

THIS IS THE 1,304th ISSUE OF

CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVI

PUBLICATION OFFICE: TORONTO, DECEMBER 6, 1917

No. 49

OVERTAXED



OWING TO THE

ENORMOUS INCREASE IN THE DEMAND FOR WHITE SWAN YEAST CAKES THE SPLENDID UP-TO-DATE PLANT FOR THEIR MANUFACTURE IS ALREADY SO OVERTAXED THAT ARRANGEMENTS HAVE BEEN MADE TO INCREASE ITS SIZE. WE DID NOT ANTICIPATE THAT THIS WOULD BE NECESSARY FOR ANOTHER TWO YEARS BUT THE CONSUMER HAS QUICKLY FOUND THAT FOR UNIFORM QUALITY AND SURE RESULTS NO OTHER YEAST SOLD IN CANADA CAN COMPARE.

ONE WHITE SWAN YEAST CAKE WILL MAKE TWENTY PER CENT. MORE DELICIOUS LOAVES OF BREAD THAN ANY OTHER NOW ON SALE IN CANADA NO MATTER WHAT ITS SIZE.

ORDER TO-DAY FROM YOUR WHOLESALER - ANYWHERE

WHITE SWAN SPICES & CEREALS LIMITED, TORONTO

SOLE DISTRIBUTORS

This
after
thou-

f food

pecial
fruit.
ility—

AND

D.

Tinkering With Jam Quality!

The dealer who tinkers with Jam quality by constantly getting in new and uncertain lines is making his business grow timid and uncertain for future conditions.

A progressive development demands staples of uniform, unvarying quality—goods that continue to hold and do not deviate from their original high qualities.

Customers get to know this class of products, they know what they get and can rely on the quality. For this reason they buy repeatedly and continually—THIS BUILDS UP THE GROCER'S BUSINESS.

UPTON'S Jams, Jellies and Marmalades

are highest quality, uniform in every particular. They are prepared from only the finest selected fresh fruits and pure sugar, ensuring a delightfully delicious table delicacy—the kind that gets popular and brings business wherever introduced.

Extensive consumer advertising helps the dealer in making the first sale—the uniform high quality makes the repeat sales.

Order from your wholesaler or write direct.



The T. Upton
Company, Ltd.
Hamilton, Ontario

IT PAYS

Griffin & Skelley's Dried Fruits

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

Taylor's Peels Candied or Drained

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

Cox's Gelatine

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

TO SELL

Coco Fruitine Nourishing, Palatable Vegetable Butter

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

CODOU'S Macaroni Vermicelli, Etc.

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

ARTHUR P. TIPPET & CO.

Agents

Montreal

Toronto

PURE PURE FOODS FOODS

WAGSTAFFE'S

Fine Old English

MINCE MEAT and PLUM PUDDINGS, now ready for delivery. Packed in the most up-to-date plant in Canada.

FINE OLD ENGLISH MINCE MEAT.

62 lb. Tubs, per lb.	8 $\frac{1}{4}$ c
25 lb. Gold Lined Pails, in crates, per lb.	8 $\frac{1}{2}$ c
12 lb. Gold Lined Pails, in crates, per lb.	9c
2s. Gold Lined Tins, 2 doz. per case, per doz.	\$2.00
5s. Gold Lined Pails, 8 in case, per pail. .	.50
7s. Gold Lined Pails, 6 in case, per pail. .	.70
16 oz. Glass, 2 doz. in case, per doz.	1.60
28 oz. Vacuum Jar, 1 doz. per case, p. doz.	2.75

FINE OLD ENGLISH PLUM PUDDING.

1s. Bowls, 1 doz. in case, per doz.	\$2.75
2s. Bowls, 1 doz. in case, per doz.	4.50
3s. Bowls, 1 doz. in case, per doz.	6.50

WAGSTAFFE LIMITED

Pure Fruit Preservers

Hamilton

Ontario

WHITE SWAN

YEAST CAKES

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

**ORDER FROM
YOUR WHOLESALER**

**White Swan Spices & Cereals
Limited**

SOLE DISTRIBUTORS :-: TORONTO



Courting— Christmas Trade

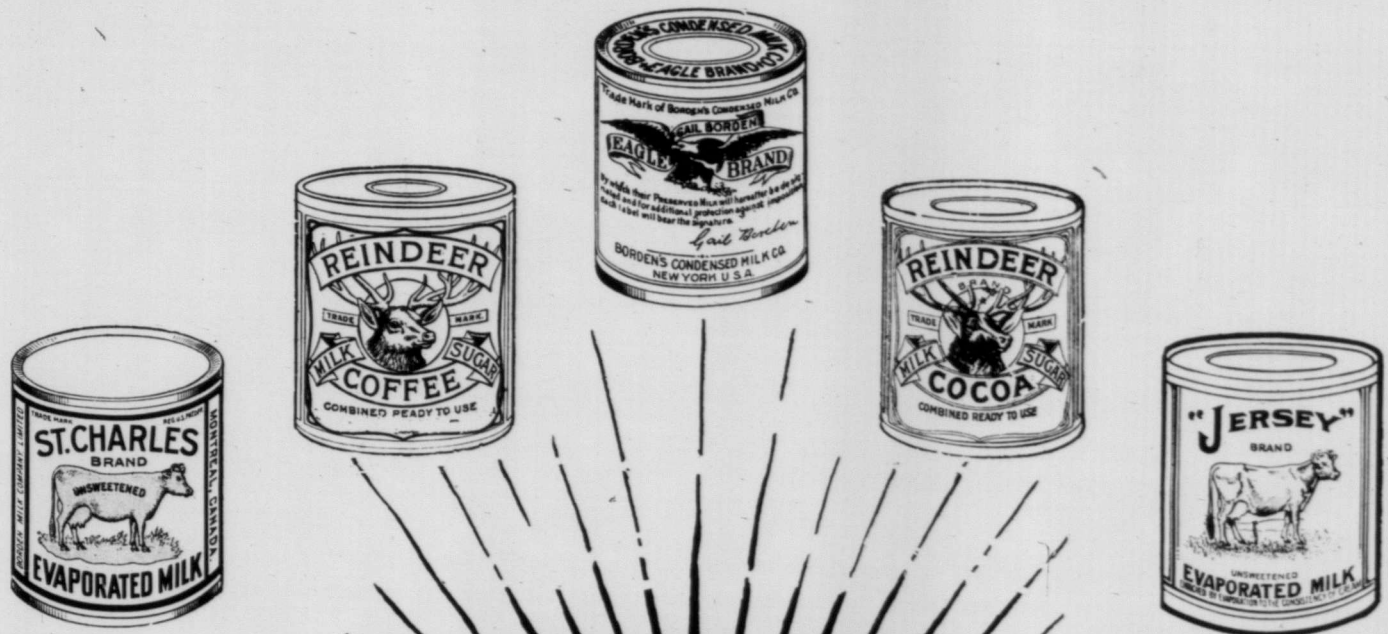
There's so much to do in preparation for Christmas that it's your duty and privilege to help the housekeeper all you can—Sell her KIT Coffee—it saves heaps of time and trouble.

KIT COFFEE CO. GOVAN, GLASGOW

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

FREDERICK E. ROBSON & CO. TORONTO
(SAMPLES FREE)

THE CANADIAN GROCER



BORDEN'S

Milk Products are the rays that
lighten the milk problem of
the household of to-day

They are "Leaders of Quality," being prepared from only the richest and perfectly sterilized full cream fresh cow's milk, with the aid of the most modern and sanitary machinery. The quality is unsurpassable. They have held their high position for over 54 years.

Borden's Products get highest awards wherever exhibited.

BRANDS: "Eagle," Reindeer," "Gold Seal," "Purity" and "Challenge" Condensed Milk. "Evaporated" (unsweetened), St. Charles, Peerless and Jersey, also Reindeer Brand Coffee and Reindeer Brand Cocoa.

Dealers who are not featuring Borden's are not handling the highest quality goods.

Borden Milk Co., Limited

Leaders of Quality

[Montreal]

Branch Office: No. 2 Arcade Building, Vancouver

S

d in

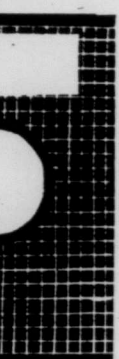
LUM

2.75

4.50

6.50

rio



360W

B.C.

RONTO

**For every 1000 gals.
of Hard Water used,
there is 70c worth
of Soap wasted.**

This information comes from the Encyclopaedia Americana and will make a good talking point for dealers in recommending and selling Lawrason's Snowflake Bath Powder and Snowflake Ammonia — two powerful hard-water softeners.

Lawrason's Snowflake Bath Powder makes the bath a refreshing delight. It is perfumed and antiseptic, and is unequalled for softening hard water. Lawrason's Snowflake Ammonia is backed by a guarantee of \$500 that it equals in cleansing power any similar powder on the market. It softens hard water.



Write at once

S. F. Lawrason & Co.
LONDON, ONTARIO

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



**Lines that sell
well right now**

Brand's Turkey and Tongue makes a delectable delicacy for any meal or luncheon. Is prepared with the greatest care with the use of only the best ingredients.

Brand's Bloater will meet the needs of many customers during this Advent season. Stock, display and sales will follow.

Brand's Beef Bouillon makes an invigorating and healthful drink during the Winter season. Contains only the fullest nutritive qualities of the best beef.

Stock and push Brand's Specialties and you will not go amiss.

Brand & Co., Limited

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

Mayfair, London, Eng.

NEWTON A. HILL, 25 Front St., East, TORONTO

H. HUBBARD, 27 Common St., MONTREAL

McLEOD & CLARKSON, VANCOUVER



**CONTAIN THE MOST
---COST THE LEAST
QUALITY THE BEST**

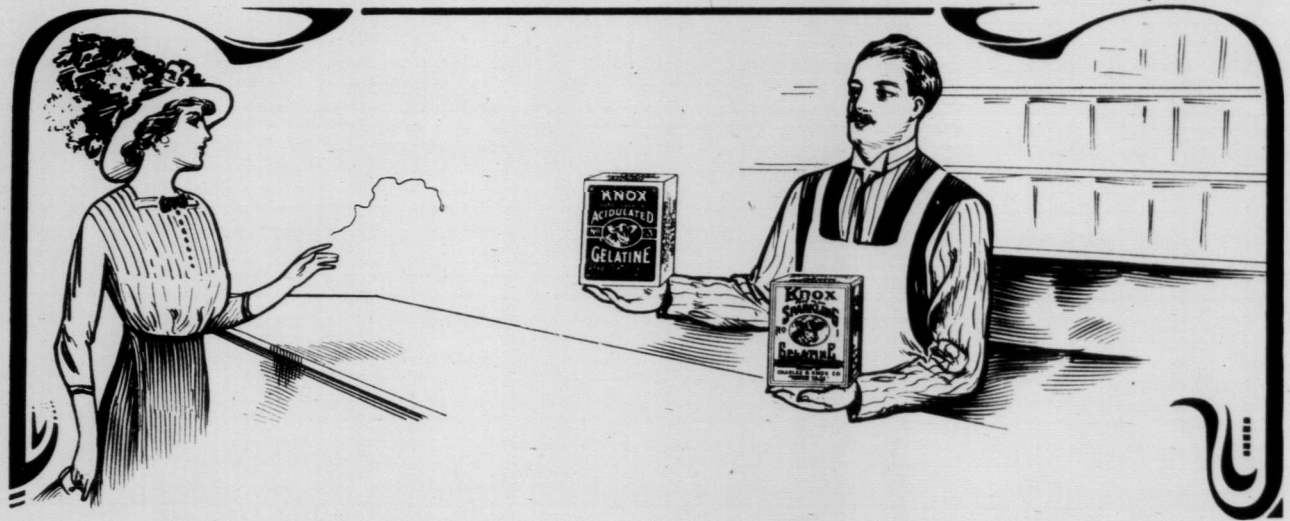
These are the strong selling points for the popular and widely advertised brand of

“SIMCOE” BAKED BEANS

they are carefully selected beans, prepared by a special process and packed solid, either Plain or with Chili Sauce; the sauces used are prepared with exceeding care as to flavor and purity.

“Simcoe” Baked Beans are supplied in 1's, 2's, 3's flat and 3's tall—larger tins at the smaller prices.

DOMINION CANNERS, LIMITED
HAMILTON, ONT.



SELL HER BOTH PACKAGES

We're telling your customers in our magazine advertising how much better it is to buy KNOX ACIDULATED GELATINE instead of the cheap, flavored, ready prepared gelatines. The package of KNOX ACIDULATED GELATINE contains an extra envelope of concentrated lemon juice in addition to the two envelopes of gelatine. It makes two full quarts of jelly that is pure, and they get the flavor without the extra cost and bother of using the fruits. You'll find it easy to sell both packages if you'll mention the ACIDULATED, because our advertising has paved the way. It will pay you to "make KNOX your gelatine leader," because of better value to your customers and the good profit to you out of the 15 cents you get for a package.

CHAS. B. KNOX CO.

JOHNSTOWN, N.Y.

BRANCH FACTORY, - MONTREAL, CANADA

Every pound of

CHASE & SANBORN'S COFFEE

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

CHASE & SANBORN

MONTREAL

Clark's Pork and Beans

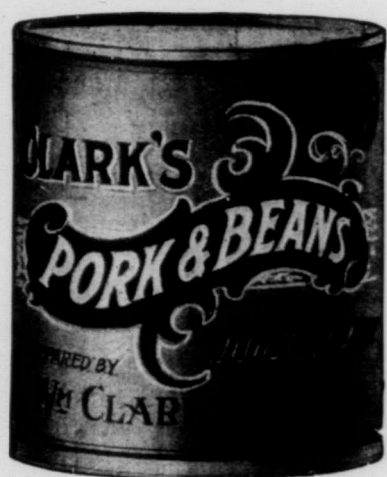
PLAIN CHILI TOMATO SAUCE

THE READY SELLER, Mr. Grocer, is always your best investment.

THE WELL ADVERTISED ARTICLE, backed up by QUALITY behind the advertising, is easily the most ready seller, and constitutes the surest road to



S U C C E S S



Your experience will tell you that CLARK'S PORK and BEANS will sell more readily than any others.

They are ADVERTISED in a manner which keeps the consumer thoroughly in touch at all times. They have a QUALITY surpassed by none, and a

REPUTATION with the public of many years' standing.

A well filled stock of CLARK'S means to you a long step on the road to SUCCESS.

W. CLARK, - MONTREAL

ATED
BELA-
es two
You'll
way.
profit



The Jams and Jellies Our Fathers Knew

were the kind our grandmothers "put up" in the early fall. Sometimes they "kept" and sometimes they spoiled.

Science has stepped in, and today the leading brand for Purity and Quality is the E. D. S. Brand. Only the choicest fresh, ripe fruit is scientifically prepared in a sanitary and modernly equipped factory producing a product that is even superior to those that "Mother used to make."

You will have little difficulty, Mr. Grocer, to convince your customers of the deliciousness of E. D. S. Jams and Jellies.

Made only by

E. D. SMITH
WINONA, ONTARIO

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



*OXO
Cubes*



Co-operate

with a Giant Industry

The Liebig Company

Est. 1865

5,000,000 acres of ranches
350,000 cattle—consuming
5,636,000 tons of live grass
annually.

Factories
and branches
all over the
world.



New Trade

Developing and increasing
business.

New Profits

Attractively packed goods—
no breakages—no spoiling—
easy to stock and display.

Right Prices

Satisfaction and value to your
customers.

Continued and steady press ad-
vertising.

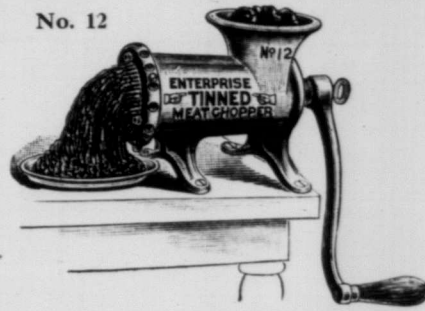
Show cards and store adverts.
willingly supplied.

Send us a list of thirty or so of your customers
with your order and we will send them special
sample packet with your compliments.

OXO, 21 Lombard St., TORONTO

OXO
CUBES

No. 12



Trade Makers—Profit Makers—Time Savers

This No. 12 Enterprise Meat and Food Chopper should have a permanent place on your counter. It will save your time—save your customer's time, and, above all things, it cuts the meat—cuts clean and easily. Has the true cutting principle—a razor-like, four-bladed steel knife revolving against a keen-edged perforated plate. Can't mash-or mangle—it cuts. Can be taken apart and cleaned in a jiffy.

ENTERPRISE

Meat and Food Choppers---and Mills

This No. 8722 Enterprise Power Combination Rapid Grinding and Pulverizing Mill Meat and Food Chopper is fitted with $\frac{1}{2}$ and $\frac{3}{4}$ H. P. motors—direct or alternating current. Direct current machines have $\frac{3}{4}$ H. P. motors adjusted for fast or slow speed, which can instantly be changed. Alternating current machines fitted with $\frac{1}{2}$ H. P. motor. Four plates, with varying sized holes, and four knives furnished with each machine. "Enterprise" on a machine means Quality—Fair Price—Assured Service—Interchangeable Parts—General Satisfaction.

Write to-day for complete Catalogue of Enterprise Line.

The Enterprise Mfg. Co. of Pa.

Patented Hardware Specialties

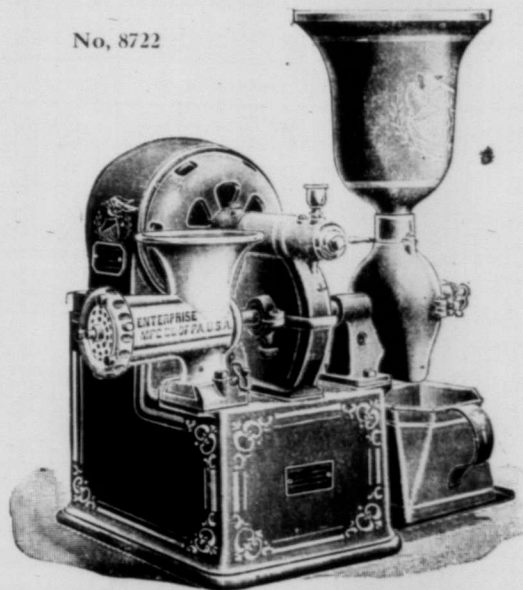
Philadelphia - U.S.A.

Chicago Branch, 176 North Dearborn St.

21 Murray St., New York

530 Golden Gate Ave., San Francisco

No. 8722



e
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Dissolve in a cup of boiling water
ar
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pecial
NTO
D
BES

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store—and

ATTRACTS TRADE.

The "Walker Bin" System

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

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

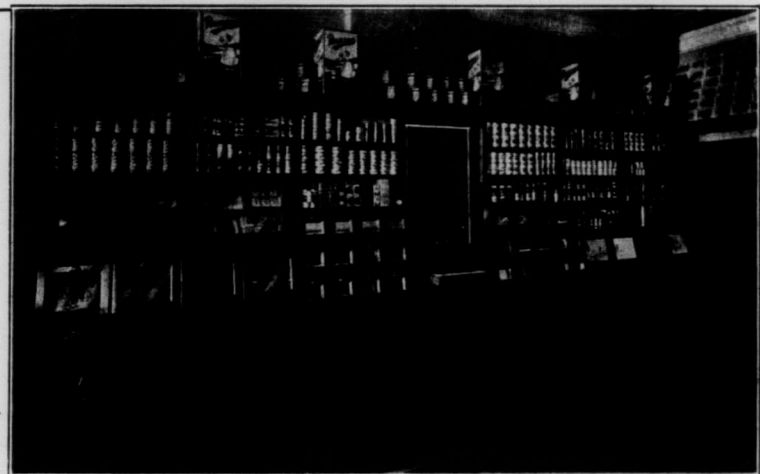
Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,
LIMITED



Berlin,

Ontario



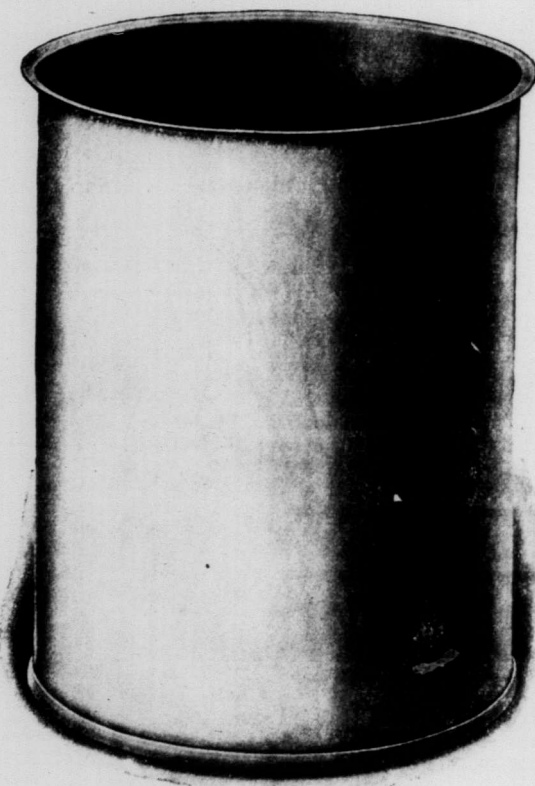
REPRESENTATIVES,

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





TWO CENTS PER WORD

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



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

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

32 Prize Medals

21 Royal Appointments

PEEK, FREAN'S SHORTCAKE BISCUITS



So great is the demand for this new introduction that during the first three months the quantity sold amounted to 83 million Biscuits.

See that "P.F." is on every Biscuit

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

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

A PERFECT DESSERT Sweetheart Brand Jelly

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

Trade Mark



of Quality

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

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

Quality guaranteed — Customer satisfied, and good profit.

IXL Spice and Coffee Mills
Limited
London, Ontario

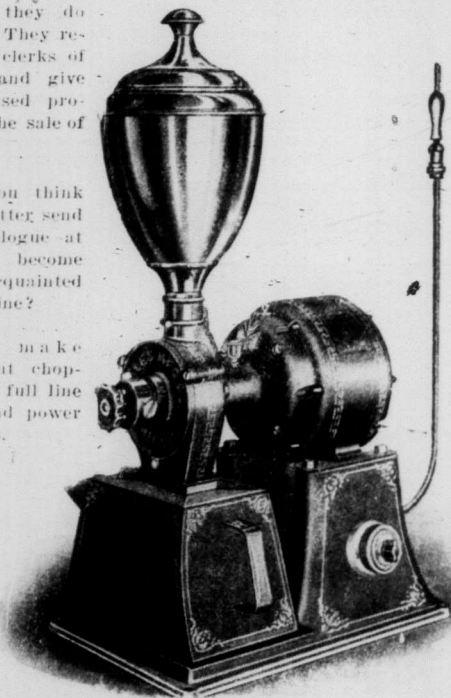
Pleasure and Profit

are both derived from the use of a Coles Electric Mill.

They please your customers by the silent, satisfactory way in which they do the work. They relieve your clerks of drudgery and give you increased profits from the sale of coffee.

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

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



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

John Gray & Co., Ltd. Glasgow Scotland

1 lb. Floral Glass

Samples and Prices
from

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



YEARS OF EXPERIENCE IN COFFEE ROASTING AND BLENDING HAS RESULTED IN

RIDEAU HALL COFFEE

COFFEE SUCCESS

There is no success as lasting as the success obtained by years of experience and expensive experiment.

After years of careful and persistent experimenting with various blends of different coffees "Rideau Hall" blend was decided on as the most perfect.

The coffee drinkers have placed the stamp of approval on it—and the merchant who stocks this coffee will fill the popular want. Send for trial order.

GORMAN, ECKERT & CO., Ltd.
LONDON ONTARIO

Western Selling Agents
MASON & HICKEY WINNIPEG





The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.

THE BANNER MONTH

December in most lines is the most important season of the year. This is particularly true of products that are seasonable at this time.

During the season of "Good Cheer," the public are in a very appreciative mood and observe little details more than at any other time.

There is no time that the merchant should be as careful of the products he sells nor is there any season that his caution will yield him as great a return.

When people are holidaying, they are not looking for cheap wares, but desire that which will afford the maximum comfort and satisfaction, hence quality should be your "WATCHWORD."

Of all the holiday products, oysters are the most prominent. You accordingly should be most particular in choosing your source of supply. In looking for a quality proposition in any line, you go to a house that makes a specialty of that particular line.

We are Canada's exclusive oyster house, devoting our entire time and attention to the one thing we know best. Oysters are no side line or secondary consideration with us.

Kindly let us have your holiday booking now.

The Connecticut Oyster Co.

The only exclusive oyster house in Canada

50 Jarvis Street TORONTO, ONT.

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



GOLD DUST has always received and is still receiving the benefit of extensive, unique and persistent advertising.

Our catch phrase—"LET THE GOLD DUST TWINS DO YOUR WORK"—has been drilled into the minds of women everywhere, and it's easy for you to sell GOLD DUST, because every woman knows it means a saving of work for her. Since she can depend on GOLD DUST results, you can depend on GOLD DUST sales.

Let the Gold Dust Twins do your work.

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



Sherlock Holmes

may have brought to light many crimes and criminals in his day, but to-day the best "Bringer to light" is the DOMINION SILENT MATCH.

It lights silently without sputtering or sparking. The heads do not fly off and the stems do not break.

Every dealer should sell. Customers will appreciate the Dominion Match.

DOMINION MATCH CO.

LIMITED

Deseronto, ::: Ontario

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

By Royal



Letters Patent

NELSON'S Crystal

Leaf GELATINE

Unrivalled in the kitchen,
can be obtained from

W.G. PATRICK & Co.

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

**For the Lady
who "doubts"**

who questions the age of to-day's eggs, and everything buyable, there is one sure sugar-coated remedy—


**GIPSY
STOVE GLOSS.**

Because "GIPSY" makes black blacker, and bright brighter; because it's the never-failing Stove Polish of certainty, she needs it to set her doubts at rest.

HARGREAVES BROS. & CO., LTD.,
HULL, England.

Agents for ONTARIO:

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



**It's all
Moonshine**

to say that other coffee essences 'sell as well'—please as well, or are 'as good as' 'Camp' Coffee. There's no coffee 'as good as' 'Camp,' and for this reason 'Camp' sells more quickly and pleases better than any other. Get it into stock and you'll know why it pays to sell 'Camp'

R. F. ... 7 Ave. ...

**CAMP
COFFEE**

Don't Overlook a
Good Quality Trade



People will deal at your store regularly, provided you can supply their wants. One of them surely is CARR'S BISCUITS, and no better or surer article could you find to clinch their business. It's the quality that is unequalled. Try a stock.

**CARR & Co. CARLISLE
ENGLAND**

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

A SLIGHT DIFFERENCE

in price on a cheap article like

SAL SODA

should not count when quality is considered

**BRUNNER, MOND & CO.'S
ENGLISH SAL SODA**

Is the PUREST, contains LEAST MOISTURE and
therefore GOES FURTHEST of any
Washing Soda Sold.

WINN & HOLLAND, LIMITED
SOLE AGENTS
MONTREAL

S
f
E
hen,
m
eal.
o.

Tartan
BRAND
THE SIGN OF PURITY

TEAS, COFFEES, SPICES, EXTRACTS,
BAKING POWDER,
JELLY POWDER, SOAP.

Canned Vegetables, Fruits and Salmon, Syrup, Etc.

All goods branded "TARTAN" ensures the handler
of the first quality, every package guaranteed.

'Phone Numbers—462 Long Distance. Free to Buyers. 3595, 3596, 3597,
3598 Order 'Phones. 748 Shipping Office.

All orders shipped same day as received.

BALFOUR, SMYE & CO., Wholesale **HAMILTON**
Manufacturing Grocers,

Rice's Salt

The Salt that is ALL SALT

It is always in demand, because it is of the first quality. Stock
RICE'S and earn the favor of your customers. It is the best ob-
tainable for Table, Dairy and Cooking.

Write for Prices. Prompt Shipment.

THE NORTH AMERICAN CHEMICAL CO. Ltd., Clinton, Ont.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS Ltd.

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

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

For
"Green Mountains" "Delawares"

or other varieties of

POTATOES

FOR SEED OR TABLE USE

Bags or bulk in cars

Write or Wire

CLEMENTS COMPANY, Limited

ST. JOHN

N. B.

D. & J. McCALLUM

**PERFECTION
SCOTCH**

Every dealer knows that these two words represent the
finest grade Scotch Whisky made. They represent good
round profits and perfect satisfaction to the consumer.
McCallum's "Perfection Scotch" wins friends everywhere.

Wm. E. McIntyre, Limited

23 Water Street,

General Agent

St. John, N.B.



50% PROFIT
GUARANTEED

Riga Water

The Housewife's Friend

A Gentle Purgative

Absolute Cure for Constipation

Cures Where Others Fail

We Want Agents

La Societe des Eaux Riga

MONTREAL



Better Service Means More Trade

THE MCGREGOR PATENT BAG HOLDER
is the biggest step to quick service of your cus-
tomers, and quick service is probably the re-
maining thought of every trader to your store.
Make it a favorable one.

KILGOUR BROS.

21-23 Wellington St. West, TORONTO

ASK FOR

THE CELEBRATED

St. Lawrence

Golden Yellows

There is a big demand for "yellows" at this season and St. Lawrence golden yellows are the most attractive sugars on the market.

BLACK JACK

**QUICK
CLEAN
HANDY**

¼-lb. tins—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBER**

British America Assurance Company

Incorporated A.D. 1833

HEAD OFFICE, TORONTO
(FIRE ASSURANCE)

BOARD OF DIRECTORS

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

W. B. Meikle, General Manager

Assets over - - - - - \$ 2,000,000.00
Losses paid since organization over - 35,000,000.00

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and
Fire Insurance Agents, 15½ Toronto St., Toronto
25 Canada Life Building, Montreal.

WESTERN ASSURANCE COMPANY

*Incorporated
1851*

**FIRE
AND
MARINE**

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - - \$3,000,000.00
Losses Paid Since Organization
of the Company, over - \$55,000,000.00

HON. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

James Dome Black Lead

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

Pays a Good Profit.

Always pleases.

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

THE CANADIAN GROCER

JOBBERS

Apply to our Agents for samples of

JAPAN TEAS, FANNINGS and BASKET FIRED

All on the spot

FURUYA & NISHIMURA

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NEW YORK

CHICAGO

CHESWRIGHT & NICHOLLS, Limited

Norway Wharf, Commercial Road East
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Manufacturers of Tea Lead, Silver Brand Metal, and Argentoid (paper-backed foil) for

Tea Packing

also Pure Tin and Composition Tin Foils for wrapping all kinds of Confectionery, Soaps, Tobacco, Cigarettes, etc.

Agents in St. John, N. B.:
THE SMITH BROKERAGE CO., Limited

Agent in Toronto
MR. CHAS. H. ANDERSON,
50 Front Street East

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.



BUTTER BUTTER BUTTER BUTTER

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

There is the utmost **delight** and **satisfaction**, Mr. Grocer, in making

"MELAGAMA"

Tea and Coffee your leaders --- **Delight** --- because on "MELAGAMA" you are building up a Tea and Coffee Trade as strong as Gibraltar --- **Satisfaction** --- because you will make more money and carry less lines, and remember they will stand the test. We also lead in

BULK TEAS

MINTO BROS., 45 Front St. East, TORONTO



**IT IS NEW
Different, Better,**

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

10c. Per Package

giving you a fine profit.

MEADOW-SWEET CHEESE

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

Rightly styled

"The King of all Package Cheese"

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

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

WRITE FOR SAMPLE

The Meadow-Sweet Cheese

29 and 31 William St.

MONTREAL

KING JAM

(COMPOUND)

The public in many parts have had an opportunity of trying our jams, and judging from the large repeat orders from the dealers, our goods have given complete satisfaction. Just what we have continually told you. King Brand Compound Jam represents the better jam at the lower price, and with all jams so high this year, you have a splendid opportunity of opening up a nice business with

KING BRAND JAMS

Packed to suit your trade. In tins, pails, cartons and glass.

ONTARIO BROKERS

Here is Your Chance

Labrecque & Pellerin, Montreal

AGENTS:

Maritime Provinces
Western Provinces

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

MASON'S 'O.K.' SAUCE



THE ORIGINAL

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

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

THE MARK
OF QUALITY

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

10cts.

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

Represented by:—
The Lind Brokerage Co., 49 Wellington Street, E. Toronto
G. H. Gillespie, 437 Richmond Street, London, Ont.
J. T. McBride, 62 Canadian Life Chambers, Montreal
The Turnbull Co., 179 Bannatyne Avenue East, Winnipeg, Man.
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Spices, and How to Know Them

By W. M. GIBBS

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

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

MACLEAN PUBLISHING COMPANY
Technical Book Department

143-149 University St. - Toronto, Canada

A Hot Dish for a Cold Day

Some of your customers no doubt have the impression that

Shredded Wheat Biscuit

is a "summer food."

It is a summer food—a food for all seasons in all climes—served with hot milk in winter it makes a delicious breakfast, warming and strengthening.

If you'll suggest it to your customers you'll increase your sales.



Shredded Wheat is packed in neat, substantial wooden cases. The thrifty grocer will sell the empty cases for 10c or 15c each, thereby adding to his profits.

The Canadian Shredded Wheat Co.,
Limited
NIAGARA FALLS, ONTARIO

195



Litster Goods

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

Litster Pure Food Co.,
Limited
TORONTO

OCEAN BRAND FISH



ADVENT

increases fish sales

will put your fish business on a solid foundation



OCEAN BRAND Kippers, Bloaters, Haddies; Boutilier's Smoked Fillets
Canada Strip Boneless Cod, Special July Fat Salt Herring.

BONELESS FISH.

- Canada Tablet 20 1 lb. Tablets
- Canada Crate 12 2 lb. Boxes
- Canada Strip 30 lb. Boxes, Whole Strips
- Atlantic Special 20 lbs., 1 lb. and 2 lb. Blocks
- Mariner Brand 25 lbs. Bulk
- Cod Bits 25 lbs. Bulk

Only the primest fresh fish are used, cured and packed in the most sanitary and up-to-date fish curing plant on the Atlantic Coast.

SKINLESS FISH.

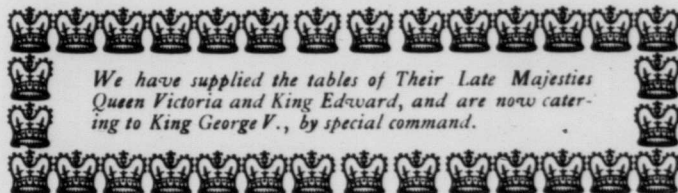
- Eastern Hundreds 100 lb. Boxes
- Eastern Fifties 50 lb. Boxes

Ask your wholesale house for these lines or write us direct.

North Atlantic Fisheries, Limited

Selling Branch:

47 William Street, MONTREAL



We have supplied the tables of Their Late Majesties Queen Victoria and King Edward, and are now catering to King George V., by special command.

What's Good for Royalty Is Good for Your Customers

Jam that has held the fancy of Royal households will hold the fancy of your customers, and such an article will prove a good business builder for every dealer, and will give class to his store with people who know a high quality jam when they taste it.

Cairns' Scotch Jams, Jellies and Marmalades

are prepared from finest fruit, under absolutely cleanly conditions by skillful preparing and packing with the aid of modern machinery, ensuring highest quality, purity and finest flavor.

ALEXANDER CAIRNS & SONS PAISLEY, SCOTLAND

Canadian Agents: SNOWDON & EBBITT, Montreal

For the Christmas Baking Recommend



Prince of Wales Pure Extracts

This brand of extracts we are prepared to back on every occasion. Give it to your exacting customers, and note how well pleased they will be. All flavors in 2 oz., 2½ oz. and 4 oz. bottles.

S. H. EWING & SONS

MONTREAL and TORONTO

"TEA GARDEN" BRAND

CALIFORNIA PRESERVES (In Bottles)

THE VERY FINEST QUALITY

L. A. PRICE & CIE., BORDEAUX.
Imperial French Plums (In Bottles)

NUTS — CROP 1912.

GRENOBLES, "Pure Mayettes," Bags 110 lbs. each.
ALMONDS, "Tarragona," Soft Shells, bags 110 lbs. each.
FILBERTS, "Sicily," bags 220 lbs. each.
PECANS, Large Polished.

VALENCIA RAISINS

Stocks are light, but we still have a complete assortment of the best brands.
TRENOR BLUE EAGLE ROWLEY ABEL

MALAGA TABLE RAISINS

BEVAN & CO. PACK 1912.

Boxes 22 lbs.

1/4 Boxes 5 1/2 lbs.
From \$2.50 to \$6.00 per box.

Also 1 lb. packages.

FIGS — "PRIMUS" BRAND.

IN LAYERS, 10 lb. boxes.

We have a fine assortment.

From 9c to 15c per lb.

PEELS — 7 LB. BOXES.

Morton and Stephen

Get your supplies in early for holiday trade.

Prices and samples submitted with pleasure on application.

L. CHAPUT FILS & CIE., LIMITEE

WHOLESALE GROCERS AND IMPORTERS.
TEAS, COFFEES, WINES AND LIQUORS.

2, 4, 6, 8 and 12 DeBresoles Street

MONTREAL

Established in 1842

9,261,400 Acres
Australia

438,082 Acres
Argentina

OVER FIFTEEN THOUSAND SQUARE MILES

That is the extent of the BOVRIL pasturage in the Argentine and Australia devoted to the raising of full bred cattle for use in the manufacture of BOVRIL.

The supply and the quality of the supply must be kept up to meet the ever-increasing demand, and that is why we mention these figures. You need never fear any shortage of BOVRIL.

The World-Renowned Concentrated Beef

BOVRIL is endorsed by all the best physicians owing to its body-building properties, and it is as valuable to maintain the health of the robust as in the restoration of the health of the invalid.

Can You Afford to Overlook Bovril?

Hardly. We are giving you every assistance towards building up a big BOVRIL business among your customers. Will you reciprocate? Your powers of salesmanship will bring you a good return, for we have arranged a satisfactory profit for you and we shall do our best to maintain it.

BOVRIL, LIMITED

27 St. Peter St.

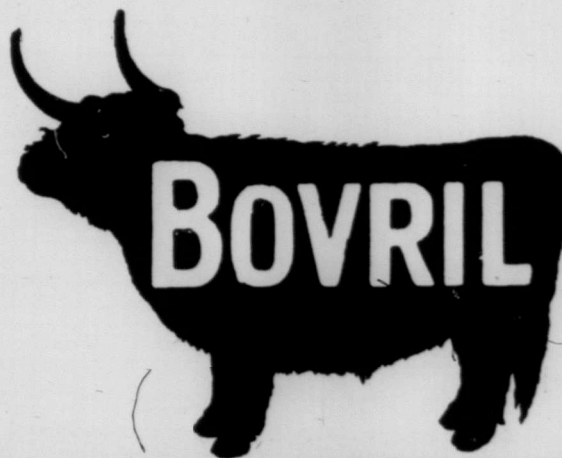
Montreal

Bovril

is the
great
body-builder

Bovril

repels
the attacks
of disease





“Put It Where They’ll See It”

and HOLLAND RUSK will sell itself. Women know that HOLLAND RUSK is delicious with jelly marmalade, poached egg, hot milk, cheese, berries, fresh or canned fruits, roast oysters—they know a hundred ways to eat it. They’ll be glad to find it on your counter. Our advertising has made it so well known that it sells on sight. Once you start your customers using it you are sure of a steady, lively sale, because of the many ways it can be eaten. It’s an all-year-round seller that’s always turning into profit for the grocer.

HOLLAND RUSK CO.

HOLLAND, MICHIGAN

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

Season’s Supply

James Robertson & Son’s

SCOTCH JAMS MARMALADES

Just to hand in time for

Christmas Trade

No finer preserves made in the world.

PLACE ORDER WHILE
WE HAVE THE FULL
ASSORTMENT

MATHEWSON’S SONS, **Montreal**
AGENTS

Alimentary Pastes of the “Swallow” Brand

Manufactured with the best quality of Canadian Flour—the best in the world—with the most up-to-date machinery, in the most modern mill, under the management of an expert, thus fearing no competition as to quality and freshness from the imported article.

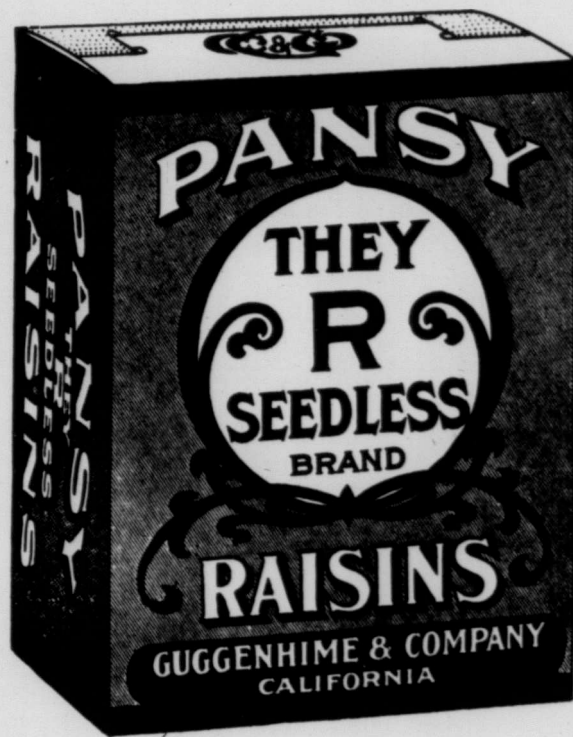
**Vermicelli, Macaroni, Spaghetti,
Macaroni Short Cut, Small Pastes**

Assorted Egg Noodles of the “Swallow” Brand are great favorites.
TRY THEM. You will appreciate their exquisite taste.

Sold Everywhere

THE C. H. CAPELLI COMPANY
LIMITED
MONTREAL **CANADA**

Ask Your Wholesaler
for this package



Tea Hints for Retailers

By JOHN H. BLAKE

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

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

(275 pages)

(24 full-page illustrations)

Sent to any address on receipt of \$2.00.

MacLean Publishing Company

(Technical Book Department)

143-149 University Ave.,

TORONTO

Between Now and Christmas You Can Earn \$20 Per Week

This year the MacLean Publishing Co. find it necessary to engage a larger number of representatives than ever to handle their Christmas business. Thousands of subscriptions to the MACLEAN MAGAZINE fall due between now and the first of the year. We need respectable men and women of good address to look after these renewals and secure new business for us.

In every town and centre of population in Canada are hundreds of our readers. You are too well acquainted in your own locality, and have direct access to these people. Their subscriptions expire at the end of the year and their renewals are merely a matter of calling on them.

Never before have we had such an increase in new business. Our Magazine is demanded by the business and professional classes, while the average reader enjoys it. You can also look after this new business for us. We give the most liberal pay of any publication on the market. By devoting your spare time to the work you can easily bring your earnings up to \$20 per week. Many of our local salesmen exceed this modest estimate. For the balance of the year 1912 we are going to spend thousands of dollars on our local sales force. Your town will share in this expenditure. Here is a business chance for you. Take charge of this work in your own town during spare hours. All that is necessary to become our representative is to write for supplies and further instructions.

Send in your application to-day to

The MacLean Publishing Company,

143-149 University Ave., TORONTO, Ont.

Readers Of The Grocer, Let Us Know Your Wants

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

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

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

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

The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

91,154 lbs. increase

During the last five weeks the increase alone in the sales of

"SALADA"

over the corresponding period of 1911 was ninety-one thousand one hundred and fifty-four lbs. This is just another of the many evidences we have already given you of what your customers think of "Salada." And consider that this enormous increase means just so much more profit for the wise grocers who are pushing the best seller in their Tea Department--"Salada," the people's favorite.

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

"SALADA"
TORONTO and
MONTREAL

"SALADA"
198 West Broadway
NEW YORK CITY

Does Your Mind Ever Feel Sluggish?

There are hundreds of patent medicines which claim to cure the sluggish mind.

It has been discovered by hundreds who are susceptible to this trouble, that the most successful and permanent cure is to join the sales force of MACLEAN'S MAGAZINE, and take subscriptions for this great monthly.

It gives relaxation from your regular routine of work. It is healthful, pleasant and educative. It develops you physically and mentally.

Hundreds of men and women are to-day earning \$10.00, \$12.00 and \$15.00 per week during their spare hours, by taking subscriptions for MACLEAN'S MAGAZINE, who a year ago, some only six months ago, were wasting their valuable spare hours doing nothing.

Work never killed any man.

Taking subscriptions for MACLEAN'S MAGAZINE is pleasant, healthful work and pays you better than you think.

Join our organization now. Do not put off writing for full information to


The MACLEAN PUBLISHING COMPANY, Limited

143-149 UNIVERSITY AVENUE

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TORONTO, ONT.



KEEN'S OXFORD BLUE

KEEN'S OXFORD BLUE is known and appreciated where the cleanest and whitest washing is done, and is to-day the favorite of the modern housewife, as it was the choice of her parents and grandparents.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY

403 St. Paul St., Montreal

30 Church St., Toronto

Agents for the Dominion of Canada



GETTING THE BUSINESS

From the grocers' viewpoint depends upon the demand there is for the goods he has in stock. That's why

Crown Brand Corn Syrup

Is sold by all good grocers. It brings business because the demand for it is national.

When Crown Brand is asked for, no other Corn Syrup will do.

Crown Brand is known throughout Canada as the ideal table syrup, and custom comes where Crown Brand is sold.

This is the season and now is the time to stock Crown Brand. It will please your customers to know that you have it—and prove a steady source of profit to you.

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

THE EDWARDSBURG STARCH CO.
LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



An interior view of Cain Bros. new store in Yarmouth, N.S., showing bin fixtures, silent salesman and metal ceiling.

New Equipment Brings Increased Trade

Yarmouth, N.S., Dealers Make A \$12,000 Increase in Turnover in One Year After Moving Into New Store With Modern Fixtures—Display Bin Fixtures and Silent Salesmen Installed—Stock Carefully Watched and Customers Pleased.

If the advantages occasioned by a new store and bright, modern fixtures increase the business, say \$12,000 in one year, should the retailer hesitate to avail himself of this extra selling power? Undoubtedly the present tendency is towards scientific retailing where the student of human nature is bound to secure greater benefits than the man who believes in the existence of a certain set demand and that nothing on earth can induce a customer to purchase more freely.

The experience of Cain Bros., retail dealers in Yarmouth, N.S., should offer encouragement to the doubter who sees nothing in going to the "expense" of a few hundred dollars for new equipment. Cain Bros. moved into a new store on November 1, last year. This store was equipped with a view to giving better service than before, and arranged so that the extra facilities for displaying goods would tend to create extra demand. How well the firm have succeeded, is shown by the accompanying statement of Cain Bros. themselves.

Altogether, Cain Bros. have been in

THE ADVANTAGE OF MODERN FIXTURES

"The store we now occupy was built for us in 1911. We began here on Nov. 1 of last year and this year has been our banner year, we having done about \$12,000 more business than during our heaviest previous year in the twelve which we have been in the grocery business. We attribute this, of course, to our new store and up-to-date fixtures, which we find people appreciate. We have had to keep at it, stick to it, watch our stock and try to please our customers." — Cain Bros., Yarmouth, N. S.

business in Yarmouth for twelve years. With the end of the eleventh they entered their new store and during the past year realized a turnover of \$12,000 in excess of any of the previous eleven.

Assuming a net profit of say 6 per cent., the net profit on this increased business would mean \$720. Their new equipment includes patented pivoted bin fixtures, silent salesmen, and a large refrigerator. It is not difficult to see that at present rate of advance, the equipment will be soon paid for out of net profits. The emphasis laid on the value of the fixtures is stated in no uncertain way in Cain Bros.' statement. "We attribute this, (increase) of course, to our new store and up-to-date fixtures," they say. The firm has every reason to look forward to further increases in the future. They have realized within a year the propriety of moving into a new store and installing modern equipment. They had faith in the future and in advantages the changes would bring. This is what must be considered when all equipment purchases are under contemplation. Whether it is to be an expense or an investment is the point.

In this case, Cain Bros. have clearly made it the latter.

Selling Off Exclusive Christmas Lines

Best Efforts Should be Put Forth From Now On to Prevent Any Carry-Over Into the New Year—Several Varieties of Goods to Which This Applies—Periodical Inventories on These Particular Lines Suggested—What Remains After Christmas Should be Moved Out Before the New Year.

Before the Christmas and New Year season is past and gone, every dealer should have his stocks of exclusive holiday lines entirely sold. There are of course, many lines which can be disposed of after the turn of the year which are more or less of a Christmas character. But those goods that are un-saleable when the season is over mean a loss which takes considerable cream off the profits. They should be turned into money before it is too late.

Among those lines handled exclusively around Christmas include fancy crackers, plum puddings, special Christmas boxes of confectionery, biscuits with names suggesting the season, candle-sticks, etc. These are goods which are seldom, if ever, called for after the season is over, and if any remain, they usually go into the "dead-stock" graveyard.

Time to Sell is Now.

Every dealer, therefore, who has stocks of these goods on hand should make sure that they are all sold before the year ends. The cold weather is now here and with occasional falls of snow, the Christmas spirit is in the air. By constant displays in the window and on the counter, and constant reminders either personally or by show card, large stocks of any of the above lines can be moved out readily. The point is, that when these goods are taken into stock, extra special efforts should be made to move them out before it is too late. Newspapers may continue to advise and suggest that the public do their Christmas shopping early; but there is one thing that will do more to bring out the early shopper than all this advice—it is energy on the part of the dealer. Let him do the persuading and suggesting through his window, advertising space, inside displays, show cards, etc., and results will be fifty per cent. better. If he hides his light under a bushel—neglects to show and sell these lines—how can he expect anyone to purchase until the last few days before Christmas?

Displays Soon Reduce Stocks.

Many retail grocers have been showing exclusive Christmas lines for some time. They are reducing their stocks gradually so that when the season nears an end, they will be sure of disposing of everything. The policy of all should be "never let up" till New Year's Eve. The week between Christmas and New

Year's should be made the most of. Home-comings are often deferred till the first day of the year so that the season is never over until then. As soon as Christmas day is passed, most large and successful selling firms at once begin to figure out what goods are left. Once this is sized up, they know just whether the remainder can be sold at regular price or not, before the end of December. If the quantity is well within bounds, regular price is charged, but if it appears unwieldy at that price, special sales are organized that will move out all remaining exclusive holiday lines at the best figure possible, always trying to avoid, of course, a sacrifice below cost. It is better to do this, than hold so much "dead stock."

Take Frequent Inventories.

This seems to be a good policy to adopt by all dealers. As December advances, and sales on Christmas lines progress, periodical inventories should be taken. This is the best method of knowing exactly where one stands. If one sizes up the situation frequently, he may even have occasion to send in some sorting-up orders. At any rate he knows just what is going on, whether everything will be sold on time and whether or not any reduction in price will have to be made towards the close of the season.

Goods That Bring Regular Price.

There are many lines known as Christmas goods which will sell fairly well even after the beginning of the New Year. These include such goods as raisins, currants, peels, nuts, dates, figs, mince meat, etc. Few large dealers sell such at any sacrifice as a little extra care and attention, insures them all going out during the winter months.

Christmas trade this year promises to be extra good. The crops on the whole, have been splendid, labor is well taken up and there will be few people with no money to spend. Apart from the purchase of Christmas gifts, the grocery store gets the bulk of this money. It is the big season of family re-unions—when the fatted calf is killed—and the table in every home is given particular attention. The grocer should take every advantage of this. That is why early displays are being made by many, and why they should be made by all. Attractive windows can be shown without much work. The best will, no doubt,

be reserved for week prior to Christmas, but good ones should be shown continually from first of December. Early displays should contain those goods which are out of date after New Year's, as well as lines used particularly for Christmas baking.

Aims Towards Adequate Service.

The "early" shopper can be brought forth from his lair and made to spend his money, only when the dealer can show him the advantages of doing so. When the early shopper has been disposed of, there is much greater chance to give adequate service to those who bring up the rear.

MAIL ORDER HOUSE A FRAUD.

A Pittsburg, Pa., mail order house, declared fraudulent by post office officials, has been closed by the arrest of two men operating the "Atlantic-Pacific Grocery Company" in that city. Circulars were sent out which in substance read "this is the opportunity to buy Thanksgiving and Christmas supplies and save 50 cents on the dollar."

"We want 10,000 new customers by November 15," the circular continues, "and if your order is in before November 5 we will enclose a Christmas gift for grandma or baby. We sell 100-lb. bag of finest Eastern granulated sugar, the regular price of which is \$6, for \$2.95." The circulars were sent out early in October.

The books showed that \$730 had been received in one week. The office equipment disclosed by the raid of the postal inspectors, showed a desk, a typewriter and two rubber stamps.

A grocer in Virginia, U.S.A. is suing a telephone company for \$1,000 damages, claiming to have been injured in his business to that extent at least by reason of inefficient service on part of the defendant company.

A BUSINESS BUILDER.

MacLean Pub. Co.—Enclosed please find my subscription to Canadian Grocer. Would not be without it for any money. Have only been in business about three years, and have been taking it ever since. I attribute my success to your paper, for I started without experience, and your paper has taught me what I know. My sales at first were \$18 to \$30 a day; \$30 was a good day. To-day it looks small (to Saturday, Nov. 2, \$398.15).

E. A. MANUEL.

Halifax, N.S.

Good Results from the Small Window

Small Display Window May be Made to Produce Splendid Returns—Lindsay, Ont., Grocer Proves This to be True—Size Does Not Necessarily Determine Value—Much Depends on Care and Attention Given the Window.

Size is by no means necessarily a true indication of value. The size of a ring does not determine its worth. The same may be said of the grocery display window. There are many extensive windows to-day that are of little value to the store. On the other hand, there are many comparatively small windows that are bringing in good returns.

Not infrequently a grocer is found who argues that it is of little use to give attention to his window, because it is not large enough to produce results. This is a foolish idea and indeed a lame argument to put forward for inattention to windows. There are many of quite small proportions which range high as mediums for attracting attention and creating sales.

Results Small if Neglected.

There is no denying that there are many small windows which do not attract a great deal of business, but in most cases, it will be found that those same windows have been neglected. The value of a window depends on the attention and care given to it.

That the small window may be made valuable as a sales attractor is demonstrated in the case of W. H. Ayers, a grocer of Lindsay, Ont. He has a comparatively small window, but he aims, by proper attention, to make it bring the greatest amount of business possible. A recent window display, put in

by a clerk, F. C. Nugent, is reproduced here.

Christmas Goods Shown Early.

The display was one of seasonable goods that could not help but attract the attention of the passer-by. Along the front was shown raisins, currants and nuts in bulk, the different lines separated by packages. Then came seeded raisins in packages, placed in a slanting position. The centre-piece of the display was grapefruit, backed with bulk dates. At each side was a row of apples, and between were shown such seasonable lines as figs, peels, grapes and cranberries.

W. H. Ayers recognizes that it is the dealer who presents his goods to the customer in such a manner as to appeal that gets the business, and even handicapped by small display space, that valuable results may be secured.

An Example to Follow.

Here is a case of a small window that is producing good results. There are a great many others throughout the country just as capable of creating business for the store, if they were only looked after with this idea in view.

Those merchants who have small windows and who have been offering this fact as an excuse for inattention, should awake to the fact, that they are not taking advantage of their opportunities. Let them or one of their clerks give careful and regular attention to their

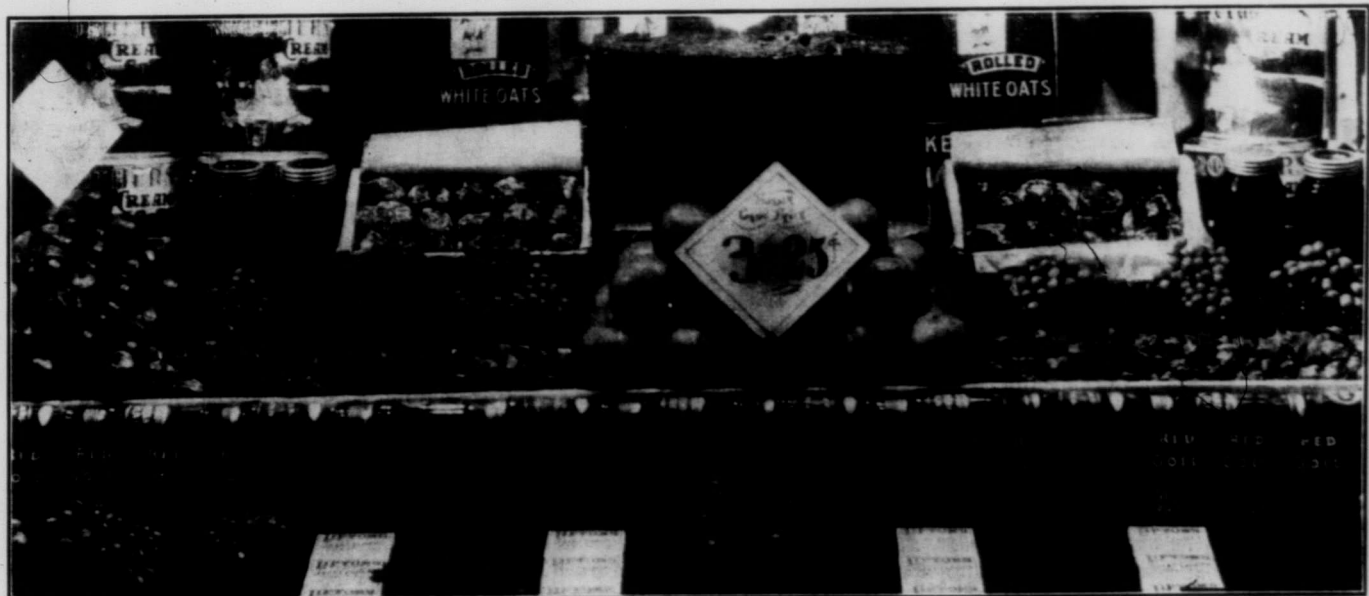
windows for a time and they will soon become aware that good results are possible.

A NEW N.C.R. FACTORY.

The National Cash Register Co. will erect on Christie St., Toronto, a new manufacturing plant comprising three large buildings to cost \$300,000. Construction work will begin in the spring.

The new plant will manufacture every piece that goes to make up the intricate cash register, and it will supply the whole Canadian market. Five hundred hands will be employed. The present factory on Lombard Street employs about 200 men. It is proposed to follow the employee's welfare work which was instituted by the company in Dayton, Ohio. The services of a noted American landscape architect have been secured in laying out the grounds picturesquely, and the company will endeavor to promulgate the "neighborhood improvement" work as in Dayton.

The new factory will consist of buildings 400 by 60 feet, 310 by 60 feet and 200 by 60 feet, all two storeys high and of ornate exterior design. Massive ornate gates and large flower-bearing lawns will adorn the Christie Street front, and a large ball ground and tennis court will be provided for the employees. The buildings will be of structural steel and buff brick, with cut stone trimmings.



Early display of Christmas goods which brought returns for Lindsay, Ont., grocer.

to Christmas, town continu- er. Early dis- goods which w Year's, as icularly for

Service. n be brought ade to spend e dealer can of doing so. has been dis- reater chance to those who

A FRAUD.

der house, de- office officials, rrest of two tantic-Pacific city. Circu- in substance unity to buy mas supplies lollar."

customers by lar continues, before Novem- Christmas gift e sell 100-lb. ulated sugar, ch is \$6, for re sent out

\$730 had been e office equip- of the postal a typewriter

.S.A. is suing 1,000 damages, njured in his east by reason ert of the de-

DER. l please find my er. Would not y. Have only years, and have I attribute my started without has taught me rst were \$18 to lay. To-day it 2. \$398.15). VUEL.

The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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

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

TORONTO, DEC 6., 1912

LOWER CEREAL PRICES.

In these days, when the cry of the high cost of living is heard on every side, it is pleasant—to consumers at least—to find one or two varieties of food which are downward bent, and enough so to become really noticeable. The consumer may now pay less for his porridge. Cereal prices are on the decline.

Rolled oats during the past week have declined 40 cents per barrel or 20 cents per sack, which brings the price down 30 cents per sack below one year ago. As has been pointed out in previous issues, there is also a big yield of oats in Canada, as well as in the United States this year, and it was merely a matter of time until rolled oat prices would have to bow to the inevitable, although the change came sooner than was generally anticipated.

Wheat is also lower in price than a year ago, the difference in cash grain on Winnipeg market being 15c per bushel. As a result, rolled wheat has also been lowered in price.

The next cereal to follow the downward tendency will be cornmeal. The United States has a record crop of corn this year. Prices have been gradually moving down to a lower level, bearing down on the cornmeal market so strongly that further concessions are shortly expected.

SELLING VALUE OF GOOD EQUIPMENT.

"People generally know what they want, and you can't force much more on them," was the remark made recently by a retail dealer. He was referring to customers coming into the store and to the claim that a considerable amount of goods could be sold beyond what customers actually had in view.

That his contention is wrong has been proven time and again. It is proven by the first article in this issue, where it is shown that a Nova Scotia retail firm increased their turnover by \$12,000 in a year, after moving into a new store and installing new equipment. This, then, is one method of getting customers to purchase more than was their original intention. While the new equipment

may not be responsible for the entire increase, it must be given credit for a large part of it.

If better facilities for displaying goods inside the store bring increased business, there is no reason to doubt that good window displays as well as personal talks will also aid materially. It is a pretty safe assertion to make that customers—that is the fairly well to do—seldom stick to what they had planned to purchase. If other goods are attractively displayed and placed where they can be readily seen, any dealer can increase his sales.

Up-to-date equipment is unquestionably one splendid method of building up business. The example referred to above is simply further evidence to justify an oft-repeated contention.

PROVIDING THE CHRISTMAS TURKEY.

Providing the Christmas turkey is one of the problems of importance which the grocer has to face this month. It is one that in past years has not proved profitable to all grocers. In most cases, where it has been an unprofitable venture, the weak point has been the failure to make arrangements far enough in advance.

A good deal of the difficulty would be overcome if the dealer would work ahead of time. By this time, his plans should be well under way, both in regard to ascertaining the requirements of his customers and arranging for a sufficient supply.

There seems absolutely no reason why this matter, in majority of cases, cannot be arranged well in advance. Every housewife knows she will want poultry of some kind for Christmas, and she can just as well give her order now, as on the eve of the festive day.

The dealer has a strong argument in approaching the customer. She should make sure of her requirements, and in addition, it will end the worry of this part of the Christmas preparations. The dealer benefits from the fact that he will be able to gauge more accurately the quantity of poultry he will need to supply the Christmas demand.

THE 1912 HONEY CROP.

In Eastern Ontario this year, the honey crop was a poor one. The crop, however, gradually improved as one went west. Around London, for instance, the beekeeper had one of the best honey crops in years. The entire yield, however, only averages up fairly well and prices are quite high.

A recent circular on honey declares that Ontario is capable of producing a much larger quantity of honey. Not one-quarter of the nectar secreted by Ontario flowers is utilized.

It would seem also that the consumption of honey is not as large as it might be made, as this same circular declares that Ontario consumers do not eat one-tenth as much honey as they would if they were urged.

It is apparent that some advertising is necessary here.

THE CHRISTMAS WINDOW CONTEST.

When those who have decided to enter The Canadian Grocer's Christmas window display contest, are getting photographs of windows, there are one or two points we should like again to emphasize. See that the photographer has a fairly large camera, one that will take a picture in the neighborhood of 7 x 10 inches in dimensions. If the photograph is good this permits of the detail showing up well.

WHAT THE INVENTORY SUPPLIES.

In less than four weeks we will be on the threshold of another year. Try as we may to forget the past, the majority of us become retrospective and wonder what progress has been made during the year gone by.

Among that majority is found every business man who follows his business instinct. There are, of course, some dealers in business to-day who do not attempt to figure out the progress made. They never take an inventory. Just why, it is difficult to ascertain.

With the end of the year in sight, the problem of an inventory should be in every retailer's mind. There are certain facts about the business that should be known. Knowledge of them gives greater assurance to go on in the coming year in the light of past experience. Ignorance of them causes uneasiness and distrust, and at times unhappiness.

Every dealer should know at the beginning of his fiscal year what value of goods he has in stock; value of stock a year previous; total sales during the year and total cost of goods sold plus selling expenses. He is then in position to determine his net profit; and if he has knowledge of his total assets and liabilities he can determine readily what he is worth.

If an inventory has never been taken up to present time, the dealer should resolve now to take one with the beginning of the New Year. That will be a comparatively slack time and affords, therefore, a good opportunity to begin to know the standing and progress of the business.

PARCELS POST AGAIN.

The intimation has been received direct from the Postmaster-General that Parcels Post legislation is pending. The Government will wait until the "Bourne Act" has been in effect in the United States long enough to render possible the passing of judgment on its feasibility or otherwise. If it is found not wanting, similar legislation will be enacted in this country. If it proves impracticable, a measure along different lines will be drawn up for Canada. Such at least is our interpretation of the remarks passed by the Postmaster-General.

The retail body as a whole is so familiar with what such a measure would mean that it would be superfluous to point out the danger of the situation. All that can be said is that the time to fight the proposal is NOW. If opposition is brought to bear at once, and is kept up actively and continuously, the Government will come to see the inadvisability of proceeding further. It is easier to check this movement at its inception, than when it has been carried further and gained weight from its own momentum.

EDITORIAL NOTES.

Cost of living as regards cereal foods, at least, is on the downward path. Rolled oats have declined, rolled wheat is lower, and cornmeal is expected to drop in near future.

Even if it be true that "all's well that ends well," yet most dealers would be quite willing to have accounts owing them paid at the stipulated time rather than a month hence.

Before passing Parcels Post legislation, the Government should take pains to determine whether or not it would have the effect of stimulating the growth of city stores at expense of stores in rural communities, thus impairing the commercial value of country towns.

Another point is that the photographer should not stand too far away. Ten or twelve feet is far enough, depending of course on the width of the window. If the camera man is too close to a wide window, only the centre of the display will appear in the photograph. If too far away, the goods in the window will not show to best advantage. For best results the photograph should be taken at night—that is, if the artificial light is strong enough and can be concealed.

Contestants should remember that a good photograph is necessary if the display is to be considered on its merits by the judges. The Christmas window is always worth while photographing. Let every one who has a photograph taken, enter it in the contest. Even if it does not take a prize, if it has merit, it will be used some time during 1913. Let everyone get into the race—the more, the merrier.

FEATURES OF CANADA'S PROSPERITY.

The prosperity of the country is well illustrated in the recently issued annual report of one of Canada's prominent banks. This is an institution, too, that can be confidently relied upon for accuracy in regard to trade conditions and prospects for the future.

The president called attention to the universal and almost unbroken prosperity of the past year, pointing out that the unfavorable weather conditions which retarded harvesting operations in the West for a time, passed without much injury. The wheat yield in the West was placed at 188,000,000 bushels, as opposed to 177,000,000 of a year ago. Yields of oats and flax were also greater, the estimate value of all the grain being \$207,000,000.

Much more grain has been moved this year than last and yet there has been little talk of car shortage compared to year ago. Irrigation is developing rapidly in Western Canada and productive farms are springing into existence where once were arid wastes. Owing to prices of meat products, the raising of live stock must increase. Immigration figures show a much greater influx of people than preceding year. Loans to farmers have been well paid, if sometimes slow; wages are high, as is also the cost of living. This latter condition, the report points out, could be mitigated greatly if farmers went in more for mixed farming.

In the Maritime Provinces the hay crop is up to the average and potato, root and fruit crops good. In British Columbia general trade has been large and profitable, due in part to increased interest in lumbering, railway construction, and shipbuilding.

The wholesale distributing trades have everywhere, in the opinion of the bank president, enjoyed a good year. Groceries, dry goods, clothing, and boots and shoes had an unusually large turnover with good results. Accounts so far as these are concerned have been fairly well paid and bad debts have been comparatively small.

Regret was felt for the offering in the London market of industrial loans and investments of a questionable character. These were calculated to reflect injuriously on Canada's credit and speculation in suburban properties in Canada was also claimed to be overdone.

Looking at conditions as a whole, Canada was in a highly prosperous condition. Considering expenditures to be made, and guaranteed by the Government, on railway construction, harbor improvements and other works of a national character; the increasing influx of immigration and the great natural resources of the country, prosperity was bound to continue.

The Value of Taking Regular Inventories

The Inventory and Accurately Kept Accounts Are Great Assets to Any Business—Comfort in Facing the Music Even if Results be Disappointing—Analysis of a Financial Statement—Knowledge versus Guesswork.

*By Henry Johnson Jr.

Here is a statement from a Western Canadian dealer well worth consideration:—

Factville, B.C., Sept. 25, 1912.
Mr. H. Johnson jr.,
Canadian Grocer:—

Dear Sir:—Enclosed find our trading account for the first 6 months of the year. If you can find space we should be glad to have your opinion on same when you can get around to it. Do not publish our name if you print this in any of your articles.

I take a great interest in your articles in the Canadian Grocer, and get a lot of useful information from same.

Yours truly,

And here is the statement:

TRADING STATEMENT TO JUNE 30, 1912.	
Inventory, Jan. 1, 1912	\$ 4,003.07
Goods purchased	28,669.11
Freight Inward	5.45
	\$32,677.63
Sales to June 30, 1912	36,184.50
Inventory (estimated) June 30, 1912	3,744.40
Turnover	28,933.23
Balance carried down ..	\$ 7,251.27
Balance brought down..	\$ 7,251.27
Store Expenses—	
Wages	\$ 1,185.05
Light and heat	75.19
Insurance, taxes and rent...	639.42
Stationery and printing	219.18
Advertising	46.77
Other expenses	240.83
	2,406.44
Delivery Expenses—	
Wages	\$ 334.00
Gasoline and oil	116.10
Insurance, taxes and rent...	67.32
Repairs and renewals	10.30
Other expenses	19.84
Tires, upkeep	67.45
Depreciation (auto)	200.00
Delivery expenses to Feb. 28, 1912	391.26
	\$ 1,206.27
Balance to profit and loss account	3,638.56
Balance from trading acct.	3,638.56
Maintenance of buildings ..	88.25
Interest and exchange	31.37
Discounts allowed	77.52
Sundry expenses	99.90
Over and short account.....	11.18
Salary of management	1,500.00
Bad debts (allowance)	287.69
Business tax	76.32
Discounts received	104.17
Loss on horses	193.85
Loss on stable furniture and fixtures	187.35
Depreciation on store furniture and fixtures	100.00
Balance net profit	1,089.30
	\$ 3,742.73 \$3,742.73

"Stock is estimated on the gross profit made last year of 20.4 per cent.

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

on sales. We cut down a little, estimating the gross profit at 20.04 per cent.

"We changed from horse to auto delivery at the end of February. Loss on horses and furniture and fixtures in the profit and loss account is the difference between the amount we sold same for and the value as carried on the books, which showed that we had not allowed enough for depreciation in the delivery expense. The wages for the whole six months are included under the wage heading.

"Over and Short Account is account kept in cash book showing the difference, if any, between the actual cash in the cash register and the total amount of cash sales as shown by the total adder on register. This 6 months shows a loss from this source."

Facing Facts Squarely.

It is evident that this man is honest with himself. He looks facts and conditions fairly in the eye without flinching. No matter, therefore, what the results may be, whether perfectly satisfactory or very unsatisfactory, he can sleep 'o nights; and there is no disposition to dodge, nor is there need for dodging.

He does not say what depreciation he had been charging against his horses. I should like to know because for years I have charged off 20 per cent. annually on horses, wagons and autos. He faces the fact frankly, however, that whatever he has charged off, that ratio has been insufficient to cover actual depreciation.

These are excellent characteristics. They tend to promote confidence of the man in himself and of him in others. Such a man is not liable to err in his estimates, and that he is in the habit of coming out about right can be gleaned from the fractional allowance he makes in his profit-computation to cover possible variations. Former margin was 20.4 per cent. Present basis of calculation is 20.04 per cent.; and that is close figuring.

Net Profit Rather Small.

The net profits of practically \$1,100 on a business of approximately \$29,000 yields a ratio of 3.79 per cent. plus, on sales. From this \$1,100, however, there should still be deducted the interest charge on the invested capital at the rate of 6 per cent. per annum. I do not know about the investment, so can-

not tell what this deduction should amount to; nor can I tell what percentage has been earned on the investment. At any rate, it is plain to be seen that the net profits on sales are not liberal enough. This will be remedied in large measure during the next period because the items of loss on horses and stable equipment, amounting at this time to \$381.20 will not occur. If the auto-delivery is fortunately handled, therefore, a much better showing should result during the second period of the year.

When Profits Fall and Rise.

The net margin on sales should average 5 per cent. to be entirely satisfactory; but in face of the rapid advancement of many values, it has been difficult to maintain that ratio. This is one of the anomalies of our business. Theoretically, an advancing market should result in greater net earnings; but in practice it does not generally work out. This, because competition and sentiment militate against our taking full advantage of market advances. On the other hand, a declining market should tend to lose us money; but that does not work out either, because we generally follow declines somewhat slowly, consumers not being quick to note general market declines. Thus the one condition balances the other, or tends to do that. So here, as in some other instances, theory and practice do not travel the same road.

The total expense-ratio is 16.25 per cent., taking my friend's figure of 20.04 per cent. for gross margin as a guide. My belief is that this is a higher expense-ratio that he generally works under. It will probably be reduced during the next period. It is not exactly abnormal in present circumstances; but it should be reduced by 1¼ per cent. at least.

The Average Wage Expense.

The wages-expense is upward of 10.41 per cent. I do not know just what it should be at this time. Years ago, the limit was supposed to be about 7½ per cent., though I have found only one or two who have accomplished the feat of doing business on a wages-expense of less than 8 per cent. With the wage-scale rapidly and steadily advancing, I do not know what there is for us to do except do more business to offset this particular expense, since the general overhead or fixed expenses do not tend to increase in the same proportion as wages-expense.

More Advertising Suggested.

Which gets me to the one expense which I think might profitably be increased; and that is advertising. Here we seem to have an expenditure of only about 2½ mills. I believe that an appropriation of 1 per cent. could be used

(Continued on page 36)

Rapid Method of Finding the Net Profit

Retailer Submits Table With Percentages All Calculated When Cost of Doing Business is Known—Points Out That Set Profit on Some Staple Lines is Not Enough to Cover Total Cost—This He Says Represents Half the Turnover—How Then is Any Money Made?

The question on what should be paid for an article so that it can profitably be sold at 25 cents when cost of doing business is 18 per cent. on sales, has brought in many interesting replies as well as a letter from a retailer who goes more fully into the matter of profits. He asks the question, what profit does the average retailer get on goods other than staples where margins are cut down to 8 and 10 per cent? His letter is as follows:

Editor Canadian Grocer. — "I was much pleased to see the replies to the question, 'If expenses are 18% on turnover, what should a person pay wholesale for a 25c article?'

"I would like to know what the general grocery trade, so far as profits are concerned, does on butter, eggs, flour, feed and sugar, which make half of all they sell and on which they get no more than 8 to 12 per cent.

"If their expenses are 18 per cent. on business turnover do they add more profit on the other goods which they sell? For instance: Half of a general grocer's turnover is in butter, eggs, flour, feed and sugar, as above stated, on which he can scarcely average 10 per cent. margin. If his expenses are 18 per cent. on turnover then how does he make up this 8 to

10 per cent. loss, and on what goods does he add the extra expense?

"Some biscuit manufacturers want the grocer to pay 21½¢ for a box of biscuits to retail at 25¢, and charge 8¢ for 10¢ packages of sodas. Many things selling at \$1.00 per dozen are retailing at 10¢. Where is the grocer going to make a profit?

"The general public seem to think the middleman the cause of the high cost of living. I would like to know where he is standing.

"Let him find his turnover and find his expenses. Let him use the enclosed table and discover his losses and the very little money he gets for his worry and labors. Can you publish this table for figuring net profits? If you can it will be a great help of the trade."

RETAIL MERCHANT.

Peterboro', Ont.

The table referred to in the last paragraph is reproduced here so that any dealer who knows his average percentage of cost of doing business, and considers at what advance on laid down cost he marks his goods, can tell what his net profits are in percentages.

Suppose, for instance, a dealer's cost of doing business is 15 per cent. of sales and he marks his goods at 25 per cent. advance above laid down cost, his net

profit would be 5 per cent. on sales, as is shown in the table.

To illustrate with a concrete example: Supposing he does a business of \$20,000 annually; the cost of doing business which includes rent, taxes, insurance, lighting, fuel, wages, advertising, etc.) is \$3,000, or 15 per cent. of sales; and he marks his goods at an advance of 25 per cent. on laid down cost—or in other words, goods which cost him laid down \$16,000 he adds 25 per cent. to and sold for \$20,000—he would then receive \$4,000 more than he paid for the goods. He paid, however, \$3,000 for rent, wages and other expenses so that the net profit would be just \$1,000 which is 5 per cent. of total sales.

Value of Absolute Knowledge.

This is a table which every dealer should keep on file. A traveler for a wholesale grocery house remarked to the writer recently, "there are far too many dealers who are not making any money on certain lines, not because they do not want to, but, because they are ignorant of the fact that they are losing money." This, of course, does not apply to all. The best dealers everywhere take particular pains to know just what profits are being made. This should be made a policy with everybody and if it were, greater progress would be felt all along the grocery trade line.

"Retail Merchant" asks the question: What does the average man do to make money when staples which mean half his turnover are sold at a loss when cost of doing business is considered? Further discussion on this question would be interesting and opinions of readers will be greatly appreciated.

Table For Figuring Net Profits

IF

your cost of doing business *figured on sales* is represented by any one of these percentage figures

AND

you mark your goods above laid down cost at any one of these percentages (bold-faced type)

THEN

your percentage of net profit on sales, or in other words your clear gain over and above your cost of doing business, is represented by the figure at the junction of the two columns.

		PER CENT															
		10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
PER CENT	25	10	9	8	7	6	5	4	3	2	1	0	LOSS	LOSS	LOSS	LOSS	LOSS
	33½	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0
	40	18½	17½	16½	15½	14½	13½	12½	11½	10½	9½	8½	7½	6½	5½	4½	3½
	50	23½	22½	21½	20½	19½	18½	17½	16½	15½	14½	13½	12½	11½	10½	9½	8½
	60	27½	26½	25½	24½	23½	22½	21½	20½	19½	18½	17½	16½	15½	14½	13½	12½
	75	32½	31½	30½	29½	28½	27½	26½	25½	24½	23½	22½	21½	20½	19½	18½	17½
100	40	39	38	37	36	35	34	33	32	31	30	29	28	27	26	25	

This is a valuable table for determining net profits when cost of doing business is known. How to figure profits is shown by the explanation on the left.

St. John Grocers May Form Association

Article in Recent Issue of Canadian Grocer on Operation of Vancouver R. G. A. Credit Extension System Creates Interest in the East—Example of How the "Dead-Beat" Gets in His Work—Price Cutting Could be Lessened.

St. John, N.B. Dec. 3.—(Special).—There is a strong probability of a Retail Grocers' Association being formed in St. John at opening of the New Year or a little later, as soon as the rush of business which is now being felt has subsided. The matter is now receiving serious consideration from more than one or two grocers who are agitating amongst the others to have a start made in this direction.

It is true that there have been other associations in vogue here and that they have not met with success. Various reasons were ascribed to their failure and the chief attribute was that the members did not work together, or that they were not thoroughly versed in the definite aims of the body, that is to say, they had not a proper basis to work on. There has been a feeling amongst some local dealers for some time past that they should be better protected than at present, and they were further stimulated in this idea through the article in a recent issue of the Canadian Grocer relating to the working system of the R. G. A. in Vancouver, B.C.

How the "Dead-Beat" Works.

"That's what we want here," said one dealer enthusiastically this week; "I had a case only to-day which would go to prove the value of such a system in vogue in St. John. Let me explain. Last week a man came into my store and bought a quantity of groceries. He was a stranger to me but he came back for two or three days in succession and I learned his name. Each time he came he bought goods which aggregated about four dollars and he paid me for each purchase. We became friendly and gradually from a discussion upon the weather, to politics, and other matters, he broached the subject of starting an account. Thinking he was straight, as he seemed to me to be, I agreed, he saying he would pay fortnightly. It was only to-day that I learned that this man had been dealing with Mr. ———

down the street and had been shut off in his account after it had run to quite an extent. If we had an association existing here, that would not have happened. And, of course, such things, at present are not an uncommon occurrence, by any means.

"We have other things to be protected upon also. For instance, I am selling an article for 10 cents a pound and making just a legitimate profit. Some of my customers inform me that Mr. So-and-so, two doors away is selling the

same thing at 8 cents. He is not making a profit. Now, if we were united he would be a member of the association, and so would I, and a score of other dealers, and one of the matters we would discuss would be the maintenance of prices.

"There is also the question of wholesale selling. We retailers believe that

we should have the supplying of such places as hotels, large shipping houses, etc., and we probably would have if wholesalers, some of them at least, did not undersell to such an extent that it is impossible for us to get a "look-in."

The dealer in question is anxious to see an association formed, and says that after the present rush of trade, and the Christmas business, have slackened he will use his endeavors to have a protective body formed, and the article in The Grocer explaining the Vancouver R. G. A. system will be of decided value in the work.

Railway Demurrage to Be Increased

Application Made by the Companies and Railway Commission Takes View That Congestion Would be Relieved Considerably—Shippers' Claims for Reciprocal Demurrage to be Gone Into in the Future.

Ottawa, Dec. 4.—(Special).—With a view to lessening railway congestion as much as possible, the Dominion Railway Commission on Monday afternoon issued an order granting the application of the C.P.R., G.T.R., C.N.R. and M.C.R. to increase their demurrage charges on freight cars from \$1 per day to \$2 and \$3. The increased rates will be allowed only from December 15 to March 31 of next year. The railways asked for \$2, \$3 and \$4 for the first, second and third day respectively after the free time allowed, but the four dollar charge was not allowed. As the order stands, therefore, \$2 will be assessed by the railways for the first 24 hours after free time and \$3 for each succeeding day.

Claim Detentions Unnecessary.

The railway companies contended that the unnecessary detention of cars by shippers and consignees not only handicapped the railway companies by depriving them of cars which would otherwise be available for traffic, but also caused congestion by blocking team tracks and private sidings in terminals. It was contended that at least 50 per cent. of what is called railway detentions, that is, the unnecessary holding of cars in terminals by the railway companies, was due to the blocking of these terminals by the unnecessary detention of cars by shippers and consignees.

The judgment was given out by Assistant Commissioner D'Arcy Scott in absence of Chairman H. L. Drayton. In touching railway delays which handicapped merchants and manufacturers, Mr. Scott said:—

"There is almost unanimity of opinion among the shipping public that they would cheerfully consent to the increase in demurrage charges if a measure of

reciprocal demurrage was made effective at the same time—that is, if the railway companies would pay a per diem allowance to the shipper or consignee for unreasonable delays in the delivery of cars on the part of the railway companies. That is a matter with which we cannot deal in this application. It was brought to the attention of the Board at a sitting in Winnipeg in July last, and is, I believe, now being considered by the Chief Commissioner and Commissioner McLean on their present western trip, and it cannot be disposed of without a hearing in the east, where a number of shippers desire to be heard on the subject. In disposing of the question of reciprocal demurrage, the Board will, of course, consider what, if any, effect this temporary increase in the demurrage charges may have upon that question, but I see no reason why the present application should be delayed on that account."

THE VALUE OF TAKING REGULAR INVENTORIES.

(Continued from page 34)

with great profit. That would give us \$290 for this period, or, rather, we should be justified in appropriating \$290 for the next period, using present results as a guide; and \$290 properly, judiciously expended with intelligent regard to local conditions, should enable us to do not \$29,000 per period, but \$35,000, and more continually.

I hope to have more of this man's thoughtful and intelligent letters. And I certainly feel happy to know that anything I have written has been of value to him. I know it has been valuable to me—and I have often said that I get the most out of it. You can see how and why, all right.

Current News of the Week

Quebec and Maritime Provinces.

Thirty egg handlers employed by the produce merchants of Montreal have gone on strike for an increase of wages from \$10 to \$14.

At a meeting of the Montreal Grocers' Association held recently, it was decided that no objection should be made regarding the proposed increase in railway demurrage providing the principle of reciprocal demurrage is adopted.

Armand Chaput, of L. Chaput Fils et Cie, Ltée, Montreal, has left for an extended trip through Europe and will not be back till March next year. Prior to his departure he was banqueted at the Place Viger Hotel. Lt.Col. Labelle, of St. Lawrence Flour Mills, Montreal, acting as toast-master, complimented Mr. Chaput on the success of his administration of the affairs of the Chambre de Commerce. Amongst others present were Chas. Chaput and Ex-Mayor Laporte.

The capitalization of the Atlantic Sugar Refineries, Limited, to be erected in St. John, N.B., has been announced. It will be \$2,500,000, seven per cent. preferred cumulative stock, \$3,500,000 common stock, and \$1,000,000 bonds. The new refinery will cost in the neighborhood of \$2,500,000. It will have a capacity, it is claimed, of over 2,500 barrels of sugar a day. D. Lorne McGibbon is president and F. H. Anson the managing director. The directors include Sir Thos. Tait, S. H. Ewing, W. R. Allan, H. J. Fuller, F. H. Ward, Hon. Wallace Nesbitt K.C. and Hon. Thos. Chase-Casgrain K.C.

Ontario.

G. R. Dane, grocer, Toronto, has sold to E. J. Snider.

W. Robins, grocer, Orangeville, Ont., is succeeded by Jno. May.

J. H. Cameron, grocer, of Peterboro', Ont., has sold to W. J. Kirk.

F. Smith has opened a grocery and butcher store in Tottenham, Ont.

The Peterboro' Co-operative Society, with capital of \$10,000, has received an Ontario charter.

Robertson & Son, wholesale grocers, Kingston, Ont., are opening a branch warehouse in Smith's Falls.

Floating Castile Soap, Limited, Toronto, has received an Ontario charter. It is capitalized at \$100,000.

David Bell, grocer, Yonge St., Toronto, has cards out announcing his can-

didature as an alderman for Ward 3 in the January 1 municipal elections.

Cyril Hayes, former secretary of the London, Ont., Retail Grocers' Association, has just returned from a trip to the Canadian West. He met many former London grocers in business in Vancouver and reports they are all doing well.

Business men of Arkona district, near Forest, Ont., recently waited on representatives of the Dominion Cannery, requesting a factory in Arkona. On account of lack of railway facilities there will be no factory located there at present, but if railway connection is secured, one is probable.

A unique tribute was paid to Hon. William Patterson, of Wm. Patterson, Son & Co., biscuit manufacturers, Brantford, Ont., on Friday night last, marking his retirement from public life. He was presented with an illuminated address enclosed in a silver mounted casket. Mr. Patterson, who is about to leave for a winter's sojourn in California was much moved by the token of esteem.

Western Canada.

B. Waltman, grocer, Winnipeg, is succeeded by M. Globerman.

Chas. Motheral, grocer, Crystal City, Man., has sold to Theo. Greenway.

The Central Grocery, Brandon, Man., have sold to A. T. Colquhoun & Co.

Prout McColl & Co., grocers, Calgary, Alta., are succeeded by G. W. Piette.

Fowler & Co., general merchants, of Sedgewick, Alta., have sold their business.

Michael Rinzler, general merchant, Jaquet River, N.B., has sold to Morris Kroky.

The Vegreville Farmers Supply Co., general merchants, have opened a store in Vegreville, Alta. It is under the management of Maurice Shaw.

The Women's Missionary Society of the Methodist Church, Winnipeg district, passed a resolution at a recent convention requesting the management of all factories where young women are employed in Winnipeg to provide a private rest room for these young women.

The officers of the Retail Merchants' Association, of Saskatoon, Sask., which was recently organized are as follows: President, J. L. S. Hutchinson; 1st

Vice-Pres., W. H. Cope; 2nd Vice-Pres., P. D. Hines; Hon. Sec., W. A. Rathbone; Hon. Treas., A. H. Westhaver.

A. H. Rands, formerly with the Dominion Molasses Co., Halifax, N.S., and Van Camp Packing Co., of Indianapolis as detail salesman for the Western Canadian Provinces with headquarters at Winnipeg, left on December 4, for Europe on S.S. "Celtic" to visit friends.

A movement has been started at Montmartre, Sask., to erect a beet sugar refinery. In this district are many French and Belgian farmers who have had considerable experience in sugar beet culture in Europe and it is felt that if a market were supplied they would readily adopt sugar beet growing as part of their regular crops.

STANDARD WEIGHT WANTED.

The vegetable growers of Ontario and Quebec want a Canadian standard weight for a bag of potatoes. At present Quebec has a legal standard of 80 pounds, but in Ontario there is none. During the last session of parliament a bill passed the senate making a general legal standard of 80 pounds, but it had not passed the Commons when parliament dissolved. It will likely be brought up again next session.

PETITIONS BEING LARGELY SIGNED.

The petitions prepared by the Ontario Retail Grocers' Association to be presented to the Ontario and Federal Governments are being extensively signed. D. A. Hewgill, Milton, Ont. has sent in both petitions to the secretary, W. C. Miller the one re Scale Inspection having 21 names attached, and the other re amendment to Garnishee Law with 35 names, the latter including merchants in all lines of business.

R. S. Godfrey, Meaford, Ont., has also forwarded signed petitions the one referring to Inspection of Scales having 26 signatures and the other 50.

Secretary Miller, whose address is 632 Yonge St., Toronto, has both petitions printed and anyone desiring copies for getting signatures should write him for same.

Personal Chat With You About Ourselves

In future issues of *The Canadian Grocer*, our readers may look forward to several practical articles which our editorial department have arranged. Henry Johnson, Jr., who has been cleaning up difficulties among readers for a couple of years, has, at the request of the editor, a series of articles in course of preparation on Store Organization. This series, it can be confidently stated, will be a most valuable one for those who are perfecting an organization in the store—building up a more efficient sales force, looking after credits more systematically, cutting out leaks, etc., etc. Henry Johnson, Jr., has been in business for some 30 years. He has made a close study of Business Building from all angles, and it can be relied upon that the series will be most helpful from a practical standpoint.

Remember the Window.

Several good window displays are ready for coming issues. One of these is a coffee display in which the dealer who trimmed it, had in view an educative lesson on the sources of coffee growth. Another display shows a most attractive arrangement of high class goods, including such lines as olives, fruits in glass, malaga raisins, preserved ginger, etc. Still another shows a new and neat display of fruit. All or any of these can easily be duplicated in the smallest or largest of windows.

An Exchange for Ideas.

The national character of *The Grocer* is well exemplified in the attention given to articles from one part of the Dominion, by dealers in other parts. A few weeks ago, for instance, an explanation of how the members of the Vancouver Retail Grocer's Association prevented promiscuous credit extensions was given in this paper. The methods were discussed the following week by members of the Toronto R. G. A., and now some retailers in St. John, N. B., have under contemplation the formation of an association there to carry on similar work. In both cases *The Grocer* was responsible for the raising of the question on what to do with credit applicants. The paper, therefore, acquaints dealers in the East with what the West is doing, and vice versa, thus emphasizing its truly national scope.

Lively Race Anticipated.

Last year six cash prizes were given by *The Grocer* to winners in a Christmas window dressing competition.

This offer has again been renewed, and from all appearances even more will enter the contest than was the case a year ago. This competition was established several years ago with a view to creating a broader interest in window display among dealers and clerks all over Canada. We believe in the power of a good window as a sales producer, and it is with a desire to encourage good displays that the contest was established. That our efforts have been appreciated is demonstrated by the large number of entries received from year to year. More than ever are expected this year.

A Worth-While Investment.

That readers of this paper make money out of its contents, is evidenced from letters received every week and statements made to our representatives. Unless a trade newspaper can be made a good investment by the subscribers, it is of little use to them. A short time ago, when a circulation representative was in Calgary, he met with a good example of how valuable *The Grocer* was to readers. The dealer in question during the past summer had noticed a market report on condensed and evaporated milk which intimated that the strength of the market tended toward an advance. In view of this information, he immediately bought condensed milk and soon after the price advanced. This was but one instance where he had saved money, and he freely stated he would not be without *The Grocer*. It was a good investment for him.

An Old Country Admirer.

The Grocer has several admirers across the sea. One of them, John J. Smales, in the retail trade in York, England, in a letter to the editor, has this to say: "I think *The Canadian Grocer* is one of the best trade newspapers I have ever seen. I look forward to its coming every week, and I am eagerly sought after for the loan of it after I have read its columns through."

The MacLean Publishing Company,
Toronto, Ontario.

Gentlemen:—Enclosed please find postal note for \$2.00 to cover our subscription for the *Canadian Grocer*.

It has been of untold information to us in many ways. Could not possibly do without it.

Langdon, Alta.

WILSON M. CONN.

The Markets---Raisins Are Firmer

Valencias in Short Supply at Several Centres—Prices on Primary Market Have Been Advancing—Seeded Raisins Firmer at Coast—Christmas Goods Moving Out Well—Good Season Expected.

QUEBEC MARKETS.

POINTERS—

Molasses—Up 2c.
Sugar—Steady.
White Beans—Down 5c.
Canned Strawberries—Down 25c.

Montreal, Dec. 5.—Business for last month of year is already beginning to show up well. All those lines generally in demand for Christmas are moving out in large volume. Retailers are apparently looking forward to good month's trade.

One price change of week is an advance in molasses, which does not come as a surprise, as market has been firm for some time.

SUGAR.—Sugar market is steady in spite of easiness prevailing last week, and while reports are floating round about an enormous Cuban crop, yet small West Indian returns and European beet situation have offset effect of former, and steadiness will prevail for some time. As far as we can gather, the bankers financing European beet crops on noticing point to which sugar had dropped held back the crops and refused to put them on market until consumption improved demand. Knowing that prices could then be advanced. As a result of this step, refined sugar could not secure an advance although the West Indian crops were short. In respect to latter output it seems that Barbadoes crop for spring will be more than one-third short, while the Demerara harvest will also be well below average with result that considerable of the sugar will be converted into molasses. The market in general should be watched.

Granulated, bags	4 75
Granulated, 20-lb. bags	4 85
Granulated, 5-lb. cartons	5 05
Granulated, 2-lb. carton, per cwt.	5 05
Granulated, Imperial	4 80
Granulated, Hoaver	4 60
Paris lump, boxes 100 lbs.	5 50
Paris lumps, boxes 25 lbs.	5 80
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 40
Crystal diamonds, 100-lb. boxes	5 50
Crystal diamonds, 50-lb. boxes	5 60
Crystal diamonds, 25-lb. boxes	5 80
Crystal diamonds, 5-lb. cartons	6 30
Crystal diamonds, Dominoes cartons	7 10
Extra ground, bbls.	5 15
Extra ground, 50-lb. boxes	5 35
Extra ground, 25-lb. boxes	5 55
Powdered, bbls.	4 95
Powdered, 50-lb. boxes	5 15
Powdered, 25-lb. boxes	5 35
Phoenix	4 75
Bright coffee	4 70
No. 3 yellow	4 60
No. 2 yellow	4 50
No. 1 yellow	4 35

Bbls. granulated and yellow may be had at 5c above bag prices.
MOLASSES.—Last week we promised price changes as result of general firmness and the nail was hit on the head, as fancy molasses has advanced

two cents per gallon; nor would it be surprising to see further rise take place as supplies have reached a decidedly low mark for this time of year. Prices should be well maintained, no matter what they may be, till well into January, as new crop will not be due till some time after this date. But dealers are inclined to play a waiting game about then, expecting lower prices with new goods. Still, with sugar conditions as they are, namely with new Barbadoes and Demerara crops short, it looks as if molasses interests will be able to keep price up as the new molasses will hardly come along in ordinary way, but sugar will be converted in order to supply demand as it comes along. Bearing these facts in mind it would be well for dealers to be careful in the policy they pursue and not allow stocks to drop to too low a figure.

Fancy Barbados molasses, puncheons	0 40	0 42
Fancy Barbados molasses, barrels	0 43	0 45
Fancy Barbados molasses, half barrels	0 45	0 47
Choice Barbados molasses, puncheons	0 35	0 37
Choice Barbados molasses, barrels	0 38	0 40
Choice Barbados molasses, half barrels	0 40	0 42
New Orleans	0 25	0 28
Antigua	0 40	0 40
Porto Rico	0 05 1/2	0 05 1/2
Corn syrups, bbls.	0 63 1/2	0 63 1/2
Corn syrups, half-barrels	0 63 1/2	0 63 1/2
Corn syrups, quarter-barrels	0 63 1/2	0 63 1/2
Corn syrups, 38 1/2-lb. pails	1 75	1 75
Corn syrups, 25-lb. pails	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40	2 40
Cases, 5-lb. tins, 1 doz. per case	2 75	2 75
Cases, 10-lb. tins, 1/2 doz. per case	2 25	2 25
Cases, 20-lb. tins, 1/4 doz. per case	2 00	2 00

DRIED FRUITS.—General activity was to be expected in this market with approach of holidays, but so far it is not greatly noticeable, though, of course, a satisfactory amount of business is passing. There was a shortage of large size prunes this year and what stocks there are, are held with confidence. On other hand, smaller sizes of second grade are easier as demand is slack, and it is reported that same are being moved out by packers in conjunction with larger fruit.

So far, there is no change in raisin situation, market remaining firm. Stocks locally, are said to be light and an advance may take place as it is uncertain whether new supplies will come forward in time for Christmas trade.

Currants are also short and supplies may be fairly well cleaned up before Christmas. It would seem that dried fruits generally are in small compass, as Persian dates are inclining upwards, jobbers stating that stocks held are getting low.

Evaporated apricots	0 14 1/2	0 14 1/2
Evaporated apples	0 07 1/2	0 07 1/2
Evaporated peaches	0 10	0 10
Evaporated pears	0 13	0 13
Currants, fine filiatras, per lb., cleaned	0 06 1/2	0 06 1/2
Currants, 1-lb. pkgs. fine filiatras, cleaned	0 08	0 08 1/2
Currants, Patras, per lb.	0 09	0 09 1/2
Currants, Vostizzas, per lb.	0 09 1/2	0 10

Dates, 1-lb. packages	0 07 1/2	0 07 1/2
Dates, Hollowed, loose	0 05 1/2	0 05 1/2
Figs, 3 crown	0 11	0 11
Figs, 4 crown	0 08	0 08 1/2
Figs, 5 crown	0 09 1/2	0 10 1/2
Figs, 6 crown	0 11 1/2	0 12
Figs, 7 crown	0 12 1/2	0 13 1/2
Figs, 9 crown	0 13 1/2	0 14
Comadre figs, about 35-lb. mats	1 30	1 40
Glove boxes, 15-ozs., per box	0 14 1/2	0 15
Glove boxes, 10-ozs., per box	0 07 1/2	0 08
Prunes—		
20-30	0 13	0 13
30-40	0 11 1/2	0 11 1/2
40-50	0 11	0 11
50-60	0 10	0 10
60-70	0 09	0 09
70-80	0 08 1/2	0 08 1/2
80-90	0 07 1/2	0 07 1/2
90-100	0 08	0 09
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 08	0 08
Choice fancy seeded, 1-lb. pkgs.	0 08 1/2	0 08 1/2
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 08 1/2	0 08 1/2
Seedless, new, in packages	0 07 1/2	0 07 1/2
Select raisins, 7-lb. box, per lb.	0 11 1/2	0 11 1/2
Sultana raisins, loose, per lb.	0 12 1/2	0 12 1/2
Sultana raisins, 1-lb. cartons	0 12 1/2	0 12 1/2
Malaga table raisins, clusters, per box	0 75	1 00
Malaga table raisins, clusters, per 1/4 box	0 75	1 00
Valencia, fine, off stalk, per lb.	0 08	0 08
Valencia, select, per lb.	0 08 1/2	0 08 1/2
Valencia, 4-crown layers, per lb.	0 09	0 09 1/2

COFFEE.—Market is fairly lively and dealers seem to be getting away from hand-to-mouth policy and buying a little more freely. If we are to believe reports from growing centres, we may look forward to increased prices for some years to come as we are now at stage where the crops turn out short of the consumptive demand.

Mocha	0 25	0 25
Rio	0 21 1/2	0 21 1/2
Mexican	0 25	0 25
Santos	0 22	0 24
Maracaibo	0 23	0 26 1/2

SPICES.—Market is active under a good demand, both from local and outside sources and grinders are having difficulty in filling all orders, owing to lack of cartage, and poor service on part of manufacturers of containers. Visible supply of spice is said to have come down to a low figure and we look for increases during the month and January, basing arguments on fact that there are no heavy cargoes en route to this country. Cloves have advanced 3 cents per lb. on London market and have now reached highest figure scored for a number of years.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, (ground)	0 15	0 19
Batavia cinnamon	0 15 1/2	0 30
Cloves, whole	0 25 1/2	0 32
Cloves, ground	0 23	0 35
Cream of tartar	0 28	0 32
Ginger, whole	0 17	0 20
Ginger, Cochin	0 17	0 35
Mace	0 25	0 30
Nutmegs	0 16	0 18
Peppers, black	0 27 1/2	0 30
Peppers, white	0 07 1/2	0 10
Pimento	0 07 1/2	0 10

RICE.—Considerable speculation is going on as to size of new Japan crop. Mail news, dated October 24 from seat of production is of pessimistic nature and stocks are not coming into market to same extent as expected at this time. As it is, a sharp advance is likely to take place.

Business locally is not encouraging.

Rangoons—		
Rice, grade B, bags 250 lbs.	3 75	
Rice, grade B, bags 100 lbs.	3 75	
Rice, grade B, bags 50 lbs.	3 75	
Rice, grade B, ½ pockets, 12½ lbs.	3 75	
Rice, grade B, pockets 25 lbs.	3 75	
Rice, grade C.C., bags 250 lbs.	3 75	
Rice, grade C.C., bags 100 lbs.	3 75	
Rice, grade C.C., bags 50 lbs.	3 75	
Rice, grade C.C., pockets 25 lbs.	3 75	
Rice, grade C.C., ½ pockets, 12½ lbs.	3 75	
Patna, polished	4 45	4 50
Pearl	5 00	4 10
Imperial Glace	5 40	5 50
Sparkle	5 40	5 75
Crystal	5 40	5 25
Snow	5 40	5 50
Ice Dips	5 40	5 75
Carolina Rice	7 90	8 00
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 09
Seed, lb.	0 07	0 09

NUTS.—Stocks of Tarragona almonds are low and market is firm though immediate advance is not expected as supplies are on the way. Yet it looks as if California's will be used considerably as substitute. Walnuts are not in any too great supply either and market is becoming stronger. Brazils are booked for an advance as far as present indications are concerned.

In shell—		
Brazils	0 14	0 15
Filberts, Sighly, per lb.	0 12	0 13
Filberts, Barcelona, per lb.	0 11	0 11
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Myette Grenobles, per lb.	0 16	0 17
Walnuts, Marbots, per lb.	0 13	0 14
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4 crown, selected, per lb.	0 42	0 50
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	0 08½	0 09
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 12
Spanish No. 1	0 12	0 12
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 18	0 19
Walnuts—		
Bordeaux, halves, bright	0 27	0 28
Broken	0 27	0 29

WHITE BEANS.—Supplies have been a little more plentiful of late and as demand has not been so heavy prices have declined 5 cents.

White beans, per bushel 3 00

ONTARIO MARKETS.

POINTERS—

Valencia Raisins—Higher.
Seeded Raisins—Firmer.
Celery Seed—Down to 35c lb.

Toronto, Dec. 5.—General optimism prevails in regard to this year's Christmas trade. Retailers express great confidence in the prospects. So far there has been every indication of a good year, and with prosperous conditions prevailing, from now until end of month trade is expected to be active. Jobbers have some complaints to make in regard to arrival of certain lines of goods, but otherwise things are bright.

Greater volume of such Christmas goods as baking material has now gone out to the trade. There has been a brisk demand for raisins, currants, peels, molasses and kindred lines. From now on, there will be a certain sorting trade in these lines, and as the festive season approaches, other lines will become the

most prominent in demand. Even now nuts and candies are going out well, while trimmings for Christmas cake, table raisins, dates, figs, etc., will now be taking on life.

Shipping by lake and rail routes has been completed. Weather still continues favorable for getting in perishable goods by freight. Many jobbers are urging customers to do this, declaring that when cold weather sets in, perishable goods will only be shipped at customers' risk.

SUGAR.—Sugar situation is much same as week ago. When supplies of raws become sufficiently large, cane refiners across the line are expected to reduce prices, and it is probable that Canadian refiners will follow. Nearby raws have been in small supply, and thus steadiness has been ruling, although there has been easiness ahead.

As to how low prices will go during coming campaign, it is, as yet, pretty much a matter of speculation. Much depends on progress made from now on.

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

SYRUP AND MOLASSES.—Prices corn syrups have declined in West, but there has been no change here. There is record crop of corn in the United States this year, and it is having depressing influence on corn products.

Consumption, so far this season, has been up to a good level, and prospects are bright for coming month.

Molasses is selling freely in view of Christmas baking. There is a steady feeling in the market.

Syrup—		
2 lb. tins, 2 doz. in case	2 40	Per case.
5 lb. tins, 1 doz. in case	2 75	
10 lb. tins, ½ doz. in case	2 65	
20 lb. tins, ¼ doz. in case	2 60	
Barrels, per lb.	0 03½	
Half barrels, lb.	0 03½	
Quarter barrels, lb.	0 03½	
Pails, 38½ lbs. each	1 75	
Pails, 25 lbs. each	1 25	
Maple Syrup—Compound—		
Gallons, 6 to case	4 80	
½ gals., 12 to case	5 40	
¼ gals., 24 to case	5 40	
Pints, 24 to case	3 00	
Maple Syrup—Pure—		
Gallons, 6 to case	6 60	
½ gallons, 12 to case	7 25	
Quarts, 24 to case	7 25	
Pints, 24 to case	4 00	
Quart bottles, 12 to case	3 50	
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	0 28	0 28
West Indies, half barrels	0 30	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50

DRIED FRUITS.—There is general firmer feeling in raisins. Valencias are on upward trend, and are now quoted at 9 to 9½ cents. Prices on primary market advanced considerably after first

shipment, and if purchased now, they would probably have to sell even above present quotations. On account of high prices this year, wholesalers bought sparingly of Valencias and quantity in stock locally is small.

Seeded raisins are also firmer, following tendency on coast. One jobber quotes his best fancy seeded at 8½c and choice at 7½ to 8 cents. It is likely that quotations will have to be increased in near future. There appears to be a general steadier feeling in all coast fruits.

There is big movement of different varieties of fruit for Christmas trade. Lateness of shipments has interfered to some extent, but in spite of this fact, jobbers expect year's business to be well up to standard.

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13½
40 to 50, in 25-lb. boxes	0 11½	0 12
50 to 60, in 25-lb. boxes	0 10½	0 11
60 to 70, in 25-lb. boxes	0 09	0 09
70 to 80, in 25-lb. boxes	0 08½	0 08½
80 to 90, in 25-lb. boxes	0 08	0 08
90 to 100, in 25-lb. boxes	0 07½	0 07½
Same fruit in 50-lb. boxes, ¼ cent less.		

Apricots—		
Standard, 25-lb. boxes	0 13	
Choice, 25-lb. boxes	0 15	

Peaches—		
Standard, 25-lb. boxes	0 10	
Choice, 25-lb. boxes	0 10½	0 11½

Candied Peels—		
Lemon	0 11	0 12½
Orange	0 12	0 13
Citron	0 15	0 15

Tapioca		
Bag figs	0 04½	0 04½
Fancy box figs, according to size	0 05	0 07
Evaporated apples	0 10	0 15
	0 07	0 07½

Currants—		
Fine Filiatras, per lb.	0 07	
Choicest Amalas, per lb.	0 07½	0 07½
Patras, per lb.	0 07½	0 07½
Choice Vostizas	0 10	0 10
Shade dried Vostizas	0 10	0 08½
Cleaned, ¼ cent more.		

Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencias, selected, new	0 09	0 09½
Valencias, old stock	0 07½	0 08
Seeded, 1 lb. packets, fancy	0 07½	0 07½
Seeded, 1 lb. packets, choice	0 06½	0 07

Dates—		
Hallowee', full boxes	0 05½	
Hallowee', half boxes	0 06½	
Paris, choicest, 12-lb. boxes	0 08½	0 09½
Paris, choicest, 60-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 06½	0 07½

COFFEE.—There has been slightly easier tone to common grades of coffee, such as Rios and Santos, but better quality goods hold a steady position, with nothing apparent for some time ahead to bring any change.

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

SPICES.—Celery seed is now down to 35c, as was pointed out some time ago would probably be the case. It is still high, as up to year ago, normal price was around 17 cents, but it is now probably as low as it will be for some time. Cloves continue firm. "If we had to purchase to-day," said one grinder this week, "we would certainly have to get a higher price." Peppers are steady, while nutmegs are slightly easier on primary market, but not enough to affect local market.

A good trade is passing in spices, Christmas baking stimulating demand.

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g in spices, ing demand.

	5 and 10 lb. Tins.	1/4 lb. pkgs.	1/4 lb. tins doz.
Allspice	14-17	60-70	70-80
Cassia	22-27	72-90	80-90
Cayenne pepper	23-33	72-90	90-115
Cloves	25-39	90-95	95-110
Cream tartar	25-26	90-90	90-90
Curry powder	25-30		
Ginger	22-27	65-85	75-95
Mace	65-80		0-2 75
Nutmegs	25-30	90-00	1 60-2 50
Peppers, black	20-23	67-75	80-90
Peppers, white	28-30	90-1 05	1 05-1 15
Pastry spice	20-27	65-85	75-1 10
Pickling spice	14-18	75-90	75-90
Turmeric	16-18		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.
Mustard seed, per lb., in bulk 0 10 0 12
Celery seed, per lb., in bulk 0 06 0 05
Shredded coconut, in pails 0 16% 0 17%

RICE AND TAPIOCA.—High prices on rice have not been conducive to increased consumption, and probably have had some effect on trade. However, jobbers point out there is growing demand for better grades.

There is nothing special to report in market situation, but news from producing centres of far East gives little hope of easiness.

	Per lb.	Per 50 lbs.
Standard B., from mills, 500 lbs. or over, f.o.b. Montreal		3 75
Rice, standard B., f.o.b., Toronto		3 83
Rangoon	0 04	0 04%
Fancy rangoon		0 06%
Patna	0 06%	0 06
Japan	0 06	0 07
Jays	0 08	0 10
Carolina	0 08	0 10
Sago, medium brown	0 06%	0 07
Tapioca—		
Bullet, double goat		0 08
Medium, pearl	0 06%	0 07
Flake		0 08
Seed	0 06%	0 07

NUTS.—Nuts for Christmas trade are moving out in good volume. There have been some features tending to strength in Brazils, but prices locally are unchanged. New shelled walnuts, which will be in hands of all jobbers around middle of month will be higher than old stock. On primary market, there is general tendency to steadiness.

Almonds, Formigetta	0 15	0 15%
Almonds, shelled	0 33	0 36
Almonds, Tarragona	0 15	0 16
Walnuts, Grenoble	0 16	0 16%
Walnuts, Bordeaux	0 13	0 13%
Walnuts, Marbols	0 14	0 15
Walnuts, shelled, fresh cracked	0 29	0 30
Walnuts, shelled, new, to arrive in Dec.	0 34	0 35
Chestnuts, Italian, large, lb.		0 12%
Chestnuts, Canadian, peck	2 25	
Hickory nuts, per lb.	0 11	0 12
Peanuts	0 18	0 20
Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras		0 08%
Peanuts, green, jumbo		0 10

BEANS.No particular new features to beans. Quality of Canadian crop is showing up poorly. Large quantities of Austrian are coming to this market.

Prime beans, per bush., new	2 90
Hand picked, per bush., new	3 00
California Lima, lb.	0 08
Austrian, H. P., per bush.	2 75

CANNED GOODS.

TORONTO.—Although a report from Montreal says that strawberries are easier in price there, no change has been made in Toronto. "I see no reason for it," said one jobber. "The pack of strawberries was small this year and in face of that you could hardly expect a decline in price."

"Yes, the pack of strawberries was small," commented another dealer, "but prices are so high that consumption will probably be interfered with to

some extent. I expect steadiness but no advance."

With Christmas goods now in line-light, canned goods are rather shifted to the background. Reports from retailers throughout the country however, would indicate that demand is satisfactory for season.

VEGETABLES.	Group A. Per doz.
2's, Asparagus Tips	2 27 1/2
2's, Asparagus Butts	1 42 1/2
Beans—	
2s, golden wax	1 00
3s, golden wax	1 40
Gal, golden wax	4 05
2s, Refugee, green	1 00
3s, Refugee, green	1 40
2s, Midgets	1 30
2's, Beets, sliced	0 97 1/2
2's, Beets, whole	1 30
3's, Beets, sliced	1 32 1/2
3's, Beets, whole	1 37 1/2
3's, Cabbage	1 55
2's, Carrots	1 00
3's, Carrots	1 30
2's, Cauliflower	1 67 1/2
3's, Cauliflower	2 10
2's, Parsnips	1 15
3's, Parsnips	1 30
3's, Turnips	1 15
Peas—	
2s, extra fine sifted, size 1	1 75
2s, sweet wrinkles, size 2	1 35
Early June, size 3	1 30
Standard, size 4	1 25
Gal., standard, No. 4	1 30
2's, Spinach	1 80
3's, Spinach	1 80
Gal., Spinach	5 32 1/2
3's, Tomatoes	1 37 1/2
Gal., Tomatoes	4 00
2's, Corn	0 97 1/2
3's, Squash	1 15
Gal., Squash	1 35
2's, Succotash	1 15
3's, Pumpkins	0 85
Gal., Pumpkin	2 55

FRUITS.	Group A.
3's, Apples, standard	1 00
3's, Apples, preserved	1 50
Gal. Apples, standard	2 56
Gal. Apples, preserved	4 05
2's, Huckleberries, std.	1 50
Gal. Huckleberries, std.	1 80
2's, Grapes, white, preserved	1 55
Gal. Grapes, white, standard	3 55
2's, Lawtonberries, heavy syrup	2 02 1/2
2's, Lawtonberries, preserved	2 22 1/2
2's, Peaches, white, heavy syrup	1 50
2 1/2's, Peaches, white, heavy syrup	2 00
3's, Peaches, white, heavy syrup	2 25
1 1/2's, Peaches, yellow, flats, heavy syrup	1 27 1/2
2's, Peaches, yellow, heavy syrup	1 90
2 1/2's, Peaches, yellow, heavy syrup	2 25
3's, Peaches, yellow, whole, heavy syrup	1 77 1/2
3's, Peaches, pie, not peeled	1 27 1/2
Gal. Peaches, pie, not peeled	3 52 1/2
Gal. Peaches, pie, peeled	4 37 1/2
2's, Pears, Bart., heavy syrup	1 77 1/2
2 1/2's, Pears, Bart., heavy syrup	2 12 1/2
3's, Pears, Bart., heavy syrup	2 37 1/2
2's, Pears, Flemish Beauty, heavy syrup	1 77 1/2
2 1/2's, Pears, Flemish Beauty, heavy syrup	2 12 1/2
3's, Pears, Flemish Beauty, heavy syrup	2 37 1/2
2's, Pears, Keiffers, heavy syrup	1 67 1/2
2 1/2's, Pears, Keiffers, heavy syrup	2 02 1/2
3's, Pears, Keiffers, heavy syrup	2 27 1/2
2's, Pears, light syrup	1 22 1/2
3's, Pears, light syrup	1 62 1/2
3's, Pears, pie, not peeled	1 27 1/2
3's, Pears, pie, peeled	1 47 1/2
Gal. Pears, pie, not peeled	3 57 1/2
Gal. Plums, Green Gage, standard	1 05
2's, Plums, Green Gage, light syrup	1 30
2's, Plums, Green Gage, heavy syrup	1 30
3's, Plums, Green Gage, heavy syrup	1 90
2's, Plums, Lombard, light syrup	0 90
3's, Plums, Lombard, light syrup	1 30
2's, Plums, Lombard, heavy syrup	1 05
3's, Plums, Lombard, heavy syrup	1 45
Gal. Plums, Lombard, standard	3 55
2's, Plums, Egg, heavy syrup	1 45
2 1/2's, Plums, Egg, heavy syrup	1 70
3's, Plums, Egg, heavy syrup	2 20
3's, Plums, Damson, heavy syrup	1 45
Gal., Pears, pie, peeled	4 27 1/2
2's, Plums, Damson, light syrup	0 90
3's, Plums, Damson, light syrup	1 30
2's, Plums, Damson, heavy syrup	1 05
Gal. Plums, Damson, standard	3 55

Group B are 2 1/2c per doz. less than above.

Fruits.	
2's, Black pitted cherries, heavy syrup	1 97 1/2
2's, Black not pitted cherries, heavy syrup	1 55
2's, Red pitted cherries, heavy syrup	1 97 1/2
2's, Red not pitted cherries, heavy syrup	1 55
Gal., Red pitted cherries	8 55
Gal., Red not pitted cherries	8 05
2's, White pitted cherries, heavy syrup	1 97 1/2
2's, White not pitted cherries, heavy syrup	1 55
2's, Black currants, heavy syrup	1 55
2's, Black currants, preserved	2 30
Gal., Black currants, standard	5 30
Gal., Black currants, solid pack	8 30
2's, Red currants, heavy syrup	2 00
2's, Red currants, preserved	2 30
Gal., Red currants, standard	8 30
Gal., Red currants, solid pack	8 30
2's, Gooseberries, heavy syrup	2 00

2's, Gooseberries, preserved	2 30
2's, Gooseberries, standard	7 02 1/2
Gal., Gooseberries, solid pack	8 80
2's, Pineapples, sliced, heavy syrup	2 05
2's, Pineapples, shredded, heavy syrup	2 05
2's, Pineapples, whole, heavy syrup	2 27 1/2
3's, Pineapples, whole, heavy syrup	2 77 1/2
2's, Pineapples, sliced, Hygeian Brand	1 50
2's, Rhubarb, preserved	1 55
3's, Rhubarb, preserved	2 30
Gal., Rhubarb, standard	3 52 1/2
Raspberry—	
2s, black, heavy syrup	2 02 1/2
2s, black, preserved	2 40
2s, red, heavy syrup	2 15
2s, red, preserved	2 40
2's, Strawberries, heavy syrup	2 15
2's, Strawberries, preserved	2 30
Gal., Strawberries, standard	7 52 1/2
Gal., Strawberries, solid pack	9 77 1/2

Group B are 2 1/2c per doz. less than above.

SALMON PRICES.	
Socketeye—	
1 lb. talls	2 87 1/2
1 lb. flats	2 92 1/2
1/2 lb. flats	1 70
(5 case lots 2 1/2c doz. less.)	
Red spring, 1 lb. talls	2 80
Red, 1/2 lb. flats	1 50
Cohoe, 1 lb. talls	2 30
Humpback, 1/2 lb. flats	0 90
Humpback, 1 lb. talls	1 25

MANITOBA MARKETS.

POINTERS.—
Corn Syrup—15c down.
Split Peas—25c up.
Japan Rice—1/2 cent up.

Winnipeg, Dec. 4.—Wholesalers report all staple lines as moving freely and are expecting big rush of Christmas goods immediately. There is already considerable on the move.

Collections have much improved and it is anticipated, there will be little cause of complaint on this score at end of year.

The remarkably fine weather of past month has, on whole, been favorable to retail grocery business as it has kept fuel bills down and given customers wider margin for other household expenses. There are some complaints though of slow trade in some lines preparatory to Christmas. Mild weather though, has kept large numbers of men at work who might otherwise have been discharged and their wages have held up volume of cash trade.

SUGAR.—There is a first rate demand for sugar and prices are steady. No change is anticipated now and wholesale situation seems more settled than for some time.

Montreal and B.C. granulated, in bbls.	5 30
Montreal and B.C., in sacks	5 25
Montreal and B.C., yellow, in bbls.	4 90
Montreal yellow and B.C. yellow, in sacks	4 85
Iceing sugar, in bbls.	5 55
Iceing sugar, in boxes, 25 lbs.	5 90

SYRUPS.—As forecast in last report, corn syrups have had a substantial reduction, the cut being 15 cents per case, and \$1.13 per barrel. There is a fair demand for this commodity, and also for molasses.

Corn Syrup—	
2 lb. tins, per case	2 23
8 lb. tins, per case	2 63
10 lb. tins, per case	2 51
20 lb. tins, per case	2 82
Barrels, per 100 lbs.	3 82
Molasses, New Orleans, gal.	0 33
Molasses, Barbados, gal.	0 45
Maple syrup, quarts, per case	6 20
Maple syrup, 1/2 gals.	5 85

DRIED FRUITS.—New crop Hallow- ie dates are now on market and quoted at 6 cents per lb. in bulk. Other lines of dried fruits are unchanged and Christ-

mas orders are coming in to be filled in large volume.

	Per lb.
Prunes—	
90-100s, 25s, s.p.	0 06½
90-100s, 10s, s.p.	0 06
80-90s, 25s, s.p.	0 06½
80-90s, 10s, s.p.	0 07½
70-80s, 25s, s.p.	0 07½
70-80s, 10s, s.p.	0 08
60-70s, 25s, s.p.	0 07½
50-60s, 25s, s.p.	0 08½
40-50s, 25s, s.p.	0 09½
Cooking Figs—	
Choice boxes	0 06½
Half boxes	0 06½
Half bags	0 05½
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 45
Fine, selected, 28s, s.p., per box	2 65
4-crown layers, 22s, s.p., per box	2 65
4-crown layers, 14s, s.p., per box	1 40
4-crown layers, 7s, s.p., per box	0 75
Ne plus ultra, 82s, s.p., per box	2 20
Sultanas	0 14½
Currants—	
Dry, clean, per lb.	0 07
Washed, per lb.	0 07½
1-lb. package	0 08½
2-lb. package	0 17½

TEAS AND COFFEES.—Any hopes of cheaper coffee may be abandoned.

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

BEANS.—Bean prices are firm and an advance would not come as a surprise. An advance on both split and whole peas is announced. Pea crop is said to have been much below average.

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

NUTS.—Both wholesale and retail merchants are looking for good Christmas trade in nuts. There is nothing new to announce in prices.

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

NEW BRUNSWICK MARKETS.

St. John, Dec. 4.—Consignments of beans from Australia and France continue to arrive in fairly large quantities. Trade in foreign beans has never amounted to such huge proportions.

Feeds and cornmeal are much easier and market in both shows inclination to lower quotations. Flour remains practically same and present prices are expected to hold for some time.

Bacon	\$ 15	30 15
Beans, hand picked, bushel	2 80	3 40
Beans yellow eye, bushel	3 10	3 15
Butter, dairy, per lb.	0 30	0 34
Butter, creamery, per lb.	0 27	0 29
Buckwheat, W., grey, bag	2 85	3 00
Cheese, new, lb.	0 15½	0 15½
Currants, 1's, lb.	0 08	0 08½
Canned Goods—		
Beans, baked	1 30	1 35
Beans, string		1 02½
Corn, doz.		1 10
Peas, No. 4		1 40
Peas, No. 3		1 42½
Peas, No. 2		1 45
Peas, No. 1		1 80
Peaches, 2's, doz.	1 55	1 60
Peaches, 3's, doz.	2 35	2 40
Raspberries, doz.	2 20	2 20
Strawberries	2 20	2 20
Tomatoes		1 65
Clams	4 00	4 25
Cornmeal, gran.		5 00
Cornmeal, bags		1 55
Cornmeal, bbls.		3 25
Eggs, henery	0 45	0 50
Eggs, case	0 35	0 40

Finnan Haddies	4 40	4 50
Fish, cod, dry	5 00	5 00
Flour, Manitoba	5 25	5 25
Flour, Ontario	5 85	5 95
Lard, compound, lb.	0 10½	0 11
Lard, pure, lb.	0 15½	0 16
Lemons, Messina, per box	4 00	4 00
Molasses, Barbados, fancy	0 39	0 39
Oatmeal, rolled	3 50	3 50
Oatmeal, std.	6 35	6 35
Pork, domestic mess	25 75	26 00
Pork, American clear	26 50	28 75
Potatoes, barrel, new	1 40	1 60
Raisins, California, seeded	0 08	0 09
Rice, per lb.	4 25	4 50
Salmon, Case—		
Red Spring	9 25	9 50
Cohoos	8 50	8 75
Sugar—		
Standard granulated	4 90	5 00
Austrian granulated	4 80	4 90
Bright yellow	4 70	4 80
No. 1 yellow	4 40	4 50
Paris lumps	6 00	6 25



Following items are from The Canadian Grocer of December 9, 1892:—

“F. F. Dalley & Co., Hamilton, Ont., have purchased the J. M. Williams foundry and will have it enlarged and improved for their business.”

“Confectionery should be an element in the effect every grocer and country merchant aims at in his Christmas display.”

Editorial Note.—This suggestion holds good to-day as well as 20 years ago. Confectionery will sell well when it is brought to the attention of the public around Christmas time.

“There is no change in honey. Extracted sells at 7 to 8½¢ and choice comb stock 12 to 13½¢, lower grade 8 to 11½¢.”

Editorial note.—Above note is from Montreal market report in December 9, 1892, issue. These show considerable contrast with to-day's prices on same market. Extracted sells around 12¢ and honey in combs from 23 to 25¢.

“The point which is now receiving attention in the West is control of the credit system in the retail trade and especially the protection of the merchants from the practices of dishonest customers, especially those who, when their credit is run out at one store, look out for another victim.”

Editorial Note.—This is a point that is being studied diligently in the West to-day as well as the East and unless business is run entirely on a cash basis, will continue to receive attention throughout all ages to come.

LONDON HAS CO-OPERATIVE STORE.

After Dividends, Not Price Cutting—Former Farmer as Manager.

London, Ont., Dec. 5.—(Special).—A co-operative store, dealing in groceries and meats opened for business here on Wednesday of last week. The opening took the form of an oyster supper followed by addresses by an Alderman, a Water Commissioner and a Lawyer. A clergyman is also an active worker in the organization. The store, which is located at the east end of Dundas St., is not large so the stock carried will not likely be heavy.

Mr. Morden, the manager, told your correspondent he was a farmer and had had no experience in the grocery or meat business. He was decided upon as manager and would have to learn. He also stated that the society had no intention to cut prices. On the contrary, they were out for profits so they could give their stock subscribers dividends every quarter, “if there were any,” he added. A prominent Hamilton road grocer was approached to sell out to the Co-operative Society but his price was too high. He was also offered the management of the store, which he declined.

MANY HAPPY RETURNS.

To E. D. SMITH, Winona, Ont. Mr. Smith was born on December 8, 1853, at Winona. He has been a fruit grower since 1873, a fruit dealer and nurseryman since 1882; a jam manufacturer since 1904 and a canner since 1906. He is to-day the sole proprietor of the business which bears his name.

MANY HAPPY RETURNS.

To FREDERICK J. WHITE, Toronto, Ont., manager and owner of Minto Bros., Toronto. Mr. White was born on December 5, 1867, at Picton, Prince Edward County, Ont. For 14 years he was manager and owner of White & Co., wholesale fruit merchants, Toronto, and during the last seven years has been in the present business.

BENEFIT IN MANY WAYS.

MacLean Publishing Co., Toronto, Ont.

Dear Sirs,—Please find enclosed check for \$2 in part prepayment of my subscription to The Canadian Grocer.

I find The Grocer a benefit to me in many ways. It is an excellent trade journal.

Yours respectfully,
Dunnville, Ont. C. A. ROBINS.

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ROBINS.



Rolled Oats Reduced 40 Cents Per Barrel

In Sympathy With Lower Price of Raw Material—Situation Beginning to Clear—Rolled Wheat Slightly Easier—Decline in Cornmeal Expected—Big Crop of Corn in United States.

Rolled oats have declined 40 cents per barrel or 20c per sack during past week. This was as expected and as predicted in former issues of The Grocer, although probably the reduction came sooner than was generally anticipated. This is indicated by fact that some mills still maintain that drop at this time was not really warranted, on account of big volume of orders which all mills have on file. However, shading on part of some of the smaller mills brought a general reduction. As pointed out in former issues, price of raw material really warranted decline in finished products as soon as situation cleared, so that it was merely a matter of time.

There have also been some concessions in rolled wheat at different centres of Dominion during past month, and next line to bow to the inevitable is cornmeal. There is a big crop of corn in the United States this year, raw material has been on downward path, and concessions on cornmeal can now be expected.

Manitoba flour is unchanged, and opinions as to future vary considerably. Prices are now 20c per barrel below a year ago, and some millers maintain that considering price of mill feed, that this is as low as wheat values warrant. However, a report from Winnipeg this week says that flour is not yet down to a level with wheat.

There is big crop of wheat in United States this year, and flour is being exported at such a low figure, that Canadian exporters are finding difficulty in competing in foreign markets. United States millers are even said to be invading the Canadian market, Minneapolis flour being offered in Maritime provinces in competition with Ontario patents.

MONTREAL.

FLOUR.—Demand both from outside and local sources is good, and general

steadiness prevails in the spring wheat flour market. The supplies of winter wheat flour on spot are limited and the demand is brisk, the shortage being due to some extent to unwillingness of Ontario farmers to ship their wheat at present prices. Prices are maintained all around and no immediate change is looked for.

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

ROLLED OATS.—In spite of steady feeling prevailing last week rolled oats have declined 40c per barrel. This is another indication of the uncertainty of this market, for in spite of general firmness, due to scarcity of oats, there have been occasions when a decrease has been registered and vice versa. Demand is still good and millers are said to be experiencing some difficulty in filling orders.

Fine oatmeal, single bag lots	2 53	2 53
Standard oatmeal, single bag lots	2 53	2 53
Granulated oatmeal, single bag lots	2 53	2 53
Rolled oats, 90 lbs. sack, jute, 25 bags to car lots	2 20	2 20
Rolled oats, jute bags, 90-lb. single bag lots	2 30	2 30
Rolled oats, cotton bags, 90-lb. single bag lots	2 35	2 35
Rolled oats, barrels	4 65	4 75
Rolled wheat, bbl.	4 75	4 75
Hominy, 98 lb. sack	2 30	2 30
Bolled cornmeal, 100 bags	2 25	2 25

TORONTO.

FLOUR.—Manitoba flour has shown no further change, first patents ruling at \$5.30 per barrel. There are differences of opinion expressed regarding future. While there are still those who think flour is not yet down to a level with wheat, other millers claim that if lower prices on mill feed are considered, that flour is as low as wheat market warrants. Purchasing has been fairly brisk, as stocks generally are low.

Manitoba Wheat.

1st patent, in car lots, per bbl.	5 30	5 30
2nd patents, in car lots, per bbl.	4 80	4 80
Strong bakers, in car lots, per bbl.	4 60	4 60
Feed flour, in car lots, per ton	31 00	33 00
Flour in cotton sacks, 10c per barrel more.		

Winter Wheat.

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

CEREALS.—Following predictions in past issues, rolled oats have declined 40c per barrel, or 20c per sack, during past week, bringing local price for single sacks down to \$2.30. There are some mills which claim that with large number of orders on file, lower prices just now were not warranted, but that shading by small mills brought the decline. Price of raw material, however, meant reduction as soon as situation cleared, which it is beginning to do now.

In sympathy with lower price of wheat, rolled wheat is quoted lower also. A reduction in cornmeal, as pointed out last week can be expected. It will probably decline about 15 cents per cwt..

Rolled oats, small lots, 90 lb. sacks	2 20	2 20
Rolled oats, 25 bags to car lots	1 4 20	1 4 20
Standard and granulated oatmeal, 98 lb. sk., small lots	2 53	2 53
Rolled wheat, small lots, 100 lb. bbls.	2 90	2 90
Rolled wheat, 5 barrel to car lots	2 80	2 80
Cornmeal, 98 lb. bags, 25 bag lots	2 20	2 25
Rolled oats in cotton sacks, 5 cents more.		

MILL FEED.—Tendency in mill feed is still one of easiness, and further concessions are anticipated during month. Coarse feed is plentiful throughout Ontario, and this, with low price of corn, is weakening market.

Bran, in car lots, per ton	21 00	21 00
Shorts, in car lots, per ton	20 00	20 00

WINNIPEG.

FLOUR AND CEREALS.—Flour prices cannot but be looked on as high considering price of wheat and reduction is in order at no distant date. Domestic trade is fair.

Best patents, per bbl.	5 60	5 60
Seconds, per bbl.	5 00	5 00
Rolled oats, 90 lb. sack	2 25	2 25
Granulated oatmeal	2 75	2 75
Cornmeal, 98 lbs.	2 30	2 30

The plant of the Van Camp Packing Co., at Indianapolis was partially destroyed by fire, the loss being estimated at about \$350,000. It will probably be rebuilt.



Fruit and Vegetable Dept.

Should be Good Sale For Lemons Now

Good Season of Demand—Prices Are Reasonable—Color and Quality Excellent—Florida Orange Crop Overestimated but Yield Will Be Fairly Large—Good Crop of Navels in Southern California.

Lemons are now down to a more reasonable basis than they have held for some time. During early fall under short supplies prices mounted upward, but coming of new crop fruit again turned market downward. Increased supplies gradually weakened prices, and during past week there has been a further readjustment.

Now is time for retailers to put some selling effort behind lemons. In addition to low price, fruit is of excellent color and quality. "I have never seen better at this time of year," stated a lemon importer this week. He states that values in Italy are slightly firmer.

New crop navel oranges from Northern California are being sold in nearly all parts of Canada. Opinions seem to vary widely as to quality, although it is perhaps fair for season. The fruit is running to large sizes. It seems certain that yield in Florida was considerably overestimated, the good showing on outside of trees giving false impression until picking commenced. However, crop will be fairly large, and as heavy crop of oranges is expected in Southern California, prices are not likely to advance, although they will probably hold firm until holiday demand is over. Southern California will have some stock for Christmas trade, but it will have to be artificially ripened, as is case with Northern California fruit now.

Grapefruit is coming along from Florida in splendid condition, and demand should be large as prices are reasonable. There is a slightly firmer feeling in Florida.

MONTREAL.

GREEN FRUIT.—Market is dull just now, though an improvement is looked for next week as holiday trade should then liven things up. Lemons following

on a poor demand have declined considerably, while fall apples have also been marked down a few points. Limes are no longer quoted. Prices for certain other lines on list have been altered somewhat.

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

VEGETABLES.—This market has lost some of its former activity and dealers are awaiting the awakening. Green beans are on the shelf for another season while wax beans are coming along pretty freely at a good round figure. Radishes practically amount to nothing now. Tomatoes of the hothouse variety are fetching 25c. a pound and are expected to advance.

Spanish onions, large case	2 50
Canadian red onions, per lb.	0 01 1/4
Wax beans, in hampers	4 50
Carrots, bags	0 75
Cabbage, dozen	1 20
Cauliflower, doz.	0 60
Cucumbers, basket	0 30
Peppers, green, basket	0 35
Radishes, dozen	0 22
Sweet potatoes, per basket	2 00
New potatoes, bag	1 00
Spinach, box	1 00
Parsnips, bag	3 00
Tomatoes, hothouse, lb.	0 25
Turnips, per bag	1 25

TORONTO.

GREEN FRUITS.—There is considerable variation in prices and quality of oranges now on market. Dealers do not all agree as to quality of some lines of oranges.

Grapefruit locally is 25 cents per case lower, but primary market is firmer. Lemons, as was predicted couple of weeks ago, are still lower again, selling at \$3.50 per case. They are about down to rock bottom. There is a slightly steadier feeling in Italy.

Kumquots are being shown by a local firm this week. They are a kind of orange, but small and oval shaped. They

are a very delicious and refreshing fruit, with sweet rind and acid juice. They are quoted at 25 cents per quart.

Apples—	
Snows, per barrel	3 00
Spies, per barrel	3 50
Russets, per barrel	2 75
Greenings, fancy, per box	1 25
Greenings, No. 2, per bbl.	2 25
Fancy imported, box	2 25
Bananas, per bunch	1 50
Cranberries, per bbl.	2 00
Cranberries, crate	9 00
Grapes, Almeria, per lb.	3 25
Hothouse grapes, per lb.	5 50
Grapefruit, per case	7 50
Kumquots, per quart	0 75
Lemons, Verdelli	0 25
Limes, per 100	3 50
Oranges, Florida, case	1 25
Navels, per case	3 00
Pineapples, per case	3 50
Persimmons, per case	3 75
Pomegranates, per doz.	4 00
	2 50
	0 90

VEGETABLES.—Some firms are inclined to quote potatoes a little firmer. There is not a shortage, but scarcity of cars is interfering with shipments. Onions are reasonable in price this year, and now with advent of cooler weather, there should be better demand.

As intimated last week, hot house tomatoes are quoted at a firmer figure.

Beets, per bag	0 65	0 75
Carrots, per bag		0 75
Cabbage, per dozen		0 50
Celery, per dozen	0 35	0 40
Celery, California, per crate		4 00
Cucumbers, Boston, hot house, doz.		1 75
Lettuce, doz. bunches	0 30	0 35
Mushrooms, per lb.		0 75
Onions—		
Spanish, per crate		2 50
Canadian onions, 75 lb. bag		1 00
Potatoes, Ontario, per bag	1 00	1 10
Potatoes, New Brunswick	1 10	1 15
Parsnips, per bag		0 85
Turnips, per bag		0 50
Tomatoes, hothouse, per lb.		0 28
Sweet potatoes, hamper		1 50

WINNIPEG.

FRUITS AND VEGETABLES.—Vegetables, nature grown, have stiffened in price during past week: turnips 5c; carrots 10c per bushel and parsnips 1/4c, cabbage 1/4c per lb. Fruits are steady there being no changes to report in staple lines.

Fresh Fruit—	
Malaga grapes, kegs	8 00
Navel oranges, case	8 50
Tokay grapes	5 00
California grapes, case	2 75
Oranges, Valencia	3 00
Bananas, per bunch	5 50
California lemons, crate	2 50
Limes, box	3 50
Washington apples	8 00
Ontario tomatoes	2 00
Ontario apples	1 50
Cranberries	2 25
Spanish onions	0 75
Florida grape fruit	5 50
Pears	4 50
Potatoes—	
Potatoes, per bushel	0 40
Carload lots	0 35
Jersey sweet potatoes, barrel	6 50

What System Means to the Country Store

The Business Dissipates Into Thin Air Without It—Non-paying Departments Should be Eliminated or Made to Pay as is Done in Every Large Department House—Size of the Man Limits Size of the Business—The Wise Grocer Selects His Goods With Much Care.

By Elbert Hubbard.

Country stores that are successful always fail. I used to clerk in a grocery where a twelve-year-old boy stole eggs from us at the back door and brought them around in front and sold us our own property. He kept this up for a year, and he might have kept it up indefinitely had he not taken in a partner and tried to do a wholesale business.

Dead stock, bad accounts, pilfering clerks, pinching setters, and lime in the bones of the boss work the certain ruin of every country store.

If the business is so small that the proprietor and his wife can remember everything they have in stock, and then sell for cash, and cannot get or will not accept credit, then the business is safe until their sons grow up and take the management.

Expansion without system spells failure. Organization means that a man shall grow with his business.

A million mice nibble at every business concern.

In order to avoid leaks there must be a system that will locate them.

Pays or is Eliminated.

The department store, where there is a system which tells every day, every week or every month just what each department pays, is the safest business that exists. If any one department does not pay it is reformed and made to pay, or else eliminated.

No big business can possibly succeed unless it is divided up into departments.

A non-paying department is never allowed to continue and drag the whole concern to bankruptcy, as in the good old general store where jumble and guesswork audit the accounts.

The successful country store is an easy mark for every petty thief and little poker player in town. The village Smart Aleck hires out as clerk and supplies his friends the things they need, just as a sneakerino reads the postal cards and hands out the news if he or she clerks in the post office.

No business long remains greater than the man who runs it. And the size of the business is limited only by the size of the man. Our limitations say to our business, "Thus far and no farther." We ourselves fix the limit. Without system the most solid commercial structure will dissipate into thin air.

The Gould System, the Vanderbilt

System, the Hill System, the Harriman System, the Pennsylvania System—they are all rightly named. It is a system that makes a great business possible. When Jay Gould gathered up a dozen warring, struggling streaks of rust and rights of way and organized them into a railroad system he revealed the master mind.

Average Life of General Store.

The measure of your success is your ability to organize, and if you cannot bring your system to bear your very success will work your ruin. "The average life of a successful general store is twenty years—then it fails." And it fails through its lack of system—the man does not grow with his business. An army unorganized is a mob.

Napoleon's power lay in his genius for system, and he whipped the Austrians, one against three, not only because he knew the value of time, but because he had the ability to systematize.

"But the finances?" asked his secretary.

"I will arrange them," was the reply.

The character of the man at the head mirrors itself in every department or every enterprise, but perhaps in the hotel business most clearly and quickly of all.

A certain kind of landlord can care for a certain number of "guests"—and the quality of the guest attracted is according to the quality of the landlord.

Increase the number of people to be fed and housed, and usually your hotel-keeper gets into very hot water.

Fifty extra people upset his system, and either his guests leave or also his "help" steal him to a standstill. A new and better management must then come in, or the referee in bankruptcy awaits around the corner with a stuffed club.

Ability to Organize.

The measure of a man's success in business is his ability to organize.

The measure of a man's success in literature is his ability to organize his ideas and reduce the use of the twenty-six letters of the alphabet to a system, so as to express the most in the least space. The writer does not necessarily know more than the reader, but he must organize his facts and march truth in a phalanx.

In painting your success hinges on your ability to organize colors and place them in the right relation to give a picture on the scene that is in your mind.

Oratory demands an orderly procession of words, phrases and sentences to present an argument that can be understood by an average person.

Music is the selection and systematization of the sounds of nature.

Science is the organization of the common knowledge of the common people.

In life, everything lies in the mass—materials are a mob—a man's measure is his ability to select, reject and organize.

The No Profit Articles.

The wise grocer knows what he has in stock, and he is also intent on keeping nothing on his shelves too long.

He is able to say "No," and refuse to handle the things that give no profit to himself or pleasure to his customers.

He selects, rejects, classifies, organizes and seeks always not only to make friends, but to be one.



HELPING EARLY CHRISTMAS SHOPPING.

Chatham, Ont., Dec. 4.—(Special)—"While we are all making every effort to induce the public to do its Christmas buying early, there is one ally whose possible help should not be overlooked," remarked a grocer the other day.

"Newspaper co-operation is a great help. I don't mean Christmas advertising—I take it that every aggressive merchant has his Christmas advertising campaign all mapped out, if not already under way, and that the merchant who wants to bring out the Christmas trade early is prepared to talk through the newspapers a week or two before he wants the season to begin.

"But the newspapers can help in addition by advocating early buying, and in my experience I have found they are glad to do so. Often the newspapers take up the matter on their own initiative and publish editorial comments and general items dealing with the subject. But at the same time, editors are busy men, particularly at this season of the year, and anything that is not part of the current news is apt to be overlooked. So I would recommend business men to make it a point to interview their local newspapers and get them to take the subject up. Then it merely remains for you to follow up and take advantage of his general campaign by giving through his advertising space specific reasons why the public should shop early at your store."



washing fruit, e. They are

.....	3 00
.....	3 50
.....	2 75
.....	1 25
.....	2 25
.....	2 25
.....	2 00
.....	9 00
.....	3 25
.....	7 50
.....	0 75
.....	3 75
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.....	3 50
.....	1 25
.....	3 25
.....	3 75
.....	4 00
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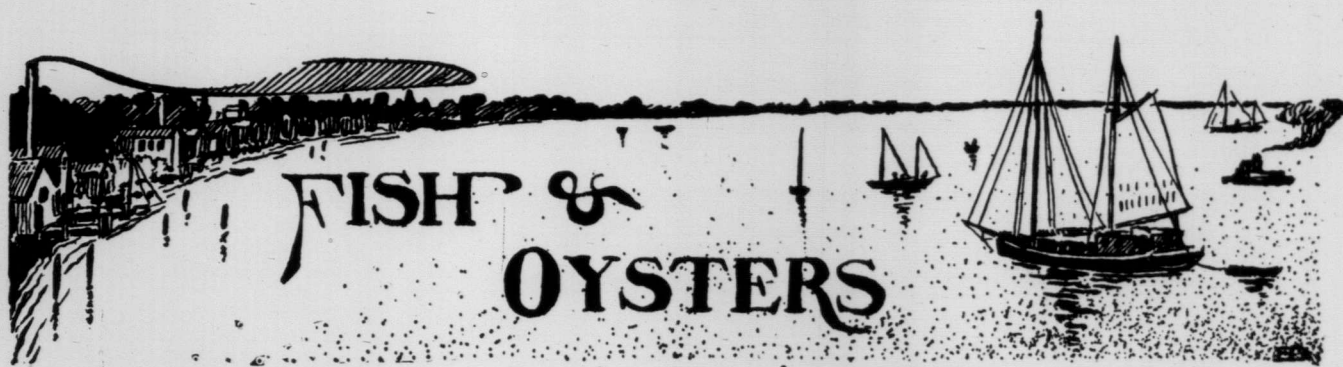
ms are in- little firmer. scarcity of ments. On- this year, ler weather. d.

hot house mer figure.

.....	0 65	0 75
.....	0 75	0 50
.....	0 35	0 40
.....	4 00
.....	1 75
.....	0 30	0 35
.....	0 75
.....	2 50	1 00
.....	1 00	1 10
.....	1 10	1 15
.....	0 85
.....	0 50
.....	0 28
.....	1 50

ABLES. — ave stiffen- ek: turnips nd parsnips Fruits are es to report

.....	8 00	8 50
.....	5 00
.....	2 75
.....	3 00
.....	5 50
.....	2 50	3 50
.....	8 00
.....	2 00
.....	1 50	2 25
.....	0 75
.....	4 50	5 50
.....	13 00
.....	3 75
.....	5 50
.....	4 00
.....	0 40
.....	0 35
.....	6 50



Advent Fish Trade Off to a Good Start

In Spite of Unfavorable Weather During Opening Days—
Orders in Anticipation of Increased Demand Coming in Freely
—Now Is Time for Retailer to Feature Fish.

The Advent fish trade is off to good start in spite of somewhat unfavorable weather during the opening days. Towards end of last week, orders began to roll in at most centres in greater volume, and this became more marked at the beginning of this week.

Prospects are extremely bright for a large trade in fish during the month. Advent brings with it two fish days each week and with the cooler weather which should set in now, trade should amount to an appreciable figure.

Now is the time when the retailer should put his strongest efforts behind his fish department. If he succeeds in getting business coming his way now, it will help this department materially during coming months.

QUEBEC.

MONTREAL.—Demand for fish of all kinds is exceptionally heavy and while supplies of certain lines are short yet there are ample substitutes to take care of all orders. Oysters, needless to say, are selling briskly and halibut is a little more plentiful. Haddies are moving out in a good shape at reasonable prices.

FRESH AND FROZEN.

Flounders	0 10
Dressed perch	0 09
Fancy spring salmon, per lb.	0 18
Large shad herring, each	0 03
Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04½
Smelts, fancy	0 12
Haddock	0 05
Halibut, per lb.	0 11
Herring, frozen, per 100 fish	2 00
Mullets	0 04½
Pike, dressed and headless, lb.	0 08
Pike, round	0 05
Steak, cod	0 06
Mackerel	0 12
B.C. red salmon	0 19
New Gaspé salmon, per lb.	0 18
Qualla salmon	0 08
No. 1 smelts, per lb.	0 11
Lake trout, per lb.	0 12
Whitefish, large, per lb.	0 11
Whitefish, small, lb.	0 07
Pure cod tablets, 20 1-lb. tablets	2 30
Barbotte (dressed) bullheads, per lb.	0 12
Black Sea bass	0 15
Fancy bluefish	0 12
Fancy weakfish	0 12

PREPARED FISH.

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

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, pall	2 00

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

SMOKED.

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

SHELL FISH.

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

ONTARIO.

TORONTO.—The weather man was rather unkind during first few days of Advent season, failing to give the assistance he might have to fish trade. However, volume of orders that came in during week was encouraging, while last week business was quite brisk in anticipation of increased demand.

Frozen fish are moving steadily, while smoked, prepared and pickled lines are also doing well.

FROZEN FISH.

Halibut, per lb.	0 10	0 11
Trout, per lb.	0 11	0 12
Coho salmon, headless and dressed	0 12	0 12
Qualla salmon, per lb.	0 10½	0 10½
Sea herring, per 100	2 00	2 50

FRESH CAUGHT FISH.

Steak, cod	0 08
Haddock	0 07
Herrings, per lb.	0 05
Perch	0 07

SMOKED.

Finnan haddie	0 08
Smoked fillets	0 05
Smoked bloaters, 60s	1 25
Kippers	1 25

PREPARED.

Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 80
Cod in loose strips, 25-lb. to box, lb.	0 06½
Skinless, cwt. (100 lb. boxes)	6 00

SALTED AND PICKLED.

Labrador herring, per keg	3 25	
Labrador herring, per barrel	6 00	
Labrador trout, per keg	7 50	
Scottish herring, Loch Fyne, per kit.	1 10	
Holland herring, per keg	0 80	0 85

Oysters—

Selects, per gallon	1 75	2 00
Straight, 1 gal. lots	1 75	1 75
Straights, 3 gal. lots	1 70	1 70
Straights, 5 gal. lots	1 65	1 65

Shrimps—

1 gallon cans	1 25
2 gallon cans	2 40
3 gallon cans	4 60

Smelts—	
No. 1, per lb.	0 12
Extra, per lb.	0 17

NOVA SCOTIA.

HALIFAX.—Local fish trade continues quite brisk. Past week has been mild and quite favorable for fishermen operating on the inshore grounds. Good haddock are plentiful. Halibut is scarce, and only a few fresh fish are being landed. Smelts are more plentiful.

Demand for pickled herring is excellent. Sales of oysters and clams are about the average for season.

NEW BRUNSWICK.

ST. JOHN.—With Advent beginning this week, local dealers are looking more sharply to their fish departments and are expecting a good season. Advices to St. John report a shortage both along the Nova Scotian ports and in Newfoundland, from the latter alone there being reported difference of more than 100,000 quintals compared with last year. This shortage, coupled with fact that market in general is showing good demand, and that next few months will see a keen activity in consumption, will have material effect upon quotations which are already well advanced.

WINNIPEG.

WINNIPEG.—Fish prices are unchanged and continued mild weather has kept domestic supplies of frozen pike and other coarse fish off market. There is good demand for both fresh and salt fish and oysters move freely.

Fish—

Oysters, per gallon	2 75
Frozen salmon	0 11
Frozen halibut	0 09
Fresh whitefish	0 08½
Fresh pickerel	0 08
Block cod	0 10
Haddock	0 06
Finnan haddies	0 08
Holland herring, keg	0 72
Kippers, box	2 00
Smoked cod	0 12
Goldeyes, dozen	0 50
Labrador herring	4 50

Over two tons of beef and pork have been seized on the market by the Health Department of Hamilton, Ont., during the past six months, aside from 42 dozen of eggs, 430 baskets of fruit, as well as chickens, fish and vegetables.



Produce & Provisions



Butter Less Firm Under Larger Receipts

Easier Undertone at Several Centres—Make Should Continue Large as Feed is Plentiful—New Zealand Butter a Factor—New Laid Eggs Continue Scarce—Canadian Houses Have Eggs in Storage Across Line.

Butter is easier and again it is not. If quotations are taken as a gauge, there has been no change. However, larger receipts have caused less firm feeling than has been ruling for some time. In several sections of the country, slightly easier figures are being quoted at producing points, thus giving an indication of tendency of market.

There is good quality of feed available this year, and large make of butter, which is especially noticeable in dairy, should continue. Then, again, the West and Coast have slackened in their demands. A Toronto wholesaler who tried to make sales in Vancouver, received a reply that prices in East were too high to induce business as New Zealand stock was being laid down in Vancouver at a lower rate. Thus, the prediction that New Zealand would prove a factor of no little importance in Canadian butter market this year is apparently coming true.

The new laid egg is scarce in all sections of the country and high prices are being demanded for guaranteed stock. Storage stocks are being rapidly cut into, but they are said to be quite large, while many Canadian houses have further stocks in storage across the line. "These dealers" said one man this week, "have been wishing for colder weather, in hopes that it would cut down production of eggs across the line, and give them a chance to sell their stocks there. Some Canadian houses have plenty without their U.S. stocks. I am afraid that if cold weather doesn't soon set in, that market across the line will also have some effect on prices here."

It will probably be after the turn of year before any increase will be seen in supplies of new laid eggs, but weather being anyways favorable, the increase should be noticeable fairly early in the winter.

MONTREAL.

PROVISIONS.—Western market for dressed hogs is reported as firmer and prices are expected to advance here in sympathy. In fact, limited supply on hand at present coupled with former fact has produced pronounced upward tendency. Market for lard is also firm. Smoked meats are in good demand.

Long clear bacon, heavy, lb.	0 13½
Long clear bacon, light, lb.	0 14½
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 14¼
Large sizes, 20 to 28 lbs., per lb.	0 16
Medium sizes, 15 to 19 lbs., per lb.	0 16½
Extra small sizes, 10 to 14 lbs., per lb.	0 17
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16½
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 18½
Breakfast bacon, English, boneless, per lb.	0 19
Windsor bacon, skinned, backs, per lb.	0 22
Spiced roll bacon, boneless, short, per lb.	0 16
Boiled ham, small, skinned, boneless	0 25
Hogs, live, per cwt.	8 60
Hogs, dress, per cwt.	12 50
Pure Lard—	
Boxes, 50 lbs. net, per lb.	0 15¼
Cases, tins, each 10 lbs., per lb.	0 16¼
Cases, tins, each 5 lbs., per lb.	0 16¾
Cases, tins, each 3 lbs., per lb.	0 16½
Pails, wood, 20 lbs. net, per lb.	0 16
Pails, tin, 20 lbs. gross, per lb.	0 15½
Tubs, 50 lbs. net, per lb.	0 15½
Tierces, 375 lbs., per lb.	0 15¼
One pound bricks	0 16¼
Compound Lard—	
Boxes, 50 lbs., per lb.	0 10¼
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10½
Pails, wood, 20 lbs. net, per lb.	0 10
Pails, tin, 20 lbs. gross, per lb.	0 10½
Tubs, 50 lbs. net, per lb.	0 10¼
Tierces, 375 lbs., per lb.	0 09¾
One pound bricks	0 10¼
Pork—	
Heavy Canada short cut mess, bbl., 35-45 pieces	28 00
Canada short cut back pork, bbl., 45-55 pieces	27 00
Heavy short cut clear pork, bbl.	25 00
Clear fat backs	28 00
Heavy flank pork, bbl.	26 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14
Plate beef, barrel	17 00

BUTTER.—Market presents pretty much same features as last week, the possibility of New Zealand stock coming along being freely discussed. Prices for finest creamery and fancy have been well maintained on account of limited supplies. Still, there is an easier feeling for lower grade variety as supplies of this have been heavier with only a moderate demand.

EGGS.—Market is becoming firmer and it looks as if a further advance in new laids may be registered. Supplies are poor in every respect and a big hole

is being made in cold storage stocks. As stated previously, the quality of latter is surprisingly good, but prices are high.

New laid eggs, per doz.	0 15	0 50
Selects	0 32	0 32
No. 1's	0 28	0 28

POULTRY.—With holiday season coming along, market is more active and a good business is passing. Geese are scarce, and their absence from the market is somewhat bewildering, as the goose is generally the most plentiful around this time, of all poultry lines. Turkeys, in view of prices reached at Smith's Falls Show, are expected to advance some during the near few weeks. Prices so far are unchanged.

Turkeys, No. 1, per lb.	0 25
Turkeys, No. 2, per lb.	0 20
Chickens, per lb.	0 17
Fowls, per lb.	0 15
Ducks, per lb.	0 13
Geese, per lb.	0 15

HONEY.—Business is quiet, save for a few substantial orders from manufacturing concerns. Prices remain the same.

White clover honey, in combs, No. 1 doz.	2 75	3 00
Honey, strained—		
Clover honey, 60-lb. pails, per lb.	0 12	0 12
Clover honey, 10-lb. pails, per lb.	0 12½	0 12½
Clover honey, 5-lb. pails, per lb.	0 12¼	0 12¼
Buckwheat, 60-lb. tins, lb.	0 10	0 11

TORONTO.

PROVISIONS.—Good volume of trade is passing in provisions for season. Lumbering camp supplies are being arranged for, and heavy lines are moving out well.

There has been no alteration in prices during the past week. Some firms are getting 17½ cents for light hams. Live hogs are coming forward in larger quantities than was the case some time ago.

Smoked Meats—		
Light hams, per lb.	0 17	0 17
Medium hams, per lb.	0 16	0 17
Large hams, per lb.	0 16	0 16½
Backs, plain, per lb.	0 21½	0 21½
Backs, pea meal	0 22	0 23
Breakfast bacon, per lb.	0 18	0 19
Roll bacon, per lb.	0 14½	0 14½
Shoulders	0 12½	0 13½
Pickled Meats—		
Heavy mess pork, per bbl.	23 00	23 00
Short cut, per bbl.	0 25	0 25
Cooked hams	0 20	0 20
Long clear bacon, light	0 15	0 15½
Long clear bacon, heavy	0 14	0 14½
Long clear bacon, extra heavy	0 13	0 13½
Lard, tierces, per lb.	0 11½	0 14¼
Lard, tubs, per lb.	0 11¼	0 15
Lard, pails, per lb.	0 15	0 15¼
Lard, compounds, per lb., tierces	0 09½	0 10
Live hogs, local	8 10	8 10
Live hogs, at country points	7 80	7 80
Dressed hogs	11 00	11 50

BUTTER.—If quotations are taken as a gauge, there has been no change in butter. There is, however, an easier

feeling as was noted last week. Make continues large and prices are easier in the country. Production is expected to be maintained at good level during whole of this month, and as demand from coast is flat, there should at least, be no strengthening in prices.

	Per lb.	
Fresh creamery print	0 29	0 31
Creamery solids	0 28½	0 29
Farmers' separator butter	0 26	0 28
Dairy prints, choice	0 24	0 26
Dairy solids	0 23	0 25

EGGS.—Eggs, if you speak of the new laid article, are scarce and as high as 45 cents per dozen is being asked. There are plenty of storage, and more across the line if they are needed. "We are only quoting 25 cents for fresh gathered stock in the country," said one man this week. "I don't consider they are worth any more than storage. In fact, many of them are not worth as much."

Eggs—		
Strictly new laid, per doz.	0 35	0 40
Fresh gathered, per doz.	0 32	0 35
Storage, per doz.	0 29	0 30
Pickled, per doz.	0 29	0 30

CHEESE.—Situation in cheese is practically unchanged. "Other conditions being the same," said one dealer this week, "cheese should be worth more as season advances, as longer it is held, the more it costs the wholesaler."

Cheese—		
Large	0 14½	0 15½
Twin	0 14½	0 15½
½ Twin	0 15	0 16
Stilton	0 16	0 17

POULTRY. — There is not much change in poultry. There is a normal amount coming along, and this line will increase in prominence as Christmas draws near. Shipments in view of approaching season of demand are already being made to the West.

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

WHOLESALE PRICES (to city retailers).		
Spring chickens, dressed, lb.	0 14	0 17
Spring ducks, dressed, lb.	0 16	0 20
Fowl, dressed	0 12	0 14
Turkeys, dressed	0 20	0 24
Geese, dressed		0 13

WINNIPEG.

PRODUCE AND PROVISIONS. — Lard, hams, bacon and all pork produce have taken drop this week in sympathy with weakness in pork and prices may be considered as steady for the time being. Cheese, both Ontario and Manitoba, is off 1 cent. Butter and eggs unchanged. Demand first class.

Lard, tierces	0 14½	
3 lb. tins, cases	9 35	
5 lb. tins, cases	9 30	
10 lb. tins, cases	9 20	
20 lb. pails, cases	3 05	
50 lb. tubs	7 50	
1 lb. bricks	0 15	
Cured Meats—		
Hams	0 15½	0 18½
Long clear		0 15½
Short clear		0 15
Shoulders		0 14½
Bacon	0 20	0 22½
Cheese—		
Ontario large	0 15	0 15
Ontario twins	0 15½	0 15½
Manitoba large	0 14	0 14
Manitoba twins	0 14½	0 14½
Butter—		
Creamery	0 33	0 35
Dairy	0 28	0 29
Eggs, fresh laid, Manitoba	0 36	0 40
Southern eggs, storage		0 26

Has Worked Up Extensive Trade in Cheese

Peterboro, Ont., Grocer Specializes on Canadian Cheese With Excellent Results—Does Not Sell Any Cheese Less Than a Year Old—Good Quality of Article Advertises It.

Good goods advertise themselves. It is wonderful what an effective advertisement the good quality of an article proves for itself and for the dealer who sells it. This has been one of the big factors in assisting W. H. Hamilton, grocer, of Peterboro, Ont., in working up an enormous cheese business. He has established a reputation that brings him a good deal of business.

Advertises Itself.

A woman was in his store a few weeks ago when The Canadian Grocer called. She was paying for some cheese which she had previously purchased. She spoke highly of the excellency of the cheese, remarking, "I had a friend in for supper the other night and she wanted to know where I got the excellent cheese. She wants to get some like it."

This is one example of the advertising for itself that a good article does. This same method of publicity has had much to do with raising the store's cheese sales to their present volume. Of course, underlying this, is the good quality of the article itself, for a grocer does not secure a reputation for cheese that appeals to the palate unless it really does so.

No Cheese Less Than Year Old Sold.

Success in this case lies in the study of the kind of cheese that cheese eaters prefer. Although there are those who like the new product, this store has found that they are greatly in the minority. Most people who eat cheese like it well seasoned, and it is for this reason that none is cut in the Hamilton store until it is at least one year old. Of course, this requires some planning ahead, but the store realizes that this is an essential in many lines, if real success is expected. Cheese of every month of production is purchased and stored. It is seasoned for one year and then cut. Of course, on account of not having a continual producing season, some cheese is over a year old when cut, but the rule is "nothing less than a year."

Care in Ripening.

The work does not end with the storing of the cheese. Methods are used so that when it is matured, it will have that mellow flavor that appeals to the cheese eater. Every week, each cheese is turned and occasionally buttered. This is done to prevent any swelling of the interior of the cheese and to have each cheese ripen evenly.

It is aimed to have all cheese as uniform in flavor as possible. The customer gets used to a certain kind and wants

it all the time. The methods used by this firm produce a tasty product that brings customers back again. It is a means of bringing a good many people to the store, who probably would not otherwise be attracted.

That the Hamilton store cheese has the taste that appeals, is shown by a recent instance. An American hunting party going north of Peterboro, purchased ten pounds at this store. Before proceeding very far, the cheese was sampled and an order was immediately sent back to the store for 15 pounds more. Another tourist from Buffalo who had a taste of the cheese, liked it so well that he purchased a half cheese to take home with him.

Mr. Hamilton also handles some varieties of fancy cheese.

LEAKS IN THE GROCERY STORE



By O. Lacroix, Quebec, P.Q.

I have read your articles on "Leaks in the Grocery Store" and beg to point out a leak which demonstrates what careful attention we should always give to the purchase of goods. This loss refers to shortages in goods bought. For example: I purchased, some time ago, 56 pound boxes of butter which weighed 54 pounds, thereby being 2 pounds short. Another purchase consisted of "pound" prints of butter which weighed 14 ounces; 20 lb. pails lard containing only 19 lbs.; 21 lb. pails chocolates (no charge for pails) containing 17 lbs.; 100 pound bags of onions which weighed 95 pounds; 80 lb. bags potatoes which tipped the scales at only 76 lbs. Similar cases must occur in molasses, wines, etc., when we sometimes do not take the trouble or precaution to gauge or measure.

All these things represent distinct losses to us retailers, and with many of us would mount up high if we did not take the pains to weigh our goods as they come in. There should, I think, be prosecutions against such firms giving incorrect weights.

Editorial Note.—Actual experience in connection with this or any other leak in the store would be appreciated. Your experiences will help others to stop the leaks that carry away the profits.

ALWAYS IN THE LEAD

EASIFIRST



SHORTENING

is ALWAYS THE SAME

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

Produced under Government Inspection by our own Exclusive Process.

GUNNS Limited Packers and Refiners **TORONTO**

HAMS

Have you considered the fact that choice sugar cured Hams are selling 3 and 4 cents a pound less in price than either Breakfast Bacon or Backs? Hams to-day are the cheapest pork products on the market, and should show the dealer a good profit, either smoked, pickled or cooked.

There are no finer hams cured than the "Star Brand," put up by

F. W. FEARMAN CO.
LIMITED
HAMILTON

Try Us on
BULK
MINCE MEAT?

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

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE."

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.	
1-lb. tins, 2 doz. in case	\$2 00
½-lb. tins, 3 doz. in case	1 25
¼-lb. tins, 4 doz. in case	0 75

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal-Dime	0 95
¼-lb.	1 40
6-oz.	1 95
½-lb.	2 55
12-oz.	3 85
1-lb.	4 90
3-lb.	13 60
5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, \$8.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75

In Tin Boxes—

No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lb.	7 25
No. 17, 5-lb.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15, and \$20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books	each 0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case	\$3.00.
The King's Food, 2 doz. in case, per case	\$4.80.
White Swan Barley Crisps, per doz.	\$1
White Swan Self-rising Buckwheat Flour, per dozen	\$1.
White Swan Self-rising Pancake Flour, per doz.	\$1.

White Swan Wheat Kernels, per doz., \$1.50.
White Swan Flaked Rice, \$1.
White Swan Flaked Peas, per doz., \$1.

DOMINION CANNERS.

Aylmer Jams. Per doz.	
Strawberry, 1912 pack	\$2 15
Raspberry, red, h'vy syrup	2 15
Black currant	2 00
Red currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 00
Plum Jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

5 lbs. 7 lbs.	
Strawberry	0 69 0 95
Black currant	0 69 0 95
Raspberry	0 69 0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 40
Perfection, ½-lb. tins, doz.	2 35
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins., per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 33
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90

Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—Per lb.	
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. bxs.	0 36

Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil Wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box.	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box.	1 35
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.
In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb. 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.	
Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s	0 26
" Vanilla sticks, per grs	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinqueme sweet chocolate, 1-5, cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ¼-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

The above quotations are f.o.b. Montreal.

COCOANUT.

CANADIAN COCOANUT CO.	
Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.	
1-lb. pkgs. White Moss	0 28

½-lb. pkgs. White Moss	0 27
¼-lb. pkgs. White Moss	0 28
1 and ½-lb. pkgs., assorted	0 26½
¼ and ½-lb. pkgs., asstd.	0 27½
¼-lb. pkgs., asstd., in 5-lb. boxes	0 28
½-lb. pkgs., asstd., in 5-lb. boxes	0 29
¼-lb. pkgs., asstd., 5, 10, 15-lb. cases	0 30

Bulk—
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

Pails Tins Bbls.

White Moss, fine strip	0 19	0 21	0 17
Best shredded	0 18	0 18	0 16
Ribbon	0 19	0 19	0 17
Macaroon	0 17	0 17	0 15
Desiccated	0 16	0 16	0 14

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

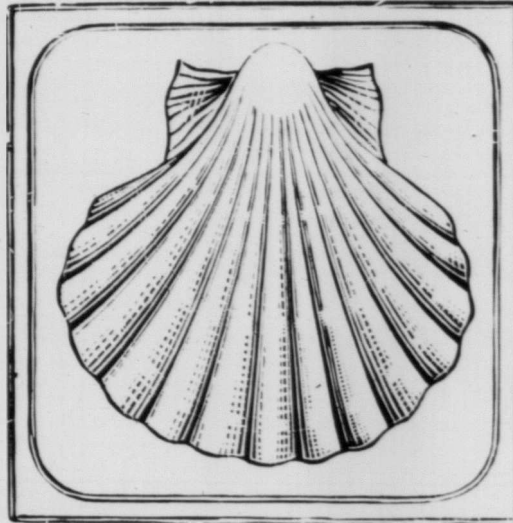
East of Fort William, Ont. Preserved— Per Case	
Eagle Brand, ea. 4 doz.	\$6 00
Reindeer Brand, ea. 4 doz.	5 75
Silver Cow Brand, ea. 4 dz	5 40
Gold Seal Brand, ea. 4 doz	5 25
Mayflower Brand, ea. 4 doz	5 25
Purity Brand, ea. 4 doz.	5 25
Challenge Brand, ea. 4 doz	4 50
Clover Brand, ea. 4 doz.	4 50
Evaporated (Unsweetened)—	
St. Charles Brand, small, ea. 4 doz.	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 70
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 doz.	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co. Per Case.	
Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 90
Canada First Medium (20 oz.) Evaporated Milk	4 50
Canada First Hotel Evaporated Milk	4 25
Canada First Gals Evaporated Milk, Manufacturer's Special	4 75
Canada First Condensed (sweetened)	5 25
Rose Bud Condensed Milk	5 15
Beaver Condensed Milk	4 50

"SHELL" BRAND

CASTILE SOAP ("LaCoquille")



The Standard of Purity

A Pure Oil Soap

Has the largest sale of any Castile soap in the Dominion.

This soap is especially manufactured by

For sale by all wholesale houses.

Messrs Courret, Freres
Marseilles, France
For
Messrs. Estrine & Co.

P. L. MASON & CO., Toronto General Agents

Is it worth my while to have my line represented in Sunny Alberta?

Every day this question is being asked by manufacturers, and the most direct answer is given below. We are located in the heart of a splendid field of trade, and being the oldest commission firm in Alberta, are in thorough touch with the trade. There is rapid and unlimited development in Alberta and we will pay you, Mr. Manufacturer, to let us distribute your lines. We are distributors for many good firms.

WRITE TO-DAY.

McKelvie and Stirrett, Calgary, Alta.

BRANCH OFFICES: LETHBRIDGE and EDMONTON, ALTA.



ES

oss .. 0 27
oss .. 0 28
ssort-
.... 0 26 1/2
isstd. 0 27 1/2
5-lb.
..... 0 28
5-lb.
..... 0 29
10, 15-
..... 0 30

palls and
s.
s Tins Bbls.

0 21 0 17
..... 0 16
..... 0 17
..... 0 15
..... 0 14

EVAPOR-
K.

CO., LTD.

am, Ont.

Per Case
oz.... \$6 00
4 doz. 5 75
4 doz 5 40
4 doz 5 25
4 doz 5 25
doz... 5 25
4 doz 4 50
doz... 4 50

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Milk,

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Milk,

..... 4 80

BRAND.

ed Milk Co.

Per Case.

Eva-

..... 2 00

Bva-

..... 3 90

m (20

ilk.... 4 50

Eva-

..... 4 25

vapor-

factur-

..... 4 75

ensed

..... 5 25

Milk 5 15

ilk ... 4 50

THE CANADIAN GROCER

COFFEES.

EBY-BLAIN, LIMITED.

Standard Coffees.

Roasted whole or ground, packed in damp-proof bags.

King Edward	0 34
Club House	0 38
Nectar	0 32
Royal Java and Mocha	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha	0 19

Package Coffee.

Gold Medal, 2-lb. tins, whole or ground	0 31
Gold Medal, 1-lb. tins, do	0 32
Gold Medal, ½-lb. tins do	0 33
Anchor Brand, 2-lb. tins, German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb. pots, ground	0 23
do.	0 31

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 35
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30
Presentation (with tumblers) 27c per lb.	

MINTO BROS.

MELAGAMA BLEND.

Ground or bean— W.S.P. R.P.	
1 and ½	0 25 0 30
1 and ½	0 32 0 40
1 and ½	0 37 0 50
Packed in 30's and 50-lb. case.	
Terms—Net 30 days prepaid.	

BRANSON'S SHEREEF COFFEE.

AGENT: F. COWARD.

402 Spadina Avenue, Toronto.	
Small size	\$.150 per doz., net
Large size	\$.300 per doz., net
In 3 dozen free cases. Freight paid on ½ gross order.	

CEREALS.

Grape Nuts—No. 22, \$3; No. 23, \$4.50.	
Post Toasties—No. T3, \$2.85.	
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.	

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices

MacLaren's Imperial— Per doz.	
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL.

Ontario prices per doz.	
Individual (each 2 doz.)	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50

Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40

MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 35
Large (each 1 doz.)	2 40

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz.	1 75
2½ oz. (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	7 00
32 oz. (all flavors) doz.	8 00
Discount on application.	

CRESCENT MFG. CO.

Mapleine— Per doz.	
2 oz. bottle (retail at 50c)	4 50
4 oz. bottle (retail at 90c)	6 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 30
CLARK'S PORK AND BEANS IN TOMATO SAUCE.	

Per doz.

No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

Per case

Sur Extra Fins, ½ flacons, 40 bou.	11 00
Sur Extra Fins, tins, ½ kilo, 100 tins	15 50
Extra Fins, tins, ½ kilo, 100 tins	15 00
Tres Fins, ½ kilo, 100 tins	14 00
Fins, tins, ½ kilo, 100 tins	12 50
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 00
Moyens No. 2, tins, ½ kilo, 100 tins	9 50
Moyens No. 3	8 75
Asparagus, Haricots, etc.	

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25

TINS—

5 gals. 2s	23 00
2 gals. 6s	29 00
1 gal. 10s	25 00
½-gal. 20s	26 00
¼-gal. 20s	13 50
¼-gal. 48s sq.	17 00
¼-gal. 48s rd.	15 50

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
La Sanitas Sparkling, 100 pints	9 00
La Sanitas Sparkling, 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.	
Case 12 lbs. 2½-lb. bars, lb	0 08½
Case 25 lbs. 11-lb. bars, lb	0 07½
Case 50 lbs. ¼-lb. bars, case	3 50
Case 200 lbs. 3¼-oz., case.	3 75
"La Lune," 65 p.c. olive oil.	
Case 25 lbs., 11-lb. bars, lb.	0 07
Case 12 lbs., 2½-lb. bars, lb.	0 08
Case 50 lbs., ¼-lb. bars, case	3 25
Case 100 lbs., 3¼-oz. bars, case	1 80
Case 200 lbs., 3¼-oz. bars, case	3 40

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 15
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	4 50
Apple Juice, 24 qts.	4 75
Champagne de Pomme, 12 q	5 00
Champagne de Pomme, 24 p	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts.	5 00
Sparkling Cider, 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50

CANNED HADDIES, "THIS-TLE" BRAND.

A. P. TIPPET & CO., Agents.	
Cases 4 doz. each, flats, per case	5 40
Cases 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.	
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BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.	
Tierces	0 09½
60 lb. tubs	0 10
20 lb. wood pails	0 10½
20 lb. tins	0 09½
Cases, 3 lbs., 20 to case.	0 10½
Cases, 5 lbs., 12 to case.	0 10½
Cases, 10 lbs., 6 to case.	0 10½

F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. tins	0 10½
5-lb. tins	0 10½
3-lb. tins	0 10½
1-lb. cartons	0 11

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."	
1 lb. glass (2 dz case)	\$1.90 \$1.80
2 lb. glass (1 dz case)	3.20 3.00
4 lb. tin (1 dz case)	5.50 5.35
7 lb. tin (½ dz case)	8.60 8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case)	\$1.60 \$1.55
2 lb. glass (1 dz case)	2.80 2.70
4 lb. tin (1 dz case)	4.80 4.65
7 lb. tin (½ dz case)	7.75 7.50

MUSTARD.

COLMAN'S OR KEEN'S.	
Per doz. tins	
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00

F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45

Per jar

Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small case 4 doz., per doz.	0 45
Medium, cases 2 doz., doz.	0 90
Large, cases 1 doz., doz.	1 35

VERMICELLI AND MACARONI

D. SPINELLI C^Y, MONTREAL

Fine.

4-lb. box "Special," per box	0 22
8-lb. box "Special," box	0 44

5-lb. box "Standard," box	0 27½
10-lb. box "Standard," box	0 55

60-lb. cases or 75-lb. bbls., per lb.	0 05
25-lb. cases, 1-lb. pkgs. (Vermicelli), per lb.	0 06

Globe Brand.	
5-lb. box "Standard," box	0 30
10-lb. box "Standard," box	0 60
25-lb. cases (loose), per lb.	0 06
25-lb. cases, 1-lb. pkgs., lb.	0 06½

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80
--------------------------------	------

Straight.

Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80
Weight 8 lbs. to case. Freight rate, 2nd class.	

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
--------------------------------	------

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50
Weight 11 lbs. to case. Freight rate, 2nd class.	

IMPERIAL DESSERT JELLY.

Ontario Prices.

Assorted flavors, \$10.75 per gross.	
Imperial Sterilized Gelatine.	
Cartons, 1 doz., 90c per dozen.	

SOAP AND WASHING POWDERS.

A. P. TIPPETT & CO., AGENTS.

Cricle soap, per gross	\$10 20
Floriola soap, per gross	12 00
Straw hat polish, per gr.	18 20
SNAP HAND CLEANER.	
3 dozen to box	3 60
6 dozen to box	7 20
30 days.	

RICHARDS PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	\$ 5 00
Five cases or more	4 95
SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.	
1-16 gall., doz.	\$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 00
1 gall., doz.	19 20
1-16 gall. gross lot	20 00

ROYAL BAKING POWDER

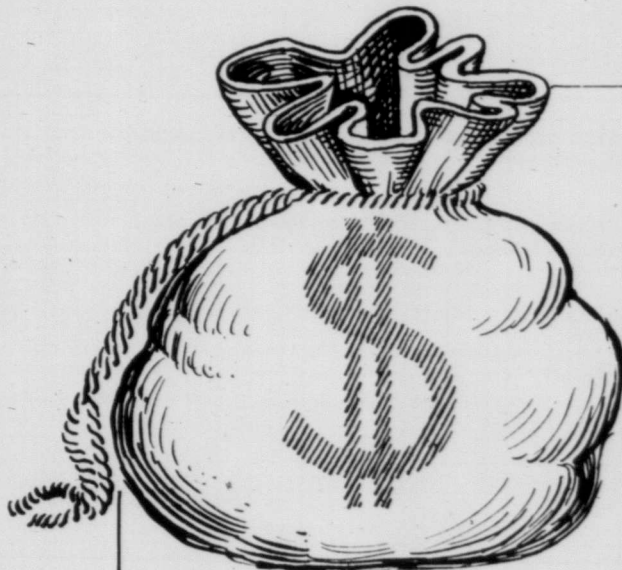


Absolutely Pure
The only baking powder
made with Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

THERE IS NO SUBSTITUTE

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.



Western Canada Trade Will Make Money For You

United States, European and Eastern Canada manufacturers have found it particularly profitable to have their accounts in Western Canada handled by a reliable firm on the ground.

Don't overlook this market

You can do a big selling business in Western Canada if you have organized representation.

The people in this centre of activity are liberal buyers and profit payers, and our connection with this trade makes us the proper representatives for you.

We have warehouses in five great distributing centres, and our representatives are in constant touch with the trade at all times.

We will be pleased to handle your account.

NICHOLSON & BAIN,

Wholesale Commission Merchants
and Brokers

HEAD OFFICE:

WINNIPEG, MAN.

WINNIPEG

REGINA

SASKATOON

EDMONTON

CALGARY

THE CANADIAN GROCER

"SOCLEAN."
THE DUSTLESS SWEEPING
COMPOUND.

25c Pail, 2 doz. in case (4 1/2 lbs.) enlarged size \$4 50
40c Pail, formerly 50c, 2 doz. in case (8 lbs.) 7 20
75c Pail, formerly \$1.00, 1 doz. in case (17 lbs.) 6 75

**"ANTI-DUST" SWEEPING
POWDER.**

Size No. 1, 3 doz. crates, per doz. \$ 1 50
No. 2, 1 and 2 doz. crates, per doz. 3 00

STARCH.

EDWARDSBURG STARCH CO.
Boxes Cents

Laundry Starches—
40 lbs. Canada Laundry.. .05 1/2
40 lbs. Canada white gloss, 1 lb. pkgs.06
48 lbs., No. 1 white or blue, 4 lb. cartons06 1/2
48 lbs., No. 1 white or blue, 3 lb. cartons06 1/2
100 lbs., kegs, No. 1 white .06
200 lbs., bbls., No. 1 white .06
30 lbs. Edwardsburg silver gloss, 1 lb. chromo pkgs. .07 1/2
48 lbs., silver gloss, in 6-lb. tin canisters08
36 lbs., silver gloss 6-lb. draw lid boxes08
100 lbs., kegs, silver gloss, large crystals07
28 lbs. Benson's satin, 1-lb. cartons, chromo label07 1/2
40 lbs. Benson's Enamel (cold water), per case .. 3 00
20 lbs. Benson' Enamel (cold water), per case .. 1 50
Celluloid—boxes containing 45 cartons, per case 3 60
Culinary Starch.
40 lbs. W. T. Benson & Co.'s prepared corn07 1/2
40 lbs. Canada pure corn starch05 1/4 (20-lb. boxes 1/4c higher.)

BRANTFORD STARCH.

Ontario and Quebec.
Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.... .05 1/4
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs.06 1/2
First Quality White Laundry—
3-lb. canisters, cs of 48 lbs. .07 1/4
Barrels, 200 lbs.06 1/2
Kegs, 100 lbs.06 1/2
Lily White Gloss—
1-lb. fancy cartons, cases 30 lbs.07 1/4
6-lb. toy trunks, lock and key, 8 in case08 1/4
6-lb. toy drums, with drumsticks, 2 in case... .08
Kegs, extra large crystals, 100 lbs.07 1/4
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3 00
Celluloid Starch—
Boxes containing 45 cartons, per case 3 75
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .06
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .07 1/4
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes 40 lbs... .07 1/4 (20-lb. boxes 1/4c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 9-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.
No. 1's, 95c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. 0 50
Clear soups in stone jars, 5 varieties, doz. 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, \$3.00.
Case of 1/2-lb., containing 120 packages, per box, \$3.00.
Case of 1-lb. and 1/2-lb., containing 30 1-lb. and 60 1/2-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

SYRUP.

EDWARDSBURG STARCH CO.
CROWN BRAND CORN SYRUP.
2-lb. tins, 2 doz. in case... 2 40
5-lb. tins, 1 doz. in case... 2 75
10-lb. tins, 1/2 doz. in case. 2 65
20-lb. tins, 1/4 doz. in case. 2 60
Barrels, 700 lbs. 3 1/4
Half barrels, 350 3 1/4
Quarter barrels, 175 3 1/4
Pails, 38 1/2 1 75
Pails, 25 lbs. each 1 75

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 75
5-lb. tins, 1 doz. in case... 3 10
10-lb. tins, 1/2 doz. in case. 3 00
20-lb. tins, 1/4 doz. in case. 2 95 (5, 10 and 20-lb. tins have wire handles.)

**BEAVER BRAND MAPLE
SYRUP.**

2-lb. tins, 2 doz. in case.... 3 50
5-lb. tins, 1 doz. in case.... 4 00
10-lb. tins, 1/2 doz. in case.. 3 95
20-lb. tins, 1/4 doz. in case.. 3 90 (5, 10 and 20-lb. tins have wire handles.)

Terms: 30 days net. No discount for prepayment.

Freight prepaid on 5-case lots, to all stations in Quebec and Ontario (east of North Bay), and during navigation to ports as far as Sault Ste. Marie inclusive.

To points beyond North Bay we prepay freight to North Bay only.

MOLASSES.

**THE DOMINION MOLASSES
COMPANY, LTD.**

Gingerbread Brand.

2s., Tins, 2 doz. to case.
Quebec, per case \$ 1 85
Ontario, per case 1 90
Manitoba, per case 2 30
Saskatchewan, per case ... 2 60
Alberta, per case 2 70
British Columbia, per case 2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.
Quebec & Ontario, per case 2 60
Manitoba, per case 3 00
Saskatchewan, per case ... 3 20
Alberta, per case 3 30
British Columbia, per case. 3 10

SAUCES.

**PATERSON'S WORCESTER
SAUCE.**

1/2-pint bottles 3 and 6 doz. cases, doz. \$0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen \$1 90

H. P. Pickles—
Cases of 2 doz. pints ... 3 35
Cases of 3 doz. 1/2-pints. 2 25

HOLBROOK'S IMPORTED

PUNCH SAUCE. Per doz.

Large, packed in 3-doz. case \$2 25
Medium, packed in 3-doz. case 1 40

HOLBROOK'S IMP. WORCES-

TERSHIRE SAUCE. Per doz.

Rep. 1/2 pints, packed in 6-doz. case \$2 25
Imp. 1/2-pints, packed in 4-doz. case 3 15
Rep. qts., packed in 2-doz. case 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.
6a size, gross \$2 40
2a size, gross 2 50

NUGGET POLISHES. Doz.

Polish, Black and Tan ... 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleaner 1 10

TOBACCO.

**IMPERIAL TOBACCO COM-
PANY OF CANADA.**

Chewing—Black Watch, 6s... 44
Black Watch, 12s 45
Bobs, 6s and 12s 46
Bully, 6s 44
Currency, 6 1/2s and 12s.... 46
Stag, 5 1-3 to lb. 38
Old Fox, 12s 44
Pay Roll Bars, 7 1/2s 56
Pay Roll, 7s 56
War Horse, 6s 42
Plug Smoking—Shamrock, 6s, plug or bar 54
Rosebud Bars, 6s 54
Empire, 6s and 12s 44
Ivy, 7s 50
Starlight, 7s 50
Cut Smoking—Great West
Pouches, 8s 59
Regal Cube Cut, 9s 70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

Wholesale R't'l
Brown Label, 1's and 1/2's .25 .30
Green Label, 1's and 1/2's .27 .35
Blue Label, 1's, 1/2's, 1/4's and 1/8's30 .40
Red Label, 1's and 1/2's.. .36 .50
Gold Label, 1/2's44 .60
Red-Gold Label, 1/2's55 .80
LUDELLA CEYLON TEA.
Orange Label, 1/2's24 .30

Brown Label, 1/2's and 1's .28 .40
Brown Label, 1/4's30 .40
Green Label, 1/2's and 1's. .35 .50
Red Label, 1/2's40 .60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

Wholesale R't'l

Brown Label, 1-lb. or 1/2. .25 .30
Red Label, 1-lb. or 1/2.... .27 .35
Green Label, 1's, 1/2 or 1/4 .30 .40
Blue Label, 1's, 1/2 or 1/4. .35 .50
Yellow Label, 1's, 1/2 or 1/4 .40 .60
Purple Label, 1/4 only55 .80
Gold Label, 1/4 only70 1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.
Orange Label, 1's23 .30
Black Label, 1-lb, retail at 25c20
Black Label, 1/2-lb., retail at 25c21
Blue Label, retail at 30c24
Green Label, retail at 40c... .30
Red Label, retail at 50c35
Brown Label, retail at 60c... .42
Gold Label, retail at 80c.... .55

JAMS AND JELLIES.

T. UPTON & CO.

Compound Jams—Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 tin pails, 6 pails in crate, 52 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.

Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/4c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42 1/2c per tin; No. 7 tins, 12 in case, 57 1/2c per tin; No. 7 wood pails, 6 in crate, 57 1/2c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

**WHITE SWAN SPICE AND
CEREALS, LTD.**

White Swan, 15 flavors, 1 doz in handsome counter carton, per dozen \$0 90
List Price.
"Shirriff's" (all flavors), per doz. \$ 0 90
Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages 1 15

COFFEE

Most people like a cup of Coffee with their morning meal and when it is good they probably take a second cup. Now, then, are you getting your share of this business? If not then get started. Coffee is one of the permanent money-makers of the grocery business.

“Monarch” brand will help you build up a coffee business worth while. The delicious flavor and the persistent uniformity of quality have made it the star boarder wherever it has been distributed.

Packed in 10 and 25 lb. tins, whole or ground, 32c. per lb.

MOLASSES

Right now there is a lot of Molasses being sold. Supply your customers with an extra fine baker.

Monarch Brand, 2 lb. tin, cases 2 doz. at \$95c. doz.
 “ “ 3 lb. tin, cases 2 doz. at \$1.30 doz.
 Victor Brand, barrels - - - at 24c. gal.
 “ “ half barrels - - - at 26c. gal.

MINCE MEAT

The demand for Heinz Mince Meat has been so great that the manufactures have found it difficult to keep up with orders. We have just received another shipment put up in

18 lb. pails at 16c., 37 lb. pails at 15½c., 110 lb. Kegs at 15c.

New Choice Seeded California Raisins 16 oz. pkg. 6¼
 Barbadoes Grocery Sugar, 100 lb. lined bags 4¼

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO



Every Box a Trade Bringer

Prevail upon your customers to take a box of

White Dove Cocanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer. The demand is great—the profit is good — Order NOW.

W. P. Downey
MONTREAL, QUE.

Georgian Bay Apples

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

VEGETABLES

Beets, Carrots, Turnips, Etc.

Write for quotations on car lots and smaller quantities.

Prompt attention and first-class service.

LEMON BROS.

Owen Sound, Ontario

Get Your Town On The Map

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

J. J. McCABE

Agent

Toronto, - Canada

Thorne's
HEALTH COCOA

Manufactured from a blend of the finest Cocoa Beans procurable — Pure, soluble cocoa with all the superfluous oil extracted, making it extremely palatable and easy to digest. Thorne's cocoa is stronger than most makes and more economical — ¼-lb. tin will make 32 cups. The price of Thorne's Health Cocoa is competitive and it allows of a good profit being made by you. We also manufacture cheaper qualities, guaranteed pure, to suit your trade. Send for sample and prices to

HENRY THORNE & CO., Ltd.
The Cocoa Works
LEEDS, ENGLAND

53 Highest Awards in Europe and America

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



Registered Trade-Mark

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

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

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

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.

143-149 University Ave.
TORONTO

High Class ORANGES for XMAS

A most complete assortment of California
Ripe Navels,

Sweet Floridas,
Mexicans,
Valencias, 420s and 714s
Nuts, Raisins, Figs, Grapes,
Fancy Box Apples.

Everything the best obtainable for the
holiday trade. Largest assortment. Best
of service.

Xmas Price List out this week.

WHITE & CO., LTD.

TORONTO and HAMILTON

"The Premier Fruit House"

California Navel Oranges

Well Colored Fruit—Good Eating

Fancy Florida Oranges

Fine Flavor, Sweet and Juicy

Sweet Sonora Oranges

For a good cheap orange, this is the one.

Get our price on NUTS before you buy.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY



Lard that Satisfies

must conform to a severe test by the
housewife. Every known means of
testing quality has been applied to
the Elgin Brand, and it has made it-
self solid with hundreds of users—
that you can have as satisfied cus-
tomers if you stock it.

Put up in prints, tins, pails and tubs.

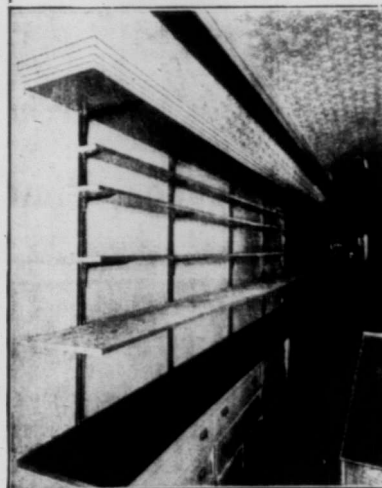
The St. Thomas Packing Co., LIMITED

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

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.
Let us send you one of our Post Card Order Books.

THE BEST SHELVING FOR YOUR BUSINESS



Note the splendid
stretch of shelf
space—not a stick
or prop in the way
—all reserved for
the best display of
merchandise.

This is one of the
many good points
of our

PATENT ADJUSTABLE
BRACKETS

They are strong,
durable, beautiful
in appearance and
leave all the space
for display of
goods.

Write, stating whether your building is brick or
frame; and full information will be gladly sent.

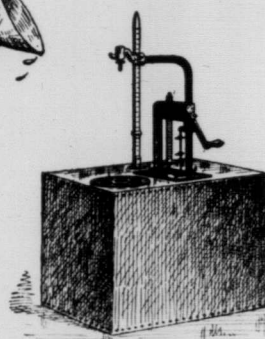
The Piqua Bracket Company

SOLE MANUFACTURERS

PIQUA

::

OHIO



Out with
the Old
**OIL
TANK!**

If you knew how much money the old oil tank has cost you in waste of oil, damage to goods, and loss of customers, you'd kick it out and get a

BOWSER Self-measuring Oil Tank

What's the sense of handling oil in a profitless way when you can make money on it? There are 750,000 BOWSER TANKS in use to-day. Do you suppose that would be so if they did not do as we say? Would thousands of grocers buy BOWSER OUTFITS if they did not pay. Wouldn't it pay you to investigate this system? You're paying for a BOWSER OUTFIT now without having the benefit of its cleanliness and convenience. The BOWSER absolutely prevents waste, keeps your hands and your store clean, gives you at a glance the amount to charge for filling any measure, tells you how much oil is left in the tank. Send us a postal card for illustrated catalogue No. 222, and full particulars—free.

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

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

Established 1885.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax, - N.S.

The QUALITY is in them
WONDERFUL SOAP
CRYSTAL SOAP CHIPS

There are no more steady-selling, customer-creating, trade-building lines than our products. In efficiency, strength and purity, their equal has not been discovered.

Wonderful Soap and Soap Chips are thorough, rapid and easy in their operation. The quality is in the Soap. We put the value there, not in premiums.

We pay freight on five-case lots

Let us send you quotations

The Guelph Soap Company
 Guelph Ontario

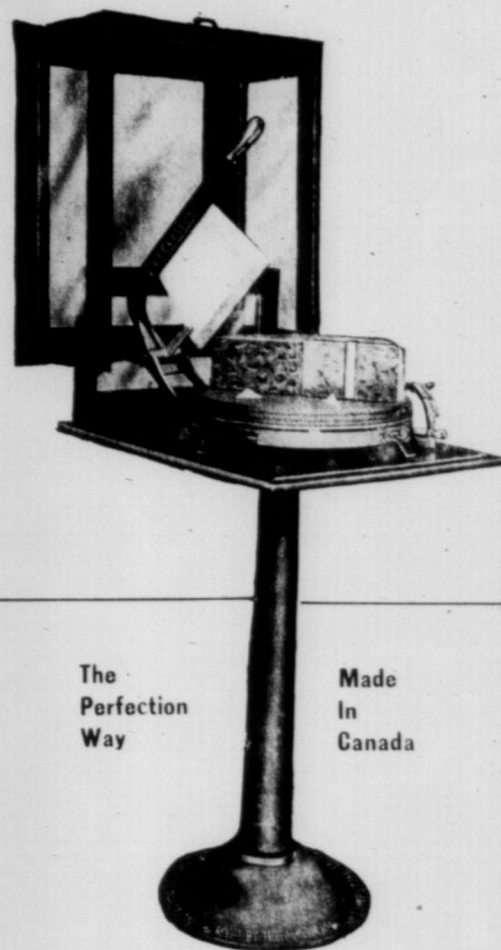
BROOMS
 OF
QUALITY

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

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

Walter Woods & Co.
 HAMILTON - WINNIPEG

Bigger Cheese Sales!



The Perfection Way

Made In Canada

Just now your cheese sales should be in excess of any other season. Your trade will buy cheese, and we can help you to make better profits.

Are you observing a good method of sanitation in your cheese department. This is probably the first thought of likely purchasers to your store.

Note the attractive and cleanly method of the Perfection Way. The cheese is always in view and yet guarded from dangerous flies and insects. It demands attention and invites sales.

The cheese board is made of five-ply birch board, all veneer, which absolutely prevents warping.

The handsome cabinet makes perfect sanitation. It has large glass sides and top, displaying the cheese and cutter most attractively.

Well made and handsomely finished in golden oak. This is hot weather manner of selling cheese.

American Computing Co.

OF CANADA

Hamilton - - Ontario



**Stuhr's
DELICACIES.**

**Genuine Caviare,
Anchovies in Brine,
IN TINS AND GLASSES.**

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG



Oakey's

The original and only
Genuine Preparation
for cleaning Cutlery,
6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of

Emery, Black Lead Emery Glass
and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Frequency of Sailings

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

For further particulars
apply to

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

**Headquarters
for
Maple Flavor**

We can supply anything wanted in
Maple Flavor

We can quote BETTER PRICES
than you are NOW PAYING

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

THOMAS HENDERSON
Manufacturing Chemist
86 FULTON ST., NEW YORK



Comfortable Children

You who have observed the use of Jell-O in your cus-
tomers' families have doubtless discovered that it is generally
regarded as being very *comfortable* for the children. They
like it and it doesn't give them indigestion and stomachache.

JELL-O

has many delightful qualities besides ease of making into
delicious desserts.

We think the housewives in your "territory" are be-
coming acquainted with all of them, and your fine Jell-O
trade will constantly increase.

THE GENESEE PURE FOOD CO.,

Bridgburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

THREE DELICIOUS DISHES

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

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

When writing advertisers kindly mention
this paper.



**Superlative
Quality
Consistently
Maintained**

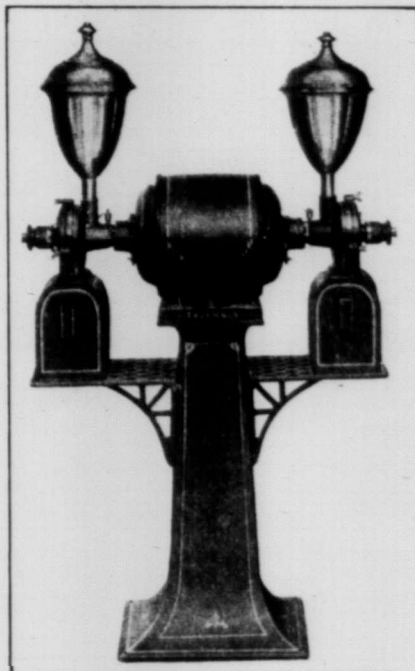
Malcolm's preserved milk products are noted for their high and unvarying quality — only the richest and purest cow's milk being used.

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

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

St. George Evaporated Milk, 1 doz. in case\$3.50
Princess Condensed Milk, 1 doz. in case \$4.20
Banner Condensed Milk, 1 doz. in case\$5.00

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



Connected

Direct

The motor on the Troemer Double Coffee Mill is connected direct with the grinders — no waste power. Fuller particulars and prices sent on request.

We are agents in U.S. and Canada for the incomparable Henry Troemer Agate Bearing Scales, exclusive tea, coffee and spice bins. Attractive and modernly equipped stores draw custom. Lowest possible prices, estimates and information furnished on request.

J. A. FLESCH & SON

1300 Medinah Building Chicago
178 W. Jackson Blvd.

SECOND TO NONE

For sweeping and cleaning purposes in the home you can not sell your customer anything better or make more satisfactory profit than on

SOCLEAN

(The Dustless Sweeping Compound)

You are absolutely safe in recommending it as the best dust absorber and carpet cleaner on the market. It is also a thorough disinfectant and moth destroyer, and makes the home fresh and fragrant.

Put up in pails to sell at 25c, 40c and 75c — a large pail and a large profit.



SOCLEAN LIMITED

"The originators of Dustless Sweeping"

TORONTO

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

EVERY DAY

and every hour of every day there is call for the use of



**SNAP
HAND CLEANER**

It removes easily all kinds of soil and does not injure or roughen the tenderest skin. Every dealer should carry SNAP.

SNAP COMPANY, Limited

MONTREAL, QUE.

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

M^cVITIE & PRICE

Biscuit Manufacturers,

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

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



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

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Sardines with the real sea flavor

"KING OSCAR"



By Special royal permission.

From the moment the sardine is taken from the water until it is packed in hermetically sealed tins it goes through its several operations in the utmost cleanliness, and so quickly that it still retains its true sea flavor. Being packed in the finest quality olive oil it retains this flavor.

"KING OSCAR" Sardines represent the most tasty and nutritious fish produced on the market to-day.

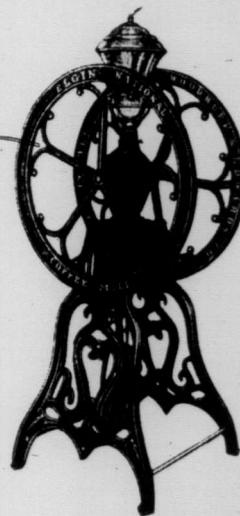
Get them from wholesalers.

CANADIAN AGENTS:

J. W. Bickle & Greening

(J. A. Henderson)

Hamilton, - Ontario



BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is

ELGIN National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue;
 WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches).
 VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
 HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
 TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
 LONDON—Gorman, Eckert & Co.
 ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
 REGINA, SASK.—Campbell, Wilson & Smith
 MONTREAL—The Canadian Fairbanks Co. (and branches).
 EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

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

Some Things We Do:---

We constantly try to improve our BROOMS.

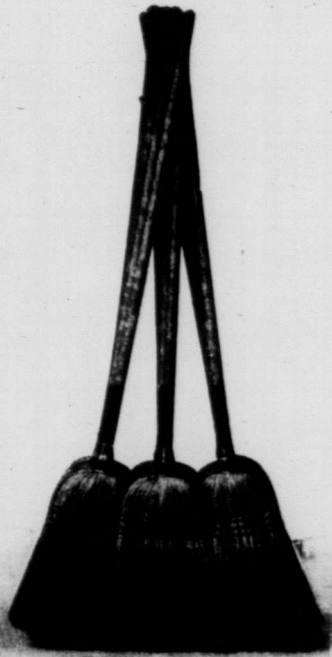
We use no dye on our Corn.

We bleach and toughen it instead.

We polish and finish our handles.

We grade our corn into three sizes of PARLOR-BROOMS, and three sizes of ORDINARY BROOMS.

Every broom is made up to a standard, and is stapled inside and out to prevent loosening. We guarantee every BROOM we make.



Delivered in lots of six dozen anywhere in Canada.

ASK YOUR WHOLESALER.

The Parker Broom Co.

692 Wellington Street, OTTAWA, CANADA



BRUNSWICK BRAND FINNAN HADDIES

Only the most carefully selected and sweetest fish caught in the famous Passamaquoddy Bay are used in the packing of the Brunswick Brand sea foods.

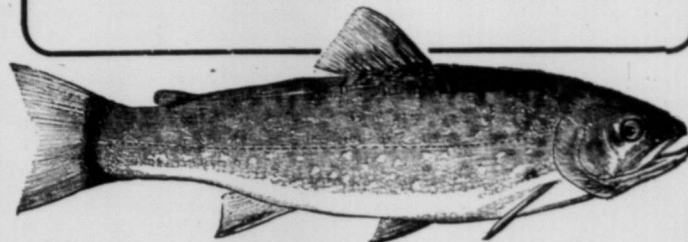
The high quality of our goods has given us a large trade, which, by the exercise of conscientious business methods, is constantly increasing. When you handle Connors Bros' Brands you sell goods that are trade winners.

Our plant is operated under the most ideal conditions, and our goods come perfect to the consumer.

CONNORS BROS., Limited

Black's Harbor, N.B.

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

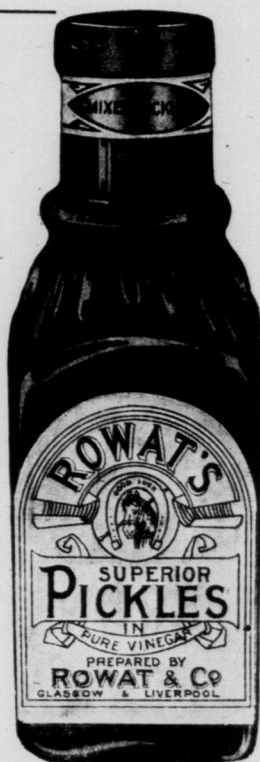


Rowat's Superior Pickles

Years of experience have combined in the development of brands which to-day challenge the admiration and quicken the taste of people the world over. Coupled with this, reliable business methods and prompt deliveries have served to satisfy our customers who girdle the globe.

ROWAT & CO.

Glasgow - Scotland



CANADIAN DISTRIBUTORS:

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

Can't Be Equalled



The zest of "Sterling" Brand Relishes is something that cannot be equalled—customers of hundreds of dealers all over Canada are well aware of this fact, and those dealers who handle the "Sterling" lines are getting their patronage. The dealer who is content to sell "just as good" substitutes will be the loser in the business race. Are you a leader with "Sterling" Brand goods?

The T. A. Lytle Co., Limited

STERLING ROAD :-: TORONTO, CAN.

Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



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

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

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

Think It Over!

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

Black Knight Stove Polish

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

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



F. F. DALLEY CO., Limited

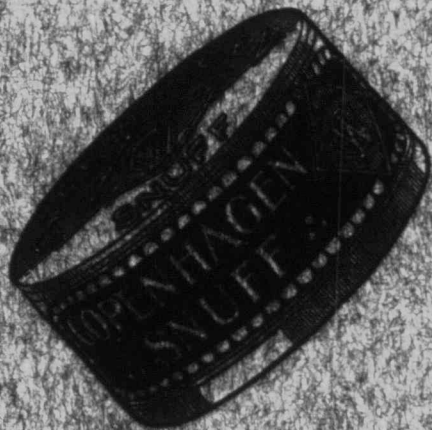
Hamilton, Canada

Buffalo, U.S.

THE CANADIAN GROCER

The most famous chewing tobacco in
the world is made right here in Canada.

COPENHAGEN

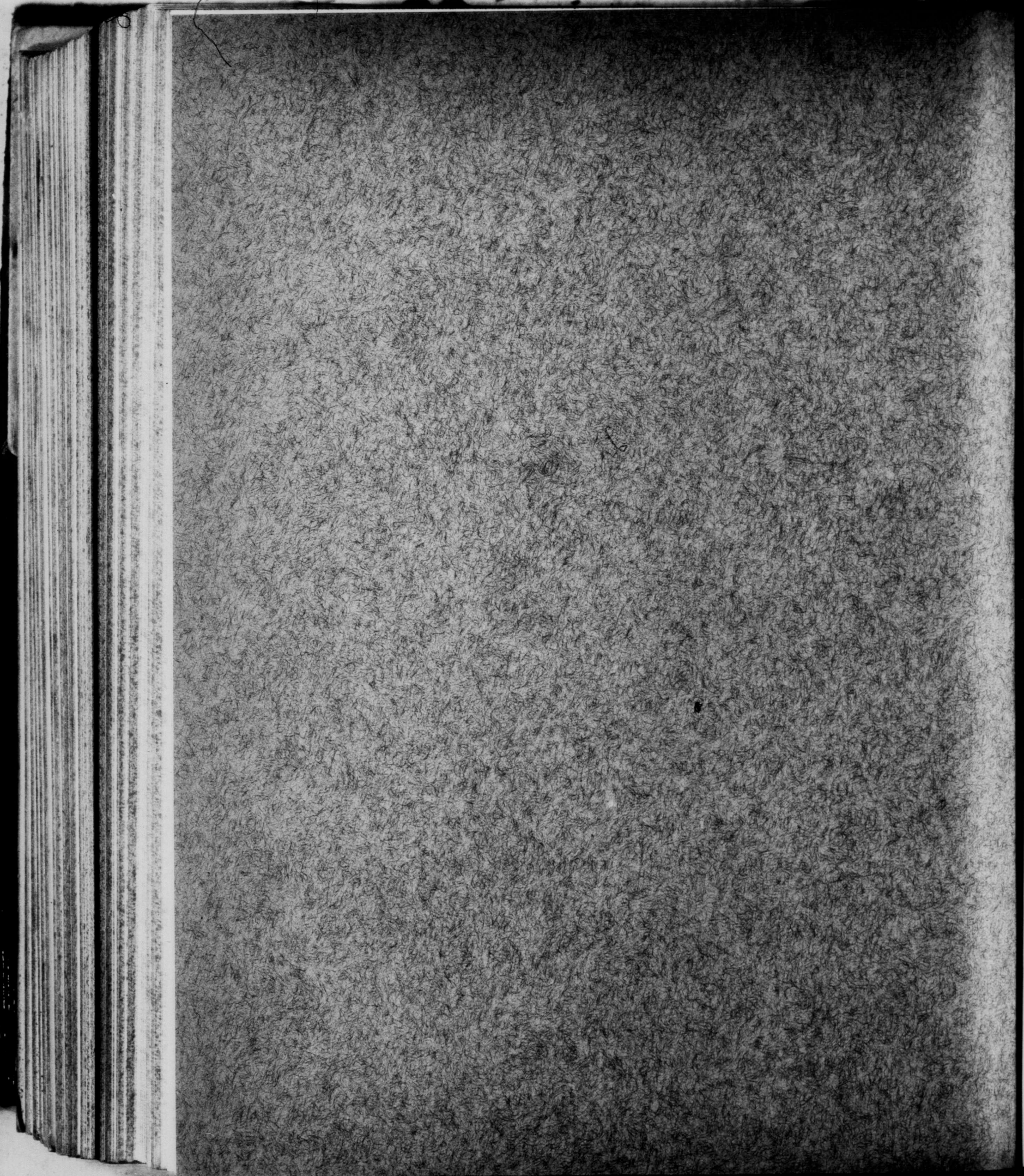


Chewing Snuff

For almost a hundred years, **COPENHAGEN** has been a joy to lovers of a rich, satisfying chew. It is small grains of pure, old, highly flavored leaf tobacco, that retain the strength and flavor longer than any other tobacco.

Whether your customers want it for chewing or snuffing, **COPENHAGEN** will please them most. Write us if you are unable to get your orders filled promptly in your neighborhood.

NATIONAL SNUFF COMPANY, LIMITED
Montreal, Canada.



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ANTI-DUST Sweeping Powder

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

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

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

SAPHO MFG. CO., LIMITED, MONTREAL

MacLaren Imperial Cheese Co., Ltd., Toronto, Ont., Distributors for Ontario.

Lauro Chemical & Perfumery Co., City of Ottawa, Ont.
Fenwick, Hendry & Co., Kingston, Ont.
Albert Dunn, 67 St. Peter St., for Quebec City.

Master Mason King George's Navy

Two good brands of tobacco which you should see about this year. They are good enough to produce *repeats* and profitable enough to make the *dollars* come.

Maple Sugar Chewing Tobacco

is another of our lines which has become most popular. You should not have the slightest hesitation about stocking tobacco when you have lines like ours which are *bound to please*.

DROP A LINE

The Rock City Tobacco Co.

Quebec - - - - - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA

TUCKETT LIMITED

Hamilton,

- - - - -

Ontario

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

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

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

MISCELLANEOUS

725,000 LIVE MERCHANTS USE NATIONAL cash registers. We couldn't sell them unless they saved people money. The National will guard your money, too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

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

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314, Stair Building, Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

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

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

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

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

SITUATION VACANT

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

MISCELLANEOUS

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

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

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

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

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

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

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

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

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



your fortune

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

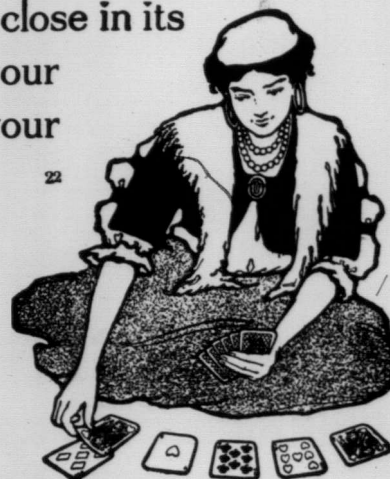
There'll be a lot of money coming to you if you buy **Anchor Brand Flour.**

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

Manfd. by

Leitch Brothers Flour Mills

Oak Lake, Manitoba.



Buyers' Guide

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

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

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

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

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

ENGLISH STILTON CHEESE
FINEST QUALITY.
Two first PRIZES and Silver Medal at London Dairy Show, 1912. Write
A. C. CHAPMAN
Purveyor to H.R.H. The Duke of Connaught, K. C.
93 Durocher Street, Montreal.

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

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

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

McDOUGALL'S CLAY PIPES
THE BEST IN THE WORLD
D. McDougall & Co., Ltd., GLASGOW, SCOTLAND

We are direct importers of Pure Olive Oil, Olives, Figs, Turkish Delight and All Oriental Products.
C. Roumbanis & Son, Limited
Head Office: Toronto

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

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland

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

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

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

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

"NO-DUST"
Means no dust, no germs
A strong, pleasant disinfectant sweeping compound, in bulk only.
No-Dust Mfg. Co.
8 Market Sq., St. John, N.B.

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

The
CONDENSED AD.
PAGE
WILL INTEREST YOU

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

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

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES.

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

WHOLESALE GROCERY
BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS

OFFICES:-
Winnipeg, Regina, Calgary,
and Edmonton

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

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

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

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

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

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

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

WESTERN PROVINCES—Continued.

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

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

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

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

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

THE WESTERN BROKERAGE & MANUFACTURER'S DISTRIBUTING CO.
Commission Brokers, Customs Brokers and Manufacturers Agents, Shipments stored and distributed. Bonded warehouse in connection. Your business solicited.
222 Ninth Ave. West - Calgary, Alta.

HOLLOWAY, REID & CO.
Cor. Vermillion Ave. and 5th St.
EDMONTON - ALBERTA
Importers and Manufacturers' Agents
We specialize in Biscuits and Candies
We are still open for a few good Agencies

ONTARIO.

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York St. - Toronto

ONTARIO—Continued.

NORMAN D. McPHIE
Merchandise Broker
27 Federal Life Bldg., Hamilton, Ont.
Established 1903
Offers for prompt shipment in wholesale lots
1912 { White Beans
Crop { Split Peas
Evaporated Apples
Split Lentils

"When in the market for **EVAPORATED APPLES**, or **GREEN APPLES**, by the carload wire us."

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

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

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

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried, Evaporated and Canned Apples.
Ingersoll, - - - - Ontario
Established 1886.

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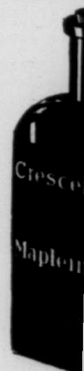
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Manufacturers' Agents and Brokers' Directory

(Continued.)

MARITIME PROVINCES.

C. E. CREIGHTON & SON

Brokers and Commission Merchants
Manufacturers' and Millers' Agents
HALIFAX, - NOVA SCOTIA
Domestic and Foreign Agencies Solicited

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS

and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

BRITISH COLUMBIA.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents
352-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

QUEBEC.

L. EMILE GABOURY

Manufacturers' Agent and Commission Merchant.
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or manufacturers looking for a reliable representative. Can furnish best of references.

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



YOU CAN SELL IT
If you have it in stock,
MAPLEINE
The Flavor de Luxe.
Order of your jobber, or
Frederick E. Robson Co.,
25 Front St. E., Toronto.
Mason & Hickey, Winnipeg
The Crescent Mfg. Co.
SEATTLE, - WASH.

**SHIP YOUR CARS TO
FERGUSON'S SIDING**

Cars continually loading for all cities in the West and Northwest.
Inland Revenue and Customs Bonds.
Our siding is on G.T.P. and C.N.R., inter-switching with C.P.R. and Midland Railway. Cars distributed carefully.

FERGUSON BROS., Warehousemen,
123 Bannatyne Ave., WINNIPEG, Can.

We have records in our vaults covering ten years' satisfactory service.

Every Merchant who handles--

Mathieu's Nervine Powders



knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil*

is a specific in all forms of colds.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name.....
With (Name of firm).....
Street.....
City or town..... Prov.....

"The World Do Move"

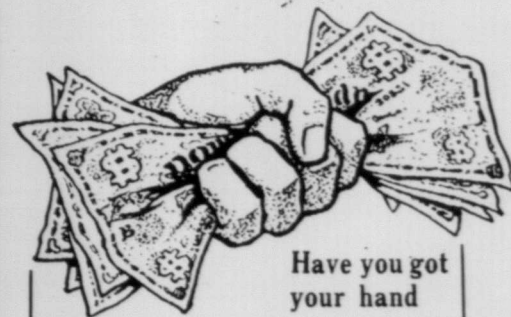
A generation ago many a merchant "went broke" on credit customers, merely by letting things run on—and on—and on. The merchant of today can hold his credit customers and still "play safe." Thousands and thousands of progressive merchants are doing it with



ALLISON COUPON BOOKS

They reduce expenses, eliminate losses, prevent misunderstandings, paying for themselves many times over. A man wants credit. You think he is good. Give him a \$10.00 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 \$10.00 — no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere.
Manufactured by **ALLISON COUPON CO.,** Indianapolis, Indiana, U.S.A.



Have you got your hand

tight on all your money? If you are owed here and there, well, you are simply losing some of your profit.

LET US COLLECT YOUR BILLS
We have the organization. We can reduce your "Bad Business" account to an insignificant figure. Just send us particulars, we'll soon send you the money.

No Collection No Charge
The NAGLE MERCANTILE AGENCY, Westmount, O.

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



L. & B. BANNER BRAND JAMS AND JELLIES

will build up your jam sales in a very short time. They are high quality, but sell at a very moderate price. You will realize with pleasure the business they will make for you when once you stock, display and make prominent this quality jam.

LINDNER & BENNER
291 ARTHUR ST., TORONTO
Phone Park 2985

REPRESENTATIVES:
Laing Brothers, Wholesale Grocers, Winnipeg,
Manitoba; The Amos B. Gordon Co., Toronto,
Ont.; Escott & Harmer, Alta.

Laurentia Milk is Economical

Dealers should tell their customers the economical qualities of this household necessity.

It has the flavor of thin cream.

It is free from waste of souring, etc.

It does away with the necessity and risk of using frozen milk.

But most important of all, because of the greater assimilation it has a much higher percentage of food value.

Laurentia Milk is preferred by particular people, those who believe in having the best, especially in so important a thing as milk. Its purity and wholesomeness can always be relied on.

Are you, as a wideawake merchant, going to let the trade of this "boon to mankind" slip past your door?

The LAURENTIA MILK CO., Ltd.
371 Queen Street West, Toronto, Ont.
Telephone—Adelaide 2760

Christmas Drawing Near Now Time To Order

There is no use in your letting your orders hang over to the last moment. We are rushed as it is, and in order to insure prompt delivery we must hear from you before long.

IMPORTED VEGETABLES. "Le Soleil" Brand.

PETIT POIS, Tres Fins, Fins, Mi-Fins,
Moyen No. 1, Moyen No. 2,

Asparagus, Haricots, Spinach, Macedoines,
Flageolets, Artichokes, Brussels Sprouts

SOUPS.

Julienne, Nouvelle au Printaniere, Cerfeuil.

IMPORTED MUSHROOMS.

F. LECOURT, Paris.

Extra Choice, First Choice, Choice.

JUST RECEIVED

20,000 packages of Dried Fruits. Quality exceptionally fine, as follows:—

CLEANED CURRANTS.

RAISINS — Valencia, Sultana, Malaga, California.

CALIFORNIA PRUNES—Golden, "Hallowie," Dates, Peels, Figs.

EVAPORATED FRUITS—Apples, Apricots, Pears, Peaches, etc., etc.

SHELLED ALMONDS,

SHELLED WALNUTS

NUTS—GRENOBLE FILBERTS,
BRAZIL NUTS, TORRAGONA
and **LARGE PECANS.**

PEANUTS—Bon Ton, G, and Coon.

JAPAN TEAS.

Victoria and Princess Louise, in 5, 30, 80 and 90 lb. boxes.

Laporte, Martin & Cie.

Limitee

568 St. Paul Street

Montreal

Tel. Main 3766

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Benedict,
Bickle, J
Borden Co
Bourque &
Bovril, Li
Bowser &
Brand &
Brantford
British A

Cairns &
Canadian
Carr & C
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Chase &
Cheswright
Chisholm
Clark, W.
Clements
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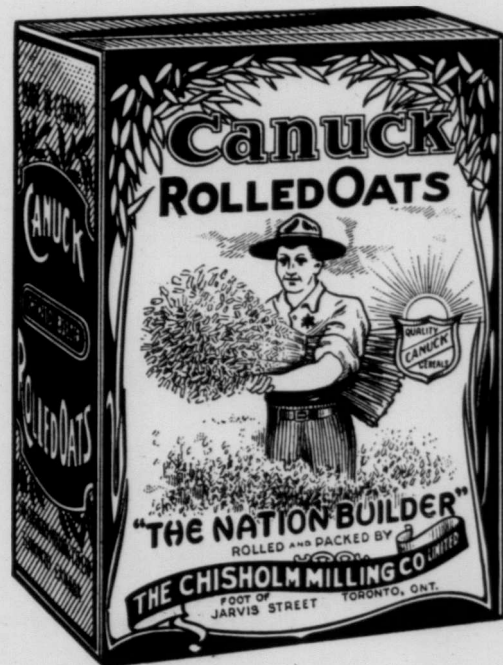
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THE CANADIAN GROCER

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	Malcolm, Jno., & Son				
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	Minto Bros.				
	Mott, John J., & Co.				



The advertising campaign for Canuck Rolled Oats has started. Montreal and Toronto papers received their first instructions for the issues of November 30th. The dailies and weeklies throughout Ontario will print the initial advertisement during the first week of December. Your customers will appreciate an immediate filling of orders. The "have it next week" excuse is not good business.

Two sizes, retailing at 10c and 25c.

Chisholm Milling Co., Ltd.
Toronto

Place Your Christmas Window in the Contest

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

Selling Power, Attractiveness and Originality

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

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

The Prizes

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

The Christmas Ad.-Writing Contest

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

ADDRESS:

The Editor, THE CANADIAN GROCER

143-149 University Avenue, Toronto

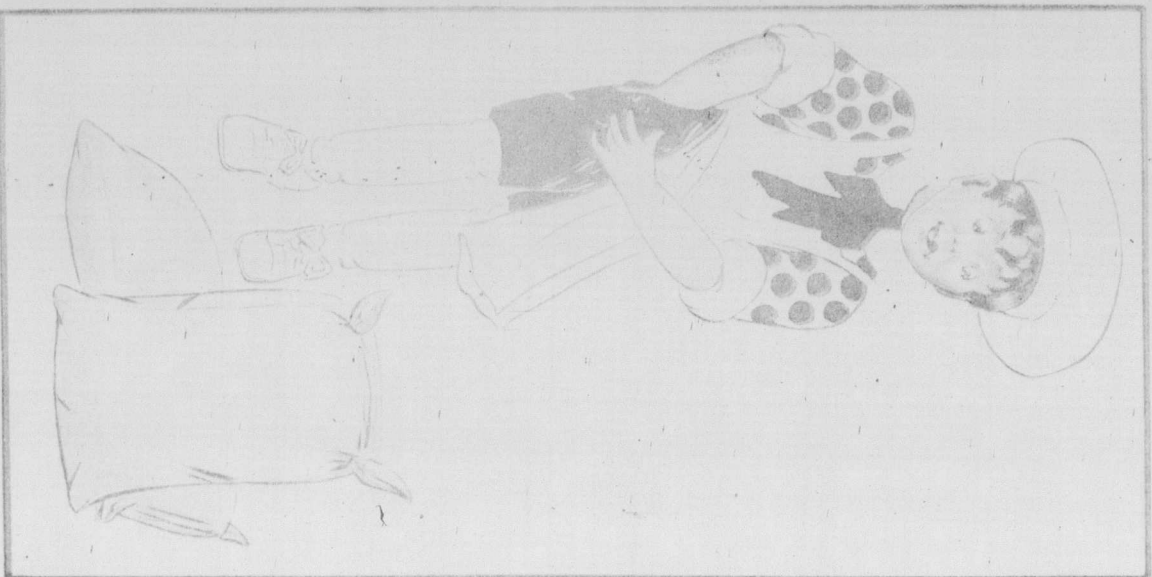
COWAN'S CAKE ICING



Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

THE COWAN CO., Limited - Toronto, Ont.

You always lose when you
"Money-back" a customer



FIRST you lose your profit; second you lose your time; third you may lose your customer.

Further, your reputation is weakened in effect, and then there is the annoyance of claiming on the miller.

And when finally you get your money back—why, you are still out of pocket.

Anybody with a new product can "guarantee" to money-back.

But guaranteed flour is not enough. Brother Grocer, isn't it enough to sell flour without having to buy it back?

Does a sell of suspicion when you can sell on certainty?

It is immaterial what brand you are selling now. FIVE ROSE'S flour will bring you easier, larger sales.

It will bring you a greater volume of net profit.

Because it is more than merely "guaranteed"—it has a *distinctive flavor*.

A guarantee is based on promise, but a belief is based on performance. Since 1888, housewives have tried FIVE ROSE'S, tested it every way. And now they KNOW.

Sell a flour that needs no guarantee. Brother Grocer, the best business in sub-YORK trade, ask your jobber for FIVE ROSE'S or write our nearest office.

LAKE OF THE WOODS MILLING
COMPANY, LIMITED

"The Home of Character"

Toronto	St. John
Ottawa	Keewatin
Landing	Winnipeg
Sudbury	Vancouver
Capacity—10500 bbls. daily.	
MONTREAL	

Five Roses Flour

Not Bleached

Not Blended

