequalled quality.

A CARD WILL BRING YOU A SAMPLE, QUOTATIONS AND FULL PARTICULARS.

EBY-BLAIN, LIMITED

**WHOLESALE GROCERS
TORONTO**

It Will Pay You to Handle

"RAM LAL'S PURE TEA"

The Consumers will like it, because it is reliable, and is a firm favorite when once used.

Ram Lal's Pure Tea Co., Limited

MONTREAL, P.Q.



Every grocer knows that Cowan's Perfection Cocoa is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc.,
Cowan's Perfection Cocoa is unsurpassed.

THE COWAN CO., LTD., TORONTO, ONT.

"Simcoe" Brand Baked Beans



One of our lines that has become exceedingly popular in various parts of Canada by reason of a combination of high quality and generous quantity.

As the green label on each can tells your customers, these tins contain more beans than the 3's flats that are sold at a higher price.

And you can guarantee the quality, because the beans are all hand-picked, processed with exceeding care, and nothing but the purest sauces and spices are used.

We extend to every member of the trade our best wishes for a Happy and Prosperous New Year.

Dominion Cannery Limited
Hamilton ∴ **Canada**

We can supply Red Cross Brand in place of Simcoe when desired.



You **MUST** push the Best Goods if you would hold your trade permanently.



The "Best Goods" in a grocery stock always includes

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

WILLIAM H. DUNN - Montreal and Toronto

Mason & Hickey, Winnipeg, Man.

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

BROKEN EGGS CUT YOUR PROFITS

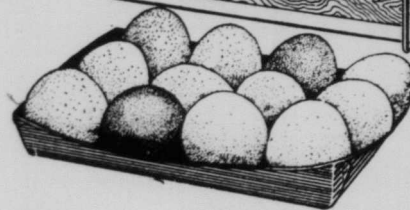
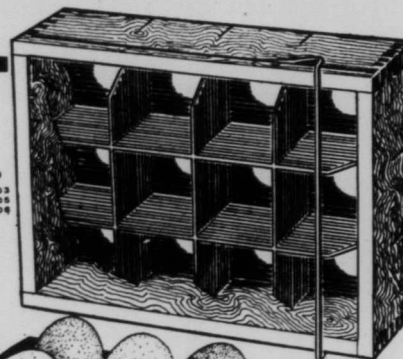
Now, when eggs are high, is the time to stop all breakage by using

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

They pay you an extra profit of 1c. on every dozen eggs delivered, because they *stop all breakage, stop miscounts, save time, and satisfy customers.* Cheaper to use than paper bags or boxes. Ask your jobber. **Write for our booklet, "No Broken Eggs."** See about having your advertisement on every Star Egg Tray.

NO. 1
PATENTED
U. S. MAR. 10, '03
CAN. DEC. 18, '03
ENG. APR. 14, '08



JAMES BURNS, BRANTFORD, CANADA, WRITES:

We have used Star Egg Carriers over a year; never have any broken eggs and our customers are well pleased.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

YOUR CHOICE FREE

with

COMFORT SOAP

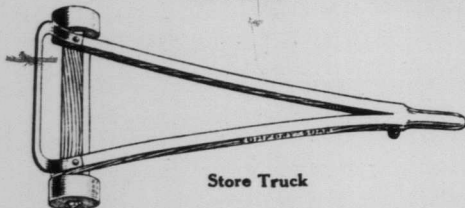
It's All Right

Any of the following useful premiums given free with five boxes of Comfort Soap.



Store Ladder

Ladder :—Light, but strongly made. Can be used for all ordinary ladder purposes in the store. Seven feet long, weighs seven pounds and can easily be carried in one hand.



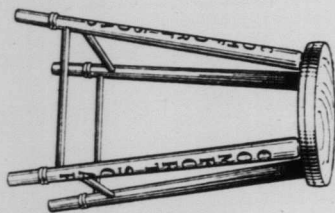
Store Truck

Truck :—A strong, durable, well-made truck. No handier article for the store. Barrels, boxes and other heavy packages can be moved about easily with a Comfort truck.



Nail Puller

Use a **Comfort Nail Puller**. Strong and very serviceable. Preserves your nails and cases for future use. No store should be without one.



Stool

Stool :—Give comfort to your customers when they buy at your store, by using this Comfort Stool. It costs you nothing when shipped with Comfort Soap, and does much to make the store attractive to your customers.



Solid Aluminum Scoop

Scoop :—Best quality scoop in the world. Every store needs scoops, take this one, FREE with Comfort Soap.

With a twenty-five box lot we give FIVE TIMES as many premiums as with a five box lot.

WRITE TO-DAY FOR ILLUSTRATED PRICE LIST.

Address:— Comfort Soap, Toronto



BALAKLAVA BRAND BAKED BEANS

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

WRITE FOR PRICES AND INFORMATION.

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

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

DON'T CRY OUT OVER LOST OPPORTUNITIES

There are unique profit possibilities **AHEAD** for every grocer who is featuring

BJELLAND'S SMOKED HERRINGS IN BOUILLON

Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.



Ask Your Wholesaler

John W. Bickle & Greening
(J. A. HENDERSON)

HAMILTON :: :: ONTARIO

Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

a delightful, dainty and wholesome dessert is ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package.

*Ask your Jobber for
Minute Tapioca*

Minute Tapioca Co.
Orange, - Mass.

Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co. St. John, N.B.



THE CANADIAN GROCER

SOAPS
THAT

SATISFY!



Soap Quality

has the biggest say in successful Soap Selling and

RICHARDS PURE SOAPS

sell better than any others because their quality never fails to satisfy. See to your stocks. Here's the complete line:—

Richards Pure Soap, Quick Naptha Soap, Snowflake Soap Chips, Ammonia Powder, 100% Pure Lye, Toilet Soaps.

RICHARDS PURE SOAP CO., LTD.
WOODSTOCK, ONT.

Agent for Toronto and Hamilton:—A. Hutchinson, Omand Mfg Co., 76 Colborne Street, Toronto



SANITARY CANS

FOR

WINTER PACK

OF

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

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Mass.

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Toronto
treal
oha, N.B.

Make "1911" Your Banner Year

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To do so you must have THE BEST.

"VERGINE" BRAND OLIVE OIL

is a sure trade builder. This brand is known and extensively advertised throughout the Dominion of Canada, and the demand is increasing every day. If you have none in stock

START THE NEW YEAR RIGHT

Send us your inquiry for "Vergine" Olive Oil to-day. Samples and prices promptly submitted upon request. Don't trust your memory.

DO IT NOW!

Head Office:
Cor.
Church & Colborne Sts.
TORONTO



Branch:
256 St. Paul Street
MONTREAL

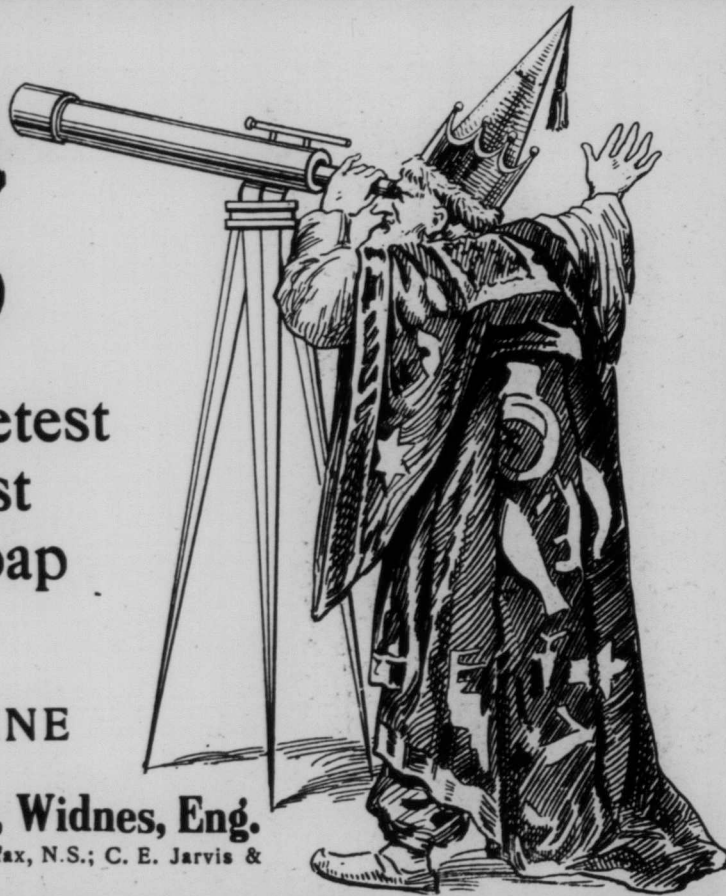
Gossages' Magical Soap

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

GUARANTEED GENUINE

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

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



Real Sellers

You will find no other flavoring extract that sells as fast as

Shirriff's TRUE VANILLA

It is a real purity product, made of finest Vanilla Beans that grow in Mexico --and made in such a way that it has far greater strength---and will satisfy your trade far better---than inferior and imitation vanillas.

You can recommend Shirriff goods to the trade you are most anxious to get and keep. Stock these



**STRONGER,
RICHER,
DAINTIER**

Shirriff's EXTRACTS

Your profit is bigger on them. Your sales are surer. Order and let them prove it to you. If your jobber cannot supply you, write direct to

**IMPERIAL
EXTRACT CO.**

8-10-12 Matilda Street, - TORONTO

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW,
SCOTLAND

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

Northern Saskatchewan Grocers!



You save Freight when
buying from
our Prince Albert
Warehouse.

And you get full advantage of the carload rate on all your orders, small and large.

Figure out how much your freight adds to your cost in one year's business.

Then communicate with us at Prince Albert Warehouse, and see what a big saving you can make buying from us at this point.

Your enquiry will receive immediate attention. Write us to-day.

Cameron & Heap, Limited,

Wholesale Grocers,
REGINA FORT WILLIAM KENORA PRINCE ALBERT

"CANADA'S BEST" SOAP

is a chemically pure soap made by "men who know" the soap business.

It is the laundry soap to feature because it possesses unique qualities.

It answers every requirement of the housewife—and most satisfactorily.

**United Soap Company
of Canada
Montreal**



MATHIEU'S SYRUP

of Tar and Cod Liver Oil
**MATHIEU'S
NERVINE POWDERS**

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—Thousands of testimonials attest their wonderful value—

They never become dead stock—They afford dealers a good profit—Those who once use them make them a household remedy—Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.

AND

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

Distributors for Western Canada..

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

L. Chaput, Fils & Co., Wholesale Depot, Montreal.

Many people forego the pleasure Coffee gives them owing to the trouble of making it. With

SYMINGTON'S COFFEE ESSENCE

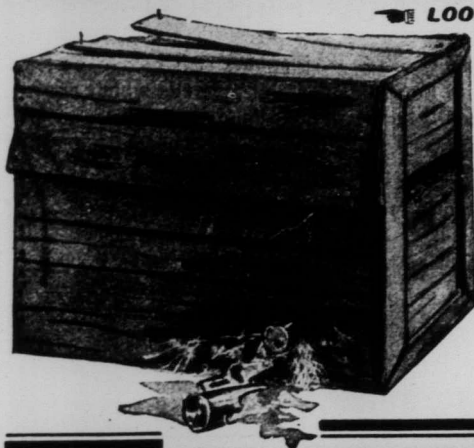
your customers can have the most fragrant and delicious Coffee without fuss or difficulty by simply adding boiling water. Remember there is no other Coffee Essence to equal SYMINGTON'S

Thos. Symington & Co., Edinburgh and London

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



LOOK AT THIS CASE — AND AT THIS



Do you want your product to arrive in a condition that will draw further trade instead of repelling it? Clean and fresh, with attractive, legible label? Then use

H & D Corrugated Fibre Boxes

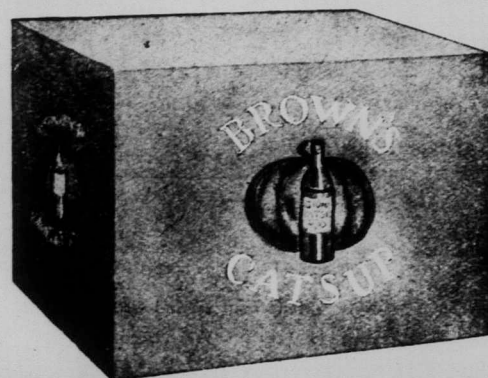
They will absolutely protect your shipment against water, damp and damages, and trim down your freight bills because of the lighter weight of fibre board as compared to wood.

No matter what you have to ship, we can design a better, cheaper and more satisfactory packing case than you are now using

Ask for booklet "How to Pack It."

WRITE US TO-DAY

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



The Holiday Festivities

call for a refreshing, palatable beverage that will leave no bad after effects.

And you, Mr. Grocer, need have no hesitation in recommending—

The T. A. Lytle Co., Ltd.



They are pure, tasty and contain so small a percentage of alcohol as to be absolutely harmless.

We can supply you promptly. Order to-day.

The favourite kinds are Port, Grape and Black Cherry.

Sterling Road, Toronto

Don't hesitate to recommend and stock

McLean's Cocoanut



IT'S A QUALITY ARTICLE THAT NEVER FAILS TO PLEASE

The Canadian Cocoanut Co., Sole Makers, Montreal

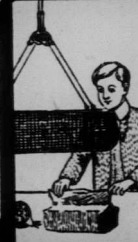
CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY
99 ONTARIO STREET TORONTO, ONT

EUROPEAN OFFICE: 118 HOLBORN LONDON E.C. 4

INVALID OXVIL

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



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

THE PERFECT FLUID BEEF

INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts. INVALID OXVIL is now being sold by all the leading grocers and chemists in Canada on the strength of its Purity and Genuine Beef Flavor.

Manufactured and Guaranteed by

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

Write for Illustrated Price Lists to our Canadian Agents:

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

The Chief Competitor

Of Prepared Foods is Home Cooking

Housewives would not go to the trouble of preparing all the foods they do at home if they could buy satisfactory substitutes ready cooked.

Most women who are prejudiced against goods in cans and bottles have simply tried the wrong kind.

The only way to build up a good business on prepared foods is to sell a quality as good or better than can be made in the home.

HEINZ 57 VARIETIES PURE FOOD PRODUCTS

are made of the best materials money can buy. They are prepared in model kitchens by methods which are the result of forty years' experience and endeavor to improve the best home ways of food preparation.

The housewife may be able, in some instances, to prepare similar foods that will be more pleasing to her own individual family, but she cannot make cleaner, purer, or better.

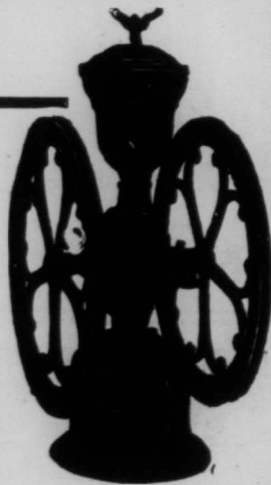
H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products

The Finishing Touch

to the appearance of your store is given by the installation of an

ELGIN National Coffee Mill

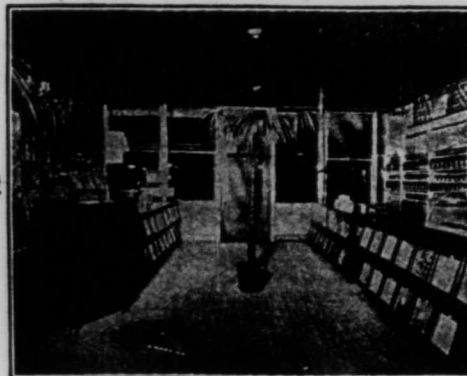


The attractive symmetry and finish of the "Elgin" compel attention and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running. Made in 40 different styles, they sell at a very moderate price. Ask any of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co. Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.



A Strong Combination :

UTILITY CLEANLINESS
ATTRACTIVENESS

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

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

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



Why You Can Sell Package Dates

Because they are clean and sanitary, while bulk dates are not.

Because—Speaking now of our own package **Dromedary Golden Dates**—they have been advertised to your customers in the leading magazines; your customers know the name and are only waiting for you to remind them they can get them from you

Fill a window with **Dromedary Dates** and paste a magazine advertisement on the glass. Then see if they sell.

Dromedary Dates keep moist and fresh indefinitely. Your jobber sells them.

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

The Hills Brothers Co., Beach and Washington Sts., New York

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511

Phone Uptown 5962

PUT UP IN ELEVEN DIFFERENT SIZES!

This is a feature that cannot fail to boost your sales of

GINGERBREAD BRAND MOLASSES

Are you handling this ready-selling line? It enables you to cater for every class of customer from the smallest to the biggest.

Quality and flavor are distinguishing features of Gingerbread Molasses, which has good body, and is a strong baker.

Why not give your wholesaler a trial order? Send along to-day.

The Dominion Molasses Co., Limited

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THE MILK WITH A REPUTATION!

You can rely on a steady sale for any article that combines purity and quality!

"Canada First" Evaporated Cream

is made only from the purest tested cow's milk, and every can comes to you guaranteed and fully sterilized. It is canned in air-tight, sanitary cans—most attractive package. A splendid selling line. Order from your jobber.



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A Dainty, Tender Biscuit of Delightful Flavor!

We also make all kinds of dainty and high-grade biscuits.

There's something seductive and different about TELFER'S VANILLA WAFERS that cannot fail to please the housewife and her guests. Try these dainty biscuits yourself and you will feel more competent to recommend them Always reach you fresh and crisp.

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BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

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

St. George Evaporated Cream

(Unsweetened)

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

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

J. MALCOLM & SON

ST. GEORGE, ONT.

The Mill They All Want
AND THE REASON WHY



Because it represents the greatest real Value of Material, Quality and Workmanship at the Lowest Price.

Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

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Quart bot., 12 to case .. \$2.30	Half-gal., 12 to case .. \$4.60
Pint tins, 24 to case 2.40	1-gallon, 6 to case 4.30
Quar.-gal., 24 to case ... 4.00	2½-gallon, 2 to case ... 3.80

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Quart bot., 12 to case .. \$2.30	Half-gal., 12 to case .. \$4.55
Pint tins, 24 to case ... 2.40	1-gal., 6 to case 4.25
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MONTREAL
Melasses and Syrup Refiners.

The following Brands are Standard world over for past 32 years. No change.

"SMALL'S SELECTED PURE."

Quart bot., 12 to case .. \$3.40	Half-gallon, 12 to case .. \$7.25
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"SMALL'S STANDARD"

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Quar. gal., 24 to case .. 4.70	2½-gal. Imp., 2 to case.. 3.90

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By resolving to use the best Sugar

ST. LAWRENCE GRANULATED

The Standard of Quality

ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

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

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

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

Extra Granulated
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Golden Yellow.

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

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

Established in 1854 by John Redpath

Cut this out for Reference

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

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

Shallcross, Macaulay & Co., Ltd.

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

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Flavor!

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er, B.C.; Wm.
algary, Alta.



PREPARED
CAKE ICING



years. No change.

to case .. \$7.25
case 6.50
2 to case.. 6.50

to case ... \$4.70
ise 4.40
2 to case.. 3.90



Branch: Sault Ste. Marie

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

AURORA COFFEE

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

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Your particular customer
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DOVE
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NUT**

because of its purity
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in Cocoanuts!

The friend of all who
cook!

**W. P. Downey,
MONTREAL**

**ATTENTION,
MR. GROCER!**

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

**Allison Coupon
Books**

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

HOW THEY WORK



A man wants credit.
You think he is good.
Give him a \$10 Allison
Coupon Book.
Have him sign the
receipt or note form
in the front of the
book, which you tear
out and keep. Charge
him with \$10. — No
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buys a dime's worth,
tear off a ten-cent
coupon, and so on
until the book is used
up. Then he pays
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another book. No pass
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no lost time, no
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For sale by the jobbing trade everywhere.
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are now buying things in the
United States which they ought
to buy in Canada. They don't
know what we can do. A small
advertisement in the

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might bring inquiries. Better
write for rates to

I. C. STEWART, Halifax

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This is the season to push SUCHARD'S
COCOA. From now on Cocoa will be in
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guarantee Suchard's Cocoa against all other
makes. Delicious in flavor. Prices just right.
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\$3.00 a dozen, or \$2.75 per crate of 5 dozen.

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Makers of High Class Gums at
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We make special brands to order.

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is a rapid seller
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This unique feature
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Send along a trial
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They pay well to sell!

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

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Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

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Century SALT
 "The Salt of Salts"

MR. GROCER—This is the salt that is winning public attention and favor. Best for table. Best for dairy. Stock it and see it sell! First, get our price list. We ship promptly.

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 SARNIA, ONT.

Afternoon Tea Biscuits



**Dainty Biscuits
 Daintily Packed**

A post card brings our Album.

**PEEK, FREAN
 & CO., LTD.**

LONDON ENGLAND

Donald says :

"There is no alum present in

**Quaker
 Baking Powder**

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by Dr. J. T. Donald,
 Dominion Gov't Analyst.

November 26, 1910.

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**Is Your Coffee Trade
 Large and Profitable ?**

IF NOT

You Can Make it So

BY SERVING YOUR
 CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade
 Grow Quickly

IT IS

THE COFFEE OF QUALITY !

Packed in Handsome 1-lb Tins

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



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

GORMAN, ECKART & CO.,

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"Worth Crowing About."

"A Quick Seller."

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ASEPTO SOAP POWDER

"The Enemy of Dirt"

Can be used with equal effect for the cleansing of clothes, dishes, walls or floors, etc. Takes the place of soap on every occasion and is much more economical.

Better than the best on the market and the package is as large as the worst.

Order from your jobber

Asepto Mfg. Co.

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NORTHERN ONTARIO MERCHANTS

If profits count in your business—

LISTEN! It means at least 5% and as high as 10% **MORE PROFIT TO YOU** when buying from your Local Jobber.

MOREOVER, it means **QUICKER DELIVERY,** and thus **FEWER DISAPPOINTED CUSTOMERS.** We have the goods and at right prices.

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Winnipeg

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Ontario

The Ultimate Effect of Parcel Post

Has

Writer Thinks That the Express Companies are The Chief Opponents—Why This is a Mistaken Impression—The Retail Merchant is the Chief Obstacle—Parcel Post Would Tend to Break Up Prosperous Rural Communities and Congest the Cities.

A Sarnia, Ont., reader of The Grocer in a letter respecting Parcel Post, says:

"You say that cheap parcel post is desired by the mail order houses; very likely. But this old story has been going the rounds until it is threadbare. The real opponents of parcel post are the express companies, who do not want any interference with their present monopoly at fancy prices.

"After a good many years' experience of shopping in small towns in Ontario I venture the opinion that the local dealer himself is a loser by the excessive cost of getting small parcels, not so much directly, but in ways that he does not perceive. It prevents him from procuring things that are not in stock, promptly, and at a reasonable price; and this in turn drives people to the catalogue houses, not so much because of prices but because they have the assortment.

"Here is the way the thing occurs: A customer asks for something that is not in stock. It may be a specialty, or a novelty, or repairs, but anyway it is not in stock, and the dealer says: 'Haven't got it—anything else?' Some times he will express regret, and sometimes he will behave as though the enquiry were a reflection on his methods of store-keeping. So the customer tries another store, with no better result; and then, thrown on his own resources, hunts up the mail order catalogue, which is now as common as the big bible on the parlor table used to be twenty years ago.

"If he finds what he wants he mentally adds the express charges, and grumbles at the expense. Just at this point his attention is attracted by some other items, and it occurs to him that by ordering a good sized parcel he will save some freight. Consequently he sends five or ten dollars out of town when he only intended to send one or two.

"Needless to say, this does not account for every instance, but it is a good rule for local dealers never to refuse business for anything that can be procured and delivered at a fair price. At present the express rate on small parcels between Ontario points averages about \$10 per cwt. with a minimum of 35 cents. It is absurd, and altogether beyond the fair cost of the service, or the value to the ultimate consumer."

A Common Mistake.

EDITORIAL NOTE.—The Canadian Grocer was glad to receive this letter because it gives an opportunity of pointing out a common fallacy on the part of many people. It shows that the writer of that letter has also been drawn into the trap skillfully laid by the quiet manipulations of the mail order houses

who are anxious to have everyone believe that the express companies are the only opposition to such a measure.

When he says that the real opponents of parcel post are the express companies, he is mistaken. To prove this one has only to ask himself the question: How long would it take to establish parcel post if the merchants were quite willing that it should come? The great opponents are the merchants, not the express companies. No one will undertake to dispute the inference that the express companies charge fancy prices. This has been the general impression, and the finding of the Commission appointed to investigate express conditions in Canada arrived at that conclusion. We can therefore expect that within the coming three months some amelioration with respect to the excessive rates charged by these express companies, and consequently we should not be able to say at the end of that time that we ought to have the parcel post on account of these high rates.

Where Merchants Err.

What the writer subsequently says contains on the whole several truths. It is true that in most towns, villages and country sections, there are merchants who do not pay enough attention to assortment and who are not over-anxious sometimes to serve a customer with an article not in stock. But in a town the size of Sarnia, one is constrained to question the inference that frequently he is unable to get goods required from some merchant. The whole trouble in connection with this misunderstanding lies in the fact that merchants in all lines of trade do not advertise their goods through the public press or otherwise, sufficiently to let the general public know the assortment they carry. If every merchant boomed his own business in proportion to the manner that the mail order houses do, there would be very little business left any town, village or rural community.

This is what the trade newspapers of the MacLean Publishing Co. have been pointing out for years, and a great many cases are known where the mail order business has been greatly reduced simply because merchants have adopted more aggressive measures.

To get back to the main issue: the retail merchants base their opposition to parcel post on the assumption that a parcel post would give the mail order concerns greatly augmented power in competition with local merchants in all the smaller cities, towns, etc., in every province.

These houses have already appropriated a large portion of the trade of a great many retail merchants. Add to their present advantages, the services

of the government in providing them with greatly reduced transportation rates and rural mail delivery, and the effect of the intensified competition against retail merchants becomes to the latter alarmingly evident.

But here is the situation in brief: the question concerns not alone the survival or the prosperity of the retail merchants; it concerns, through them, also the prosperity and individual welfare of our rural population and our smaller cities, towns, and villages, whose merchants are the main support of public improvements, of libraries, of the professions and of civic progress in general.

A parcel post, therefore, means more than cheaper transportation or resistance to any extortions on the part of express companies; its evident vital relationship to commercial and political conditions in every community demands attention.

It is for these reasons, The Grocer maintains, that the contention of the great and, so far, unsurmountable obstacle—the retail merchant—to the parcel post should be given proper recognition.

Draws Life From Rural Sections.

What has been said above is fully substantiated by the New York Journal of Commerce, one of the leading lights on trade and commercial questions in the United States. It says: "The strongest advocates of parcel post are the large department and mail order stores in centers of distribution for merchandise. Some of them now send catalogues and circulars all over the country and take orders by mail, but their business is restricted by the necessity of delivering most of their goods by express.

"If they can get the government to carry and deliver them a thousand miles at the same rate as from the village post office to the outlying farms, what will be the effect upon the local storekeeper? He may find the most profitable part of his trade drying up, and he cannot prosper by merely buying and selling farm produce. Retail trade in villages is important for the conservation of community life. Its prosperity is good for all the neighboring country and its languishing would be a calamity. Parcel post would tend to its extinction and counteract the effort to encourage living in the country, by increasing the tendency to congregate in cities and large towns. Trade and industrial life need to be diffused and not concentrated more and more, and the government ought not to divert its mail service to increasing congestion and drawing the life from rural towns by blighting their commercial side."

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Has the Ear Marks of a Good Salesman

Story of How a Young Clerk Made a Sale Long Before the Goods Actually Left the Store—He Did Not Allow the Prospective Customer to Mope About—A Big Future is Predicted for Him.

A young man who is commanding a big salary away up in the four figures for his salesmanship ability with one of the largest commercial enterprises in the world to-day recently related an incident which had impressed him, for it clearly demonstrated the opportunities which come to the retail merchant but which in the vast number of cases are allowed to slip by. In fact he claims that they are not recognized.

"I was in a shoe store with my wife," he began. "A clerk was serving her. I walked up and down until presently a young clerk approached me and said: 'I would like to show you a fall and winter boot that we are handling this year.' The incident by the way occurred about six weeks or two months ago.

Getting in Early Work.

"I told him that I did not need any new boots just then, but he replied, 'Well, I just want to show you them. It may not be long until you do want a new pair, and anyway I think you will admire them.'

"Well, even if I had not wanted to look at them there was hardly any escape and soon the young man was expounding the virtues of these particular boots. They were a good seasonable kind and there wasn't a single good point that the young fellow did not touch upon. 'When you get a pair of rubber heels on them,' he said 'you will go a long way before you will find anything to equal them for comfort during this time of the year.'

"My wife had made her purchase; I thanked the young clerk who had interested me and we left. There was not a sign of disappointment on his face because I did not buy. In fact he seemed pleased at having interested me.

"About three or four weeks later, I felt that I needed a pair of good, stout, every-day boots. Do you think I could forget that young clerk? Why, the boot he had shown me was the one I had been thinking about and had decided I needed. I went down to the store and asked for this clerk.

"'He is not here in the day time,' was the answer. 'You see he works in an insurance office during the day time and comes in here in the evening.'

When the Sale was Made.

"Well, the rest of the story may be shortened. Of course I found him an evening later and bought the boots he had recommended. He was learning salesmanship, although he satisfied me that he was to the "manor born." I need hardly say that he had sold me the boots that very evening when I was with my wife. He took advantage of my presence in the store. He did not let

me mope around and go on about my business. But in a nice, pleasing manner he drew my attention to a seasonable article and sold it to me. If that isn't salesmanship of the 24 karat kind. Well I am going to watch that young chap. He is going to make his mark."

TO INSTRUCT CLERKS.

Cincinnati Retailers Impressed With Necessity of Clerks Possessing Salesmanship.

At a recent meeting of the Cincinnati (O.) Retail Grocers' association, at which more than 200 of the retail grocers of the city were present, A. C. Seerest, who delivered an address entitled "How Can a Small Buyer Improve His Condition?" said that the secret of improvement lies in the bettering of the salesmanship qualities of clerks in the retail groceries. He advocated the education of the clerk along the lines of knowing the origin and cost of what he sells and how to differentiate between various classes of goods.

So much impressed was the associa-

tion with the talk that an arrangement has been made whereby monthly lectures will be delivered to grocers' clerks this winter, showing the origin of the goods they handle, how they are packed and how to sell them most advantageously for their employers. Many of the lectures will be illustrated.

WAS HE RIGHT OR WRONG?

There are tricks in all trades. An Old Country grocer relates the following experience. "A woman walked into my shop the other day and asked to taste some American cheese. At the time the best American cheese was selling at 7d. per lb. She tasted five different ones, and then said, 'Have you nothing better, something about 8d. per lb? I don't care much for the taste of these.'" As it happened I had half a cheese under the counter, the fellow-half to one she had already tasted. I said "Certainly ma'am! Here is one at 8d. per lb."

"After tasting it she said 'Ah! That's better. I will take 3 lbs. of it.'"

A Goderich, Ont., grocer recently reported the receipt of a shipment of butter which proved to contain a considerable amount of tallow. The retailer promptly shipped it back, and says that if the firm which sold it to him does not prosecute the makers, he will do so himself.

BELIEVES IN TAXING LAND, NOT INDUSTRY

By Ald. Ross, Calgary, Alta.

We must tax land not industry in order to raise money for governmental purposes. All taxes on buildings, improvements, farming implements and stock, business machinery, food, clothing, etc., should be abolished, and all governmental revenues should be raised by the taxation of land values. Land should be taxed exclusive of all improvements upon it.

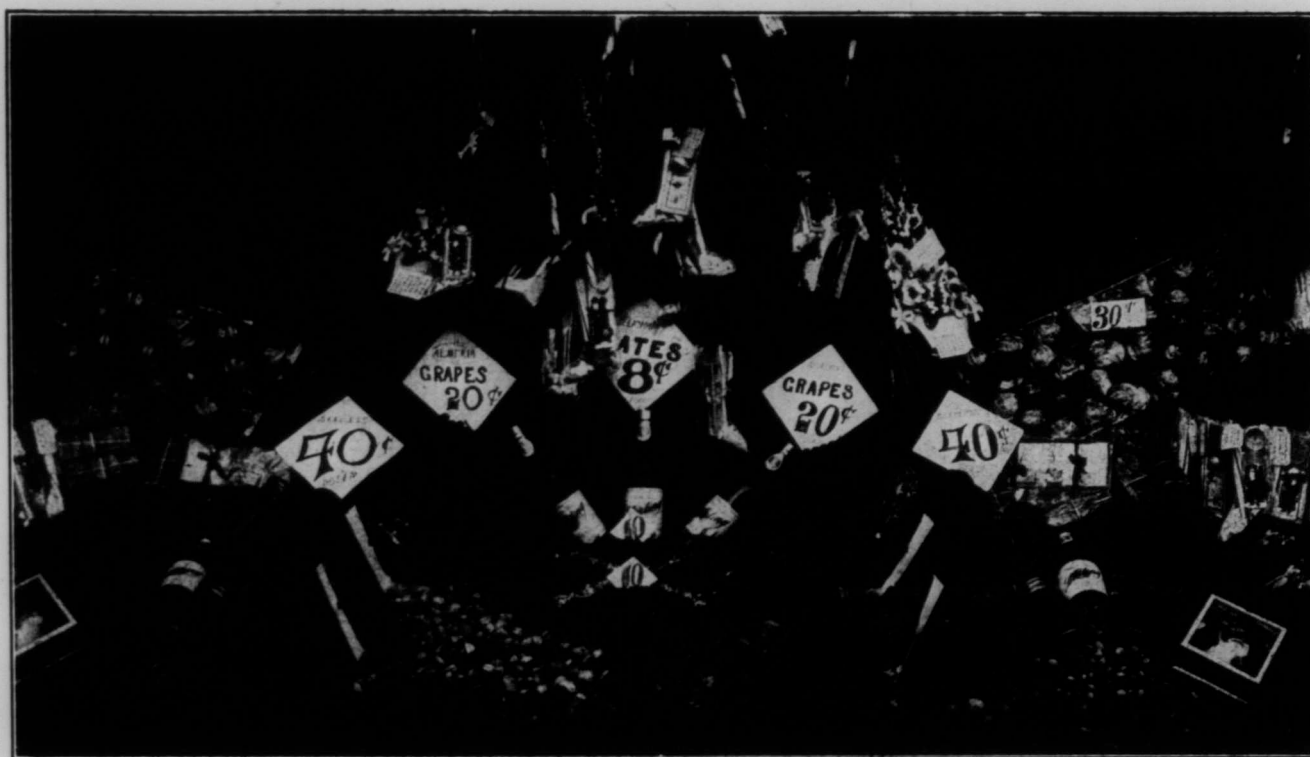
Land values are created by the community at large. As the Province of Alberta is settling up year after year, the selling price of land is yearly increasing. Manhattan Island, N.Y. once sold for \$24 worth of goods. To-day it is assessed for more than \$2,400,000,000. A lot in Calgary that sold for \$5,000 ten years ago, is worth \$50,000 to-day. The world is full of concrete examples. These values are all created by the community at large. By raising governmental revenues by taxing land values, the community would retain to itself a very small part of that which it itself creates. Surely this is no robbery.

If a citizen is enterprising and industrious, and paints his house, builds a fence, lays down a lawn, or

does anything to beautify his home and incidentally the surrounding neighborhood, his assessment is promptly raised. If he builds a house, we increase his taxes. If he pulls one down, we decrease his taxes. If he converts the prairie into a garden, we increase his taxes. If he divides a market garden into town lots and holds the land idle waiting for a rise in prices, we reduce his taxes. The more a man does for the community, the less the community does for him. The less a man does for the community, the more the community does for him.

A tax on land values would not only relieve labor and capital of the tax burdens which they now bear, but would increase their share in distribution by providing them with locations for homes and industries and with raw materials for their production on better terms than those on which they can now be secured.

A tax on production acts as a check to industry. For plainly if it costs a given amount to produce a given article, any tax imposed on that article must be added to the price, and the more it costs, the less of it will be consumed.



A window that sold \$100 worth of goods on Saturday preceeding Christmas week—dressed by Harry McClement and his clerks.

Windows that Made Good as Selling Agents

One Dealer Says That His Christmas Display Sold \$100 Worth of Goods in One Day—Another's Display Pulled People Across the Street to Make Purchases—Symmetry and Attractiveness Aimed at in Both—Suggestion Made to Keep a File of Good Window Displays.

Toronto, Dec. 29.—“Every photograph of a window that appears in The Canadian Grocer, I cut out and place on file until I have an opportunity to use it,” says Harry McClement, a grocer at 1717 Dundas Street. He places more confidence in his window as a trade getter than in any other asset he has, with the possible exception of personal salesmanship when he gets his customers or prospects into the store.

Many of the windows The Grocer has reproduced during the past year he has used with good results. A close study of his window shown here illustrates the care he took to make his Christmas display a positive salesman.

The symmetry of it demands immediate attention, but of course this is not so pronounced in the cut as if the original window were before our view. The Christmas tree in the centre laden with stockings, etc., made a good background and caught the attention of every passing boy and girl. This in itself was a splendid ad. because it got the children talking about the Christmas tree at McClement's.

On either side of the tree is a barrel of Almeria grapes with a block of dates between. A case of oranges flank each barrel and nuts, oranges, dried fruits, boxes of chocolate, and wines are placed with perfect symmetry on the floor of the window. This combined with a few Christmas decorations here and there went to make up an effective display.

Makes His Windows a Salesman.

A window that doesn't get business is not much good. Mr. McClement always figures on a selling display and not simply a picture and his Christmas window this year, he says, was one such. He calculates that on Saturday, December 17, it sold at least \$100 worth of goods. His entire business that day amounted to more than \$240 in excess of that of the corresponding Saturday of a year ago. He is a believer in price tickets, especially in a district where the majority of the purchasers belong to the laboring class and he always aims at supplying the quality desired.

ISLAND'S CHRISTMAS DISPLAY.

In dressing his window, J. W. Island, 262 Dundas St., paid particular attention to attractiveness and appropriateness as aids to the making of sales.

As the accompanying illustration signifies there was considerable work spent on it. In the first place the window had to have a false bottom to make the floor slant. A few boards of lumber were required for this and it was well repaid by the better appearance resulting. The partitions between the sections of dried fruits, candies and nuts consisted simply of slats covered with different colored tinsel. Each section runs into a common centre in the shape of a half moon filled with peel. The stars on either side consist of currants

and the letters in “Seasons Greetings” are written with loaf sugar. Many would not take the trouble, but Mr. Island cut the loaves of sugar so that each letter was made properly. This necessitated considerable work, but had the letters been constructed with whole prices of the sugar they would not have been of the correct shape and therefore not in general keeping with the attractiveness of the remainder of the display.

The background was simple but neat, consisting of figs and dates symmetrically arranged. It was not high, so that a passer-by could see past it into the store.

In order to prevent reflections a white sheet was hung up to the rear of the window, but even this precaution did not altogether eliminate the trouble.

Objects to Price Tickets.

It will be noticed that there are no price tickets in this window. This is not because Mr. Island forgot, but that he doesn't favor them for a trade such as his. He says his customers are the kind who do not pay much attention to price but who depend on the dealer to give them quality at fair cost. When he has a special price to offer, he deems it advisable to use a card.

Island's store nearly always has a well-dressed window, not for ornamental purposes, but because it pays. Both Mr. Island and his partner maintain that their Christmas window made many sales. It had even pulled many people across the road and brought them into the store to purchase, and there can be no better illustration given of its selling power than this.

As suggested by Mr. McClement, these illustrations ought to be placed on a special file for future reference; they will come in handy sometime, if not for imitation, for suggestion.

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Meat Slicer Means of Landing Big Contract

Five Hams Ordered By Church Organization for Social Function—One Customer got Biggest Pound of Bacon in his Life—New Computing Scale Saves Time and Labor — Evidence of How a Dealer's Selling Power can be Increased by Store Fixtures.

Toronto, Dec. 29.—When a dealer installs a store fixture he is anxious that it will save him the money that the salesman said it would. If it doesn't he regrets having purchased it and usually accepts the first opportunity to dispose of it.

J. W. Island, Island's Grocery, 262 Dundas street, purchased a meat slicer some months ago and his testimony of its efficiency is interesting.

Proving a Business Getter.

"We wouldn't be without it," he enthusiastically said, "and we wouldn't sell it for any money if we couldn't get another.

Got a Big Pound.

"Well," he said, "that's the biggest pound of bacon I ever got."

"The machine had made about twice the number of slices he had been accustomed to receive."

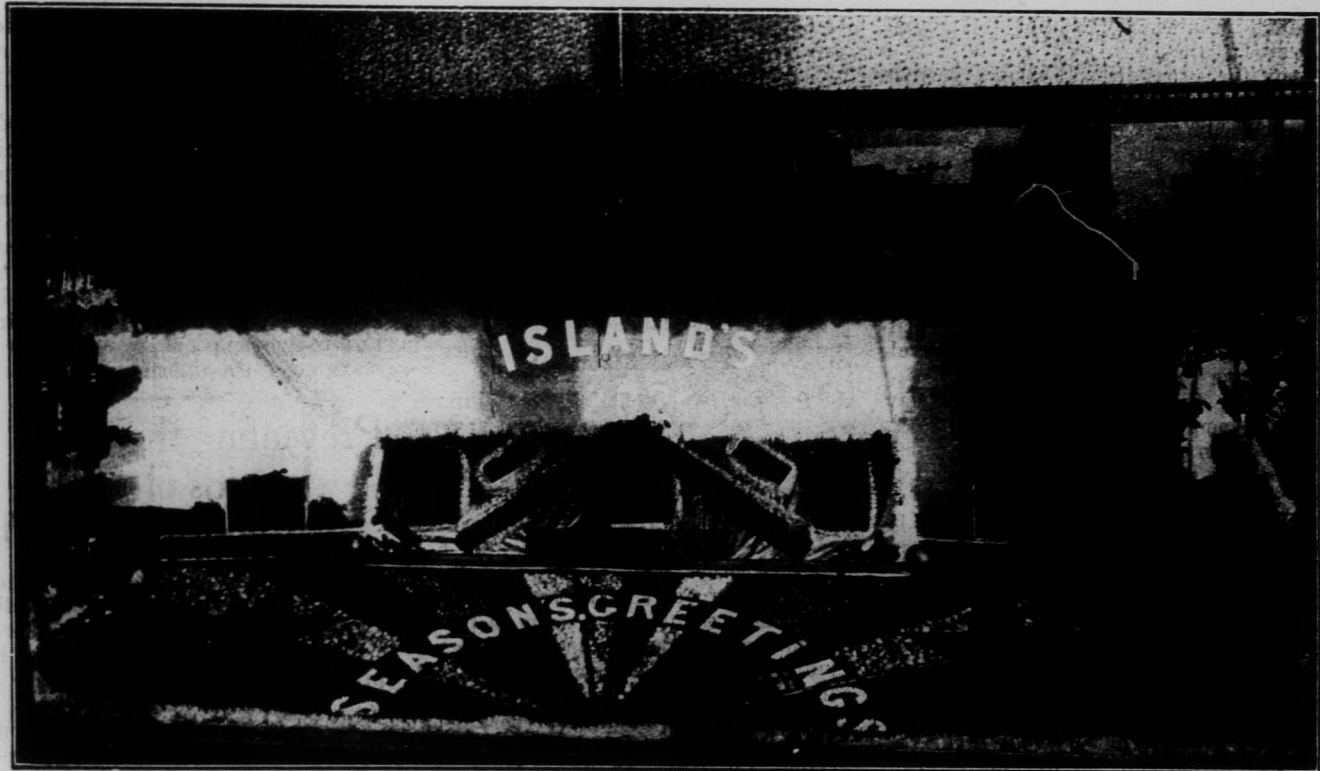
Island's Grocery recently secured the contract to supply a church entertainment with sliced ham simply because they were able to attractively do the slicing. The contract was a large one, some 5 hams being required. In addition to all the above evidence, this firm maintains that people are attracted by modern equipment since the appearance of the store is enhanced.

store fixtures that give a superior service.

The above experience proves conclusively that a dealer's selling power can be increased by modern equipment and indicates that in time such a fixture will pay for itself.

The Clerk Did Not Want to Sell from the Window

One of the most potent weapons of the grocer in meeting dangerous competition is the show window. A small stock is no bar to the successful use of the window. But there must be no reluctance to sell from the window, as was recently exhibited by a clerk in a Winnipeg tobacconist's store. A customer asked for a staple brand and was told that the store was out of the goods. He came back with the reply that a lot of the goods was stacked up in the win-



This display was the means of bringing people across the street to purchase goods shown—dressed by J. W. Island and his partner.

"We have increased our sales of bacon a great deal among our every day customers and we have others who come in for their bacon only just because they get it sliced correctly. Eventually we will get some of them regularly. It isn't everyone who can slice bacon evenly with a knife, no matter what edge it has, but with the machine the work becomes simple to anyone.

"The other day a customer bought a pound and I weighed it. He asked if the scales were correct. I believed they were. I told him, for I had just bought a new computing scale.

New Scale a Time and Money Saver.

Their new computing scale is also admired. It saves time and labor since it is known at a glance the cost of an article weighed.

"Even if there is a little more on the scale than is asked for," remarked Mr. Island, "It does not matter. We simply say that there is such and such a value there and customers accept it; we cannot lose."

This firm expects to gradually increase their store equipment from time to time. They are strong advocates of the value of interior appearance, and

dow, and the clerk admitted the fact, but pleaded the objection that he did not like to "spoil the display." The sale was eventually made, but not until the customer had relieved his mind of some caustic remarks.

Show windows should be treated with an eye to the standing of the store and the classes of people to be reached. The coldly dignified display may suit one neighborhood and not suit another. But wherever the store is situated, the one rule always holds good—that constant care should be bestowed upon the window.

Plans to Overcome Mail Order Trade

Use the Newspapers Judiciously and be Honest in Advertising so as to Gain the Confidence of the People—They Must be Given as Good or Better Value for Their Money Than They Can Get From the Catalogue Houses.

By W. R. Patterson.

Undoubtedly the merchants in the smaller towns all over Canada, feel the effects of the mail order business done by large departmental houses, who make a specialty of this kind of trade, and not only do the merchants suffer, but the town as a whole must feel the effects of so much money being sent away instead of being spent at home.

The subject has been discussed from every point of view, but discussion alone has little effect in keeping trade at home. Very few merchants seem to have made any definite efforts to accomplish this, and to stem the outward flowing tide of orders to mail order houses. Much of the discussion has been after the style of the small merchant running a "behind the times" general store, who said in commenting upon the situation, "It simply must be stopped." When asked how this was to be done, he could offer no suggestion.

Face the Matter Fairly.

It requires action on the part of merchants, to keep the mail order trade from invading a town, and carrying away cash that should go into the cash register of the home stores. Looking at it from the buyer's standpoint may help the merchant to see wherein lies the attraction, and, as a result, what obstacle they have to contend with.

In the first place, there is no law which compels the person living in a small town to spend his or her money there if it seems advisable to send it to Toronto, Montreal or any other place. One of the most important steps to be taken is that of letting the public know what he can do for them.

In many of the stores the arrangement of stock is such that the customer would have no idea that certain goods were kept in stock, did he or she not ask for them particularly. To educate the public as to the ability of the stores to serve them, it is necessary to advertise as extensively as possible. Tell what lines are carried and at what prices the goods are sold. Do not be afraid to tell the public exactly what you have on your shelves, but do not overlook the fact that honesty is the best policy in advertising, even if it does not seem to be the case in some lines of business. Honesty in your advertising will create confidence in your store, and you will get the reputation for giving full values. Everyone has heard of some store where prices seem high, but where it is generally conceded, it paid to shop.

Get the Public's Attention.

Use the newspapers, fight the mail order house with its weapons by constantly bringing your store and goods to the attention of the public.

The retail business is not done to-day even as it was a year ago, let alone twenty years ago. Many and many a retail merchant who fifteen, twenty or twenty-five years ago, found it comparatively easy to make a little money, to-day has discovered that it is almost impossible for him to make a respectable living and interest on the money invested. Such men to-day will say to you, that some way or other, things have changed. They tell you that years ago they were making a little money, but to-day it is hard for them to do so. The trouble with such men is that conditions have changed, and they have not. They fail to understand that to-day, as never before, it is not only one's neighbor who is his competitor, but it is every other man on the face of the earth.

Our fast railroad trains, our electric lines, our telephones, telegraph systems, wireless telegraphy and rural mail delivery have made of us one family. To-day the retail merchant must compete with every other retail merchant in the civilized world. No longer is trade in local boundaries bound to him. It goes where it pleases, it goes to the men who to-day know how to appeal to it and reach it scientifically.

A Frank Statement.

Speaking for myself, I wish to inform the farmer's wife, the merchant's wife, the banker's wife, or the mechanic's wife, that I will never be the one to spurn her cash (for I need the money) and I will tell her frankly to trade where she can get the biggest value for her dollar, whether it is in Toronto, Montreal or any other city; but if prices will range equally the same between the mail order house and the local merchant, I think all fair-minded people will agree with me when I say I think she should favor the latter, for the reason that every dollar spent at home helps to enhance the value of her property as

A WORTHY OBJECT.

Everyone who reads the accompanying article will observe that it has been written by a hard-headed business man, capable of going beneath the surface when he thinks. W. R. Patterson is a Collingwood, Ont., business man, keenly interested in the development of his own town. Recently a number of papers were submitted to the Collingwood Advancement Association on the question of Loyalty to Collingwood, by men interested in the building up of the town. Mr. Patterson's was among the number. These papers have been printed in pamphlet form and distributed among the citizens, who are requested to give them serious consideration.

well as mine. It is practically useless to talk of loyalty to the home town. To the customer it is individual with individual, and not a case of loyalty. Therefore it narrows down to a question of supplying the right goods at the right price.

There is no reason why the mail order trade in a town may not be reduced to a minimum, if a real effort is made, but it cannot be done if merchants fold their arms and grumble at the mail order houses and at the people who buy from them. It is the merchant who must take the first step and give the people the opportunity to get the goods they want at home. It is hustling and enterprise that has built up the mail order concerns and it will require hustle and enterprise on the part of the merchant to bring the outgoing trade to their own stores.

Use Mail Order House Methods.

To sum up, my last word is this: in grappling with the mail order problem, adopt as much of the system of the mail order house as possible, investigate their methods, prove to your people that you can make shopping at home, as bright and attractive and fascinating as it can possibly be by mail, do everything to inspire your people's confidence and make good use of printers' ink.

Preventing the Inroads of Rats and Mice in Flour

The following is one grocer's method of keeping mice and rats from finding a way into the flour and feed storeroom:

"Every grocer is confronted with the problem of how best to keep mice and rats out of his flour and meal. For years I have tried cats, traps, poison and other methods of exterminating the pest with but little success. At last I have found what is absolute security against them, having partitioned off part of my wareroom large enough to hold all my flour and meal. I lined this room on sides and top with metal lath and covered the floor with one and one-half inches of cement. The door is a good solid frame covered with metal lath and closely fitted and furnished with a strong spring which will keep it closed at all times, thus preventing neglect of clerks and myself to close it after entering or leaving the room.

"I would advise those contemplating the erection of a building for store purposes to use metal lath throughout the building, and to cover the false floor with metal lath before laying the floor.

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Customers Depend on Dealer's Judgment

In the Majority of Cases He Supplies the Brand, Which Illustrates the Confidence His Customers Repose in Him — Personal Salesmanship a big Asset in Moving Out Goods but the Grocery Salesman Must Know Groceries — Other Selling Forces Used — Story of How This Dealer Lost Interest in one Manufacturer's Products.

Chatham, Ont., Dec. 29.—“Nine-tenths of my customers simply ask for soap in their orders,” states Hugh Malcolmson, a local retail grocery dealer. “The other tenth stipulates the brand.”

This illustrates one thing in particular; that is that Mr. Malcolmson's judgment is given a high place in the estimation of his customers. It means that he acts as an advisory board to his patrons and that the latter have every confidence in his decisions.

Not only is this the case with respect to soap; in practically all their purchases his customers name the general article and he supplies the brand that, in his opinion, is best suited to them. If he thinks someone should have Jones' Worcestershire sauce he gives him Jones'; if Brown's he sells Brown's always bearing in mind the profits he derives from each. The matter is left to his judgment.

This is, of course, a result of the building up of a reputation and goodwill. It is a condition that is almost bound to exist where the merchant handles his customers carefully and never betrays a trust. On the other hand if the merchant does not study his trade and does not know what to do when he becomes the executive committee, he will not have the confidence of many of those who deal with him.

Strong Advocate of Advertising.

This is the opinion of Hugh Malcolmson who is a strong advocate of the development of Selling Power in the retail dealer. Among his chief methods in increasing the power of his sales forces is the use of newspaper advertising.

“I would just as quickly close my door as to stop advertising and I would just as soon stop advertising as to neglect changing my ad. copy every day,” he said.

Mr. Malcolmson did not go into advertising blindly; he first invested in retail advertising course and studied the science of advertising. He doesn't maintain that he knows everything about it now for he is still studying. He reads carefully the advertisements written by paid experts such as the ads of the big mail order houses and gets many pointers in this way which when combined with his own ideas and the conditions of his own trade, make effective copy. He is not averse to stocking new and worthy goods which are not known by his customers, because he can create demand for them if he so desires. They must, of course, carry with them a fair profit. To create this new demand one of his chief mediums is newspaper space. He always advertises new goods in the newspapers

and gets results because he writes the convincing kind of copy.

Salesman Must Know Groceries.

Mr. Malcolmson is a great believer in the value of personal salesmanship as a means of moving out goods. But he qualifies this by saying that the salesman “must know the goods.” He maintains that a superior salesman from say a drygoods store, cannot sell groceries at first. He might be all right in a few cases but if a customer were to ask whether this is green tea or that is sago or tapioca he would be at sea. A woman likes to deal with the salesman who knows the goods and can talk intelligently about them.

The telephone conversation is another good asset in selling goods although this Chatham grocer prefers to get the customers into the store.

“They see more when they come in,” he says—which goes to show the value he places on interior display.

Opinion of Substitution.

He does not believe in substitution. He thinks that if a merchant is carrying a brand of goods asked for he should fill the order; but he does not believe in using the selling forces at his command to sell an unprofitable article or one that does not meet with his idea of quality. In other words he gets behind the manufacturer's goods which allow him a fair profit and uses all his practical methods to sell them. A customer frequently asks him his opinion of two or more articles and “I always sell her the one in which I am the most interested—the one that I am familiar enough with to talk intelligently about it, taking into consideration the price and profit,” he declared.

Dropped a Manufacturer's Line.

“A long time ago there was a certain firm's goods that I used to handle extensively,” he told the writer. “I carried them before they built a factory in Canada. Once they sent me poor goods, no doubt by mistake, and I wrote back to tell them so. This they denied saying that I would have to accept them or they would place the account in the hands of a lawyer for collection if I did not settle up.

“To avoid any trouble I paid them but didn't order any more of the goods. A month later a traveler of the firm called to see me but I said, ‘No.’ He wanted to know how I could get along without them because they were widely advertised to the consumer who was well acquainted with them.

“I told him I could get along very well without them and that I didn't care to stock any more. He, of course, said they would make me stock them, but I claimed they wouldn't—I haven't han-

dled those goods since simply because I considered I wasn't used right and I lost interest in the goods.”

Provided for Stable Room for Farmers' Horses

A Pennsylvania town was losing much of the country business because it provided no adequate accommodations for the farmers' teams or even for the farmers themselves when they came to the city to shop. The result was that they were enticed to more distant cities where the accommodations afforded them were more in keeping with their purchases; but there was one retailer in this city who realized the importance of the farmers' trade and who took measures to afford them accommodation which the city would not provide. Consulting the manager of the most centrally located livery in town, this retailer made an agreement with him to redeem “standing-in coupons,” which he would issue to certain farmers on his mailing-list.

This coupon, which entitled the holder to free standing-in privileges for one horse one time at the largest livery in the city, was mailed to farmers with a personal letter, explaining the use of the coupon. The only stipulation was that the holder should purchase \$1 or more at this store. The coupon further stated that the store guaranteed satisfaction or their money would be refunded. Each coupon was stamped with a serial number, so that each recipient felt that he was receiving this coupon together with a favored few. In order to make the coupon finally good at the livery, one of the clerks stamped it to the effect that the holder of this coupon had purchased goods amounting to \$1 or more.

The result of this letter campaign was that many farmers, who had been going to other cities to trade, were, by this little scheme, induced to return to this city and continue their patronage there. Another retailer, in another city, has varied this scheme to the extent that in his letters to farmers he says, “You will have no more trouble about hitching when you come to town. Use the standing-in ticket we are enclosing absolutely free with our compliments. Come into the store and get another one to use the next time you come to town. This offer of giving free standing-in tickets is entirely original with us. We realize the trouble farmers have had in the past in this respect and have decided to furnish standing-in tickets to leading farmers absolutely free. No other store has been so enterprising—no other store has ever been so liberal.”

This retailer further strengthened this scheme by removing from the mind of the prospect any idea that there was a trick behind his offer. He said in his letter, “There are absolutely no strings to this offer. The enclosed ticket entitles you to one standing-in at _____'s stable, whether you trade with us or not.” He then went on to say, however, that there was no reason why the recipient should not trade with him, and showed conclusively in his letters from purchases made at their store more than justified this small outlay.

The Canadian Grocer

Established 1886

THE MACLEAN PUBLISHING Co., LIMITED

JOHN BAYNE MACLEAN - PRESIDENT

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PARCEL POST PROBLEM.

On another page is an article on the Parcel Post problem, pointing out just what effect such a measure would have on the commercial life of the country, and particularly in rural communities.

Some readers may wonder why this question is being exploited just now, since there is no immediate prospect of a bill being introduced into the Canadian parliament. But Parcel Post is under consideration in the United States and President Taft has even gone so far as to favor its establishment on rural free delivery routes. This is only the thin edge of the wedge and later on, if this goes through, one may expect to see parcels mailed across the continent just as cheaply as to a nearby village.

Mail-order houses in Canada will then likely seek the same legislation. But if Canadian members of parliament are thoroughly made acquainted with what will be the ultimate effect on the general welfare of the country, it would be a simpler matter to prevent it being introduced than to kill it after it is introduced.

Therefore, since "an ounce of prevention is worth a pound of cure," let each merchant who feels that he is at all concerned over this question, take the matter up with the member for his constituency and gain his opposition right away.

There will soon be no necessity for the Parcel Post on the grounds that express rates are high since these, according to the finding of the Railway Commission, must be reduced to a reasonable basis within three months' time.

PROTEST AGAINST THE BILL.

The present is a good time to interview the member for your electoral constituency in the Federal house about

those Co-operative bills; during the holiday season he is likely to be home. But if you cannot see him personally, drop him a card and ask for his opposition to the measure.

Co-operative joint stock companies allowed to operate differently from any similar concern is class legislation and is dangerous to the stability of our commercial welfare. There is nothing on the statutes at the present time to prevent them being established as joint stock companies responsible to parliament. If this is done there will be few complaints on the part of merchants; but when these societies want permission (which is granted to nobody else) to form companies which are not responsible to parliament, there will be established a precedent which is almost sure to prove detrimental to business in general.

Unresponsible joint stock companies are an incentive to wild-catting. It will be remembered that at the time a certain co-operative store went into liquidation some months ago in a Canadian city, the promoters of the scheme were nowhere to be found. Some of the shareholders—most of them poor people who had recently come to Canada—were interviewed by the writer and in tears they told how those who had promoted the company had disappeared with the money they had with much difficulty scraped together.

If wild-catting can be so carried on under present conditions what may we expect under the conditions sought by those behind the Co-operative bills.

Each merchant should at once request the member for his constituency to oppose the bills and when the time comes each should be prepared to join the big deputation to Ottawa to protest personally against the passage of any such measure.

WHY TURKEY PRICES HELD.

There are always a great many turkeys consumed in Toronto around the Christmas festive season, and this year was no exception. There have been times, however, when the retailer lost money on turkeys, but this year an exception was made.

It will be remembered that a year ago the cry went up some days before Christmas that turkeys were scarce. Retailers grabbed them at around 25 cents only to find that two days before Christmas they were down to 18 and 20 cents with the natural result that they had turkeys on hand after the day had passed or that they sold at a loss.

This year things were different and turned out fairly satisfactory for Toronto retailers. Some time ago the produce men had an understanding that no more than 20 cents per pound was to be paid farmers no matter what the latter de-

manded. This had the effect anticipated, as wholesale produce houses bought their turkeys eventually, if not at first, for 20 cents and even 19 and 18 for inferior fowl. The retailer secured them at 22 cents and less so that he was able to sell at 25, 26, and 27 cents, make a little profit and at the same time he felt pretty secure that few could offer them more cheaply. This was the reason why prices were so well maintained during the week before Christmas.

There was no shortage in turkeys in most places; many families of course invested their allotment for poultry in geese, chickens and ducks because they were cheaper.

Reports from other places indicate varying conditions. It was estimated that on Saturday morning last 200,000 lbs. of turkey went into Napanee, Ont., and as high as 22 cents was offered. In Hamilton farmers were asking 25 to 27 cents; this turned attention to ducks, geese, etc. On the St. Thomas market they sold at from 20 to 25 cents; at Owen Sound from 19 to 22 cents; Stratford, 20 to 22 cents; London, 24 to 25 cents; Collingwood, 17 to 20 cents.

On the London market there were only about 100 turkeys offered, demonstrating that produce buyers had been pretty busy there prior to the Christmas week.

BETTER POULTRY AND MORE EGGS.

It would seem only natural to see improvement in poultry raising and preparation as a result of the farmers' own initiative. Yet the longest step so far made in this direction is the result of a campaign for better conditions carried on by a Montreal produce house for some months past, and which culminated recently in a prize poultry competition open to all parts of the Dominion.

The entries for this have been large and representative, coming not only from Ontario and Quebec, but also from Nova Scotia, New Brunswick, Prince Edward Island, and as far west as Saskatchewan.

Naturally the \$100 offered as prizes has gone a long way toward making the competition successful, for this educational campaign is sure to have its effect. Farmers who received the instructions provided for the competition, will in future know how their poultry should be prepared to bring the best prices, how it should be fed previously, and the value to themselves of raising such stock.

In the past all the average farmer thought of in this regard was to kill, dress and get to market with the least trouble to himself. Now that he has been shown the possibilities of his business by a practical list of instructions and the resulting effect on his birds, there is no doubt that a long step upward will be the result.

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THE CANADIAN GROCER

THE GROCER, WHERE WAS HE?

A prospective purchaser entering a store expects to see some one there to serve him.

His expectations are not always realized. A case in point happened in Winnipeg last week when a buyer walked into a grocery store to purchase a quantity of bacon. There was no one there. Thinking that the proprietor or a clerk would appear soon he waited a moment or two, but still the silence in the warehouse, cellar and upstairs reigned supreme.

The result was that the dealer lost a sale of bacon and a probable customer, for it happened that the buyer was a representative of a family which had just moved into the district. He purchased his bacon elsewhere.

This little incident is probably insignificant in itself, but it bears a moral. The general public of the nineteenth century would possibly have been satisfied until "something did turn up,"—as Dickens' Micawber would put it—but the public of the twentieth century wants service. It is so common nowadays that it can be easily secured somewhere. The old-timer may have made some money in the past, but his old-time ideas are anti-profit-producers of the present day.

AND MORE

BUSINESS COSTS AND EXPENSES.

The National Association of Credit Men recently formulated the following simple but comprehensive rules for business accounting:

1. Charge interest on the net amount of your total investment at the beginning of your business year exclusive of real estate.
2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.
3. Charge in addition to what you pay for hired help, an amount equal to what your services would be worth to others: also treat in like manner the services of any member of your family employed in the business not on your regular payroll.
4. Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage or any other cause.
5. Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.
6. Charge amounts donated or subscriptions paid.
7. Charge all fixed expense, such as taxes, insurances, water, lights, fuel, etc.
8. Charge all incidental expenses, such as drayage, postage, office supplies, livery or expense of horses and wagons, tele-

grams and 'phones, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowances made to customers, bad debts, etc.

10. Charge collection expense.

11. Charge any expense not enumerated above.

12. When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show the per cent. which it has cost you to do business.

13. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, and then get busy in putting your selling figures on a profitable basis, and talk it over with your competitor as well.

CALL THE CLERKS TOGETHER.

Just now one of the most important things any merchant can do is to call his staff of salesmen together and talk over plans for getting a larger share of the profitable trade anticipated during 1911.

The man who does the buying, the clerks behind the counter, the window trimmer, ad. writer and book-keeper, and even the delivery boy, should be given an opportunity of making suggestions as to what goods to buy, and how to display, advertise, sell and deliver them.

There are few merchants who do not put forth every effort to make the next year outshine in preparations and in profits the one that has gone before, and he is already well on his way who knows where his last effort can be improved upon, where the staff, regular and temporary, can be strengthened, or where his last year's stock fell short. All this information cannot be stored away in tablets of memory but the best system is to have some data to steer by.

The ideas adopted for next year's trade must be something original or at least mark a departure from that featured before. Now is the time to plan, to hold a conference and adopt plans which will not only increase sales and profits but make the cogs of the business wheel run smooth.

Make one member of the staff responsible for the ad. writing, another the window dressing, etc., and see that their work is planned well ahead. Then

encourage a friendly rivalry and ask every member of the staff to jot down some suggestions and hand them to you in, say, a week's time.

The first thing to do is to get together and enlist the co-operation of the entire staff. Then keep in close touch with what is done, encouraging every member of the store force to do his utmost for his own and your good.

The merchant whose clerks know that he is listening to every word they say to every customer who comes in will not have employes who will develop any great amount of confidence in themselves or in the employer.

"A GIGANTIC FRAUD."

Such is Term Used by Retail Dealer in Describing Daylight Bill.

Editor Canadian Grocer—I would have great pleasure in "dropping you a line," a clothes line, or even a brick, if only I could convince you that the "Daylight Saving Bill" is a gigantic fraud.

If it is really necessary to start the day earlier, by all means do so, but don't tamper with the clock.

There is one side of the question that has not been mentioned as far as I have seen, viz., when the housewife really does her shopping. My experience has been that most women (I mean working men's wives, for they are the backbone of the trade) do their shopping "between the lights," that is when it is too dark to do the housework and not dark enough to turn on the lights. They will, I am fully convinced, still adhere to that plan, call the hour whatever you like. Then it seems earlier closing will not be effected by this means.

The only remedy that I can see is to fix the hour and to stand to it, whatever that is.

J. K. KADWELL.

Chatham, Ont., Dec. 28, 1910.

EDITORIAL NOTE.—Mr. Kadwell's letter is interesting. He, however, does not make clear the point re early closing. If a grocer closes at, say 6 o'clock in summer or even 7 o'clock, he would not have his store open at all during twilight as twilight does not come in summer until between 8 and 9 o'clock. The point made in the article in last week's issue dealt with early closers. If dealers keep open until ten or eleven o'clock at night there would, of course, be no difference to them because they would not be enjoying any daylight after hours.

Readers of The Grocer would, no doubt, be glad to hear again from Mr. Kadwell or in fact from any other dealer who has a decided opinion on this question.

Methods of Hiring and Retaining Help

Character, Utility, Experience and Ambition Among the Items That an Employer Should Seriously Consider—Finding Fault For Small Errors Discountenanced—Occasional Encouragement for Good Service Goes a Long Way to Insure Interest in the Store.

By O. S. Johnson.

Have you ever thought why you find it difficult to retain some of your clerks? If not consider for awhile and you will most likely agree with some of the following statements.

Store enthusiasm is always aroused by the knowledge that one is doing well and that one's efforts are being appreciated. The ambitious clerk will spend his last ounce of energy for an employer who gives him all due encouragement and is not backward in saying "Well done" when occasion arises.

Some merchants refrain from acknowledging satisfaction in their employes' work and rather seize every opportunity to magnify a simple error, and endeavor by harsh methods to make the clerk believe that he has committed some gross and unpardonable mistake.

This policy is doubtless a wrong one. It is moreover detrimental for the employer to prevent a good clerk from framing a high estimate of the value of his services to the store.

There are only a few employes who will be spoiled by being told that they are good salesmen, but on being continually informed that their work is unsatisfactory they will begin to look out for a more encouraging and genial employer.

Get the Clerk Interested.

Conditions around a store must be pleasant, otherwise employes will not evince that keen interest in their work which makes them invaluable to their employer. Until the employer lets his salesmen know from his own lips that their progress is bringing them steadily nearer promotion, they will not banish the idea that there are better chances to improve their position under different management.

Every merchant has his own way of running his business and of handling his help, but as far as the latter is concerned there is certainly one method which could be beneficially utilized by all, and which would tend to create a strong feeling of rivalry among clerks, and spur them on to get home by more than a short head.

A system of recording the sales and general conduct of each employe—in other words, of writing up a short account of the week's doings in the store—would allow each clerk to see whether he had made a backward or forward move, and would also give him an idea of what his manager thought of him.

The idea of the other fellow getting ahead would soon arouse a keen desire in him to go one better the next week.

Investigation on Hiring.

The value of an efficient salesman does not lie entirely in his ability to secure ready sales. Careful inquiries should be made before hiring. While questioning the applicant for a position in his store, the merchant should pay close attention to suggestions on character, temperament and habits which may be brought out by conversation.

He should make sure that the man's aim in life is settled, and that he is determined to remain in the grocery business, as otherwise his services would only be temporary and not so valuable.

Few merchants on examining applicants remember to question them concerning their health. The man that is capable of doing hard work and whose physical condition is strong enough to bear continuous strain, if necessary, will prove a greater acquisition as a rule

than the individual who possesses good selling abilities but who is subject to some inherent or contracted disease.

"What experience have you had?" is one of the regular series of questions put to all applying for a position, and one which leads to the production of references. Care must be taken in the perusal of the latter, and further information than provided should be sought as many employers have a stock letter which they hand each member of their firm when leaving, whether his services have been all that could be desired or otherwise.

It is advisable to leave the experience question till the end, since out of it arises a discussion about salary, around which, as a matter of fact, all interest centres, and because the merchant by that time has a good idea of how much the applicant wants, how much he is actually worth, and how much the position will pay.

By carefully cross examining all applicants on the subject of character, health, utility, experience and ambition, the merchant will make his task of choosing good, reliable help lighter, and will also give him an insight into the nature of the man he employs, such as will remove any doubt he might otherwise have.

Playing Game of the Mail Order Houses

Village Store Issues Big Catalogue Filled With Illustrations of Everything Required in Food, Dry Goods, Hardware and Furniture Lines—Various Articles Advertised Described in Modern Style—This Year's Catalogue Twice the Size of That of the Last.

Brownsville, Ont., Dec. 29.—Meeting the big catalogue and mail order houses at their own game is the method of Joseph Corbett, whose departmental store in Brownsville, a village of some 300 inhabitants in Oxford County, Ontario, has thrived on whatever competition it has had to meet. Figuratively speaking, Mr. Corbett has taken a page or two from the book of systems these large city establishments employ, and with a confidence that foreruns success, has adopted a broad policy that should counteract the influence from abroad and keep trade at home.

One criterion of Mr. Corbett's success is found in his annual fall and winter catalogue, which also covers the Christmas trade. It is this year more than double the size of the catalogue issued a year ago. From the standpoint of brightness, attractiveness, and from a business form and sense, it is much better than the 1909 catalogue, and even that was quite pretentious.

A Good Business Talk.

Twenty-eight pages, exclusive of the cover, are required to advertise some of the goods handled in this store. The very first page is impressive. The illustration is well chosen and emphasizes the following little introductory talk:

"Making your dollars go farthest is a problem that confronts a good many people, especially at this time of the year, when so many things are necessary to add to one's comfort during the fall and winter season. We feel positive no store will offer you better values, and our range is so wide to choose from. Whether judged from the point of view of mere sight-seeing, or from that of intending purchases, you will find our store is a very interesting place. Read this catalogue carefully from first to last word. It will pay you, it carries with it a message of interest to everyone who appreciates and practises saving money. In every department we carry full lines. We have not begun to mention all the articles in each, but merely draw your attention to our prices in each department, and in any of your wants we can supply you at correspondingly low prices."

Lesson on Quality.

Such is the general introduction. The grocery department has the following brief announcement apart from the articles and their talks and prices. "Practice economy always, but never sacrifice quality for price, especially so with regard to food products. Our groceries are high grade in every particular, and

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Some Problems Discussed by Retailers

The Following Somewhat Broken Conversation Serves to Show How Dealers' Minds are Broadened at Association Meetings—The Value of Giving Credit and of Personality in Business—Honesty in Business and Thoughtless Knocking.

"What and why is the credit system in a retail business?"

Attention was abruptly turned to the new speaker who threw out this query implying at the same time that he knew the answer and would give it. Conversation had been upon system in business and one speaker had dwelt upon the points in favor of the strictly cash system. The others agreed with his sentiment to a certain extent, but the majority were hardworking grocers who had only a one-third cash business. The rest was credit.

"Credit is a convenience," said the speaker after a pause. "The majority of housekeepers demand it and appreciate it. They may not go out of their way to tell you about it, but nevertheless, they like it. A customer of a 'cash only' needs some particular goods. She knows she is going down town that day and says, 'Well, I might as well buy it at Seaton's or one, or one of the other big stores with the other stuff.' That is the tendency. Take the convenience away from retailing and it wouldn't be long until the small retailer would be a thing of the past.

Put Up With Much.

"It's a corker what the people will tolerate in these big stores. When they find they have not received the value for money spent on some article they do not rant and rave and hunt up the proprietor, yelling 'thief, robber, etc.' at him. They made the purchase from a clerk, a part of the machinery of the big store, and a clerk pays as much attention to a complaint as does the big clock over the main street entrance. There is no personality in these big stores. You cannot find the proprietor to tell him what you think of him, whether he is wrong or not. You have to wait four or five minutes, often more for your change, but Pshaw! Somebody hit upon the truth when he said: 'the people like to be done.'"

An Oyster Episode.

"This is a strange world, but it is nothing like its people. Why only last week a man brought back a quart of oysters, one of the new brand kind that have a continental reputation. He said they were rotten. Imagine that. I sold all the rest of the shipment and not a word of complaint. But to this man they were good. Funny! Why I know they were good, but what are you to do? I would rather lose a little money than a good customer's entire trade."

Honesty in Business.

Another grocer said: "We should not be led away with the idea of success to such an extent that we become blinded by the almighty dollar. True, the world may seem to judge a man by the money he has, but the final question every time is not how much he has made, but how has he made it. According to the stand-

ard of wealth, some of the worst scoundrels are recognized as successes. But you and I know that they include men devoid of character in its broadest sense. There are bloodstains on their money bags. By paying low wages to their young men and particularly to the young girls in their employ they have wrung their success from the bodies and souls of these employes. Personally, I would rather be a failure and fail honestly, than be a success and jeopardize my reputation whether the world knew it or not." And this is, I think, a sentiment that is characteristic of most of that large body of Canadian grocers.

A little play on words had a double meaning. One of the members said, "To win the confidence of the people you must deliver the goods." He was speaking in a general sense but it was pointed out that prompt delivery pleases and is one of the features of convenience.

Thoughtless Knocking.

Conversation turned into different channels. Then the following. It was one of the weaknesses of the trade the speaker said and he had heard it frequently.

"This is an example.

"It is midafternoon and two clerks are in the storeroom opening up new goods. 'Well, get onto this stuff,' says one. 'Look at what he expects to sell for thirty cents. He must have been crazy when he bought that.' The anvil chorus is doing nicely at this stage. 'Why nobody asks for this stuff around here. I never heard of it before. Some traveler must have had him on the string.'

"The next morning the proprietor sets out for the fruit market. His sympathetic clerk has something to say about his general appearance. He calls to a fellow employe. 'It's a wonder he isn't ashamed to drive that old rig up the back lane. Just look at it. If he'd slap a little paint onto it, it wouldn't be so bad. I suppose we'll not see him now for the rest of the morning;' the clerk finishes with a vicious snap at the string he has been using in tying up a five pound bag of sugar and cuts the paper by the unnecessary force he applied."

The relater of these incidents finished with: "Now, how can a store become a success with disloyalty of that kind rampant?"

The above comment was recently heard at a meeting of a retail grocers' association. Talks like this serve to broaden a dealer's mind and make him see matters in a different light.

can be served with the utmost satisfaction. Our stock consists of everything that is desirable for Christmas cooking. Prices quoted are of economic interest to you."

The following is an example of the confidential talks upon the various goods. "Coffee! Try our delicious ground-while-you-wait blend at 40 cents per lb. It makes a delicious beverage. Save the bags, return ten and get a pound free. Extra good value is our special blend whole bean coffee, ground-while-you-wait at 25 cents per pound. One pound in a beautiful lithographed tin, as per cut, 40 cents."

Suggestions for Planning a Large Seasonable Sale

By A. H. Harvey.

In planning a big seasonal or special sale it is usually best to advertise it extensively in the local newspapers which circulate among the farmers, but live retailers have learned that the newspaper publicity can be given an individual and personal appeal, which is doubly effective when introduced by letters. These letters are primarily for the purpose of calling the customer's attention to the announcements of the sale running in the newspapers, and for making each recipient feel that the retailer has written him or her a personal letter, so that it will be possible for them to take advantage of the bargains which are offered. But in order to make this letter as effective as it should be, it is often necessary to add some inducement not included in the newspaper advertisement. These extra inducements are put up to the reader in a way that makes her believe that she is one of a favored few.

One excellent scheme of this kind that is used is a special discount card. In the first letter which the prospect receives there is enclosed a card, which entitles the holder to a discount of five or ten per cent. from the regular sales prices quoted in the newspaper advertisement. The recipient is told that this discount to her is only one being sent to a favored few. Her name is filled in with pen and ink, and the card is stamped with a serial number. It also shows the limit of the offer, usually five or ten days.

This first letter is followed up by another within a week, calling the recipient's attention to the card and the fact that the limit on the offer is about to expire. Occasionally a third letter is written to the persons whose cards have not been redeemed at the store, stating that the retailer has decided to extend the limit for a few days longer. In this letter another discount card is enclosed and marked "Special Duplicate." The new time limit is also stamped over the limit set on the first card.

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The Causes of So Many Business Failures

Lack of Clear Knowledge of Percentages and of General Business Principles with a Tendency to Overlook the Small Details—Do Ninety Per Cent. of Those who Enter Business Fail Sooner or Later?

By Howard R. Wellington.

It has been said that ninety per cent. of those who enter business fail sooner or later. Just how near this comes to the truth we hardly know, but there are undoubtedly a large number of failures which might be prevented if merchants would adopt more systematic and practical methods. Of course, there are exceptional cases, when force of circumstances compel a man to discontinue business, and even if additional capital were available, it would make no ultimate difference. As a practical illustration of the erroneous idea of some merchants in regard to expenses and percentages, we will suppose that we commence a jobbing business, with every prospect of a turnover of \$100,000, on which we expect to make a margin of profit of 25 per cent.

One method—Profit on \$100,000 at 25 per cent. equals \$25,000; our selling expense is 10 per cent., or \$10,000; our inside expense is 6 per cent., or \$6,000; our cash discount is 2 per cent., or \$2,000; our profit is 7 per cent., or \$7,000; total, \$25,000.

The correct method—Profit on \$100,000, at 25 per cent., or \$20,000, selling expense is 10 per cent., or \$10,000; inside expense is 6 per cent., or \$6,000; cash discount is 2 per cent., or \$2,000, profit, 2 per cent., or \$2,000; total, \$20,000.

It will be seen by comparing the two statements submitted, that instead of clearing \$7,000, we actually earn \$2,000 in profits, the percentage of expenses, discount, etc., being figured always on the sales.

A Definite Basis to Work on.

We believe firmly that a certain percentage of profit should be added on each line of merchandise, and that this is governed entirely by the class of goods handled and the situation of the store. There is a tendency to purchase an article for a certain price and mark the retail price immediately without carefully ascertaining what the usual margin is. While it is undoubtedly necessary to cut prices sometimes to compete with an opposition, the correct selling price should be known, as it may be possible to make up the difference on something else.

Stock-taking.

Would you be surprised to know that there are merchants doing a fair business, who never take stock; who seem to have enough cash to pay bills when due, but who cannot know how much profit has been made for a period, or possibly how much loss has been made.

It is such accounts as these that are the credit man's worst enemy, for while a merchant may apparently be pros-

perous for a certain length of time, in spite of his lack of system, he will surely go under sooner or later without some definite basis to work on.

Figuring Expenses.

Then in the matter of expenses, unless the merchant actually takes stock and draws off an annual statement, showing his turnover, his various charges against profit, and his gross and net profit, it is impossible for him to know whether his business will stand the expense he is charging it with, for salespeople, advertising, rent, etc. Of course, he may argue that his expenses are as low as could be possible, whether he had a statement of affairs or not, but is there any impetus for a merchant to lessen his expenses if he does not know how his sales compare with expenses and profits?

The Annual Statement.

Just to give some idea of the statements which are handed to the mercantile agencies sometimes for distribution to the wholesaler or manufacturer, we are giving here a statement recently submitted, signed by the retailer, and declared to be correct. As a basis of credit we consider this statement a fair risk, but either through the total ignorance of the dealer, or on account of fraud, the whole aspect of his business is changed in a few months' time.

The figures given are approximately correct, with original statement as presented:—

Statement, Feb. 28, 1910.	
Stock on hand	\$3,400.00
Cash	150.00
Accounts receivable	400.00
Furniture and fixtures	300.00

	\$4,250.00
Accounts and bills payable ..	\$ 850.00

Surplus	\$3,400.00
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Liabilities are apparently very small, and in such a case, his affairs are in good shape.

Regarding Liabilities.

Perhaps some merchants overlook the fact that is absolutely essential to record accounts and bills payable. A complete record of all purchases should be kept as carefully as a record of sales. Frequently, when an accountant or assignee is called in to take off a statement, the utmost difficulty is experienced in ascertaining the actual liabilities to creditors, although at the same time the debits to customers are carefully recorded. Invoices for purchases should be journalized, and the totals credited to the respective creditors. When accounts are paid, creditors' accounts should be

debited, or when drafts are accepted, the same course should be taken, and a record kept of the days on which acceptance falls due.

Statement, Nov. 1, 1910—	
Stock on hand	\$5,000
Cash	50
Accounts received	200
Furniture and fixtures	300
	\$5,550
Accounts and bills payable	\$22,550
Deficit	\$17,000

You say such a state of affairs is incredible in such a short time. Perhaps so, but this is an actual case, and while it is quite evident that fraud was practised, it should be a warning to every merchant to keep a clear record of his liabilities.

OUT AFTER PEDDLERS.

Kingston Merchants Waging War Against Men Selling Without Licenses.

Kingston, Dec. 29.—The members of the Kingston Retail Merchants' Association are out with a big stick, after the men who go around the city, from door to door and throughout the country, peddling without a license, and they have decided to fight the matter out to a finish. The matter has been discussed from time to time by the members and at the meeting held recently it was decided that it was time to get a detective on the case, and have every guilty party brought before the magistrate.

The city police have had a few cases of the kind before the magistrate, but the members of the association feel that the matter has not been given the attention it should have received and on this account they have decided to take the matter into their own hands, and employ police to work it out. Legal advice is also to be secured, so that the members of the association can find out just what rights they have in the matter.

The statement was made at this meeting that during the past two weeks an outsider who had been working in this district, and who had not taken out the necessary license, had realized over \$1,000 on aluminum goods alone. This is not fair to local retailers.

As far as the local merchants are concerned, it will be war to the end, as they have decided that the thing has got to stop.

The Kingston merchants would like to get the co-operation of the merchants of other places along this line.

Who is it always has the most desirable clerks working for him but the man who is himself the most desirable employer?

Don't let the idea get possession of your head that there is only one kind of advertising just because you never used but one kind. Look over the field and see if you aren't missing a good idea somewhere.

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Tea.—The market is firm and while the strength may not be apparent as far as material changes are concerned still it is there, according to reports.

One report says: "Distributors and blenders are making great efforts to secure by private treaty, the unsold balances of crops of some estates at prices considerably in excess of current market values. . . . There are fresh indications that the investing public is now again seriously turning its attention to tea as a speculative investment of promise.

"There seems little doubt that, should prices, as seem probable, be maintained at the present level, even for a month or two, profits of many of the companies whose crops have been prolific will be quite phenomenal."

The total export of black tea from Ceylon during 1910 up to November 7th was 147,320,395 lbs. as compared with 151,905,994 lbs. in 1909. The total shipment of green tea from Ceylon during 1910, up to November 7th was 5,180,069 lbs. as against 4,683,515 lbs. in the same period of 1909. The exports of all Ceylon teas this year show a comparative decrease of 4,089,045 lbs. The total up to November 7th, 1910 was 152,500,464 lbs.; total up to November 7th, 1909, was 156,589,509 lbs. Rubber exports from Ceylon show an increase of 1,469,213 lbs. or nearly 138 per cent.

Evaporated Apples.—This market has new strength. Stocks are practically out of the hands of the manufacturers. They are reported decidedly light no matter who has them and while prices are now higher it is believed by some that they have farther to go.

Evaporated apples..... 0 11½ 0 11½

Rice and Tapioca.—The market is quiet in view of plum puddings and other dainties of the season. The market is firm, however, and primary reports indicate considerable firmness.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal.....	2 90
Rice, stand B.....	0 03½ 0 03½
Rangoon.....	0 03½ 0 03½
Patna.....	0 05½ 0 06½
Japan.....	0 04½ 0 06
Java.....	0 06 0 07
Carolina.....	0 10 0 11
Sago, medium brown.....	0 05½ 0 06
Tapioca—	
bullet, double.....	0 08
goat.....	0 08
medium pearl.....	0 05½ 0 08
flake.....	0 08
seed.....	0 05½ 0 08

Beans.—The market is firm with fair amount of business passing. Just at present there is nothing eventful.

Prime beans, per bushel.....	1 85 1 90
Hand-picked beans, per bushel.....	2 00 2 10

CANNED GOODS

MONTREAL.—The trade in canned goods is unusually good this time of the year, even though orders are small. It emphasizes the contention of brokers and packers that the supply in the hands of wholesale and retail grocers is so small that they have to come into the market more often. Buyers are showing a tendency to take chances on the future rather than stock up now, realizing that the canned goods market is fickle. Tomatoes are all cleaned up, while corn is firm but inactive both on the spot and for future delivery. Peas

are quiet and unchanged. There is little demand at present for either spot or future goods. Other canned goods are firm under unusually light offerings, but there is not much demand.

Peas, standard, dozen.....	\$1 20
Peas, early June, dozen.....	1 35
Peas, sweet wrinkled, dozen.....	1 35
Peas, extra sifted, dozen.....	2 00
Pumpkins—3 lb., 95c.; gallon, \$3.00.....	
Beans, dozen.....	1 00
Corn, dozen.....	1 00
Tomatoes, dozen (Ontario and Quebec).....	1 45
Strawberries, dozen.....	1 90
Raspberries, 2s, dozen.....	1 77½
Peaches, 2s, dozen.....	1 90
Pears, 2s, dozen.....	1 90
Pears, 3s, dozen.....	2 40
Plums, Greengage, dozen.....	1 67½
Plums, Lombard, dozen.....	1 00
Lawtonberries, 2s, dozen.....	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen.....	3 07½
1-lb. flats, per dozen.....	1 32½
1-lb. flats, per dozen.....	2 25
Other salmon—	
Humpbacks, dozen.....	1 40
Cohoos, dozen.....	1 60
Red Spring, dozen.....	1 90
Red Sockeye, dozen.....	2 10
Lobster Futures—	
1-lb. flats, dozen, \$1.75; 1-lb. talls, dozen, \$4.25.....	
1-lb. flats, dozen, \$5.25.....	

Compressed corned beef, 1s.....	3 00	Mincod collops, 2s.....	3 50
Compressed corned beef, 2s.....	3 25	Corned beef hash, 1s.....	1 50
English brawn, 2s.....	3 15	Corned beef hash, 2s.....	2 50
Boneless pig's feet, 2s.....	3 15	Jellied hocks, 2s.....	3 00
Ready lunch veal loaf.....	1 50	Jellied hocks, 6s.....	12 00
Ready lunch veal loaf.....	1 50	Paragon ox tongue, 1½.....	7 50
1s.....	2 50	Paragon ox tongue, 2s.....	8 50
Roast beef, 1s.....	2 00	2½.....	9 50
Roast beef, 2s.....	3 35	Paragon lunch tongue.....	4 00
Stewed ox tail, 1s.....	1 60	1s.....	4 00
Stewed kidney, 1s.....	1 50	Tongue lunch, 1s.....	3 50
Stewed kidney, 2s.....	2 65	Sliced smoked beef, 1s.....	1 50
Mincod collops, 1s.....	1 40	Sliced smoked beef, 1s.....	2 50

TORONTO.—Higher prices in some lines of canned goods are reported in the wholesale district. Gallon apples are noticeably higher and different lines of peas are up. The whole market is a strong one, although during the present there is not a great deal of activity.

The National Canners' Association of the United States show that the total pack of tomatoes in the United States was 8,031,000 cases, which was about 3,000,000 cases below the 1909 pack. The result of this compilation of figures, it is said, has strengthened, considerably, the market, though without any radical advance.

VEGETABLES		Per doz.	
		Group B	Group A
Asparagus tips, 2s, talls.....	\$ 52½	2 55	
Beans, Golden Wax, 2s.....	0 97½	1 00	
" " Midgets, 2s.....	1 37½	1 30	
" " 3s.....	1 37½	1 40	
" " Refugee or Valentine (Green) 2s.....	0 92½	0 95	
" " Refugee Midgets 2s.....	1 30	1 30	
" " 3s.....	1 37½	1 40	
Beets, sliced, blood red, 2s.....	0 97½	1 00	
" " whole, blood red, 2s.....	0 97½	1 00	
" " sliced, blood red, 3s.....	1 32½	1 35	
" " whole, blood red, 3s.....	1 37½	1 40	
" " whole, Rosebud, 2s.....	1 27½	1 30	
" " 3s.....	1 32½	1 35	
Cabbage, 3s.....	0 97½	1 00	
Carrots, 2s.....	0 97½	1 00	
Corn, 2s.....	0 97½	1 02½	
" " fancy, 2s.....	1 05	1 07½	
" " on cob, gal.....	0 77½	1 00	
Peas, Standard, size 4, 2s.....	1 35	1 35	
" " Early June, size 3, 2s.....	1 35	1 35	
" " Sweet Wrinkle, size 2, 2s.....	1 37½	1 37½	
" " Extra fine sifted, size 1, 2s.....	1 87½	1 87½	
Pumpkin, 3s.....	0 97½	0 90	
" " gal.....	3 02½	3 08	
Spinach, table, 2s.....	1 27½	1 30	
" " 3s.....	1 77½	1 80	
" " gal.....	5 02½	5 08	
Tomatoes, 2s.....	1 05	1 07½	
" " 3s.....	1 35	1 35	
" " gals.....	3 02½	4 02½	
Turnips, 3s.....	1 12½	1 15	

FRUITS		Per doz.	
Apples, standard, 3s.....	1 20	1 20	
Blueberries, standard, 2s.....	1 27½	1 30	
Cherries, black, not pitted, heavy syrup, 2s.....	5 27½	5 30	
" " black pitted, heavy syrup, 2s.....	1 52½	1 55	
" " red, not pitted, heavy syrup, 2s.....	1 92½	1 95	
" " red pitted, heavy syrup, 2s.....	1 52½	1 55	
" " white, not pitted, heavy syrup, 2s.....	2 17½	2 27½	
" " white pitted, heavy syrup, 2s.....	1 62½	1 65	
" " red pitted, gal.....	2 02½	2 05	
" " red pitted, gal.....	5 52½	5 55	

Gooseberries, 2s, heavy syrup.....	1 77½	
Lawtonberries, 2s, heavy syrup.....	1 77½	
Peaches, 2s, white, heavy syrup.....	1 87½	1 90
" " 2s, yellow, heavy syrup.....	1 87½	1 90
Raspberries, black, heavy syrup, 2s.....	1 77½	1 80
" " black standard gal.....	7 02½	7 05
" " red, heavy syrup, 2s.....	1 77½	1 80
" " red, standard gal.....	7 02½	7 05
" " red, solid pack, gal.....	9 27½	9 30
Rhubarb, preserved, 2s.....	1 52½	1 55
" " 3s.....	2 27½	2 30
Strawberries, heavy syrup, 2s.....	3 27½	3 30
" " standard, gal.....	1 77½	1 80
Clover Leaf and Horseshoe brands salmon:		
1-lb. talls, dozen 2 05 3 07½.....		Cohoos, per doz..... 1 77½
1-lb. flats, dozen 1 30 1 32½.....		Red Spring, doz..... 1 87½
1-lb. flats, dozen 2 22½ 2 25.....		Lobsters, halves, per dozen..... 2 65 2 75
Other salmon prices.....		Lobsters, quarters, per dozen..... 1 60
Humpbacks, doz 1 20 1 25.....		Northern River Sockeye..... 1 95
Pinks..... 1 30 1 35.....		Chicken..... 4 00
Turkey..... 4 00		Soup, 2s..... 1 90
Ducks..... 4 00		Soup, 1s..... 1 40

QUEBEC MARKETS

POINTERS:—

Prunes—Scarce.
Tarragon Almonds—Very short.
Coffee—Weaker.

Montreal, Dec. 29.—All Montreal markets are under the holiday spell, and no operations of importance need be expected till the New Year. The dullness is not, however, accompanied by weakness, as there are quite a number of inquiries for certain lines.

The unusual scarcity of prunes is attracting attention and many are wondering whether there is a shortage in the crop or whether supplies are being held for future developments.

Sugar.—There was a holiday dullness noted in the sugar trade, and most circles feel that activity need not be expected pending the close of the year.

Nothing new has developed in refined sugar, the business being seasonably light, as distributors are going slow, pending inventories.

The visible supply of sugar in the world is now 3,050,000 tons, which compares with 2,790,000 last year at this time, an increase of 200,000 tons.

Granulated, bags.....	4 60
" " 20-lb. bags.....	4 70
" " Imperial.....	4 45
" " Beaver.....	4 45
Paris lump, boxes, 100 lbs.....	5 50
" " 50 lbs.....	5 50
" " 25 lbs.....	5 70
Red Seal, in cartons, each.....	0 35
Crystal diamonds, bbls.....	5 30
" " 100 lb. boxes.....	5 40
" " 50 lb. ".....	5 50
" " 25 lb. ".....	5 20
" " 5 lb. cartons, each.....	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each.....	0 37½
Extra ground, bbls.....	5 05
" " 50-lb. boxes.....	5 25
" " 25-lb. boxes.....	5 45
Powdered, bbls.....	4 85
" " 50-lb. boxes.....	5 10
Phoenix.....	5 15
Bright coffee.....	4 50½
No. 3 yellow.....	4 45
No. 3.....	4 35
No. 1 " bags.....	4 20
Bbls. granulated and yellow may be had at 6c. above bag prices.	

Syrup and Molasses — There is a steady distributing movement in grocery grades of molasses, though the usual year-end slackening is noted. Prices are firm, but demand is somewhat slack, owing no doubt to the high prices prevailing.

Fancy Barbadoes molasses, puncheons.....	0 86 0 86
" " barrels.....	0 88 0 39
" " half-barrels.....	0 40 0 41
Ophee Barbadoes molasses, puncheons.....	0 31 0 33
" " barrels.....	0 34 0 36
" " half-barrels.....	0 36 0 38
New Orleans.....	0 27 0 28
Antigua.....	0 20
Porto Rico.....	0 40

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Corn syrup, bbls	0 03
" 1-bbls	0 03 1/2
" 2-bbls	0 03 1/2
" 3-bbls	1 70
" 3 1/2-bbls	1 20
" 4-bbls	2 25
Cases, 2-lb. tins, 2 doz. per case	2 60
" 5-lb. " 1 doz. "	1 50
" 10-lb. " 1 doz. "	2 50
" 20-lb. " 1 doz. "	2 45

Dried Fruits.—There is a brisk demand for the principal varieties of California dried fruits, particularly prunes, but the buying is of the hand to mouth order. Advices from the Coast reflect a strong feeling among holders, who have comparatively little stock left. Peaches are firm, and higher prices are confidently looked for, in view of the high cost of competing fruits, especially evaporated apples. Valencia raisins are exceptionally scarce, and the demand for currants is strong. Yet the recent arrivals seem to have satisfied present requirements of consumption, and little new business seems to be coming to the surface. Figs are quiet, the immediate needs of consumption having been covered.

Currants, fine filiatras, per lb., not cleaned	0 06 1/2
" " cleaned	0 07 1/2
" Patras, per lb.	0 08
" Vostizas, per lb.	0 09
Dates	0 05 1/2
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11
" 9 crown	0 13 0 14

Prunes—	
30-40	0 12
40-50	0 11
50-60	0 10 1/2
60-70	0 09 1/2
70-80	0 09
80-90	0 08 1/2
90-100	0 08 1/2

Raisins—	
Choice seeded raisins	0 07 1/2
" fancy seeded, 1-lb. pkgs.	0 08 1/2
" loose muscatels, 3-crown, per lb.	0 07 1/2
" " 4-crown, per lb.	0 08 1/2
Malaga table raisins, clusters, per box	2 40
Valencia, fine off stalk, per lb.	0 07 1/2
" select, per lb.	0 07 1/2
" 4-crown layers, per lb.	0 08 1/2

Nuts—The holiday trade is done, except the occasional buying of local dealers to keep their stocks up. There is a general firm tone to the market, and no price changes are to be recorded.

In shell—	
Brazils	0 15 0 16
Filberts, Midlv, per lb.	0 11 0 13
" Barcelona, per lb.	0 11 0 12 1/2
Tarragona Almonds, per lb.	0 16 1/2 0 19
Walnuts, French, per lb.	0 15 0 14
" Marbata, per lb.	0 15 0 14
" Cornes, per lb.	0 11 1/2

Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32 1/2 0 34
" 2-crown " "	0 31
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 18 0 17
Peanuts—	
Spanish, No. 1	0 13
Virginia, No. 1	0 13 0 14
Pecans, per lb.	0 65
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Broken	0 30 0 32

Tea.—There was a steady inquiry reported for teas, and although fewer sales were noted, the opinion was expressed that considerable business was being put through quietly. Japans are in more request. Ceylons are well maintained, while many orders are being received from the country with January dating of bills.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
" Medium	0 25	0 28
" Good common	0 21	0 23
" Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 21
" Pekoe	0 20	0 22
" Pekoe Souchong	0 20	0 22
India—Pekoe Souchong	0 19	0 22
Ceylon greens—Young Hysons	0 20	0 25
" Hyson	0 20	0 22
Gumpowders	0 19	0 22

China greens—Pingsan	0 14	0 18
" gunpowder, low grade	0 20	0 30
" " pea leaf	0 20	0 30
" " pinhead	0 20	0 50

Spices—There was no feature in the spice market, the demand being seasonably dull. After stock-taking is over, about the second week in January, dealers expect quite a change in the situation, some believing that cream of tartar will stop soaring and come nearer earth again.

Allspice	Per lb. 0 13 0 18	Ginger, whole	Per lb. 0 20 0 30
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 18	Mace	0 75
Cloves, whole	0 20 0 30	Nutmegs	0 30 0 60
Cloves, ground	0 22 0 30	Peppers, black	0 18 0 18
Cream of tartar	0 25 0 32	" white	0 20 0 25

Coffee.—The coffee market has been quite a dull affair for the past few days, most of the trade seemingly to be simply evening up for the holidays.

The spot coffee situation shows no improvement, only a light jobbing demand being recorded, but the deadlock will probably be broken about the turn of the year, when it is expected that prices will show either an upward or downward tendency.

Mocha	0 22 30	Santos	0 18 0 21
Rio, No. 7	0 15 0 18	Maracaibo	0 20 0 25
Mexican	0 22 0 30		

Rice and Tapioca—While distributors are showing more interest in rice, the trade has not yet become excited by the strength in the South. Grocers seem to be temporarily supplied, and are able to hold off for further developments.

The tapioca market remains steady, there being quite an improvement in the demand.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 " "	3 40
" " " 50 " "	3 00
" " pockets 25 pounds	3 10
" " 1/2 pockets, 12 1/2 pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 " "	2 90
" " 50 " "	2 90
" " pockets, 25 pounds	3 00
" " 1/2 pockets, 12 1/2 pounds	3 10
Tapioca, medium pearl	0 06 1/2 0 07

Beans and Peas.—Things remain much the same in this market as last week, only the demand has been somewhat weakened, no doubt, due to the absence of buyers on holidays.

The steamer United States has arrived at New York from Copenhagen and Christiana with a cargo of 3,352 bags of beans.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

Evaporated Apples.—No one expects a great demand for evaps, at such high prices, yet the inquiries have not been so frequent as anticipated, and dealers are by no means satisfied. How long are these prices going to hold, is the question now being asked.

Evaporated apples, prime	0 11 1/2
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MANITOBA MARKETS

POINTERS:—
 Prunes—Stronger.
 Evaporated Apples—Firm and scarce.
 Coffee—Higher.
 Tapioca and Sago—Firm.
 Winnipeg, Dec. 29.—Trade during the entire fall and Christmas seasons has been fully up to expectations, but is now drawing to a close, and both wholesalers and retailers look for a quiet market till after the Christmas holidays,

or about January 10. During this slack period orders will be confined to hurry up shipments by express, and to merchants who require goods to sort up. The stocks held here are exceptionally heavy this year in anticipation of a steady business all through the winter months. Wholesalers state that the time is passed when there will be any great lull in trade during the winter months.

The expectations of the wholesalers regarding the collections during the last few weeks have been fully realized, as they are still keeping up exceptionally well, which speaks admirably for the general trade throughout the country.

Other lines besides those mentioned below have been in great demand especially canned goods, and more particularly in canned vegetables. While the stock held here is fairly heavy, yet some wholesalers claim that there is a certainty of a great scarcity in the spring.

Sugar.—The demand for sugar as well as all staple products continues firm but slow owing to the increased trade along other lines during the Christmas season.

Montreal and B.C. granulated, in bbls	5 25
" " in sacks	5 20
" yellow, in bbls	4 85
" " in sacks	4 80
Iceing sugar, in bbls	5 85
" " in boxes	6 05
" " in small quantities	6 05
Powdered sugar, in bbls	5 65
" " in boxes	5 85
" " in small quantities	6 00
Lump, hard, in bbls	6 15
" " in 4-bbls	6 25
" " in 100-lb. cases	6 15

Foreign Dried Fruit.—An active market still continues in all kinds of dried fruits, which are on a general advance, especially prunes and currants. Supplies of prunes are hard to secure and an advance of 1/2c a pound is expected to be in force early next week. The stocks are almost completed, the total amount held this year being not 25 per cent. of that held at the corresponding period last year. So limited is the available supply that some packers predict big advances before long. Currants and raisins both made slight advances of from 50c to 75c per cwt. during the last week, but it is expected that after the first of the year a slight reaction will set in here. The entire supply of Christmas raisins has almost all been sold off the jobbers' hands.

Smyrna Sultana raisins, uncleaned, per lb.	0 12
" cleaned, per lb.	0 13
California raisins, choice seeded in 1-lb. packages	0 07 1/2
" " fancy seeded, in 1-lb. packages	0 07 1/2
" " choice seeded in 1-lb. packages	0 08 1/2
" " fancy seeded in 1-lb. packages	0 09
Raisins, 3 crown muscatels, per lb.	0 06 1/2
Prunes—	
25 lb. bx, 90-100 lb	0 07 1/2
" 80-90 " "	0 08 1/2
" 70-80 " "	0 08 1/2
" 60-70 " "	0 09 1/2
Prunes, 50-60 " "	0 10
Prunes, 40-50, lb	0 11
Silver prunes, ac.	
" to quality	0 11 1/2 0 14

Currants uncleaned, loose pack, per lb.	0 07 1/2
" dry, cleaned, Filiatras, per lb.	0 08 1/2
" wet, cleaned, per lb.	0 08 1/2
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb.	0 09 1/2
Pears, per lb.	0 13 1/2
Nectarines, lb.	0 12
Peaches, standard, per lb.	0 09
Hallows, bulk	0 06 1/2
Peaches, choice	0 10
Dates, packages	
30 in case	0 06 1/2
Apricots, standard, per lb.	0 16
Peel, lb., lemon	0 16
Apricots, choice	0 16 1/2
" " orange	0 16 1/2
" " citron	0 13 1/2
Plums, pitted, lb	0 12

Syrup and Molasses.—A good demand still keeps up, but no advance is looked

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for on account of the large corn crop, the tendency being if anything towards a decline.

Syrups—	
24 2-lb. tins, per case.....	2 05
12 5-lb. tins, per case.....	2 43
6 10-lb. tins, per case.....	2 26
3 20-lb. tins, per case.....	2 32
Half bbls., per lb.....	0 034
Barbadoes molasses in 1/2 bbls., per gal.....	0 50
New Orleans molasses, 1/2 bbls., per gal.....	0 38

Nuts.—In spite of the fact that the supply of nuts was a little late in arriving they were nevertheless distributed to the retail merchants in time for their Christmas trade and buying has been satisfactory. The Brazil nut trade was a disappointment owing to the delay of a shipment which should have arrived in October, but has not yet reached the city. Among the new nuts to arrive during the last week was the first shipment of shelled walnuts from Bordeaux, the price of which is about 1c higher than the old ones. The first car load of Manchuria walnuts also reached the city and proved a great success. This was only a trial shipment and came via Vancouver, in whole, shelled halves, and shelled pieces. They are regarded by many as being more meaty and of a nicer flavor than the European walnut.

Almonds, shelled 31 0 34	Walnuts, shelled 0 38 0 49
Filberts..... 0 11 0 12	Walnuts, Manchuria, per lb..... 0 154

Evaporated Apples.—These goods become scarcer every week; wholesalers claim that the supply available is pretty nearly bought up, and that none can be secured from the East under 11 1/2 to 12c per pound. The result is that they are looking towards the United States market for future stocks.

25-lb. box, per lb.....	0 114 0 12
50-lb. box, per lb.....	0 11 0 114

Beans.—A fair demand still continues and prices remain firm.

2 1/2 lb. picker, per bushel.....	2 12 1/2
Hand picked, per bushel.....	2 20

Coffee.—The market still continues on the upward trend especially in Rio. The demand is excellent and buyers predict a steady advance for some time.

Coffee, standard Rio.....	0 15	Coffee, choice.....	0 154
		Coffee, extra choice.....	0 144

Tapioca and Sago.—Trade in these articles continues firm, and no decline is looked for. Wholesalers claim that the market is too strong to do any speculating with.

Pearl tapioca, per lb.....	0 06 0 064
Sago, per lb.....	0 054 0 054

NEW BRUNSWICK MARKETS.

St. John, December 29.—As is usual in Christmas week, business with the wholesalers was rather quiet last week, while the retailers report that business was never better. Everybody seems prosperous and in consequence they bought liberally of specialties and fancy goods as well as the staple articles.

Turkeys sold at 24 to 26 cents, whole sale, and other kinds of poultry were in good supply. Eggs are higher, hennery eggs selling at 40 cents and case eggs at 28 cents per dozen. There was a good supply of vegetables at moderate prices.

Granulated cornmeal has dropped from \$4.90 and \$5 to \$4.65 and \$4.75 per barrel.

Beans, hand picked, bus.....	2 10 2 15	Prunes, lb.....	0 054 0 09
Beans, yellow eye, bus.....	2 85 2 90	Molasses, fcy. Barbados, gl.....	0 30 0 31
Cheese, new, lb.....	0 124 0 13	Butter, dairy, lb.....	0 22 0 24
Currants, lb.....	0 08 0 084	Butter, creamery, lb.....	0 24 0 26
Canned goods—			
Pears, No. 4.....	1 20	Eggs, new laid.....	0 40
" No. 3.....	1 74	Eggs, case.....	0 28
" No. 2.....	1 34	Ham.....	0 16 0 18
" No. 1.....	1 80	Potatoes, new, bbl.....	1 90 2 00
Peaches, Ts, dozen.....	1 924 1 95	Rice, lb.....	0 034 0 034
Peaches, 3s, dozen.....	2 974 3 00	Lard, compound lb.....	0 124
Raspberries, dozen.....	1 84 1 85	Lard, pure, lb.....	0 144
Tomatoes.....	1 30 1 35	Bacon.....	0 16 0 20
Strawberries.....	1 424 1 85	Pork, domestic mess.....	24 00 25 00
Flour, Manitoba.....	6 35 6 45	Pork, American clear.....	24 00 26 00
" Ontario.....	5 45 5 70	Salmon, case—Red spring.....	6 75 7 25
Fish—Cod, dry.....	5 00	Cohoes.....	6 25 6 50
Herring, salt, bbls.....	5 95	Baked beans, dozen.....	1 20 1 30
Bloaters, box.....	0 85 0 90	Lemons, Messina, per box.....	7 00
Cornmeal, bags.....	1 40 1 45	Sugar—Standard gran.....	4 75 4 85
" bbls.....	2 85 2 90	Austrian.....	4 65 4 75
Oatmeal, bbls.....	5 15 5 24	Right yellow.....	4 55 4 75
Std. oatmeal.....	5 63 5 70	No 1 yellow.....	4 25 4 35
Buckwheat, west grey, bag.....	2 90 3 00	Walnuts, lb.....	0 40
Val. raisins, lb.....	0 064 0 064		
Cal. raisins, seed-ed.....	0 084 0 09		

APPLYING FOR A POSITION.

A First Prize Letter Answering Advertisement for Grocer's Assistant.

In answering an advertisement such as "Grocer's Assistant wanted—state salary expected and experience, etc.," what would a clerk say?

At a recent grocer's exhibition in London, Eng., a prize was given for the best letter in reply to this advertisement: "Wanted a competent first-hand in a good Family and Ready-Money Trade. Applicants to state their Qualifications, etc."

The first prize was captured by the following application:

Dear Sir,—Responding to your advertisement, I beg to respectfully offer my services as first-hand. I am an abstainer, non-smoker, married, aged twenty-nine, height 5 ft. 9 in. Photograph enclosed.

After serving an indentured apprenticeship I came, eight years ago, to my present employer, who has the largest family and ready-money trade in this town, and for four years have served him as first-hand. I invite your kind consideration to his testimonial (enclosed) which speaks of my character and service during the past eight years.

It is not easy to write about one's own abilities. But I may state that I am fully competent to lead at either grocery or provision counter, and am considered a quick, pleasant, and successful salesman.

Window-dressing (including ticket writing) and coffee roasting have been included in my regular duties.

I have had considerable experience in soliciting, taking one of our most important journeys weekly. The list of customers on this round has more than doubled since I took it over.

I claim an intelligent knowledge of the tea trade, am qualified to test, select, and blend, having made a special hobby of this important department during leisure hours.

At the London Grocery Exhibition I have secured prizes for coffee valuing, tea matching, advertisement writing, essays on the tea trade, essay on "How to become a successful assistant."

Should my application gain your favorable consideration, I shall be glad to call upon you or to supply any further particulars you desire. Assuring you of my diligent and faithful service always, I am,

Yours obediently,
&c.

COMMON SENSE.

A Requirement Necessary in Building up a Retail Business.

By J. M. Mortimer.

One quality which the man who would run a store successfully must possess is common sense; it is indispensable. Advice is a good thing, but no man can furnish advice which is sure to exactly fit the requirements of every merchant who reads it; common sense must be used by each merchant in using such portions of it as will be good for him and in adapting them to fit his particular requirements.

One merchant may spend a certain percentage of his gross sales in advertising, while for another merchant the same percentage might be too large. One merchant may use premiums in one form or another with excellent success, while for another merchant to introduce them would be far from wise. A strictly cash business may be the best thing for a certain merchant, where for another to attempt it would be suicidal.

In all things, common sense must be used in applying advice, suggestions or other people's ideas or experiences in any form to one's own particular business. No one else knows as much about the merchant's business, about his trade and the conditions under which he does business, as the merchant does himself, and he is best fitted to decide what is good for it and what is not.

If your advertisements turn out conspicuously poor in spite of all your efforts, give some of the help a chance to write some for you. You may make a discovery.

When you find yourself getting into a rut, call in one of the neighbors and ask him how he would go about improving your business. Almost anyone will have an idea that you never would evolve.

The business world is full of good one idea men, men who have one first class idea. Unless they know enough to call on outside help when that one idea is worked out, they cannot go very far.

We all know the ball player who throws his glove down and jumps on it when he muffs the ball. He is like the advertiser who lays it to the public when his advertising doesn't draw.

Salesmanship isn't all talk. The customer is entitled to ideas about the goods in question and he is entitled to express those ideas. Learn to be a good listener.

TO ALL Wholesale and
Retail Grocers, Com-
mercial Travellers,
Friends, etc., from the
Atlantic to the Pacific—



WISHING you a Pros-
perous New Year and
all the good that life can
bring.

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS

HAMILTON

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

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.

R. ROBERTSON

J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

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

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

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

Andrews & Nunn

Manufacturers' Agents and
Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence
Solicited

Highest
References

VICTORIA FRUIT GROWERS' ASSOCIATION

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

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

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

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

The Condensed Ads. in this
Paper will bring good results



An Opportunity for Bright Clerks

THE competition on **Constructive Salesmanship** instituted by THE CANADIAN GROCER is open to clerks as well as to merchants. The clerk who is a real salesman is always in demand; by studying the methods his proprietor and himself have used and are using in building up a business, he can become even a better salesman.

☐ By telling us how these methods have been used and systematized, he can bring himself to the front and this will naturally be to his own advantage. A young man who has *earned* a medal for his ability as a salesman is a young man to be desired by any firm.

☐ Decide now to enter THE GROCER'S competition. There are *nine* medals, all of the above design, to be won.

Write for further particulars to **The Editor—The Canadian Grocer, 143-149 University Ave., Toronto**

Next Ten Years

Unmistakably the outstanding development in the trade of Canada during this first decade of the 20th century just closing has been the remarkable advance of Red Rose Tea. There is scarcely a grocer in Ontario, who, ten years ago, would have thought it possible that Red Rose Tea would be by now a leader in the tea business in Canada. It is, and the year just closing is by far the largest in the history of the business.

I believe you are pleased with the progress Red Rose is making. It is due largely to the confidence of the Trade in its high quality. Beginning next week another year and another decade, it will pay you more than ever to push RED ROSE TEA. It is quality that counts.

Red Rose Tea

BRANCHES—
7 Front St. East, Toronto
315 William St., Winnipeg

“is good tea.”

T. H. ESTABROOKS
ST. JOHN, N.B.

“KITCHEN” BRAND MOLASSES

Are you handling this well-known line? It is a quality article with a splendid reputation.

Selling Molasses in bulk is a dirty, wasteful way.

There's no more waiting for jars to be filled, no waste, no leaks, and GOOD PROFIT if you feature

“KITCHEN” BRAND
MOLASSES

The best for all cooking purposes

Imperial Syrup Co.
MONTREAL

Every Ambitious Merchant



SHOULD
READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE \$2.50

All Orders Payable in Advance.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

Deliverer Hit the Horse with the Weight

This Caused His Employer to Discharge Him — Story About Another Delivery Man Who Was Using Strong Language—Grocers Exchange Experiences Before Their Association Meeting.

Two or three grocers had taken their seats in the association hall. They were the advance guard of those who would attend the regular meeting that night.

And wherever two or three are gathered together, talk always turns to some phase of the grocery business.

On this occasion it was about the deliverer man.

"I fired my delivery man just the other day," remarked one and of course every one was anxious to know why.

Overruled by His Temper.

"Well he had an awful temper and because he thought the horse was not doing what he considered it should, he hit it with the weight. As soon as I heard about it, I told him to go for I wouldn't keep such a man about the place.

"I had a delivery man not long ago who refused to go down cellar to fix up some boxes because he said he wasn't hired to do that. He got his leaving ticket too."

A Gentle Chiding.

Another grocer told about his deliverer whom he heard using some "strong" language while hitching up in the back yard.

"Next day I said to him: 'I heard you using some pretty loud talk yesterday.'

"What time was that?" he asked. "So I told him the time and hinted that I didn't care to hear any more of it. I asked him if he thought he could stop it and he said he believed he could. Since then I have heard no more swearing."

All in a Day's Work.

The delivery men were not all criticized. Someone told of a young man who when asked if he would fix up the warehouse a bit remarked that he would be glad to: "It was all in the day's work."

Then there are delivery men with the religious turn of mind as the following story indicates: "I had a man working for me once, who whenever he heard any person using "strong" language, took them to task in a quiet way of his own. He would say, 'Oh yes, that's a very dear friend of mine.' This usually had the expected effect."

Outlook in Tea Points Towards Advanced Prices

"There are too many elements of uncertainty to make speculation as to the future course of tea prices a profitable pursuit," says a writer in The Financial and Commercial Supplement of the London Times, "but those who know most about the conditions prevailing in the countries of production, and about trade developments abroad, are said to

believe that values may be maintained henceforward at a level that will make the production of tea more remunerative than it has been hitherto.

"They base their opinion on the fact that only small extensions have been made for several years, that the preference for British-grown tea steadily increases, that Ceylon's annual output will decline owing to the encroachment of rubber, and that more tea is required in the aggregate every year, which is shown by statistics of the world's purchases. Whether China's trade will revive after a year or two of higher prices and make it once more a dangerous competitor is the question to which no answer can be given, but so long as British growers can bring their produce to market, as they do now, at a cost which ranges from 3½d. per lb. for common to 9d. for fine and valuable crops, it is thought by many to be impossible for China really to shake their position. Only approximate figures can yet be obtained respecting the total of the year's export from Java, Japan, and China, but it is estimated to be from 15,000,000 lb. to 20,000,000 lb. heavier than in 1909. Nevertheless, it has made little if any difference to any of the markets for British-grown tea."

Another authority on tea says that as each week goes by and the Indian

tea-growing season draws nearer to a close evidence becomes stronger that India is not going to have a repetition of last year's conditions. Then good weather prevailed in the closing month, but now the latest cablegrams received from the tea-growing districts all mention that cold weather has set in and state that the season is now practically closed. The hope of the buyers from that direction is thus fast disappearing. Ceylon also continues to fall back with its supplies, and the estimated shipments for December from the island are 9½ million lb., as against 10½ million lb. in December last year. At the same time the demand by the public continues to grow.

Russia and Australia are also taking more tea direct from Calcutta and Ceylon than they did last year.

Retail Grocers Have

a distinct asset in show window space used for display. For windows, back-grounds, shelf work, there is nothing like the bright red and green Fels-Naptha soap cartons. (Easy to save, and handily attached by the end flaps.) A point well worth noting.



A Drop in
Maple Syrup
Compound
See Advertisement of
Canada Maple Exchange

53 Highest Awards in Europe and America

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



Registered
U. S. Pat. Off.

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., Ltd.
Established 1780
DORCHESTER, MASS.

Manufacturers of Grocery Lines in Eastern Canada, United States and Europe

Are your goods being pushed aggressively in Western Canada? If not, you are neglecting an unusually good opportunity to establish a permanent demand for your product among a people celebrated for liberality of expenditure in plain and fancy food products. And, remember, these people are increasing in numbers with amazing rapidity. We have unrivalled facilities for introducing and building up a permanent demand throughout Western Canada for deserving grocery lines. We maintain large warehouses in Winnipeg, Calgary, Edmonton, Regina, Saskatoon, the five really important wholesale distributing centres of Western Canada. Our travelers cover practically the entire wholesale trade of the West.

If you are interested, write us for full particulars of our service.

NICHOLSON & BAIN

Wholesale Commission Merchants

Head Offices: Winnipeg, Man.

WINNIPEG

REGINA

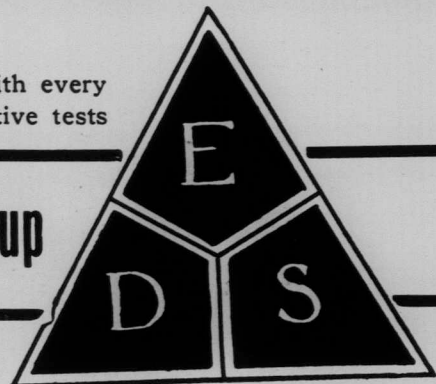
SASKATOON

EDMONTON and CALGARY

100% PURE!

Here's a recommendation that must carry enormous weight with every housewife on the look-out for "food purity!" And after exhaustive tests

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



have been found to be Absolutely Pure, which is much above the standard the Government requires of "genuine" preserves.

Not one of the samples of some leading jam manufacturers, who advertise a great deal, was free from dyes, preservatives, and excess of water, but "E.D.S." Goods were absolutely pure in every instance.

Write for Government Bulletin 194, and find out for yourself just how pure "E.D.S." Brand is! Then you'll feel more satisfied to recommend and feature this well-known line.



Made only by

E. D. Smith

at his own Fruit Farms,
Winona, Ontario

Agents:—N. A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG;
R. B. COLWELL, HALIFAX, N. S.; J. GIBBS, HAMILTON.

We thank our many customers for their liberal patronage during the past year, and wish you, one and all, happiness and prosperity in the coming year.

GUNNS Limited
Packers :: Toronto

We take this opportunity to thank you for the very generous patronage received during the past year. And to wish you all prosperity and happiness in the year to come.

F.W. Fearman Co.
LIMITED
Hamilton



Talking
Points

For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

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



TRURO-CONDENSED
MILK-CO LIMITED
FACTORIES
TRURO-N.S.
HUNTINGDON, N.B.



We Wish our
Customers and
Shippers a
Prosperous
New Year

The WM. RYAN, Limited

Packing House
FERGUS

70 Front St. East, TORONTO

New La

Price
ing :
Quiet
High
Point
Heavy

The "turkey" brought no re there have been ers being bur they would h cost. Some m success as oth not as yet pe fact. The ge trade in pou satisfactory. was reported Ont., is one other hand so selling at 28 stories of the retailers who and on the 2 at a price m paid. On the seems to hav stocks for Ne and may be s demand is felt. Jobbers st after Christm Live hogs a and lard is al the influence Lard supplies the advance feeling in reg ket is still u the confidence comed the re was not enti the time has to reassert i difficult quest snects are a in others the intelligence t must be fort can be caref the opinion that of the c Eggs show week due to new laids. forth supplie

Provisions. of the prov crease in t which sold f cwt. Lard and compou easier.

Pure Lard—
Boxes, 50 lbs., 1
Cases, tins, ea
" " "
" " "
Pails, wood, 20
Pails, tin, 20 lb
Tubs, 50 lbs. r
Teroes, 375 lbs.

Compound Lard—
Boxes, 50 lbs. r
Cases, 10-lb. t
" " "
" " "
Pails, wood, 20
Pails, tin, 20 lb
Tubs, 50 lbs. r
Teroes, 375 lb

Pork—
Heavy Canada sh
Lean pork
Canada short cut
Clear fat backs . .
Heavy flank pork.

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

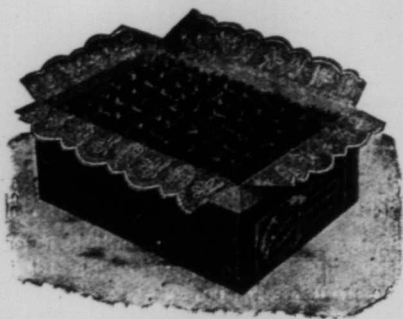
But we rarely have the opportunity of telling you, in a purely personal way, what real enjoyment we derive from selling goods to merchants with whom our relations are always so cordial. It means a great deal to any firm, and we want to assure you that we shall always do our utmost to merit the continuance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

We wish you Health, Wealth and Happiness during 1911, and hope it will be a banner year.

THE
Montreal Biscuit Co.

(The Originators)

Montreal



A DEALER'S PHILOSOPHY.

Don't be too particular about sticking to one line of goods. If you see a chance to build up trade in another line, break into it right away. Other merchants don't hesitate to stock your kind of goods.

It pays sometimes to have some exceptional values on exhibition in order to catch the people who are "shopping" around, comparing prices and looking for bargains.

If you can't say "No" to the urgent traveling man, buy by mail. Some grocers ought never to allow a traveler to show them his line, they are so easy.

An empty or unattractive show window is like a salesman with untidy clothes and his back to his customers.

Never omit prices in any kind of advertising. Your customers must know

the cost before they buy, and your competitors will find out your prices anyway.

The mussy store soon has a lot of mussy customers and mighty few others. Like attracts like in all cases.

OPPOSED TO EGGS BY WEIGHT.

John L. Walsh the new commissioner of weights and measures for New York city is opposed to the idea of selling eggs by weight. In this regard his opinion is in direct contrast to that of his predecessor, Clement Driscoll. The latter appointed a date at which eggs would have to be sold by weight. All parts of the trade were aroused, and when the time came, the word of the "chief" had been forgotten.

An
all-the-year-round
Success!

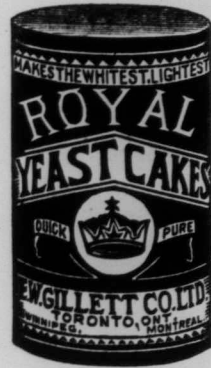
Huntley & Palmers
Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

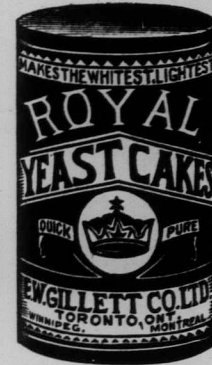
Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

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

Huntley & Palmers, Ltd.
Reading
Eng.



ROYAL YEAST CAKES



Most Perfect Made.

All Grocers are in business for profit. Goods that do not sell readily and repeat often are not profit producers. Royal Yeast is one of the best profit producers in a Grocer's stock. No profit is ever made in handling unknown brands.

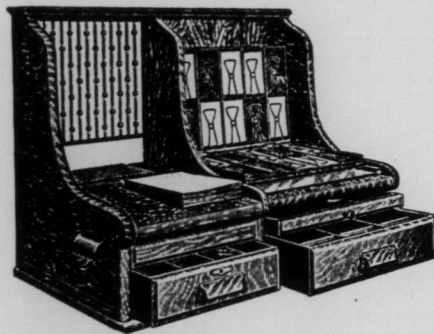
E. W. GILLETT CO. LTD.

TORONTO, ONT.

Winnipeg

Montreal

DELAY MEANS LOSS



- ¶ Every day you delay installing THE McCASKEY ONE WRITING SYSTEM OF HANDLING CREDIT ACCOUNTS YOU ARE LOSING MONEY.
- ¶ These are some of the ways in which money is lost without your knowledge:
 - Forgotten charges—goods sold—never charged.
 - Disputes with customers—loss of trade.
 - Poor collections—loss of discounts.
 - Loss of accounts.
 - And in a hundred other ways.
- ¶ Let us tell you about them; we'll do so gladly if you will drop us a line and say you are interested.

(First and Still the Best)

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

Manufacturers of Duplicating and Triplicating Sales Pads in All Varieties

Clark's Concentrated Soups

(Chateau Brand)

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

Jobbers not yet supplied should write at once.

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

Wm. Clark - Montreal

Manufacturer



Good
Biscuit
Condition is
Indispensable

No matter how good the quality of a biscuit may be, it is worthless if it reaches you in a soggy condition.

CARR'S BISCUITS enjoy a world-wide reputation for quality and always reach you as crisp and fresh as they leave our factory. Order from nearest agent.

CARR & CO. CARLISLE ENGLAND

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



Stick Licorice
AND
Pepsin Chewing Gum

(NOTE THE BRAND)

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

and a full range of
LICORICE SPECIALTIES

for Grocers, Confectioners
and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA

You Take The Canadian Grocer so You
Can Learn of Opportunities Like This

Your immediate inquiry about our new cereal-selling idea will prove that it pays you to study the ads.

All you need do is to tear out this ad. and mail it to us after writing your name and address in the margin. Return mail will tell you about the "happy medium" between selling cereals in bulk and the advertised carton nuisance.

It will show how you may give customers more for their money and make better profits on every sale than you can by selling in bulk or advertised cartons.

Remember—Shrewd men **always** investigate. Tear out this ad. now, write on your name and address and mail it to us **to-day**.



THE CHISHOLM MILLING COMPANY,

LIMITED

TORONTO,

ONTARIO

F
The
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market
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has be
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Flour and Cereal Markets Unchanged

Trade Has Been Fairly Good Considering the Time of the Year — Other Countries are Heavily Exporting Wheat, but Canada and the United States are Holding Their Stocks at Quotations That Do Not Promise Much Business — Rolled Oats in Good Demand, but Export Trade is Light.

The holidays naturally have a quieting influence on the grain and flour markets and the past week has, as a result, been rather uneventful. Trading has been light and it is hardly expected that there will be anything important till after the beginning of the new year, at any rate. Flour is in steady demand. Cereal business is at a high level and the principal factories report heavy orders to meet which employes are working overtime. Rolled oats are in strong demand and just at present seem to be occupying a strong position. The Canadian visible supply of wheat this week shows 10,638,000 bushels, as against 8,988,000 bushels a year ago, and the figures for oats are 6,458,000 bus., as compared with 4,473,000 bus. a year ago. As far as local supply is concerned there is no special reason for expecting an advance near at hand. In regard to wheat one grain letter says: "We are inclined to look for a break in the market, as there is nothing in the statistical position to warrant present level of values."

Exports of flour last week from St. John, N.B., were 27,694 sacks, as against 60,133 sacks a year ago. Enquiries from European markets have, of late, been more numerous and in cases where prices were right considerable business was transacted.

There is one rumor that in the spring a pool or corner in wheat may be felt. The U. S. government report shows a crop much heavier than was expected. To meet the competition of other export countries, it is believed that Canadian holders will have to reduce their quotations if they wish to keep up with the export business. The quantity of wheat and flour, as wheat, now in transit to Europe, together with the visible supply of wheat in the United States and Canada, is equivalent to 86,904,000 bus. as against 62,931,000 bus. a year ago.

MONTREAL.

Flour.—Considering that attention must drift considerably from the market during the holidays, business is reported to be fairly good and the outlook is for activity at the turn of the year. Prices remain unchanged.

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

Rolled Oats.—There was nothing to feature in this market, but the volume of business passing is fairly good, even though the buying is in small lots.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated	2 40
Bolled cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb.	2 15
" barrels	4 65

TORONTO.

Flour.—Winnipeg wheat stocks on Wednesday showed an increase at terminals of 546,794 bushels for the week, and now aggregate 6,322,897 bushels, as compared with 4,022,278 bushels at the corresponding time last year. Despite the holidays, trade has been fairly good. Some of the dealers still look for lower prices before there will be any appreciable activity in Canadian wheat and flour.

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

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

Rolled Oats.—The market is firm with demand good, but prices unchanged. Millers report satisfactory trade. Export business is much below that of a year ago.

Rolled oats, small lots, 90 lb. sacks	2 20
" 25 bags to car lots	2 10
Standard and granulated oatmeal, 98 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. bris.	2 85
" 5 bris. to car lots	2 75

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Gunn, Langlois & Co., Montreal, recently held a show of the poultry entered in their competition, whereby \$100 in gold is distributed among the winning farmers. In addition to these, they purchased the prize birds from the Guelph, Ont., and Amherst, N. S., shows. The display filled two large rooms in their Montreal depot. They were packed artistically and with the beautiful white skins of the properly prepared poultry, they made a most appetizing and pleasing display. Turkeys, geese, chickens and ducks were all well represented. Only one or two entries showed any dropping off from the usual high standard. The latter only serve to point out the inadequacy of the haphazard methods heretofore so prevalent. From an observer's point of view the judge, Prof. F. C. Elford, of Macdonald College, had his own troubles in picking the prize winners. Undoubtedly there must be differences to the trained eye, but the class of the display is certainly uniformly high, and the casual glance of a non-expert would find it impossible to choose. Pioneers in every line are the builders for the future, and in taking this step, Gunn, Langlois & Co. have carved out another step forward.

The old established firm of Purnell & Panter, Ltd., Bristol, Eng., have been successful in securing the contract from the admiralty for pickles.

"VOTES FOR WOMEN"

may be a pretty live issue in some parts of the world. But it is more than likely that the women of your locality are more interested in keeping house. To such women the incomparable crispness of MOONEY'S PERFECTION CREAM SODAS is a constant source of delight, which can be made increasingly profitable to you by handling MOONEY'S as a specialty.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple. One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto

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

Practical Methods in Retail Stores

Merchants and Board of Trade of Edmonton Want Higher Licenses on Peddlers—Watching Credit Customers in Lethbridge — Weighing Sugar Automatically—Retail Dealer Praises Book-Keeping Machine — Methods of a Chatham Grocer to Facilitate Stock-taking.

Higher License on Peddlers.

Edmonton, Alta., Dec. 29.—The board of trade of this city has endorsed the action of the Edmonton Retail Merchants' Association in asking for a higher license against transient traders.

The resolution recently passed by the board was as follows: "Resolved—that the Council of the Board of Trade heartily endorses the general principle of the memorial of the Edmonton Retailers' Association asking that the city by-laws regarding the licensing of peddlers, transient traders and others referred to in the memorial, be amended so as to provide that all such traders and others shall contribute their full share to the revenues of the city, and to afford all reasonable protection to legitimate resident traders, so far as this can be done without undue restriction of trade, and with due regard to the limitations of the city's authority in the matter."

The merchants recently called the city's attention to the fact that transients were not paying a license in keeping with the amount of business they were doing.

An Eye on Credit Customers.

Lethbridge, Alta., Dec. 29.—The Business Men's Protective Association, at a recent meeting adopted the constitution and by-laws drafted by the executive. There are ninety-two members enrolled, and it is expected that the number will soon reach 100. Business men in other towns have asked that they be allowed to become members, and it has been decided to extend the territory so that towns from Cardston to Coleridge, and from Coutts to Carmanzy, be included.

It may be that the Lethbridge organization will affiliate with the Western Retail Merchants' Association.

The new secretary, J. E. Kennedy, announces that members must send in their lists of accounts on the 7th of each month, in order that said accounts may be included in the monthly list.

Sugar Automatically Weighed.

Stratford, Ont., Dec. 29.—An appliance used by the Barnsdale Trading Co. to overcome delay in parcelling sugar is an automatic sugar weighing machine. The sugar is placed in a bin on the floor above, and when a certain quantity is required the weighing apparatus is set for that amount and a slide pulled out. The correct amount is always weighed out.

No Accounts to Render.

St. Thomas, Ont., Dec. 29.—For bookkeeping purposes Egan Bros., Talbot St., have an account or credit register which they prize very highly. They have used one for 5 years and wouldn't be without it, since, they say, it saves them many tedious hours of journal and ledger keeping.

When the traveler called on P. L. M. Egan to sell him a machine, he listened to the commercial man's arguments and immediately remarked, "that's just what I've been looking for, for years," and installed one right away.

The chief advantage of it, he says, is that at any time he knows exactly what each customer owes him. It saves rendering accounts, transferring from journal to ledger and all the accompanying worries. He has between 350 and 400 accounts and he maintains that if he had to render bills for all these he would at times have no time to look after other things.

Prizes to Cash Purchasers.

Edmonton, Alta., Dec. 20.—As a method of attracting business and encouraging the payment of cash, the Purvis Co., general merchants, announced that to the 12 persons making the largest total cash purchases in their store during the first 21 business days in December, valuable prizes would be given. The prizes included furs, silk dresses, smoking jacket, bath robe, coat sweaters, shoes and a man's hat—ranging from \$50 to \$3 in value.

Instructions were announced as follows:—Keep all sales checks secured with your purchases at the store. No matter how small your purchases may be the amount goes to make up a large total. (Have the clerk write your name on all checks.)

On the night of Saturday, December 24th (Christmas Eve), bring your checks to the store, showing the total amount of your purchases.

To the person having the largest total cash purchases will be given the 1st prize, and so on with the 11 next largest totals.

Purchases may be made in any department of the store—but be sure and keep your sales slips, with your name thereon.

Only purchases made up to six o'clock on December 24th will be counted in this contest.

Stock Taking Devices.

Chatham, Ont., Dec. 29.—H. A. Andrews of this town keeps a book that assists him greatly during stock-taking time. He calls it a "cost book" and in it he keeps track of every article in the store, the amount paid for it and the freight charge.

It is alphabetically arranged and indexed so that no time is wasted in looking up a particular article. Whenever Mr. Andrews gets a new invoice he compares the cost with the last cost marked in the cost book and if there has been any advance or decline in price he makes a change in the book. He has therefore the cost price of every article up-to-date

and when stock-taking time comes along he has no "last invoice" to hunt up. He simply refers to his cost-book for the last cost and no delay results.

Each page of this book is double-ruled—one space for invoice cost and the opposite for freight. The total cost can therefore be easily obtained. Another stock-taking facility in the Andrews store is the weighing of the empty bins used for tea, spices, coffee, etc., and marking the tare on the interior. When taking stock, the entire bin is weighed and the tare subtracted. This eliminates the handling of goods, saving their flavor and the staff's time.

Gives No Calendars.

Quebec, Que., Dec. 29.—No calendars are given away in the store of A. Drolet, Valier St., at Christmas time. The proprietor does not take kindly to calendars, but instead aims to encourage cash purchases by allowing 5 per cent. off. The amount of each cash purchase is shown on the cash register ticket. This, M. Drolet claims, attracts new customers, whereas a few customers are often overlooked in the matter of calendars and frequently lost. There are many people too, who come for calendars who do not deal regularly in the store, and it is a waste of money and time giving them out to these.

A neat display of bon-bons, oranges, raisins, peels, assorted biscuits, jellies, Christmas plum-puddings, bottled syrup, ginger, wine, etc., sold a large quantity of goods in this store. Price tickets were used, and M. Drolet claims they made many sales.

ONE OF THREE WAYS.

St. John, N.B., Dec. 29.—The White Candy Co., of this city, manufacturers of confectionery, have called a meeting of their creditors for January 19, when three propositions will be placed before them. The first is an application for an extension of time, the second a proposal to reorganize the company and the third is the consideration of an offer of sale. The company is capitalized at \$75,000 and Thomas F. White, is the president. The principal reason given for the difficulties at this time is the action of one large firm, from which the company got a large part of its supplies, refusing any further credit. It is stated that the assets are above the liabilities and that the past year more goods were sold than ever before.

**A Drop in
Maple Syrup
Compound**
See Advertisement of
Canada Maple Exchange

CANADA: No better Country

MOTT'S: No better Chocolate

WATT'S DIAMOND CHOCOLATE

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

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



A Happy New Year!

depends, to no small extent, on the quality and suitability of the food you eat!

Recommend

Tillson's PAN-DRIED Oats

—A FOOD, NOT A FAD—

to your customers. It is a Breakfast Food that is easily assimilated, very nutritious, and pleasing to the palate.


We are helping you to increase your sales in the New Year by our extensive and effective consumer advertising.

Don't delay! Send along that order to-day.

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

Canadian Cereal and Milling Co., Limited

HEAD OFFICE: LUMSDEN BUILDING, TORONTO

By Royal  Letters Patent

NELSON'S

POWDERED GELATINE

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

NELSON'S

Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

All After Money in the Grocery Business

Dairyman, Farmer, Ex-School Teacher and Printer Take a Turn at Picking The Dollars Off the Bushes—But They Were Inexperienced and Had to Move on Again—The Need of Specialists in This Modern Age.

By W. E. Elliott.

For making a fortune, quickly, there is nothing like the grocery business. Everyone outside of the trade knows that.

Here is a true story of a grocery business in a Western Ontario town of 5,000 where the travelers of London wholesale houses do the heavy selling. To be certain that the moral is read, it goes in here: "They all look good when they're far away!" In more dignified language, the idea is this: "Training is absolutely necessary to success in 9 cases out of 10, even in the grocery business."

A dairyman who was but a recent graduate from the farm started this business about 1889, in a new and small stand in the town referred to. His entire technical knowledge of groceries consisted of a firm belief that there was money in them. Fortunately for him, he had sense enough, being almost without capital, to commence on a small scale, and so avoided one of the commonest pitfalls of the beginner—overbuying in proportion to capital. It is only fair to add that later the stock became so large that he could not take all his cash discounts.

A \$12,000 Stock; Turnover \$20,000.

It was sixteen years later, or only five years ago, when Mr. Ex-dairyman gave up the grocery business. He had moved into larger premises twice, increased his staff from none at all to six or seven, and the stock carried had grown from a few dollars worth of feed and staple groceries to about \$12,000. His turnover for several years had been \$20,000 annually. The largest part of an excellent country patronage was his, and he conducted as nearly a cash system as most grocers can manage to reach. So the public, including many fairly intimate friends, were morally certain that in the toe of some sock, figuratively speaking, the grocer had put away plenty of coin for a leisurely old age.

As a matter of fact, in spite of the strong constitution built up by an outdoor life, the grocer's health was broken by fifteen years of confinement indoors. Further, he had to wait for the purchase money from his successor to pay off his own paper outstanding. He had just paid his way through the years and sent a family of boys to school. But few residents of that town could be induced to believe, to this day, that that grocer did not retire with thousands, in spite of the fact that he is working hard at another business even now.

Soon Sold the Business.

His successors were two men of some experience in the grocery business,

though not particularly in touch with the constituency of this individual store. They were keen buyers, and there seemed no reason why they should not pull out of the business the thousands their predecessor had failed to land. Yet in a couple of years they sold.

A School Teacher on Deck.

The next firm on the scene was composed of an ex-school teacher, who had watched the immense amount of goods handled in this very store, and saw that there was money in the business, and a farmer past middle age, who had also been a customer, and saw a chance to profitably invest part of the price of the acres he sold.

But something failed to pan out as anticipated, and the school teacher found another partner. This was a man who had been a first-class printer, knowing the art preservative from A to Z and back again. He also knew that there were fat dividends in the grocery business, for he had handled the advertising of this and other stores. The vision of playing advertising manager for a firm in which he would be partner "got him going" and he fell for it.

The printer's latest successor in double harness with the school teacher is another farmer, who gladly laid down the irksome cares of shouldering sacks of wheat and carrying feed to ten-dollar-a-hundred hogs, for the glories of a white apron and an overdraft at the bank.

The Training's The Thing.

"How is the new firm doing?" the original owner of the business was asked the other day.

"They seem to be doing not so bad," was the half-wistful reply. He has been five years away from the grocery business now, and after paying cash over the counter from the outside during that time, is probably half convinced again that "there's money in the grocery business even for the inexperienced."

This is an age of specialists. Surely a grocer needs training. Lack of it invariably means waste, perhaps unconscious, but serious, in materials, time and energy. And most grocers will concede that in 1910 the ultimate profit of any grocery business which has not extraordinary facilities for gain is in the elimination of waste the ability to serve and sell goods beyond the actual, everyday demands of customers.

TRADE NOTE.

British Guiana, South America imports the bulk of its butter from France. In 1908 the imports from that country amounted to \$33,863 and in 1910, \$70,-

777. The corresponding figures for Canadian butter are \$12,316 and \$10,614. In 1908 Great Britain sent \$57,078 worth and in 1909 only \$18,413. The large importation from France in 1909, was due to the low price ruling in that market, and this is made more profitable from the fact that in the year 1908 the low price of butter in Great Britain gave that country the first place. The price of English butter as given in the customs valuation in 1908 was 22 cents per pound, and French butter 21½ cents. These prices include charges for freight and package. The high price in Canada in both these years may account for the small contribution from that source.

Clerks Ask Aid for Early Closing from Labor Unions

Lethbridge, Alta., Dec. 29.—The Retail Clerks' Association of Lethbridge has received its charter and a few days ago held an organization meeting. At a subsequent special meeting a resolution was unanimously passed that all secretaries of local unions be asked to urge all members of their respective organizations not to trade with those stores that keep open after 6 o'clock other than on Saturdays.

TRADE CHANGES

Recent Happenings Among the Grocery Grocery Trade

Ontario.

J. M. Gilpin, grocer, Toronto, Ont., has sold to T. A. Jackson.

Smith & Hughes, general merchants, Treadwell, Ont., have compromised.

Bennett & Code, grocers, Carleton Place, Ont., are succeeded by Peter Spears & Co.

E. J. Wilson, grocer, Milton, Ont., sold to Blain & Hannant.

Quebec.

L. F. Simard, grocer, Montreal, has assigned.

J. A. Prevost, grocer, Quebec, Que., assigned.

Maritime Provinces.

C. S. Berry, grocer, Moncton, N.B., assigned.

L. C. Teeple, grocer, Carlyle, Sask., sold to J. J. Stevens.

Kensington Stores, grocers, Winnipeg, Man., are succeeded by W. J. Whitten.

J. J. Breaks, grocer, Vancouver, B.C., sold to T. H. B. Wittea.

McKay & Campbell, grocer, Vancouver, have sold to F. Morris.

Louis Gales has opened a grocery store in Blairmore, Alta.

Crawford & Podger have opened a grocery at Lethbridge, Alta.

Fred Reed has opened a grocery store in Merritt, B.C.

And many of them
Pr'er Grocer



The Boys in the Mills-
on the Road-and the
Boys in the Office-
wish You and those
behind the Counter
a prosperous New
Year - Bigger, Bet-
ter and Brighter in

1911

Cranberries Show a Weaker Feeling

The Holiday Rush is Not Yet Over for Retail Trade and Some Reports Indicate a Record Business—Wholesalers Doing Considerable This Week—The Busiest Part of Cranberry Season is Over and the Tendency is Toward Lower Prices—Potatoes and Onions are Firm—Apples Holding at Higher Prices.

The Christmas season passed with a good demand for fruits and vegetables and it is fully expected that the increased trade will be felt until after the first of the new year when the public in general will resume its sober, staid way. There is the possibility of some re-action in prices following the heavy trade, although it is held that prices have not been inflated for the present holiday trade. According to one despatch cranberries recently dropped one dollar a barrel in New York, owing to plentiful supplies, and a feeling that after the festivities cranberries will not be so heavily sought after.

Apples are selling readily especially in the standard qualities and are bringing a high price. Oranges are just a little easier in feeling. The sale of grapes was satisfactory and grapefruit is bringing good prices. The demand for potatoes continues heavy and present supplies are just about meeting demand, leaving no surplus.

New grown vegetables are scarce as yet and in some cases are bringing fabulous prices, that is for vegetables. When a basket of new peas will find a buyer who will pay \$25, it will be understood that shippers are not overburdened with supplies. Hotels that are famous for the dinner rates have to get these goods and the fortunate growers are reaping a harvest. The trouble seems to be that even at that price the supply is not sufficient. It will not be long until these new vegetables will be coming freely across the border.

MONTREAL.

Green Fruits.—As usual at this time of the year there is quite a brisk business passing in all lines and is expected to continue till the turn of the year when there will be the customary weakening in the demand. The fruit trade has not been so satisfactory as anticipated, but nevertheless dealers have little cause for complaint.

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

Vegetables—"Very, very slow indeed," was the reply of a dealer when asked about the state of the markets: "We will have plenty of time to smoke and chat till the turn of the year. Then we expect a favorable move." Yet there was quite an appreciable amount of business transacted around Xmas. Spinach remains scarce owing to large quantities being spoiled by frost.

Beets, American basket 12 00	Boston, box. 2 75
Beets, bag. 0 75 0 90	Onions—
Carrots, bag. 0 75 0 90	Spanish, cases. 2 75 3 00
Cabbage, doz. 0 40 0 50	Red, bag. 1 25
Cabbage, bbl. 1 00 1 50	Potatoes, bag. 1 00 1 10
Celery, crate. 4 00 4 25	New Bermuda
Cauliflowers 1 50 3 00	Potatoes, lb. 0 07
	Sweet potatoes, basket 1 85
	" " bbl. 4 00

Cucumbers, doz. 2 00 2 50	Paraley, dozen. 0 75 0 80
Garlic, 2 bunches 0 25	Parsnips, bag. 1 00 1 25
Green Peppers, small basket 0 75	Radishes, dozen bunches. 0 60 0 75
Green Peppers, large basket. 2 50	Spinach, bbl. 5 50
Leeks, doz. 1 75 2 00	Tomatoes, crate 4 00
Lettuce—	Tomatoes, hot-house, lb. 0 35 0 40
Curly lettuce, box 1 30 1 60	Turnips, bag. 0 75 0 90

TORONTO.

Green Fruits.—The market does not show many changes this week. The trade has been good and the holiday demand will not spend itself until after New Year's day. It will then be possible to get an idea of what the situation is likely to be. Some retailers state that their Christmas trade surpassed all previous years and they still have the New Year's trade to handle yet. Local jobbers are doing a fair business this week, but it is apparent that the retail trade is pretty well stocked up for the present.

Apples, bbl. 3 50 6 01	Jamaica, case. 3 50
Apples box. 2 70 2 50	Lemons—
Bananas. 1 50 2 00	Messina. 2 75 3 25
Citrons doz. 0 60 0 75	Limes box. 1 25
Cocoanuts, sack 4 00 4 50	Oranges—
Cranberries, bbl 9 00 11 50	Tangerines, a strap. 5 50 6 00
Cranberries, case. 4 00	Florida. 2 50 3 01
Grapes, case. 2 25	Navel. 2 75 3 75
Malaga, bbl. 5 00 6 00	Mexicans. 2 00 2 25
Almeria, bbl. 5 00 7 00	Pomegranates, doz. 0 75
Grape Fruit—	Pineapples crate 4 00 4 75
Florida per case 3 50 4 00	

Vegetables.—Nothing specially new this week. Demand has been good. Onions are up a little due to a scarcity. Potatoes are firm and supplies barely meet the demand. Holders seem to be standing by their game. Prices are steady. Celery of the home grown variety is plentiful and the sale of imported celery is as a result not very large.

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

A FIREPLACE WINDOW.

This is Built of Dried Fruits and Attracts Considerable Attention.

London, Ont., Dec. 29. — Scandrett Brothers, Dundas street grocers, have a unique Christmas window display in the form of an old fashioned fireplace and mantel built chiefly of fruits. Orange and citron peels, convex surface outward, form the body of the fireplace. The hearth is built of ordinary raisins, surrounded by a little wall of pressed figs. An electric light behind red tissue paper supplies the fire effect in the centre, and boxes of table raisins slope

California Oranges

Our "Volunteer" Brand is giving great satisfaction. Two cars to arrive this week; prices right. Have also some large-size oranges which we are offering at a bargain.

Car California Celery just arrived, also car Budd's Long-keeping Cranberries.



25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas Home Guard

PACKER:
FRANC TRACUZZI

Compliments
of the
Season

AGENT:
J. J. McCABE, Toronto

Puck

down from Little bann appropriate

The win "Three Pop day appear by virtue of in displaying a feature in tickets are special bar orange. A as well as fruits. Th has a large depth, and tables on store iscl mers, actual ways on an alarm off.

CA

The nine endar sent McCabe, ronto, is a The pictu Palm's and a life-like Miss Malvi the poet was the m was made. ordinary w and decor

Connors etc., Black an elabora titled "Bu from a p celebrated in green woman g bank of picture is blossoms materially

Do you appearanc ern and a now, from the street



W.

down from the hearth to the window. Little banners display here and there appropriate mottoes.

The windows of John Diprose's "Three Popular Stores" take on a holiday appearance long before Christmas, by virtue of the fact that he is a believer in displaying fruit. Oranges are always a feature in the Diprose windows, price tickets are used, and once in a while a special bargain is offered in a good orange. Apples are also used liberally, as well as attractive boxes of dried fruits. The store at 56 Dundas street has a large frontage in proportion to its depth, and the amount of fruit and vegetables on display here, even after the store is closed, is attractive to customers, actual or probable. The lights are always on till midnight, at which time an alarm clock contrivance turns them off.

CALENDARS FOR 1911.

The nineteen hundred and eleven calendar sent out to the trade by J. J. McCabe, wholesale fruit broker, Toronto, is an exceedingly attractive one. The picture is from a painting of Palm's and is called "The Huntress"—a life-like picture of robust womanhood. Miss Malvina Longfellow, grand niece of the poet and an accomplished actress, was the model from which the drawing was made. The calendar is out-of-the-ordinary variety being narrow and long and decorated with ribbon.

Connors Bros., packers of sea foods, etc., Black's Harbor, N.B., have issued an elaborately designed calendar entitled "Buttercups." The illustration is from a painting by Savage Cooper, a celebrated London artist. It is a study in green and yellow of a beautiful woman gathering buttercups by the bank of a brook. The border of the picture is decorated with leaves and blossoms of a grey color, which add materially to the appearance.

Do you pay enough attention to the appearance of your store? Is it modern and attractive? Take a look at it now, from the standpoint of the man on the street.

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

WHITE & CO., Limited

TORONTO and HAMILTON

WHOLESALE FRUIT, PRODUCE AND FISH

HEADQUARTERS

FOR

Fancy Navel Oranges

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

Write, phone or wire your orders.

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO



—1911—

May it be bigger and
better than ever.

RESOLVED, that as the years pass we determine between that which makes us money and that which does not. Make your New Year resolutions include: "I will always order BUSTER BROWN Lemons," "I will always order CAMEL Brand Package Dates," "I will always order GRAPEFRUIT EXCHANGE PACK."

W. B. STRINGER, Sales Agent, Toronto

FLORIDA
CITRUS EXCHANGE



Fish - Oysters



Retailer Should Hold Fish Trade

During the Period Between Advent and Lent He Should Endeavor to Maintain the Business Acquired During Advent—Demand for Fish Has Been Good and Supplies Have Improved in Quality—Oyster Business Continues at Satisfactory Condition.

The present is the season when the retail fish dealer will have to put forth a few extra efforts to maintain a demand for fish. There will be a certain trade, but to insure a fair business between Advent and Lent the wisest and safest plan is to SELL fish. It will require greater salesmanship, but the extra work will hold the trade and lay the foundation for a good business during the Lenten season. Supplies are fairly plentiful and the trade is in a healthy condition. It is entirely to the interest of the retailer to "push" his fish trade just now when there may be an inclination on the part of consumers to overlook it.

ONTARIO.

Toronto.—The past week was quiet in fish demand, owing to the heavy special holiday trade. Prices remain unchanged and business is showing itself noticeably in general lines with heavy demand for white fish, halibut, herring, etc.

FRESH CAUGHT FISH

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

FROZEN LAKE FISH

Gold eyes.....	6	Salmon trout.....	0 12
Halibut.....	0 09 0 10	Smelts, No. 1.....	0 12
Herring.....	0 04	Smelts, extra.....	0 18
Pike.....	0 07	White fish, pan	
Pink sea salmon.....	0 09	frozen.....	0 10
Round red.....	0 09	Yellow pickerel.....	0 08 1/2

OCEAN FISH (FROZEN)

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

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box.....	2 10	Cod, Imperial, per lb.....	0 06
Acadia 1-lb. box per crate.....	3 60	Fillets, per lb.....	0 12
Acadia 2-lb. boxes, pr. crate.....	2 80	Herring (Labs.) half-barrels.....	3 25
Acadia 3-lb. box per crate.....	5 40	Herring, bbl.....	6 00
Shredded cod.....	2 25	Haddie, Finnan 0 08 1/2 0 09	
Bloaters, box.....	1 25	Kippers, box.....	1 30
Boneless Digbys, box 100	1 40	Oysters, extra selects, gal.....	2 25
Codfish, Bluenose, " 1 40		Oysters, selects, gal.....	1 85
Cod steak, per lb.....	0 07	Oysters, standard, gal.....	1 85
		Pickled lake herring, 100 lb. kegs.....	4 00
		Quail on toast, per lb.....	0 06

NEW BRUNSWICK.

St. John.—Receipts of fish were a little better last week than they have been. The heavy gales, lately, interfered much with the catches and bait is also reported scarce. The total receipts of fresh stock last week amounted to about 70,000 pounds, mostly haddock. There has been a brisk demand from the western provinces and prices are practically unchanged.

The catch of smelts on the Miramichi has been disappointing thus far and the fishermen are becoming discouraged. The schooner Blanche was lost last week, while on a voyage from Free-

port, N.S., to St. John. She had on board 20,000 pounds of haddock.

There is considerable interest here in the order of the railway commission that the Dominion Atlantic Railway Co., must reduce the rate on finnan haddie from Digby to St. John, from 20 cents to eight cents for carload and eleven cents for smaller lots. While this is not expected to have any effect on local prices, it will make a considerable difference in shipments to the west.

QUEBEC.

Montreal.—The fish business as usual during the holidays has quieted down. The principal demand now is for oysters, lobsters, finnan haddies, frozen salmon and halibut. Prepared, pickled, and salt fish are completely ignored. Once demand starts again an advance in prices is expected for some lines, especially halibut and salmon. The supplies have been greatly reduced in the past few weeks, particularly salmon which no doubt will be in strong de-

mand. Frozen haddock and codfish, owing to good fishing lately, will be sold cheaper for some time.

The first cargoes of frozen herring from Newfoundland are said to be in transit now. There is yet a good many summer frozen herring on the market, and for this reason the trade will be reluctant to touch the Newfoundland supplies immediately.

Perch.....	0 08	Haddock.....	0 05
Steak cod.....	0 06	Bullheads.....	0 10
Market cod.....	0 04		

Codfish.....	0 04	Flounders.....	0 08 0 10
Dore, winter caught, per lb.....	0 05 1/2 0 09	Fils.....	0 07 0 08
Haddock.....	0 04 1/2 0 05	Salmon, B.C., red 10	0 12
Halibut, per lb.....	0 06 0 09	Gaspes salmon.....	
Herring, per 100.....	1 70 1 80	per lb.....	0 20
Market cod.....	0 04	Smelts, 10 lb. box 09	0 12
Steak cod.....	0 05	Whitefish, large, lb.....	0 09 0 10
Mackerel.....	0 12 1/2	Whitefish, small.....	0 07
Tom cods, bbl.....	2 10 2 25		

Green cod, No. 1, bbl.....	8 00 9 00	Lake trout, half bbl.....	6 00
Labrador herring, bbl.....	5 50	Salmon, B.C., red, bbl 14	00
Labrador sea trout, bbls.....	12 50	" " pink, bbl 12	00
Labrador sea trout, half bbls.....	7 00	" " Labrador, bbl 16	00
No. 1 mackerel, pall.....	2 00	" " " " " bbls 8	50
" " " " " bbls.....	9 50	300 lb.....	22 00
No. 1 pollock, bbl.....	6 00	Salt eels, per lb. 0 07 1/2	0 08
Scott's herrings, No. 2, bbl.....	4 50	Salt sardines, 20 lb. pis 1	00
		Scotch herring.....	6 50
		" " keg	1 00
		Holland herring, bbl 5	50
		" " keg 0	75

Bloaters, large, per box, 80s.....	1 25
Haddies.....	0 07 0 07 1/2
Boneless haddies.....	0 10
Herring, new smoked, per box.....	0 25
Kippered herring, per box, small.....	1 30
Kippered herring, per box, large.....	1 40

Shell oysters, bbl, choice.....	12 00 13 00
XXX Shell Oysters.....	10 00
Lobsters, live, per lb.....	0 25
Oysters, choice, bulk, imp. gal.....	1 40
" " Selects, imp. gal.....	1 60 2 00
" " bulk, selects.....	1 60

Boneless cod, in blocks or packages, per lb.....	5 1/2, 6 1/2 and 7 1/2
Pure mixed boneless fish, blocks and packages, lb.....	0 06 0 04 1/2
Shredded cod, per pkg.....	0 15
Skinless cod, 100 lb. case.....	6 25
Dried cod, medium, 100 lb. drum.....	7 60
Dried cod, large, bundles.....	6 30
Dried haddock, medium, bundles.....	6 00
Dried haddock, medium, bundle.....	6 50

The Regulations on Herring Fisheries

Local and Central Control Compared—Conditions Existing in the Motherland—What is Being Done in the U. S.—Some Herring Statistics.

By A. M. Payne.

To do justice to any review of the government report on herring a word or two on government regulation may not be out of place. Ordinary research indicates clearly that local control of fishery operations has always been urgently advocated in seafaring nations by those immediately interested. Obviously, there are two sides to the question. As a nursery for seamen, central national control suggests cogent arguments, while on the other hand, the actual prosecution of the fishery industry (taking an unbiased view of its risks, uncertainties and hazards) presents an aspect endorsing the need of special regulation in close touch with fishing communities.

The System in Scotland.

In efforts to improve the herring fishery of Canada, or in fact any branch of the industry, Canadian fishermen naturally seek for enlightenment in the

first instance from the Motherland. Although the geographical compactness of the British Isles favors central control, a separate local jurisdiction in Scotland, as is well known, has resulted in marvellous progress, particularly as regards herring. Even Yarmouth, the English centre of the industry, depends not only on Scottish methods, but on Scottish labor for carrying it on from year to year.

Almost as naturally we compare conditions with the neighboring Republic. There, it is to be observed, official recognition by the U. S. government of the welfare and development of fishery interests engrosses unceasing attention. Generous appropriations from the national purse are voted annually to promote improvement on a thoroughly comprehensive scale. It is competent, however, for each individual state to adopt its own legislative regulations without

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FISH AND OYSTERS

Have a complete assortment of all varieties
in season at reasonable prices for A1 stock.

The Largest Fish and Oyster Warehouse in Eastern Canada

Order direct from producers and secure benefit of lowest prices

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To the Grocers

Throughout the North-West and British Columbia

We have distributed about thirty cars of our Smoked, Salt and Frozen Fish, already this Fall, among the principal wholesale houses from Winnipeg to Victoria. Ask your supply house for our Brands of Smoked Fish.

OCEAN BRAND FINNAN HADDIES
OCEAN BRAND KIPPERS

OCEAN BRAND BLOATERS
BOUTILIER'S SMOKED FILLETS

also our

SALT MACKEREL
SALT HERRING

FROZEN MACKEREL
FROZEN SEA HERRING

FROZEN SMELTS
FROZEN LOBSTERS

CANADA STRIP BONELESS COD

Our lines are satisfactory and most popular, no doubt due to the care we take in selecting and packing only the finest goods. "Second to None" is the opinion expressed about our Cold Storage Plants, Smoke Houses and Sanitary Packing Houses.

Halifax Cold Storage Company, Limited

45. William Street

Selling Branch

Montreal, Quebec

interference from Washington, although supreme control might be acquired as in the case of the export of meat in the event of a contingency.

In Canada the B. N. Act empowers the Federal Government to exercise supreme control of the fisheries as an adjunct to marine affairs. This report is consequently submitted to the Ottawa authorities in the 42nd annual report of the Department as appendix No. 19 on page 365.

Yield of Herring.

The sub-divisional districts visited during the midsummer and early fall of 1908 for purposes of investigation and plans of betterment were Grand Manan and Caraquet in New Brunswick, and Gaspé in Quebec. The survey did not extend to Nova Scotia, but the general deductions in the report, more especially with reference to the important branch of salt herring, are applicable to the whole Dominion. At Grand Manan the herring fishery appears to be the staple industry. The yield for the period under

review was not large, except in smoked herring, viz: 1,610 bbls. pickled herring; 55,000 lbs. fresh herring; 1,351,000 lbs. smoked herring; 70,000 lbs. skinned and boneless herring.

At Caraquet, on the north shore, the returns were: 34,000 bbls. pickled herring; 350,000 lbs. fresh herring.

At Gaspé the figures were 2,875 bbls. pickled herring.

The all-round tenor of Mr. Cowie's report indicates with justifiable emphasis that the present status of this great natural resource, with which the coast waters of Canada (especially in Nova Scotia) fairly teem at certain seasons, is far below what it ought to be and what it might be under improved methods. The reasons for the unfavorable annual results and the remedies needed, as defined in Mr. Cowie's conclusions, are in every sense worthy of earnest consideration.

Convincing verbatim extracts in a succeeding article should open the eyes of Canadian fishermen to the furtherance of their future vital interests.

He reads and thinks of what he reads, even if his hair gets grey and thin at forty. And he is as conscientious as even John with the added advantage that he has to take very little on faith because of a wide, accurate knowledge. For instance: John has been told that nowadays there is no Mocha coffee and he has come to believe that yarn until he is really suspicious of any man who tries to tell him that Mocha is still grown. The city merchant knows that Mocha is still to be had, but he is interested in KNOWING that he really has Mocha to the extent that he will make the seller show the location on the Arabian map and write the guaranty on the bill. John on the other hand, is usually content with a pretty good contribution of faith—often the word of an ignorant salesman and likely as not has no idea where Mocha comes from or gets its name.

So the salesman who gets next to this kind of merchant finds the kind of audience he has been hungering for. All the merchant wants to know is, has the article genuine merit? and if that question can be answered in the affirmative, then the salesman has secured the entering wedge for which he has worked. The interview lasts from 30 minutes to

The True Merchant Says "It's Got to Go"

Different Types of Retail Buyers a Traveling Salesman for a New Line Meets—The Large City and Small Town Present Various Types of Dealers—The Merchant with the Forethought and Who Knows His Selling Power is the One Who Wins.

By Henry Johnson, Jr.

trade-papers; more about solid values.

The man who markets a new article in a big city is said to have "his work cut out for him." And he does not go far in the work ere he realizes that he is in serious business. On the other hand, he who goes after big city trade—and GETS it—is broadened in character by the experience. He learns a lot that is very valuable, and, if he is a philosopher, as many commonplace salesmen are, he is in a position to do a lot of analyzing and classifying when he gets time to sit down and think it all over.

The average city merchant is not as good a merchant as is the country store-keeper—meaning the man who does business in the town of 2,000 to 3,000 population. Note that I say the AVERAGE; because there are brilliant exceptions to prove the rule. This condition is very discouraging to the man who for the first time hits the city job. He works against a dead wall of dense indifference, if nothing worse; of men who "have no time to talk;" of grocers who have certain hours—very short—during which they "see salesmen," which hours are usually from 10 to 12, thus being so bunched that no man can possibly get in to see all desirable prospects in the limited time; of dealers who listen for a minute and then say, "create the demand and we will stock your goods;" of a few who are so ignorant of anything like true merchandising enterprise that he despairs for the future of the trade.

Selling the Country Merchant.

This is hard on a man who has theretofore worked country trade—the good, old, plenty-of-time-to-talk sort where the Old Man reads The Canadian Grocer every week and likes to pass out his own comments on what he reads! O, yes: it is different. The salesman in such circumstances has been able to show the merchant, whom he calls "John" or "Uncle Hi" or some such friendly name as carries with it no suggestion of flippancy or offensive familiarity, that the article he offers is good; will please the "women folks;" and yields a fair margin, and the buyer in such case thinks twice about the quality and promise of satisfaction to once about the profit he will get out of it. But the city grocer seems filled with but one idea, the question of how much he will get out of an article without regard to the interest of the customer. At least that is about the way things will look to the new city salesman.

But there are good times coming later on and the salesman reaches the really GOOD city grocer. When he reaches that man his faith in humanity, especially as applied to grocers, is again galvanized into life; for that merchant is good for the soul of the salesman.

Studies His Goods Carefully.

That kind of city merchant outdoes the countryman in just the proportion that his opportunities are greater. He knows more about markets; more about

**A Drop In
Maple Syrup
Compound**

See Advertisement of
Canada Maple Exchange

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE Manager

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and

Dealers in HIDES, WOOL and RAW FURS

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Sea
pac
shar
"BF



THE CANADIAN GROCER

"Brunswick" Brand



Pure Sea Foods

Sea Foods, owing to the greater packing, are growing in popularity share of this profitable trade? No "BRUNSWICK BRAND"---the brand with the natural fish flavor

care given to their selection and each season. Are YOU getting your line gives the same satisfaction as

Look to your stocks! The profit is a "well-worth-while" one!

Here's the full line:--

¼ Oil Sardines	Kippered Herrings	Finnan Haddies
¼ Mustard Sardines	Herrings in Tomato Sauce	Clams, Scallops



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

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



Bluenose Butter



The quality of this famous brand of Butter is uniformly good.

It is always sweet, always fresh, and always delicious.

BLUENOSE BUTTER keeps good in any climate, and is invaluable to hunters, travellers, prospectors and the like.

Every can sold means another permanent customer for you.

How is your stock? See to it to-day!

PACKED BY

SMITH & PROCTOR

Halifax, N.S.

three hours—sometimes half a day—for this kind of merchant wants to know all about it; and sometimes the buyer will try the article himself; then buy a sample lot of a few pounds or packages and give it to his managers, relatives and friends to try carefully before he will stock it and push it.

Why it Has to Go.

And here is where I get my text—"IT'S GOT TO GO!" for it was just such a city merchant who recently took on a new article of merit, after he had exhaustively gone over the proposition. It was perishable; a new item to him and his trade; something the users must get accustomed to and a good deal of education was called for. The first lot was received shortly before the Christmas rush and, for want of knowledge and because he was crowded with business, the merchant lost part of the shipment. When the salesman called again, he found the merchant as courteous and urbane as ever, but very busy; and the word was: "I cannot go further with that matter now, as I am too busy; but you come in again after Christmas, and we shall take it up together. And I am going into it more thoroughly than ever at that time, for when I take it up again it's GOT to go!"

Knows His Selling Power.

That's the right idea. That man will SELL anything he takes up. He knows his selling power, and uses it. His attitude is the one I wish I might instil into every grocer, for it would be his salvation.

The commonest question any seller has to answer to the average retailer is: "Will it sell?" Salesmen are often tempted to say: "Certainly it will!" and any number yield to the temptation because they feel forced to yield. They must say something to stir up the inertia of the average retailer or they would many times miss making their quota of sales—that is, many of them would do that. There are salesmen and salesmen. Some can state the facts and give the true impression and yet sell goods, just as some merchants are successful; but there is little to choose between the average merchant and the average salesman. The true salesman answers: "No; nothing 'will sell'—YOU must SELL IT." Then he has his work cut out for him to show the grocer that really nothing that is worth while selling will sell itself.

Attitude of the True Merchant.

The true merchant approaches every buying problem with his mind absolutely open. He takes up the points of the offering and studies them carefully, giving due attention to all the salesman tells him. If the proposition is an entirely new one to him, he takes time enough to go over it so as to get it all, and then he takes more time to think it over to be sure he has missed nothing; but, after that, if the article appeals to him as a man and a merchant, he takes it up unhesitatingly and pushes it to the front. The true merchant likes to be ahead of demand; to anticipate de-

velopments in new foods; to lead in such developments rather than to follow the lead of others. Thus the true merchant makes money while the one who "lets others do the educating of the public and try out new things" merely drops in at the rear and never has anything but the "regular line" such as one can find anywhere. Thus, too, the true merchant, through exercising his SELLING POWER, skims the cream of the profits on new articles while that cream is rich and thick. Later on, when the articles have become established so that they "sell themselves," which means, when anybody can sell them, he enjoys a readier sale through having been first on the ground. He is up-to-date; ahead of the procession; noted for being "different." And that is all well worth while.

Be a careful buyer. Study propositions thoughtfully. No part of your business can bear slighting. But, when your own good judgment tells you that a thing is a "comer," take it up and then go about its SELLING with the motto: "It's GOT to go!"

THE CLERK'S INGENUITY.

"Pedro, I owe about three thousand francs," said a Parisian grocer to his shopman.

"Yes, sir."

"I have two thousand francs in the safe, but the shop is empty; I think it is the right moment to fail."

"That's just what I think."

"But I want a plausible pretext for my creditors. You have brains; think the matter over and to-morrow morning."

The clerk promised fully over. On the next morning, the grocer found the money gone, and which ran as follows: the two thousand francs were gone. It is the same in America. It is the clerk's duty to give to your creditor

A recent report of Department of Agric

the crops of corn, rice, and cranberries are heavier than usual, but potatoes, grapes, apples, oranges and peanuts are below the average.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

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

A Drop in

Maple Syrup

Compound

See Advertisement of

Canada Maple Exchange

CLAY PIPES

None equal. Insist upon McDougall's

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ROYAL



**BAKING
POWDER**

Absolutely Pure
The only baking powder
made with Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

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

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

THERE IS NO SUBSTITUTE

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,

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THE CANADIAN GROCER

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TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (52)

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WANTED by a responsible, energetic firm about to open an agency business in Calgary, lines on commission, or will buy outright if necessary. Address Room 37, Herald Block, Calgary, Alberta. (1p)

WANTED.

WANTED—Second-hand meat slicer. Address Box 370, CANADIAN GROCER, Toronto. (52)

MISCELLANEOUS.

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

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

BY paying a small amount each month you can buy a first-class rebuilt Typewriter from us at bargain prices. Stock-taking is only a month away. We do not want to carry any of these machines over. We can give you any make. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto.

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

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

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.

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A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Besamel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

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.

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IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

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

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

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

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

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.

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 Ave., Toronto.

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

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THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

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5-lb. " 0 12
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