

CANADIAN GROCER

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

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

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Winnipeg: 511 Union Bank Building
New York: 115 Broadway

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NO 4.



There's a Constant Demand for

ROBINSON'S PATENT BARLEY

And being a food it is a line you should most certainly handle. There's no more healthy and nourishing food than this, and the profit is a good one. Why not have this profit for yourself?

Write for sample and particulars, or ask your jobber for it.

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

The Syrup Season is with us.

Are you taking full advantage of this? You will be doing a large and profitable trade if you are handling

"Crown Brand" Corn Syrup

Feature "Crown" Syrup and you will [be amazed] at [the] results. It's all anyone could wish for in point of flavor and quality.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St James St., Montreal

P. C. HARRISS (DH)
511 Union BK Bldg

THE CANADIAN GROCER

QUALITY

PROFIT

VALUE

MAC LAREN'S
IMPERIAL PRODUCTS

RELIABILITY

INSURE THE CONFIDENCE OF YOUR CUSTOMERS

It is the Confidence of your prospective customer you desire to get.

It is the Confidence your customer has in you that leads him or her to purchase an article that you may draw to his or her attention.

Your customers are going to advertise your business for you, if you see that Quality Products only are sent them.

On the other hand, a poor article sent to a particular customer, and your customers are all particular more or less, means Loss of Confidence, Loss of Trade, and having your business advertised as not being just as it should be.

If you wish to retain the Confidence and Trade of your customers and have them speak of you and your business as you and your business should be spoken of

Stock Products Combining Quality with Profit.

MacLAREN'S IMPERIAL PRODUCTS

Have the Confidence of Your Customers—Be Wise—Sell Them

IF YOUR JOBBER CANNOT SUPPLY YOU, SEND US YOUR ORDER

MANUFACTURED AND GUARANTEED PURE BY

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO

CANADA

A Faultless Product

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

CODOU'S MACARONI

¶ Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. "Codou's"—that is the name to think of when the best is wanted.

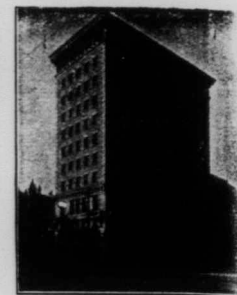
Arthur P. Tippet & Co.
Agents

8 Place Royale, Montreal 84 Victoria St., Toronto



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

<p>R. B. Colwell BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS E. D. Smith Lowneys Toblers</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, - - - N.B. Open for a few more first-class lines.</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p>J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p>Car assorted grades Salmon to arrive. Can give best quotations.</p>	<p>Arrived in store one car NEW ORLEANS MOLASSES HALF BARRELS PRICES RIGHT Lind Brokerage Company 73 Front St. E., Toronto</p>
<p>FOR SALE Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. J. T. ADAMSON & CO. Customs Brokers and Warehousemen 27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p>W. H. Millman & Sons Wholesale Grocery Brokers TORONTO T. A. MACNAB & CO. NEWFOUNDLAND ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful at- tention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.</p>	<p>THE HARRY HORNE CO. 309-311 King Street West, Toronto Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - - - MAN. Domestic and Foreign Agencies Solicited.</p>
<p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p>—WINNIPEG— H. G. SPURGEON Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited. 230 Chambers of Commerce. P.O. Box 1812</p>
<p>WESTERN DISTRIBUTORS LIMITED Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity. SASKATOON, - - - WESTERN CANADA</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885</p>	<p>DISTRIBUTORS, LIMITED P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Merchants, Warehousemen. Track connection with all Railroads.</p>
<p>George G. Hunt Broker and Commission Merchant St. John's, - - - Newfoundland Manufacturers wishing to introduce their goods in Newfoundland please write to the above, stating terms, etc. Also can obtain shipments of all kinds of Fish, Cod Oil, etc., at lowest prices. CORRESPONDENCE SOLICITED.</p>	<p>BUCHANAN & AHERN Wholesale Commission Merchants and Importers QUEBEC, P.Q. Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc. Correspondence Solicited. P.O. Box 29 W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</p>	<p>A. Francols Turcott COMMISSION MERCHANT Quebec One or two more agencies wanted FIRST CLASS CONNECTION —MOOSE JAW— WHITLOCK & MARLATT Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.</p>

J. F. EBY, Pres. HUGH BLAIN, Vice-Pres.

MAPLE SYRUP

Here's your opportunity to "get in."

We are quoting "SPECIAL PRICES" on:

"ANCHOR" brand

for immediate shipment, also for shipment of NEW SYRUP as soon as ready.

Wine Pint, Quart, Half Gallon and Gallon Tins.

Wine Quart Bottles.

IMPERIAL MEASURE, 5 Gallon Tins.

"PANCAKE" brand

Wine pint tins, to retail at - 10c.
" quart bottles " " - 20c.

IN **PURE MAPLE SYRUP**

We quote special prices on

"SMALL'S SELECTED"

AND

"PRIDE OF CANADA"

IN ALL SIZES

IT WILL PAY YOU TO BOOK YOUR ORDERS NOW

EBY-BLAIN, LIMITED

WHOLESALE
GROCCERS

TORONTO



TO CREATE NEW TRADE

call your customers' attention to CAMPBELL'S SOUPS, which they will find more palatable than they can make; more convenient. "Just add hot water, bring to a boil, and serve;" more economical, because everything but the hot water is in the can; and, it is not necessary to buy several ingredients. All of which points will cause them to buy CAMPBELL'S SOUPS regularly— even to keep a supply in the house if you suggest it, because, among the "21 Kinds" can be found a meal or part of a meal for any occasion. And CAMPBELL'S SOUPS pay you a good profit.

JOSEPH CAMPBELL CO., Camden, N.J.

Rose & Laflamme, Montreal, Selling Agents for Provinces of Ontario, Quebec, New Brunswick, Nova Scotia, and Prince Edward Island.

Campbell's
SOUPS

"21 Kinds—Look for the Red-and-White Label."



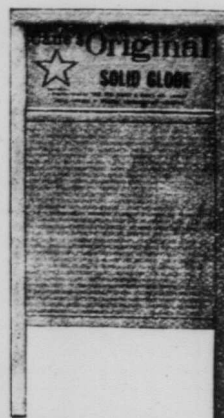
Three of
our
Leaders

Sold by all Jobbers



Cane's Washboards are the Best and Cheapest.

We make this statement without any reservation, because we know that Cane's Washboards are better made, from better materials, than any other line of washboards on the market, at anywhere near the same price.



The high-class finish and appearance of Cane's Washboards are in keeping with the soundness of their quality.

The Wm. Cane & Sons Co., Ltd.

NEWMARKET, ONTARIO



SANITARY CANS

FOR

WINTER PACK

OF

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

“Red Cross” Brand Baked Beans



More for your customers' money—more quality and more quantity.

There is a green label on the top of every “Red Cross” can, telling your customer that it contains more beans to the can than 3's flat sold at higher prices.

And it tells him how to verify it. “Red Cross” Beans are hand-picked from the choicest crops grown in the vicinity of our factories.

The sauces and spices used are chosen with exceeding care as to flavor and purity. Better beans are not packed.

“Red Cross” Beans are supplied also in 1's, 2's, 3's Family and 3's Tall. The 1's are suited for small families; the 2's for families of medium size; the 3's Family for large families; and the 3's Tall for boarding houses and hotels.

Dominion Canners, Limited
Hamilton **Canada**



The Original

When You Sell Borden's Brands—

You know when you sell a customer Eagle Brand Condensed Milk or Peerless Evaporated Milk, that you have sold the best the world produces. Merchants all through Canada find it profitable to specialize on these brands, and besides, they get a lot of satisfaction out of it as well.

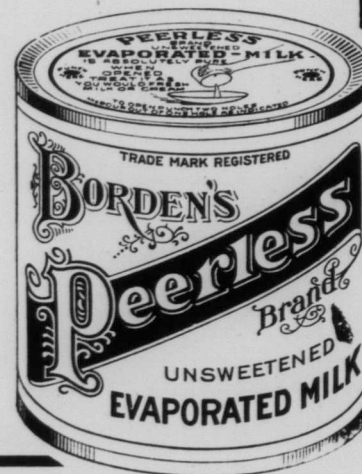
HAS BEEN BEST FOR OVER 59 YEARS

Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co.,
Vancouver, Nelson and Calgary.

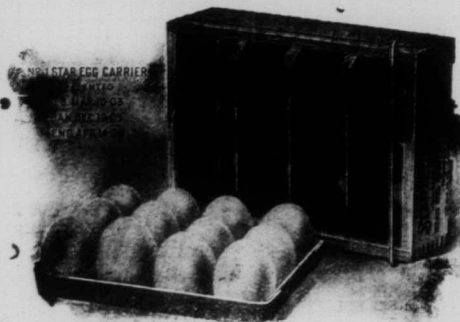


Save Money on Egg Delivery

You can do it if you will
spare a moment to look into

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



Made in one and two dozen sizes.

They stop all breakage and miscount, save time and satisfy customers. Actual cost of using less than 1-3 of a cent per dozen eggs delivered safely.

Compare this figure with the cost of delivery in paper bags or boxes, which break eggs. Our booklet, "No Broken Eggs," will interest you.

Write us and ask your Jobber.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

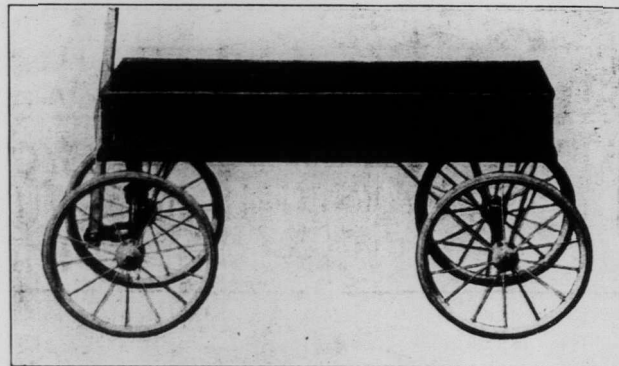
1550 JAY STREET, ROCHESTER, N.Y.

A Rubber-Tired Express Wagon Free

With a 25-Box order of

COMFORT SOAP

“It’s All Right”



Wagon Box
36 x 18

Wagon Box
36 x 18

Rubber Tires

With a 10-box order we charge \$2.00.

With a 5-box order we charge \$2.50.

There is a no more useful article in the grocer's equipment than a small delivery wagon.

It is a serious want felt by all grocers at various times and an absolute necessity for grocers who do not maintain a horse-drawn vehicle. Now is your opportunity. Secure one FREE WITH COMFORT SOAP.

Send for our Illustrated price list.

THE COMFORT SOAP CO.
TORONTO CANADA

THE CANADIAN GROCER

PERRIN'S

LEMON



NECTAR

BISCUITS

CRISP AND TASTY WITH ITS DELICIOUS CREAM FILLING. BEYOND COMPARISON JUST THE GOODS TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



BALAKLAVA BRAND BAKED BEANS

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

WRITE FOR PRICES AND INFORMATION.

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

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

COWAN'S CAKE ICING



Prepared ready for use. Save the housewife a lot of work,⁷ 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

Make "1911" Your Banner Year

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

"VERGINE" BRAND OLIVE OIL

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

START THE NEW YEAR RIGHT

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

DO IT NOW!

Head Office:

Cor.
Church & Colborne Sts.
TORONTO

The Charles
Cicero
Company LIMITED

Branch:

256 St. Paul Street
MONTREAL

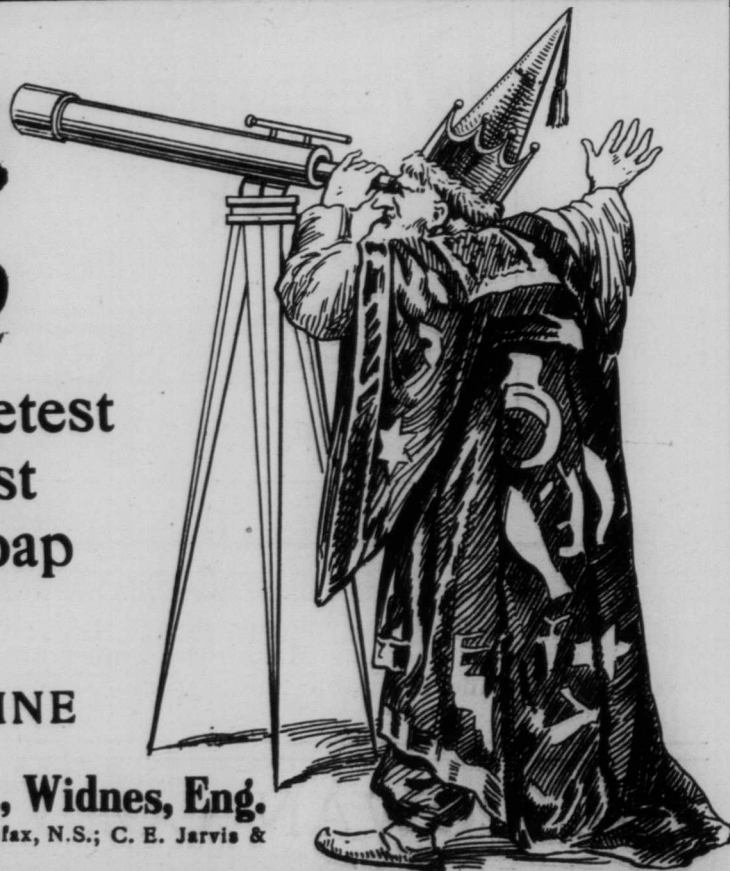
Gossages' Magical Soap

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

GUARANTEED GENUINE

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

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



IMPORTANT DECISION

New York State Pure Food Law and Holbrooks Worcestershire Sauce

Department of Agriculture declares Holbrooks Worcestershire Sauce to be a Genuine Worcestershire Sauce.

(Copy)

STATE OF NEW YORK

DEPARTMENT OF AGRICULTURE.

Raymond A. Pearson, Commissioner.

George L. Flanders, First Assistant Commissioner.

Hon. William F. Sheehan,

Albany, January 11, 1911.

37 Wall Street,

New York City.

Dear Sir:—

The ex-Attorney General before retiring from office, failed to render an opinion upon the question which was argued by you before him relative to Holbrooks "Worcestershire Sauce."

He stated, however, in a conference with the Commissioner of Agriculture, that the question involved was, in his judgment, similar to the question involved in the case of Lea & Perrins' "Worcestershire Sauce"; that he found it difficult to distinguish between them; and that the line of demarkation was so indefinite as to make it doubtful, in his mind, whether the Commissioner of Agriculture would be able to maintain the position that the Holbrooks Company should brand or label the said goods to show the constituents thereof. He further stated that his judgment was that this sauce should be treated in the same way as the Lea & Perrins' sauce and for similar reasons.

In view of this attitude, I am therefore constrained to say to you that no further attempts under the provisions of the present law will be made to require the manufacturers of Holbrooks "Worcestershire Sauce" to label the goods so as to show their constituents, nor to prevent them from using the word "Worcestershire."

Respectfully,

R. A. PEARSON,
Commissioner.

**"TRIAN"
BRAND**

STANDARD
OF
QUALITY



LARGE AND
COMPLETE STOCKS
OF ALL LINES
AT
CLOSE PRICES

The Grocer who buys from us gets.—

Choice from a stock as well assorted as any in the trade.

Delivery in from ten to fifteen days less than if the goods were ordered from the East.

The saving in freights of from ten to fifteen per cent. between carload shipments and less than car shipments from point of origin to the Head of the Lakes

The advantages of buying where the right assortment can be secured, along with quick delivery and a saving in freight charges must appeal to every up-to-date business man in these days of strenuous competition.

The CAMERON-HEAP CO., Limited
FORT WILLIAM, ONT.

CAMERON & HEAP
KENORA

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

"ENTERPRISE"



"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch—they *grind* to any desired-size fineness.

All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.

We manufacture mills to meet every possible requirement—hand, steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

Complete catalog mailed on request.

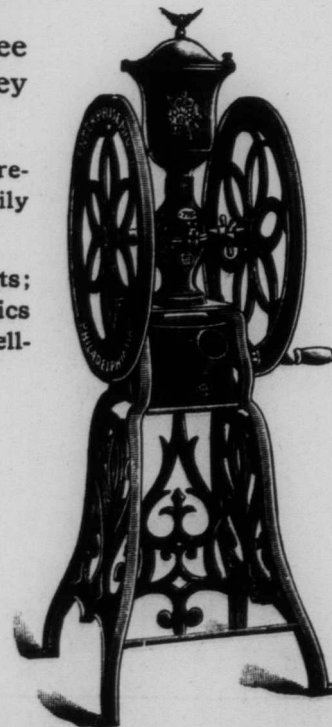
The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray St., New York.

544 Van Ness Avenue, San Francisco.



Our ma

Why Not Order by Mail and Save Time?



REVISED PRICE LIST

	RICHARDS PURE SOAP	100 Cakes
	RICHARDS QUICK NAPHTHA SOAP	100 Cakes
	RICHARDS SNOW FLAKE SOAP CHIPS	100 Pkgs.
QUANTITY	PER CASE	PREMIUM
1 Case	4.15 Collect	
5 Case Lot	4.15 Freight Paid	& 20 Bars Quick Naptha Soap
10 Case Lot	4.05 " "	& 40 Bars Quick Naptha Soap
25 Case Lot	4.05 " "	& 1 Case Quick Naptha Soap or Richards Pure Soap

TERMS NET THIRTY DAYS. Subject to Change Without Notice.

THE PREMIUM SOAP IS EQUAL TO DISCOUNT OF 20c. PER CASE.

The Richards Pure Soap Company, Ltd.

Established 1860.

WOODSTOCK, ONT.

Sold to retail at 5c per cake straight.

Apply direct or through any Wholesale House.

Our mail prices, our Travellers' prices, and the prices quoted by the wholesale trade are all the same, and we guarantee every merchant a square deal.

PURE FOOD!

WILL YOUR GOODS PASS
THE GOVERNMENT TESTS?

Our laboratories are devoted to Cannery, Packers, Grocers, Bottlers, Millers, Vinegar and Pickle mfrs., Spice mfrs., Sugar mfrs., Salt mfrs., etc.

FACTORY CONTROL A SPECIALTY

Investigations, Reports, Recommendations by Experts.

Write us to-day about our yearly contract system.

KINGSTON ANALYTICAL LABORATORIES

Food Chemists and Bacteriologists

KINGSTON, ONTARIO

ASEPTO SOAP POWDER

THE ENEMY OF DIRT

Recommends Itself for 5 Reasons

1. It saves labor. There's not half the rubbing required.
2. It prevents disease. It is thoroughly antiseptic.
3. It is odorless.
4. It is harmless. It will not damage the most delicate fabric.
5. It is economical. A 5c. packet makes 4 gallons of liquid soap.

Try a case. You will be astonished to find how soon it is gone.

Order from Your Jobber.

THE ASEPTO MANUFACTURING CO.
ST. JOHN, N.B.

Agents: Rose & Laflamme, Limited, Montreal

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,

HALIFAX LIMITED NOVA SCOTIA

THE CANADIAN GROCER

HOW DOES YOUR PRODUCT REACH THE CONSIGNEE?

Do you wish it to reach your customer in a broken, splintered case, battered and bruised?

Do you want the first impression to be a bad one?

Are you fond of negotiations over replacement of damaged goods, and return freight charges?

Or do you wish your product to arrive as clean and fresh as when it was packed—a condition to invite further trade?

Don't you want your printed label on the package to be thoroughly legible, and the consignee's name to be clear and readable? Then use

"H and D"
Corrugated Fibre Board Boxes

They will surely protect your shipment against water, damp and damage, and will save on each shipment the unnecessary freight expense of wood.

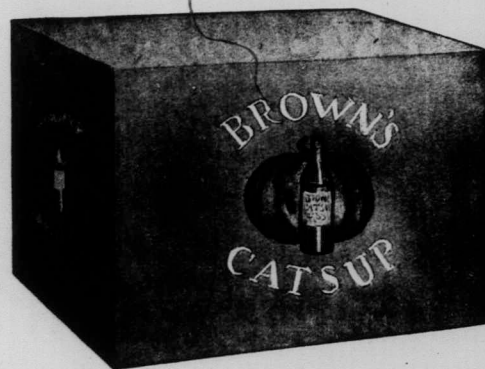
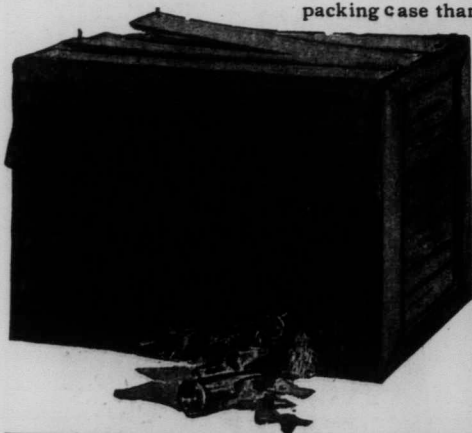
No matter what you have for shipment, we can design a better, cheaper and more satisfactory packing case than you are now using—a case that will save from 10% to 87% in freight charges, 25% to 50% in packers' time, and 90% of your storage space.

A request to have us design a specimen case specially suited to your needs, will put you under no OBLIGATION. We will be only too glad to do so! Write us what you ship, and ask for free booklet

"HOW TO PACK IT."

The Hinde and Dauch Paper Co., Limited

TORONTO, CANADA



Donald says :

"There is no alum present in

Quaker Baking Powder

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

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

November 26, 1910.

MATHEWSON'S SONS

WHOLESALE GROCERS

202 MCGILL ST., - MONTREAL



A PULL TURNS ON THE LIGHT

Better than electricity or city gas, cheaper than coal oil or candles. Steady, white, brilliant 1/4 cent per hour for 500 candle power. Lighted or extinguished by a pull of chain and regulated to any desired candle power in the same way.

Absolutely Safe, permitted by all insurance companies. More Light Means More Business. Delivered ready for any one to install. Write now for circular and special price to merchant direct.

For stores, homes, churches, hotels, etc. First class agents wanted. You save money by buying your mantles and glassware from us.

MACLAREN & CO.,
Gasoline Lighting Systems
MERRICKVILLE, - ONTARIO

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

To **WHOLESALE HOUSES**

We still have several lines of suitable JAPAN TEAS left, and will close out at special prices for quick sales.

S. T. Nishimura & Co., - Montreal

Save Freight

There is a great scarcity of MAPLE SUGAR just now, but you have yet time to make good profits.

Order immediately some of our

Maple Sugar Blocks

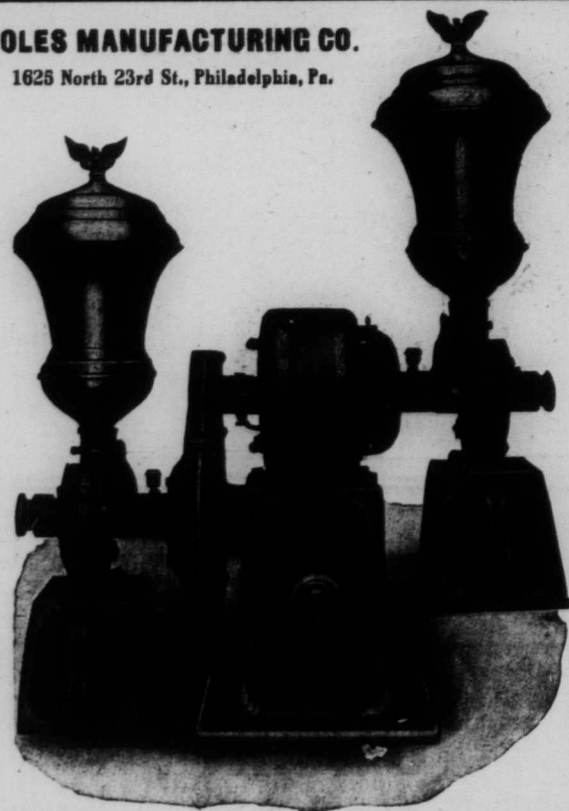
Our stock will soon be exhausted. They sell for 10 cents each. They are so smooth and creamy that they are in constant demand.

Ask your wholesaler for them when ordering "Cabinet Maple Syrup" or "Kitchen Molasses".

Imperial Syrup Co. MONTREAL

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.



AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



Quality — Good Packing — Attractive Get-up

THESE ARE THREE OF THE FEATURES THAT HAVE MADE

"King Oscar" Sardines

PRIME FAVORITES WITH THE CAREFUL BUYER

They are uniformly sweet, tasty and wholesome, and they leave a worth-while profit for the retailer

Only the primest autumn-caught fish are used in "King Oscar" Brand, and our factory is a model of cleanliness and sanitary methods.

ASK YOUR WHOLESALER

CANADIAN AGENTS

**John W. Bickle
& Greening**

(J. A. Henderson)

**HAMILTON,
ONT.**

Western Grocers!

We have been appointed
Sole Agents in British Col-
umbia and Alberta for

Ridgway's Teas and Coffees

lines that have gained high-
est favor wherever intro-
duced.

Ridgway's is the Tea that
has held pride of place ever
since tea became the pop-
ular drink of the British
nation, and is unequalled
in all grades for quality and
flavor. Sell Ridgway's!
The family grocery trade
will surely be influenced to
the store which handles
this splendid tea.

WE INVITE
YOUR ENQUIRY

**Donnelly, Watson &
Brown, Limited**
CALGARY and VANCOUVER

Sole agents for Alberta and British Columbia.



Stop and Consider

what it means to have
lines which will make
customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially
strengthen your hold on
your trade.

Rowat & Co.

Canadian Distributors:

Snowdon & Ebbitt, 325 Coris-
tine Building, Montreal, Quebec,
Ontario, Manitoba and the North-
West; F. K. Warren, Halifax,
N.S.; F. H. Tippett & Co., St.
John, N.B.; C. E. Jarvis & Co.,
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THE PERFECT FLUID BEEF

Made absolutely from the choicest fresh Ox Beef, and every bottle is full of true beef nourishment to the last drop. Invalid Oxvil is not full of spices, etc., but is absolutely pure. It is a genuine extract and true value for your money, and costs no more than an ordinary seasoned beef extract. Invalid Oxvil is price-protected and shows every dealer a definite profit.

Supplied to the retail trade through any Wholesale Grocery or Drug Firm in Canada. Special agents wanted in every Town and City in Ontario, also every Province of Canada.

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Q You can get Insurance against many losses, but none to prevent loss of profits.

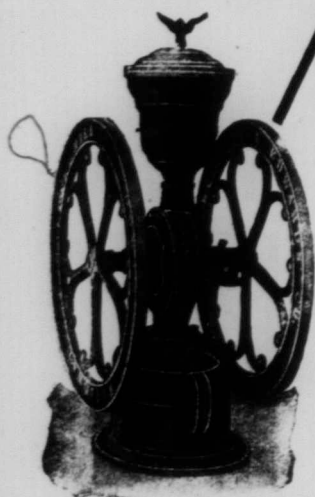
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Q **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

Q The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

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The easiest running, quickest grinding and most attractive mill for your store is the

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.

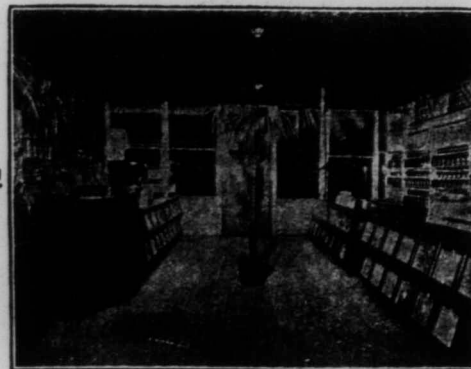
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TORONTO



Why You Can Sell Package Dates

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

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

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Extra Ground
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Golden Yellow.

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and in "Red Seal"
dust proof cartons.

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Montreal, Can.

Established in 1854 by John Redpath

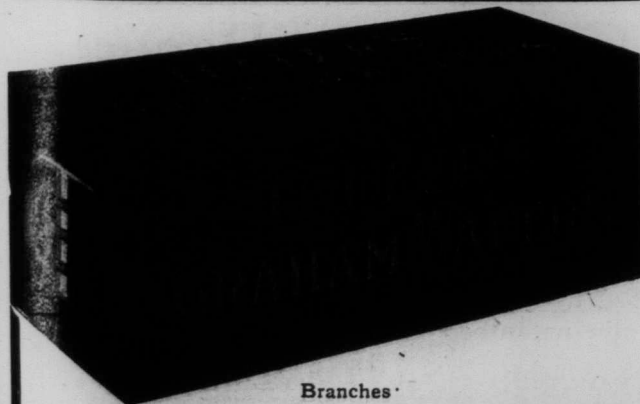


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EVERY GROCER WHO HANDLES IT
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Inland Revenue Department Bulletin No. 208

Shows

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the name may mean much or little, but if you insist on getting

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that brand will give to you the highest quality obtainable in

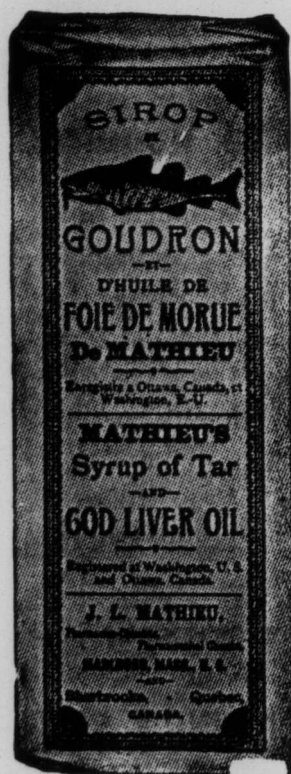
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The friend of all who
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and of a nutritious
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No Milk Required

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to be spent in prepar-
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come in the largest package for the money in the trade. And they are as good as care, skill and superior materials can produce.

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and
'Princess'
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Condensed
Milk**



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Minute Tapioca

This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

Order now from your Jobber.

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Sandbach, Parker & Co., Demerara, B.G.

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MOLASSES**

and all West Indian Produce

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THE REAL
THING!

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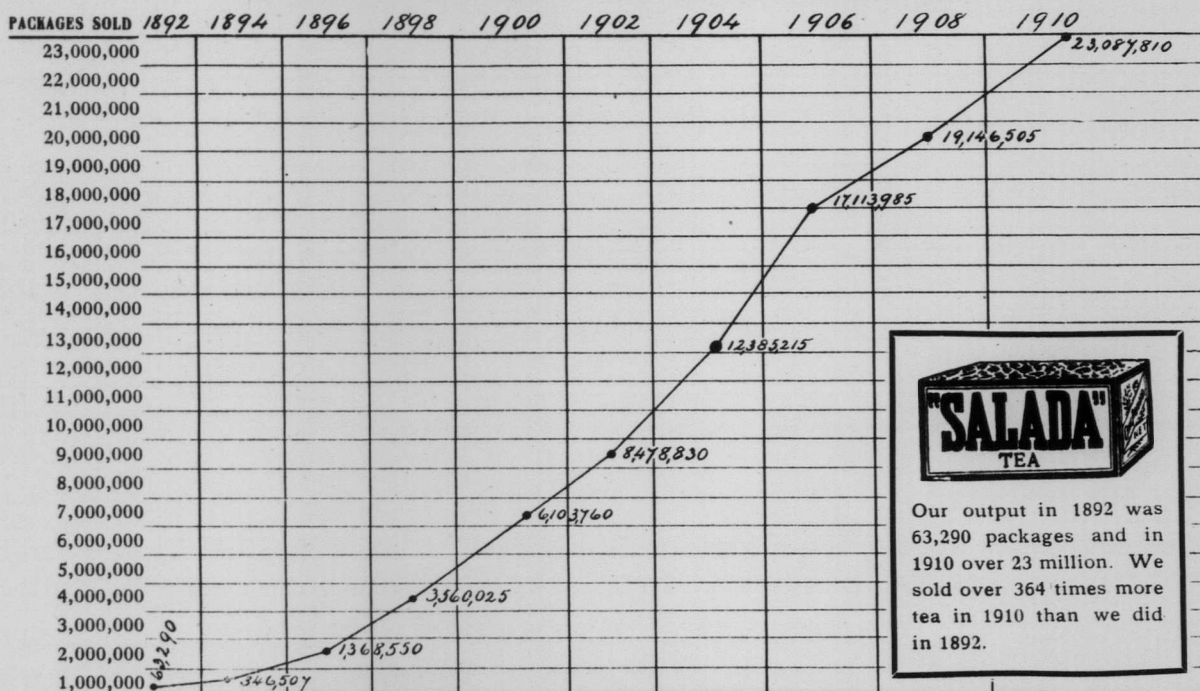
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TIME'S ENDORSEMENT OF QUALITY AND VALUE



EXPLANATION.—Commence at lower left hand corner and follow line to upper right hand corner.



Our output in 1892 was 63,290 packages and in 1910 over 23 million. We sold over 364 times more tea in 1910 than we did in 1892.

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Why Farmers Should Trade at Home

Treasurer of Ontario Retail Merchant's Association Reasons That This Tends To the General Good of the Country and Tells the Farmer so—Mail Order Houses are Unnecessary Institutions He Claims—The Part the Merchant Should Play in the Distribution of Food Products.

By M. Moyer in Farmer's Magazine.

After an extended trip through the great North-west, studying the conditions of the country and trade conditions in particular, I am more firmly convinced than ever that our methods of supplying the consuming public with their requirements are decidedly unsatisfactory, and that a radical change is imperative if that country is expected to develop into a desirable place in which to live.

We have already decided proof of the ill effects of the loneliness of the prairie, on the health of the people, as shown by the rapid increase of the inmates of the lunatic asylum at Brandon. The tendency is to have large farms, which isolates the settlers from each other, and, therefore, the desirability or the necessity of having towns and villages within easy reach from all parts of the country is evident. These towns are springing up all along the railway lines, but as soon as they are started they are handicapped and crippled by the mail order houses, which do nothing to improve the country or make it more desirable for the people.

One Depends on the Other.

The towns are all suffering, and in proportion as they cease to thrive so will the farms in the neighborhood. I do not think that all these new towns should grow to be cities, but they should be thrifty enough to give the farming community good service, and afford them the convenience of meeting for social and business purposes.

All the farmers, in fact, everybody in the country, desire these towns in which they take considerable pride, and regard them as absolute necessities. While they do this they have, however, never learned to understand their own interests sufficiently to support them for the benefit of the neighborhood. A good town in a neighborhood is what a good house is on a farm, and where the latter enhances the value of the farm, the former enhances the value of the neighborhood. The success of the one is so closely connected with the other that neither can suffer without affecting the other. It is, therefore, important and necessary that the relations of the two are well defined and understood.

If this is done it will be clearly seen that the mail order houses cannot possibly on any reasonable ground claim any support from them. Besides, they are an extra expense, and a destroyer of the means which make for happiness and comfort.

Advises Educational Campaign.

With these concerns, powerful as they are, I believe if the people understood trade conditions and a fair and just division of labor, the trade of the country would soon revert into its natural condition and the business would be done through the retail stores in home towns. A properly arranged educational campaign throughout the country would, in my judgment, right the wrong which now exists. Owing to the unsatisfactory trade conditions the farmers have organized themselves into "Farmers' Institutes," the labor people into "Labor Unions," the retail merchants into the "Retail Merchants' Associations," the wholesale men into the "Guild," and the manufacturers into the "Manufacturers' Association." Each organization seems to have built a fence around itself and within its own limits it tries to improve its own conditions.

While all were doing some good, they were, however, getting more suspicious, as well as more antagonistic to each other, and while the desired results were not fully obtained, they, however, prepared the way to do the great work which now has to be done, and that is to work out the proper relations of the industries represented by these different organizations.

The Distributor Neglected.

The Government has done something to assist the farmers in agriculture, and by protecting the manufacturing industries, but no assistance was given to the distributors of food products. It paid no attention to them, and even some of our legislators considered the wisdom of putting the middleman out of business, and yet the prosperity of the country depends more on these men than on any others. The man who makes or produces a useful article does well, but the man who finds a market for that article and brings profitable returns is a better and a bigger man.

When one essential branch of our industrial fabric has been so badly treated and the others have been petted and fostered, is it any wonder that the former suffered from unfair competition, and that it has fallen into a state of almost helplessness in filling the responsible position it must occupy?

All these industries are essential. The merchants are an important factor in the complete outfit, and must be treated with as much consideration as any of the others. This the merchants demand as their right.

The only system that can give the people complete and satisfactory service is admitted to be, through the wholesale and retail stores, and if this is true, then the consuming public cannot afford to have that system crippled, on which it must depend for its supplies. The people demand the convenience of these stores and, therefore, they must remain and be protected and supported. If this system must remain, is it reasonable to suppose that anything can be saved by the additional cost of supporting mail order houses which can only cripple the stores on which the people must depend, and are not able to render the service they need?

Believing that a double system is too expensive and not in the interests of the people, it is natural to conclude that the people will cheerfully support any effort that will be made to revive and improve the true system, rather than add the expense of a counterfeit which cannot fill the bill. We do not ask for Government aid, we appeal to the people, and ask the people themselves to settle this matter. Business conditions should be investigated and confidence between the consumer and the merchant established.

Merchant and Farmer Should Meet.

Representatives from the Farmers' Institutes should meet with representatives of the merchants. If the merchants expect the farmers and working people to deal with them, they also have the right to say what kind of service they want. Therefore they should meet and work out in dollars and cents the best that can be done for the country.

This movement is in the interests of the general public and not for any one class. The object is to work out the true relations of the various industries and build up a system which will be fair to all and make our country the grandest in the world. The conditions in Ontario and the eastern provinces are somewhat different from the west, but the same unfair, unnatural and deceptive trade conditions prevail, and the same remedy will apply as in the west, and as the east is better organized they should take the initiative.

Every Board of Trade, every branch of the Retail Merchants' Association, and every individual merchant should take an active part in this movement. If this is done, the equilibrium of trade will soon be restored, and the wealth of the country will be distributed among its people and not flow to one centre at the expense of the entire country.

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Merchants are Asked to Sign Petition

Concerted Action Against the Co-operative Bills in the House of Commons—Letter and Copy of Petition Sent Out by Dominion Treasurer of Retail Merchants' Association.

Montreal, Jan. 26.—J. A. Beaudry, Dominion Treasurer, Retail Merchants' Association, has been sending out letters to the various trades calling attention to the Co-operative Bills before the House of Commons and urging all to sign an enclosed petition to be eventually forwarded to the House of Commons and Senate if necessary.

Mr. Beaudry's letter reads as follows:

RE CO-OPERATIVE BILLS.

Dear Sirs,—The Co-Operative Bills which have been introduced at the present session of parliament propose to grant special privileges for the formation of wholesale and retail Co-operative Societies, whose object is to do away with the individual wholesale and retail merchants.

The members of our association, all over Canada, are strongly opposed to the adoption of these measures, and to oppose them successfully this year we feel that we want to show the government and the different members of parliament that the great majority of those interested in trade to-day are opposed that special privileges be granted to any one class of the society.

We do not desire to shut out any one from starting into business, but we believe that every one who desires to limit his responsibility should do so according to the Companies Act, under which any can become incorporated, whether they are industrials, merchants, farmers or laborers.

Therefore, will you please have the enclosed petition signed by your employees and return the same at once.

The time is short and your immediate attention is requested.

Also please write the representative of your electoral division in the House of Commons and ask him to oppose the measure.

J. A. BEAUDRY,
Dominion Treasurer, R.M.A.
Montreal, Que.

The petition which is ruled for the name, occupation and address is printed in both French and English. It is:

Montreal, Jan. 12th, 1911.

To The Honorable the Senate and House of Commons of the Dominion of Canada in Parliament assembled:—Ottawa.

The Petitioners undersigned, humbly sheweth:

That we, the undersigned, electors of the electoral division of in the province of are strongly opposed to the adoption of Bill No. 29, "An Act respecting Co-Operation," and also Bill No. 11, "An Act respecting Co-Operative Credit Societies," now before the House of Commons as both bills purpose to grant special privileges to Co-Operative Societies and do not offer any guarantees to the investing public, as to the organization and administration of such societies;

That we hereby support the Dominion Board of the Retail Merchants Association of Canada, Inc. in opposing the passage of the said Bills and pray that you will reject these bills, when they come before you for consideration,

And your Petitioners as in duty bound will ever pray, etc.

A large number of merchants are taking active parts in this opposition and interesting developments are expected.

Suggests Free Lance Arrangement in Buying

Opinion of a Dealer Who Believes in Quantity Price—Advises Clerks to Have Specified Duties—Carefulness Necessary in Sending Out Goods—Running a Special Saturday Sale.

By R. J. E. McCrea.

System in store management should start with the buying end and finish with the delivery service.

Buying should be a sort of free-lance arrangement, the lowest prices and the highest quality, irrespective of friendships with different firms of travelers. When a staple or a sure seller can be bought in quantity it's good buying. An experiment, no matter what the price, should be bought lightly. Every article should have a cheaper price for large quantities.

Travelers are a merchant's best friends and the Trade Paper an invaluable counsellor.

Clerks should all have definite duties; one ought to be the window-dresser and

in charge of the front shelves, another responsible for the cellar and the back shelves, the junior the top flat and back room. One clerk should be responsible for store cleanliness, sweeping, dusting, etc., and where there are four clerks, two should be order fillers and two order takers.

An imperative rule in our store is that all orders be checked by a second party bearing his initial so that in case of error he may be held responsible.

Freight and Want Books Advisable.

A Want-Book should be kept ready for reference for the buyer, and all incoming freight entered in a freight book for invoice checking. Clerks should be encour-

aged to push the profitable lines, one each day.

A ticketed article is half sold. If clerks could be taught to realize the great importance of sales over everything else and the consideration and courtesy due a customer for giving his trade to you there would be fewer complaints of unobliging salesmen. Their very position and possible increase in salary depends on the amount of sales made and they should realize that every customer confers a personal favor on them by dealing with the store and they should show their appreciation by their manner and pleasant word of thanks.

Special sales are a big help to Saturday's business. Say you buy ten cases of oranges a little cheaper than the regular price—a 28 cent line for 22 cents—fill your window with them alone in pyramid piles, etc., and ticket them something like this:

GET THE HABIT.

Buy a Dozen,
29 Cents,
Regular 35 Cents.
Oranges are Better than Medicine.

A January clean up sale always rushes off the odds and ends besides moving many profitable lines. Advertise your sale well in an ordinary over-the-counter style of talk. Dress your window and display on the counter the advertised line and you will pretty nearly be guaranteed a successful sale. Remember a woman will buy a 49 cent article when she will pass by a 50 cent line.

Pay Drivers for New Names.

Where there is more than one delivery man, the route should be divided and one man go the same trip all the time. One man should be responsible for the horses and the buying of hay, oats, etc., as he can buy cheaper than the proprietor since he can beat the farmer's prices better than the merchant. The sellers are likely the dealer's best customers and expect more from him. Drivers should be encouraged to bring new customers in and be paid 25 cents for names of new residents. Above all the proprietor should strictly adhere to all rules and regulations himself as clerks naturally attempt to pattern themselves after their employer.

Some store windows would justify the belief that the real original "old curiosity shop" had been discovered. Although a good variety of articles in a window is wise, there is no necessity for a heterogeneous collection of odds and ends. Slovenly confusion of goods will never awaken the desire of possession in the mind of the passer-by.

A merchant's business system should not be like Dickens' Circumlocution Office—the maximum of red tape and detail combined with the minimum of effectiveness. A simple system of book-keeping is all that is necessary in the average sized store. Nevertheless, it is essential that the books be well kept so that the merchant can always tell where he stands.

Criticism of Two Western Canadian Ads.

Ad-Critic Sees Many Good Points in Copy Sent From Winnipeg and Brandon—He Considers That Short Talks Telling of Merits of Goods Mentioned is the Most Effective Method of Getting Readers Interested—A Catchy Introduction Advisable.

By A. H. McKay.

The Christmas advertisements contributed for criticism by The W. H. Stone Co., Winnipeg, and Dowling & Reed, Brandon, Man., illustrate that Western Canadian grocers are up to the front in the matter of writing effective copy. On previous occasions we have had the opportunity to congratulate the former company on their ad-writing ability and particularly A. E. White, the secretary, the man who is responsible for them.

As we have frequently before pointed out, the selling power of a newspaper

advertisement depends upon its ability to attract attention, its power to hold attention until the prospective purchaser had read it carefully and last, but of the most importance, to make such an impression on the mind of the reader that he or she decides to purchase an article advertised.

Watch Fancy Borders.

In the first place the ad. of the W. H. Stone Co., is set in an attractive and appropriate Christmas border, but it is

not overdone. Fancy borders should be carefully and sparingly used. Better use a straight rule than something too fancy which will detract from the ad. itself.

In writing the introduction to this ad. Mr. White used very good judgment. The first part of the opening sentence at once demands attention and just The remainder of the statement and also about the proper sized type is used. of the introduction is strong enough to convince any prospective unprejudiced purchaser.

By advertising a list of the goods carried and naming the prices, the company aims to impress upon readers the truth of the statement made in the introduction, that the prices are right. The talks about poultry and mince-meat are the kind that make the mouth water and if similar statements had been made about the red and green



We Cannot Cook Your Xmas Dinner

But we CAN provide the very finest materials with which you can do so. Our stock is as fresh, complete and well assorted as careful buying and a thorough knowledge of our business can make it.

*We offer you at this Xmas time **THE BEST GOODS, THE BEST PRICES and THE BEST SERVICE.** Give us your business, we can take care of it.*

A Merry Xmas is assured to you if you purchase your groceries from The W. H. Stone Co.

A Happy New Year is sure to be yours if you give your grocery account to The W. H. Stone Co.

Ideal Coffee 50c, 40c, 30c per lb. = Ideal Tea 50c, 40c, 30c per lb.

FINE POULTRY	
is a Christmas essential. Ours are Manitoba Birds, beauties too, drawn, with heads and feet off.	
Turkeys, per lb.....	26c
Geese, per lb.....	22c
Ducks, per lb.....	22c
Spring Chicken, per lb.....	22c
Oysters, solid pack, per quart.....	\$1.00
Cheese, fine flavored Ontario, per lb.....	17c
Cream Cheese, McLaren's, per jar.....	25c and 45c
Stilton Cheese, Roquefort, Gorgonzola and Limberger at right prices.	
CHRISTMAS PUDDINGS	
We carry Lazenby's, put up in 1, 2 and 3 lb. basins, each	
	35c, 60c and 85c
BISCUITS	
Fine assortments of Huntley and Palmer's, Jacobs and Carr's, at, per lb.....	
	30c, 40c, 50c
PURE MINCEMEAT	
The kind which contains plenty of fruit, 2 lbs. 25c	
Per 12 lb. pail	\$1.35
Per 28 lb. pail	\$2.95

CELERY	
Choicest California, per bunch.....	10c
We can supply ripe tomatoes, lettuce, cucumbers, parsley and all seasonable vegetables.	
Caviare, per tin.....	75c
TABLE DAINTIES	
Imperial Cluster Raisins, per lb.....	35c
Connoisseur Clusters, per lb.....	20c
Table Figs, pressed, per lb.....	15c and 20c
Dates, per lb.....	10c and 12c
Table Figs, natural pulled, per lb.....	20c
Mixed Nuts (all varieties), per lb.....	17c
Preserved Ginger, per jar.....	25c and 30c
Ginger Wine, per bottle.....	35c
FRESH FRUITS	
California Navel Oranges, per doz. 25c, 30c, 40c and	50c
Apples, fancy red Winesaps and Rome Beautys, 3 lb. for	25c
Apples, No. 1 Spys and Russets, 4 lbs.	25c
Bananas, large and choice, per dozen 25c and 30c	
Grapes, Pears and Grapefruit, also Japanese Oranges.	

THE W. H. STONE CO

RELIABLE GROCERS

648-650 Main St. and 181 Bannerman Ave. Phones Main 1011, 1012 and Main 9905

fruits, the ad. would have been still more effective. If there is anything distinctive to be said about any article advertised it is generally conceded good advertising to say it.

The same may be said about the Christmas puddings. Some critics would

a more catchy and stronger first-introduction could have been secured than, "Christmas Groceries and Sweetmeats," for instance: "You want the Best at Christmas Time," or "To Make Assurance Doubly Sure," and follow up by saying, "purchase your Christmas groceries where quality is made the particular feature, etc." No criticism can be made of the remainder of the introduction as it contains convincing talks and is not too lengthy. The naming of a list of articles with prices is another good feature of this ad. but, as stated above, it is always a good policy to devote a little space describing the quali-

ty and other merits of the goods advertised.

Let us suppose there are two advertisements side by side and occupying the same space with exactly similar introductions in a newspaper; but in the one the items are simply mentioned with their prices, while the other has brief, spicy little talks telling about the goodness and good value of the goods advertised. Of course the same number of articles could not be mentioned in the one as in the other but every advertiser will admit that the latter will produce the best results because it arouses a greater desire on the part of the reader to buy.

Christmas Groceries and Sweetmeats

WE MAKE A SPECIALTY OF FANCY GROCERIES, HIGH GRADE CONFECTIONERY AND CHOICE FRUITS. FOR THE XMAS CHEER WE HAVE A MOST TEMPTING DISPLAY OF TOOTHsome DAINTIES.

Come in and see our Goods, also the cleanest and Best Equipped Grocery Store in the City

Nuts & Fruit

FANCY CLUSTER RAISINS
per lb 25c 35c. & 50c
LAYER FIGS
per lb 20c & 25c
PULLED FIGS
per lb 20c
Boxes 50c
FANCY NAVAL ORANGES
per doz. 30c. to 60c.
JAPANESE ORANGES
per Box \$1.00
GRAPE FRUIT
2 for 25c.
SPY APPLES
4 lbs 25c.
SWEET APPLES
5 lbs 25c.
MALAGA GRAPES
per lb 25c.
MIXED NUTS
Six kinds, per lb 25c.
SHELLED ALMONDS
AND WALNUTS
per lb 50c.

Fine Candies

BROWN MIXED CHERRIES
3 lbs 25c
JOLLY MIXED
2 lbs 25c.
HUMBUGS
per lb 20c.
STARR CREAMS
per lb 20c.
CHOCOLATE CREAMS
per lb 25c.
BONBONNIAR
Finest Creams, etc. per lb. 30c.
CREAM DATES
per lb 30c.
MAPLE WALNUTS
per lb 30c.
FINEST MIXED CHOCOLATES
per lb 40c and 50c.
PRESERVED GINGER
per Tin 25c.
GENUINE TURKISH DELIGHT
per Box 25c.
XMAS STOCKINGS
..... 5c 10c 25c. and 50c.

Fancy Ontario Apples in Bbl.

CHRISTIE'S PLUM PUDDING
per tin 35c.
WAGSTAFF'S MINCE MEAT
5 lb tin 75c.
ALMOND PASTE
per lb 60c.
GLACE CHERRIES
per Tin 25c.
SELECT OYSTERS
per Quart 90c.

Fine Chocolates in Fancy Boxes

ONTARIO COMB HONEY
each 35c.
MACEDOINE FRUIT-IN JELLY
per Jar 50c.
MACEDOINE FRUIT-IN SRYUP
per Jar \$1.25
CRANBERRIES
per lb 15c.
FRESH LETTUCE
4 Bchs 25c.

FINEST ASSORTMENT OF OLIVES AND FANCY BISCUITS. SEE OUR WINDOW. OPPOSITE THE EMPIRE HOTEL

Dowling & Reed
730 Rosser Avenue
PHONE 32

A Good Advertisement from Brandon, Man.—Reduced from 13 x 4½ inch Space.

say that an advertiser was assuming that the general public knew more than they really do when the advertiser simply mentions the brand. A little talk as well about the merits of the article is far better than simply naming the brand even if that brand is actually a name and quality familiar to every householder or prospective purchaser.

Strive for Catchy Heading.

The writer of the Dowling & Reed ad. is also to be commended. Possibly

MERCHANTS CONSIDER ADOPTION OF UNIFORM SIGN

This Would be for the Purpose of Assuring the Public That at Least These Dealers are Honest—How an Agency Collects Accounts for its Clients—Inspector of Weights and Measures Criticized.

Toronto, Jan. 26.—The Toronto branch of the Retail Merchants' Association held its annual meeting last week, when besides the election of officers for the coming year, some interesting discussions in regard to matters pertaining to the retail trade took place.

The officers who will guide the affairs of the Association for the coming year are:—

President, R. W. Dockeray; first vice-president, H. Ellis; second vice-president, G. A. Cooper; treasurer, F. C. Higgins; secretary, George E. Gibbard. Delegates to Exhibition Board, J. F. Holloway and George E. Gibbard. Delegates to Associated Charities, E. M. Trowern and W. J. Hanna.

The association expressed its disapproval of the statements made by J. J. McConvey, inspector of weights and measures, who addressed the Household Economic Association on January 10. In his address he warned the women of Toronto to be on their guard against being given short weight by dishonest merchants. A heated discussion took place and a resolution passed, "that this branch protests most emphatically against any public officers of the Crown being permitted to insult a body of citizens and we call upon the Minister of Inland Revenue to demand an explanation of the charges or a public retraction of the same."

The members of the general executive board were requested to consider the advisability of adopting a sign or trade mark suitable for placing over the store doors of all members of the association and that advertisements be placed in the leading papers calling public attention to the fact that the merchants over the doors of which these signs appear are endeavoring to conduct trade on a fair and square basis.

The opinion was expressed that the city should not charge the merchants on the business street any additional sum on account of the cluster lamps placed there, as a large sum is already paid by the merchants in the form of a business tax.

The attention of members who give accounts to collect to a local agency with head offices in the United States was

drawn to the fact that for the first 15 accounts they hand in they will be charged \$1.50 each and additional ones, a graded fee and that this amount is deducted from the sum collected. Many merchants it was affirmed were not aware of this fact when they hand in their accounts.

The advisability of forming a Board of Arbitration to settle disputes among members as provided by the charter of the association was discussed also, while the inactivity of branches of the association throughout the province in urging helpful legislation gave rise to a lengthened debate, so that it was a late hour before all the business had been concluded.

Various lines of future activity were presented, the principal and one for immediate action being that of opposing the co-operative bill introduced into Parliament at Ottawa at the present session.

A keener interest in municipal affairs was recommended as well as the desirability of members taking more active part in municipal life.

The financial statement presented was a detailed report of the operations for the nine months preceding the 31st of December last. This showed that the Executive had been enabled to pay off a considerable amount of the old indebtedness and start the new year with a surplus of \$589 of assets over liabilities.

TO OVERCOME ACCOUNT DISPUTES

Woodstock, Ont., Jan. 26.—Several Woodstock merchants have started a system of billing customers every Monday morning. Each customer receives his or her bill. In this way they hope to overcome a great deal of disputing which arises out of long running accounts.

Merchants, particularly grocers, have their troubles regarding delivery. Here several have certain hours for delivery to certain parts of the city. This is appreciated by customers and saves the grocer many an unnecessary trip.

Squeezing the Employer for More Pay

A Clerk's Demands at a Time When he Considered the Business Needed His Services—He was Allowed to go—A Blind Ad. for a Clerk and One of the Replies—He Wanted to Take Home the Spotted Fruit and get off to Play in the Band—What a Good Organization Does.

By Henry Johnson, Jr.

Perfect organization, the kind which builds up a force capable of doing extra work without strain when occasion demands, is one of the greatest factors for betterment a merchant can have in his business. Many times I have thought that my force was such as would just enable me to jog along at an even pace through the daily work, but would not stand any extra push or demand; and I have been pleasantly surprised to find that, on the occurrence of illness, or from some other cause, the gap left by the absent one was filled without seeming to disturb things, and business was done without inconvenience. It's a great thing so to work yourself and so to train others that they will think of the task to be accomplished as much more important than any little matter of personal convenience.

When Phone Wires Failed.

I have just had an experience which illustrates this point. We no longer take orders by means of an order route, finding it a waste of time; but we do have a large business by telephone. A recent storm covered our 'phone wires with sleet and broke down a great many. The damage was so great that in many sections of town there was no 'phone service at all for many days together. But our customers did not suffer for a minute. Immediately on learning the condition of things, I planned order routes for two men and started them out. This served the double purpose of getting the business and notifying all customers in all directions that we were going to care for them. Next day it was only necessary to send out one man; and he has alternated ever since between the two main lines of travel, still continuing to call on those whose 'phones are "hung up."

This matter of taking two men right out of a business which is busy enough every day, might seem to endanger the correct doing of the regular business; but the way things adjusted themselves was very gratifying. No time was lost; no customers were disappointed; things went along much as usual. It all came about through having the men willing and ready. I had simply to assign new pieces of work to each man, in addition to his usual duties, and the gap made by the order men was filled. True, we all had to do some extra hustling, but that seldom hurts anybody.

Clerk Wanted More Pay.

Christmas is the season when some clerks "go on a strike." They seem to reason that it's a good time to "squeeze the old man for a raise." Looking around through the busy store and calculating how things will be during the "Christmas Rush," they figure to take advantage of conditions and get more money. They further reason that, if they fail to get more at the place where they are working, they can get in some-

where else, where extra hands seem to be needed, and maybe they may be able to retain the new job after the holidays. At any rate, it's worth taking chances on, or seems to be worth it, to many of them.

One came to me just before Christmas with this kind of a demand. He made it as smooth and soft as possible, saying he knew I was under heavy expense already and that I could get men for what I was paying him. Said further that he did not want to "do me dirt" and that he had nothing against me or my treatment of him; it was simply a question of more pay and he knew he could get more. He went on to say that he knew also, that this was a bad time to quit; but he felt it needful to look up more wages now, if he were going to get fixed elsewhere for the winter. He ended by giving me two days' notice!

Fifty Dollars Per Month.

I was thinking over matters as he was talking. I reviewed before my mind the kind of treatment he had had. He is a hood clerk; does his work well and with unusual intelligence, and I was truly sorry to have him go back on my expectations of him in that way. He came about three months ago. Being a man of some experience, I hired him for fifty dollars per month. I told him when I engaged him that fifty dollars was probably the limit of wages he could expect to earn in the vacant position. During the time he has worked he has had his check regularly, as all others; and somehow, it seemed to me that, comparing his present position with his situation when he was out of work, he was doing well enough to wait and take chances of betterment right where he was.

As he went on with his remarks (which I listened to without comment), I could not help thinking that he was exhibiting a sad flaw in his makeup in proposing to give me such notice on leaving such a position; and I have found, or think I have, that one can't work out flaws very easily when once they become part of a character. Thus, when he had finished his "little spiel," I simply said that more expense was out of the question with me now, and that I must let him go. As to there being anything particularly "bad" about the month of December as a time for leaving, I did not think much of that, for there were really only two or three days during which it might be "bad," and we could probably plow through that time. I told him I was sorry to lose him; that his work was O.K. and that I had hoped he'd be one of the permanent ones; but, if he felt as he had outlined, it were best for him to go. Then I went into some details of his plans with him, and asked him what he thought of doing; threw out a suggestion or two to help him along, and bade him good night.

Gets His Back Up.

Seems to me that's about the right way to look at these things. I do not mind having a man ask for higher pay providing he asks right and at the proper time. Had this man come to me sooner, or had he waited until the pressure was over, he would probably have gained his desired advance. At any rate, he'd have held a good job, at fair wages, which he may not succeed in doing elsewhere. But whenever a man tries to "squeeze" me I get my back up and am apt to feel that I'll run the store alone before I yield one jot or iota of the demand.

Prosperity is a good thing, but when it comes to paying \$40 to \$50 per month for work we could readily have done for \$25 to \$30 a few years ago, it seems to me that something should be definitely expected in the way of conscientiously intelligent service in return. Too often is the clerk ready enough to fix the price of his services without any commensurate idea of what service he will render in return. Thus it many times occurs that this or that piece of work is not "his work" according to the standard he has fixed, as a kind of "mental reservation," for himself.

Should Keep Their Obligations

Such being the situation regarding those who work for us, and they being ready enough to insist on a liberal construction of their side of the contract, I feel that we, as employers, must look out for our side of the bargain with great diligence and hold the young men up to something like a full performance of their duty. Failing this, they should be allowed to slide out any time. As I have before insisted, we must be considerate and kind. We must pay fair wages. We must not be unjust. We must hurt nobody's feelings needlessly. But, as I have also said before, we are poor guardians of the best interests of those under us when we allow them to become careless or indifferent about keeping their obligations of any nature.

While on this subject, I want to consider our obligations to each other, as merchants, in the matter of hiring help. In our town there is a growing sentiment against hiring from one another, though, I am sorry to say, there are still some who disregard ethics in this connection. No matter how we are treated, however, Johnson & Son will not hire a man who is at the time working for a neighbor—if we know it—and this stand not only seems right, but it appears to pay in neighborly good will and further, in the comparative security of our help from outside temptations. But the best intentions fail us sometimes.

The Hiring of a Clerk.

About two months ago I inserted a "blind ad" for a clerk, and got several letters. One appealed to me because I knew the man slightly, though he wanted some things I would not grant. His

demand for \$15 per week might be met; but he also wanted to be allowed to take home spotted fruits; to have 10 p.c. discount on purchases; and he belonged to a band and wanted it understood that anytime the "band played" he was to have his time off, with pay—of course. I was considering the proposition with a view to offering him \$15 per week and cutting out the rest of it, when he came in and I talked with him. He first said that, had he known I was the advertiser he would have written a different letter and my proposal seemed to please him. But then he said: "But I am working at Jen-

kins' now, though, as I am getting only \$13 per week, I'd be glad to change." I told him that in that case it was all off and I would not care to talk with him at all unless the time ever came when he had actually left my neighbor and came to me unemployed. Well, he went right over and held up Jenkins for \$15 on the strength of our interview, and it was some time before I could get Jenkins' good will again, though I was frank in my explanation. However, what might have been expected happened, the fellow left my neighbor in the lurch at a critical time later on, so we reached an understanding again.

included. Very important is the weighing of goods and the fact should carefully be impressed upon clerks that they are to give exact weight, no more and no less. Care should be exercised in weighing for although overweight may not be given, quantities of goods are often spilt over the counter and floor.

Another source of wastefulness is unnecessary use of twine, wrapping paper and other articles; for example, using 24 inch paper when 18 inch would do, or 16 lb. bags when 10 lb. would do. The care in using these articles should be increased by the fact that we are all giving them away. It must be remembered that the small things in business count a great deal. Waste of paper, allowing taps to remain untightly closed, breakage of package goods, bad care of stocks all help in decreasing the profit.

Merchant Saves \$90 by Taking Discounts

Doing a Comparatively Small Business in a Country Town Store—Savings are Made on Sugar, Biscuits, Tobacco, Confectionery and Vinegar—Necessity of Looking Closely After Purchase of Goods—Every Dealer Should Aim at Development of Salesmanship.

By W. J. B.

A large number of retail dealers do not bring all their available resources into play that help in increasing the profits and giving larger returns on their investment. By more careful attention to the many things that assist in building up profits, most merchants could make more money. For it is a well known fact that the merchants who have not made a success of business are those who have paid little attention to the many things which influence to a large extent, the percentage of profit.

The Buying Problem.

Perhaps one of the most important items in this line is buying. How many merchants have completely wrecked their businesses by poor buying methods? Sometimes this is due entirely to carelessness, merchants ordering goods without ascertaining extent of their stock. Bad arrangement of goods is mostly responsible for this. Articles of one class scattered all over the store, and the merchant thinking he is out of a line will order a stock while he already has a good supply in some other section of the store.

Many dealers think that a big stock is necessary to sell goods and will order any quantity without first making an estimate of their selling ability for that line.

Other merchants buy large quantities in order to get a little better price, while the interest on the money which is invested amounts to more than the difference in price and besides running the chances of being left with a heavy stock of some unsalable article on his hands. Many dealers find that buying often and in small quantities, providing he is situated properly, is the best system.

Thus if a merchant runs against some article that is of an inferior quality and therefore a slow seller, he will not have a large stock to get rid of.

Besides in the grocery business, one of the essentials is that the stock be kept fresh or trade will soon run behind. What is a little difference in price compared with having the goods only when you need them and not having them when you don't want them? Therefore a merchant should be on his guard.

What Discounts Amount to.

Another important detail that helps in increasing the profits is the taking of discounts. Let us consider the lowest discount, 1 per cent., the amount allowed on sugar for payment within 10 days. Otherwise sugar is net 30 days, and if payment is not made during that time interest is charged. This 1 per cent. does not look very large, but a dealer must remember that he is saving 1 per cent. on his money in 20 days—the difference between 30 and 10 days. If he could keep his money out all the year at the same interest, it would mean about 18 per cent.

We receive, too, 3 per cent. discount on biscuits and confectionery. This is for payment within 30 days instead of 2 months net; 3 per cent. for 30 days means 36 per cent. per year if we kept it going all the time. But even if we turn over the biscuit stock six times per year, it means 18 per cent. on our money.

Although the goods in a grocery store on which discounts are now allowed are somewhat limited, still in a year they amount to quite a sum. Discounts are allowed on sugar, biscuits confectionery, some brands of tobacco, extracts, spices and vinegar.

A Saving of \$90.

I know of a merchant who during 1910, kept track of the amount saved in discounts on five items sold in the grocery store. The merchant in question conducts a store in a small country town. On sugar during the year, the discounts amounted to \$30; on soda and fancy biscuit, \$20; on tobacco of all kinds, \$20; on confectionery, \$15, and on vinegar, \$5 amounting in all to \$90.

At one time this dealer did not consider the small discounts of one, two and three per cent. of much importance, but he began to think over the matter, and now looks carefully after all discounts he can get.

Losses From Wastefulness.

Still another avenue of loss in many grocery stores is wastefulness; and under this heading many items may be

Developing Salesmanship.

Of course, all merchants recognize the fact that the way in which to make more profit is by selling more goods. Under this heading may be included all items pertaining to salesmanship and advertising. The merchant should be constantly on the lookout for plans and methods which will promote this important part of the business. He should continually develop higher measures of salesmanship himself and select clerks who can sell goods. He should bring into play every idea or method that will help in the great object.

Each merchant, if he finds after stock taking that he has not made the profits that he should, needs to make a careful examination of affairs, as there must surely be some reason.

Salesmanship Needed to Move on the Old Lines

Smith's Falls, Ont., Jan. 26.—"Don't get tired of showing old lines." Such is the advice of a Smith's Falls grocer. And he is not one of those who purchases a cheap stock and lets it become mouldy for lack of progressive salesmanship methods.

But he claims that the best grocer sometimes gets some line or other that does not find the market he expected and if it persists in remaining on his shelves he becomes discouraged and allows it to drop back and back until some day in going over his shelves he discovers it and wonders how it ever became so completely hidden. In cases such as these he advises redoubled efforts in order to clear the stock away. The grocer should not allow himself to become discouraged. He has more than one means at his disposal of starting the particular goods on the way to the buying public. It is this discouragement, he says, that is responsible for so much old stock on the shelves. There are other reasons, he admits, but this he claims to be one of them.

The Canadian Grocer

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THE LOW PRICE OF SUGAR.

The Grocer was on the press a week ago when another announcement of a decline of 10 cents in refined sugar was made. This news, however, was briefly conveyed to our readers in last week's issue.

In two weeks, therefore, sugar declined 30 cents per cwt., placing it lower than it has been for a good many moons. The price is now \$4.30 for standard granulated, Montreal basis, which is 5 cents lower than the lowest price of 1909, a year of comparatively cheap sugar.

The market is still weak, due to the abundance of raws, and even in the face of attempts to keep the market on its present feet, there may be cause for another decline next month.

KEEPING TRACK OF ORDERS.

In order to conduct buying successfully the grocer must have some method of keeping track of his orders—unless he may be gifted by a wonderful memory. If he does not he will find himself getting loaded up with too large a stock of some particular article.

A dealer who does quite an extensive business told the writer recently that before he began keeping his order-book he found himself many times with an over-supply of some article. A traveler would call and in his order he would include, say a case of condensed milk. Then, perhaps, before the goods arrived, he would be giving another order, and, noticing that the condensed milk stock was low, he would order another case.

The merchant has so many things to look after that this is liable to happen

in many cases. But if he has a system of keeping track of his orders, this will not occur.

Another merchant in describing his system said that he kept an order book in which he pinned a copy of all orders given to travelers. If he ordered goods by mail, he placed a list of articles ordered in this book. When the invoice arrived it was checked over with the order to see that the price was the same on invoice as on order. Besides, he noticed if the seller had neglected to send an article ordered, so that he would be able to get it on the next opportune occasion and not run short. By this method, knowing exactly what he had on order, he was not liable to overstock on any article by ordering twice.

THE PROFIT ON EGGS.

When new laid eggs are purchased wholesale at 40 cents, is a retailer justified in selling them at an advance of 10 cents per dozen?

This is a question which is interesting particularly to the larger cities where retail merchants buy from wholesale provision houses.

Figuring it out on a percentage basis it will be seen that 10 cents on 50 allows a profit of 20 per cent. In these large centres the cost of doing business is generally conceded to be in the neighborhood of 15 per cent. and therefore the retailer is left with a net profit of 5 per cent. minus the broken eggs.

There are not many business men who will claim this to be unfair. The dealer actually makes 2½ cents profit per dozen and from this must be subtracted loss through broken eggs.

GET BEHIND FISH TRADE.

Good Friday falls on April 14th this year. The season for selling fish is, therefore, long, and the merchant who has started or does start now in the development of his fish trade will find a substantial period in which to develop and reap the benefit of his work.

Besides the business from this line itself, it acts as a magnet in drawing customers to the store, thus giving an opportunity to develop salesmanship ability in introducing other lines. This increases business in general. If the dealer has not already got started, now is the time, before a near-by competitor snatches away the opportunity. But even if the trade is already headed in some other direction, there is still plenty of time if the proper methods are employed.

One of the essentials for building up a trade in fish is to have a good assort-

ment. People's tastes vary, and if you wish to interest all, you must have different assortments. As to the kinds and assortment, the merchant must be guided according to those things which affect his trade. One of the main things to remember is to buy in small quantities. In this way a better assortment may be secured, the stock is kept fresh and the dealer is not loaded up with some unsalable line. Display is one of the important factors in selling fish, and it should be carefully looked after. Most dealers cannot devote a window to this line all the time, but occasionally the window should be dressed with fish. When this is done, great importance should be paid to the cleanly appearance of everything connected with the display, and a liberal use of price cards will usually be found a help in attracting sales.

The clerks should be acquainted with the different kinds of fish, know where they are caught, what varieties of fish they are similar to, and all other information which may be useful in interesting the customers.

Good display and proper salesmanship may sell to the ordinary customer, but in order to increase the range, some advertising to back these up ought to be done. A part or whole of the advertisement in the local paper should be devoted to fish, at least for a time, until a trade is worked up. Call attention to the assortment of fish in stock, name several of the varieties carried and the price. Do not confine yourself to working up the trade of the town customers alone, but issue a circular, if necessary, to the farm trade, calling attention to your fish advertisement, and you will find an increase of business from this source.

The handler of fish wants to make as much money by this portion of his trade as possible. More money can be made by handling those brands of fish which pay the best profit, quality considered. It is to the dealer's advantage to always sell the brand which gives the best profit, if it is equal in quality to the other.

A case exemplifying this, and which was recently related by a retailer, will show the point. He said that one time on oyster firm recently started in to advertise extensively to the public. When he decided to put in a stock of oysters, he thought he would purchase this brand. But, on enquiry, he found that a comparatively small margin of profit was allowed, so he looked around until he found an oyster of just as high quality. Although not advertised to the consumer, he was, nevertheless, able to easily introduce it to his trade and

on account of its high quality and the profit concerned, he soon worked up a good business with a good profit.

RESULT OF KNOWING THE GOODS.

A Smith's Falls, Ont., grocer recently told a story of a little feat in salesmanship that is worth relating.

A lady asked for salmon in his store not long ago and he commenced to talk several brands he had on his shelves. He found that she used the best for table use and also for salads. On learning this he pointed out the value of the one as a fish and also emphasized a lower grade as a good salmon for salads.

The result was that while the woman came into the store to buy one can and had a half notion to take a second-grade brand, she actually bought the two cans and felt that she was buying to advantage.

NEARLY A MILLION CATALOGUES.

Do merchants in western Canada realize the importance of the fact that a large mail order concern is distributing 350,000 catalogues throughout that section of the country?

Do eastern dealers note the significance of the fact that this same house is sending out to their customers 400,000?

This makes a total of 750,000 catalogues going to that many families in Canada. Presuming that each of these families spend on an average of \$5 with that concern, what is the result?—\$3,750,000 going from the country to enrich a single company, which returns little or no good to the sections from which it draws this vast sum.

There is no legislation to counteract this sort of trading. It remains with the retail trade to work hard to prevent as much as possible of this money leaving the country districts to enrich one or two persons in the large cities. Modern store equipment, careful business management, up-to-date methods, the best possible service and salesmanship on the part of employer and employe will do much to alleviate the harm being done. But it means good solid work on the part of every dealer.

HINTS TO GROCERS.

Old newspapers make good glass polishers.

See that the lock on your door works easily. It is often a great annoyance to customers.

If you wish your brooms to be in perfect condition, always keep them in a rack.

Spend spare moments in giving your clerks information about your goods that will help them to make sales.

WHEN FREIGHT IS ALLOWED ON CANNED GOODS

In the issue of The Canadian Grocer of October 14, 1910, there was an article written by the representative of a Canadian canning company on why prices of canned goods would be high this season. In the course of that article he said:

"Prices appear high contrasted with those of last year, for the reason especially, that this year's prices include allowance for freight, wholesaler's profits, etc., whereas last year's prices were net F.O.B. factories."

There appears to be some misunderstanding on the interpretation of this point which according to a wholesaler is this: "Prices on canned goods include freight allowance and wholesaler's profits in carload lots to Ontario points and in less than carload quantities to all distributing centres—that is, centres recognized as wholesale points.

"But when a retailer who lives elsewhere than at these competing points buys in less than carload quantities he has to pay the existing prices plus freight from the nearest distributing point."

To make his point clear the wholesaler pointed out that supposing he were doing business in Toronto and sold a quantity of canned goods, less than a carload, to a retailer 10 miles west of Hamilton, that retailer would be billed with the price of the goods plus the freight from Hamilton only, since Hamilton would be the nearest distributing or wholesale competing point. But if a wholesaler in Toronto sold canned goods in less than carload lots to a retail dealer in Hamilton, that wholesaler would make no charges whatever for freight, since the retailer could purchase the same goods from Hamilton wholesalers and have no freight to pay.

WANTS SUGAR TO RETAIL AT 22 lbs. FOR \$1

Toronto grocers are again incensed over articles which have appeared in one of the daily papers of that city, intimating that their profits are too large on sugar, eggs, etc.

As an example of how little that paper knows about trade, it is only necessary to point out that it permitted itself to make the statement that grocers could now give 22 pounds of sugar for a dollar.

The facts that it should have based this assertion upon were that standard granulated sugar now wholesales in Toronto at \$4.40 per cwt., and that the cost of operating a retail business in that city is generally estimated at 15 per cent. on turnover.

Let us analyze these figures. Fifteen per cent. on turnover is approximately equal to 17 per cent. on cost, reckoning at a gross profit of 20 per cent. on the sales. Seventeen per cent. of \$4.40 is 74.8 cents, bringing the total cost of a hundred of sugar up to approximately \$5.15. If 22 pounds sold for a dollar the hundred pounds would bring about \$4.55, assuming that 100 pounds could

be actually weighed out of a sack—which really never happens.

It is a simple matter in arithmetic to find the "profit." Did we say "profit?" Yes, well it just means a loss to the business of 60 cents on the handling of 100 lbs.

Let us even suppose that the grocer does business for nothing but his health. The 100 lbs. of sugar would cost him \$4.40 at the outset. He loses two pounds on the weight of the sack, plus the loss in weighing, which brings up the cost to practically \$4.50. His profit is, therefore, five cents for handling \$4.55 worth of goods; for acting as a convenience to the general public; for insurance risk, investment of money; taxes; light and fuel; wages and delivery expenses; adequate service, etc., in all of which expenses that hundred-weight of sugar must bear its share.

And yet the daily paper which is so interested (?) in the welfare of the community, through the success of its merchants, allows itself to say that sugar ought to be sold at 22 lbs. for the dollar!

It certainly is a believer in charity with a vengeance.

To clean pencil and finger marks on show cards, use fresh white bread and rub over them. It will make them perfectly clean.

Keep goods that have a tendency to dry out, some distance from the fire.

To make cloth fireproof, take one part sulphate of zinc and one part spirits sal ammonia, dissolve in six or eight parts of water, dip cloth in and then squeeze out and put to dry and cloth will be fireproof.



A Bright-Looking Store Interior Showing a Number of Modern Equipments.

Signing Papers Without Reading Them

How Dealers Suffer Losses Simply Because They Neglect to Study Documents to Which They Place Their Names—See That Express Parcels Are Received Before Expressman's Book is Signed—Alberta Merchant Gets Loaded Up With Flour Because He Didn't Read the Contract.

Everyone knows the evil results that often arise over the haphazard signing of documents; writing your name without first thoroughly ascertaining what is contained in the article signed. This practice has always been denounced, but the sermons on it have often fallen on stony ground.

It is unfortunate that some of the best merchants in the country are careless about putting their names to documents, a practice which any merchant will find it greatly to his advantage to discontinue.

Receipting Expressed Goods.

Although there are many documents which all persons should be careful about signing, still there are some that pertain to the merchant particularly. Perhaps one of the simplest of these is the signing of the express book without checking off the goods. This is a charge to which many merchants will have to plead guilty. Frequently the express man enters with some goods, collects the charges, gets the express book signed and then his part is over. But not the merchant's; for when he starts to check over the shipment he finds that he is short. When he appeals to the express company, they point to his signature on the express book and while his troubles may be heard the company will do very little to straighten matters.

In this position, the case certainly looks bad against the merchant. If the lost parcel should turn up, he will probably get it and if it doesn't, he will likely suffer the loss. If the parcels are

checked up before signing and if there are any mistakes, they will be more readily attended to. Especially should goods be thoroughly checked when several shipments come in together.

Study Contracts Carefully.

Then there is the signing of order contracts without looking the conditions of the contract over. Many a merchant has had things turn out very differently to what he expected when he gave the order. A case of this was related to the writer by an Alberta merchant: "A traveler for a flour and feed firm wanted to sell me a car load of his goods. I told him that I would not mind buying at his prices but that I did not have store room enough to hold a whole car load. He was anxious to make the sale and said that if I would give him an order for a car load that I could get it as I wanted it—say in five ton lots at the car load price.

"This was certainly a good offer so I at once signed the order but without reading it. I found out afterwards to my sorrow that the order said nothing about me getting the goods in small quantities and that I was due to take the whole car at once."

There are many cases similar to the one related by this dealer in which the merchant finds out too late that it is best, to read before signing.

Haphazard signing of contracts with collection agencies has often put merchants in difficult positions. Although there are many collection agencies

which are responsible, still there are others that are not. Many merchants have signed contracts which have proved to be entirely in favor of the collection agency, with all the burden resting with the dealer.

While there are many complaints where unrated agencies have collected money of which the merchant never received the smallest portion, still contracts with some companies with a financial rating are very binding.

One merchant tells of an account of \$60 which he gave to an agency to collect and after it had tried in vain to collect for over two years, the merchant thought he would attempt it again himself. He succeeded in collecting \$40 of the bill but found that he was due to pay the agency their commission of 25 per cent., amounting to \$10, as the contract said that even if the money were paid directly to the merchant that the agency must get its commission.

FIRST DECISION CHANGED.

Interesting Legal Case Under Pure Food Law of New York State.

Some interesting developments have recently arisen from a decision made last November by the New York State Department of Agriculture under its Pure Food Law which has affected Worcestershire sauces.

On the 15 of that month the above mentioned Department of Agriculture issued a circular the import of which was that all Worcestershire sauces not the production of the original manufacturers were imitations and as such must, therefore, have the ingredients stated on the label, excepting in cases where the goods are manufactured wholly in Worcestershire. This matter was taken up by Holbrooks Limited with the Attorney-General of New York

State and the Commissioner of the Department of Agriculture. It was pointed out by them that the use of the word "Worcestershire" became common property by a judgment dated on or about the 26th day of July, 1876, rendered in an action in the High Court of Chancery in England.

After considering the matter the Attorney-General expressed his opinion that Holbrooks Limited as well as the original manufacturers were entitled to

the unrestricted use of the word "Worcestershire" as the question involved was, in his judgment, similar to the question involved in the case of the original manufacturers as mentioned above, and he found it difficult to distinguish between these cases; that the line of demarkation was indefinite; that, in his opinion, both should be treated in the same way so far as the food law relating to Worcestershire sauces was concerned.

conviction to imprisonment with or without hard labor for a term not exceeding four months or to a fine not exceeding \$50 or to both such imprisonment and such fine.

2. For the purpose of this Act the expression "consideration" includes valuable consideration of any kind; the expression "agent" includes any person employed by or acting for another; and the expression "principal" includes an employer.

3. A person serving under the Crown or under any corporation or any municipal, county or district corporation, or any board of guardians, is an agent within the meaning of this Act.

Mr. Currie, M.P., who introduced this bill, stated in explanation that its purpose was to prevent minor acts of corruption such as the taking of secret commissions. He pointed out that recently under the English Act a man was fined 20 shillings and costs at Manchester for giving a shilling to a carter of a railway company and went on to show his aversion for tips.

The habit of tipping was a relic of the later middle ages and was, he considered, becoming too common in this country. It was degrading to any man as well as to his family to accept a tip to which he was not entitled.

In just what particulars the above bill differs from the present Act is hard to define. From Mr. Currie's latter remarks one is led to believe that he would prohibit the common, ordinary tipping and if so this would be a radical movement indeed.

However, secret commissions as given by travelers to agents and employes in order to secure business is something that should be prohibited. It is morally wrong as it tends to undermine the foundations of honest business and at the present time is against the Criminal Code.

Would this Bill Prevent Giving of Tips?

Member in House of Commons Introduces Bill to Prohibit Secret Commissions—He Declares That Tips are Degrading to Our Country and Cites Case Where Man in England Was Fined for Giving One to Railway Employee

Ottawa, Jan. 26.—Another bill has been introduced into the House of Commons respecting Secret Commissions. It will be known as Bill 87, and is along similar lines to the one which became law early in 1909, and which has on different occasions been published in The Grocer. Its main provisions are the following:

1. If any agent or employe corruptly accepts, obtains or agrees to accept, or attempts to obtain from any person for himself or for any other person any gift or consideration as an inducement or reward for doing or forbearing to do or for having after the passing of this Act done or forborne to do any act in relation to his principal's affairs or business, or for showing or forbearing to show favor or disfavor to any person in relation to his principal's affairs or business; or if any person corruptly gives or agrees to give or offers any gift or consideration to any agent or employe as an

inducement or reward for doing or forbearing to do, or for having after the passing of this Act done or forborne to do any act in relation to his principal's affairs or business, or for showing or forbearing to show favor or disfavor to any person in relation to his principal's affairs or business; or if any person knowingly gives to any agent or if any agent knowingly uses with intent to deceive his principal any receipt, account or other document in respect of which the principal is interested and which contains any statement which is false or erroneous or defective in any material particular, and which to his knowledge is intended to mislead the principal, he shall be guilty of a misdemeanor and shall be liable on conviction or indictment to imprisonment with or without hard labor for a term not exceeding two years; or of a fine, not exceeding \$200 or to both such imprisonment and such fine or on summary



Note the Attractiveness Given to This Display by the Presence of Flowers.

Practical Methods in Retail Stores

Regina Dealer Emphasizes Importance of Watching Smaller Details—A Suggestion to Give Clerks an Opportunity to Plan Some Sales—Apples Sold by the Pound in a Quebec Store—Praise for an Account Register—London Dealer Demonstrates of His Own Accord.

Watches Twine and Paper Bags.

Regina, Sask., Jan. 26.—One thing to which many merchants pay little attention, is counted as a matter of importance by a Regina dealer. He recently said: "I pay particular attention to the buying and use of twine, paper and paper bags, more so as the merchant gets no returns on these items. He gives them away. One quarter of a cent a pound on paper may not seem a great deal in itself, but when figured for a year it makes quite a difference to many merchants. Beside the buying end, there is also the use of these articles.

"In many grocery stores there is a large waste in these items. A 20 lb. paper bag costs about $\frac{1}{2}$ cent, and a 30 lb. bag close on to 1 cent, so that it does not take long for the amount wasted in some stores to count up. One of the methods of waste is having no holder for the paper bags. They are carelessly strewn about the store, constantly falling on the floor and being destroyed. The clerk often takes a bag twice as large as is needed, tears off a piece of paper much larger than required and has many other wasteful habits that shave a substantial slice off the profits. My clerks are thoroughly trained to use no more of any of these articles than is absolutely necessary."

Give the Clerks a Chance.

Halifax, Jan. 26.—A retail dealer of this city finds that it is a good thing for the business to get the clerks interested. He has many methods of keeping their enthusiasm up.

As the end of the old year was approaching for instance he went to his clerks and said: "January is generally a pretty dull month. It really shouldn't be, so I am going to give you a chance to show that it can be made a real busy month. You can get together and plan how you are going to promote business. I leave it entirely in your hands as to the method of procedure, the writing of the advertisement and the general management of the whole affair."

As a result, the clerks became enthusiastic over their chance to show what they could do and so far this month they have been making a record showing.

Sells Apples by the Pound.

Quebec, Jan. 26.—Apples are being sold by weight in the grocery store of A. Drolet, Quebec. This is done so that each purchaser of apples will be treated fairly even if one does receive a few larger samples of the fruit than another.

"If a customer wants a dozen big apples," said a representative of this firm, "she pays for those big ones at the same rate as if she received small apples. Sometimes you know, clerks are tempted to supply customers with large fruit first so that eventually only small fruit remains and often losses result in this way.

"In receiving apples we find the net weight of the barrel and then it is easy to make the selling price by the pound so that a sure profit will be realized on the outlay. It would only be guess-work if we sold by the dozen. Generally the selling price is five or six cents per pound.

"Some of our customers think this method strange, but we are able to convince the majority that they pay no more for a dozen by the pound than they would by the dozen.

"If we cannot convince them to believe in our arrangement, it is easy to sell them a dozen of apples without mentioning the price per pound."

LIKES ACCOUNT REGISTER.

Digby, N.S., Jan. 27.—A. A. Shortliffe, a local grocery dealer is well pleased with results which he has secured from a book-keeping register, which he purchased last year.

In speaking of it he said: "The register which I purchased last July is giving excellent satisfaction. I would not care to do a credit business without a account register, and if I could not purchase another I would not sell the one I now have for five times what it cost me. I find with this register, mistakes are not so liable to occur as with our former system; forgotten charges are a thing of the past.

"The price of the register is soon forgotten as the system pays for itself in many ways. The traveler who sold it to me said that it would reduce my outstanding accounts and I can truthfully say that it has reduced them 25 p.c. in the short time I have had the register. Our customers like the idea of knowing what they owe and I like to have them know that I know what they owe."

A "Taste and Try" Campaign.

London, Ont., Jan. 26.—John Diprose inaugurated a "Taste and Try" campaign during the last part of last week—Thursday and for the rest of the week folks were invited through the daily papers to call in and sample a particular brand of soup at No. 3 store. Friday and Saturday the products of another firm were on display at No. 2 store. Tomato Soup, Apple Butter, a relish and a variety of pickles were open to all customers who cared to become better acquainted with these lines by the "Taste and Try" method.

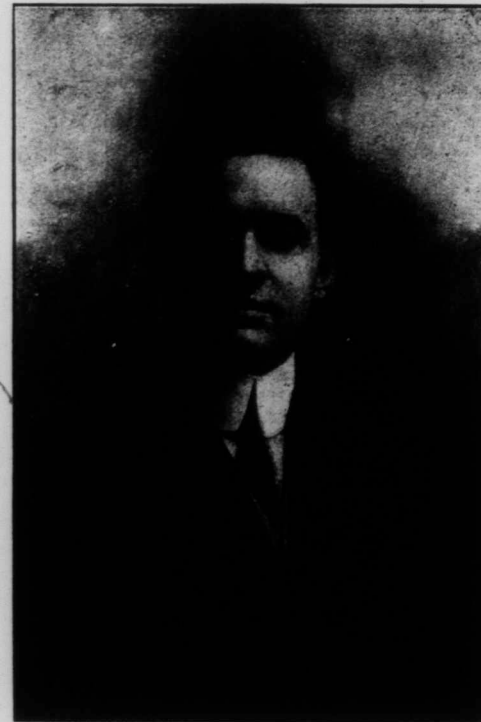
A few days ago, the arrival in London of a consignment of so-called "pineapple oranges" was deemed worthy of a descriptive item in one of the daily papers. John Diprose determined to grasp the undoubted advertising value of the article, and in his next ad. made "pineapple oranges" the leader, explaining (as had the news item) that they were "from the Cuban plantation of Rev. J. G. Stuart, of South London." Coupled with the attractive price of 20 cents per dozen, and the double advertisement sales were created, amounting to an adequate response to

this little departure from Mr Diprose's usual orange advertising.

Meat Slicer Helped Profits.

Ottawa, Jan. 26.—"Although an annual stock-taking is necessary in order that the merchant can accurately ascertain how his business stands," said a local grocer, "still it does not show whether all departments are paying a profit.

"Once in a while I keep account of some particular department of my store to find if it is paying the profits that it should. To do this I first take stock of that particular department, keep ac-



T. F. McDOWELL,

A Vancouver grocer who makes a specialty out of poultry and thereby gains new trade.

count of all goods added to the stock as well as all sales made from this section. In a month's time I take stock again and can tell whether this department has been paying a profit and how much.

"This can be done without very much trouble and a merchant need only do it for two weeks if he wishes as that will give him a good idea of how matters are going.

"Last year I kept account of my meat department and found that it was barely paying a profit. After a careful examination as to the reason for this, I changed my method of keeping meats so that they would not dry out while in stock and also installed a meat slicer and when I again looked into this department I found it was paying me a good profit."

The Markets—Price of Evaps. Higher

All Kinds of Dried Fruits are Firm—Sugar is Now Lower Than it Has Been For Over Two Years—Syrups are Selling Good at Present—Canned Goods Continue Strong.

See also Provisions, Cereals and Fruit. Pages Following.

ONTARIO MARKETS

POINTERS—

Evaps—Advance.
Canned Goods—Firm.
Tea—Firm.
Sugar—Weak.

Toronto, Jan. 26.—The decline in sugar briefly noted in the last issue made the third decline in two weeks' time and placed sugar below what it has been for at least two and one-half years. Some dealers are looking for a further decline in the market. The total stocks and afloats at the present time show a visible supply of 3,787,342 tons against 3,215,145 tons last year, or an increase of 572,179 tons. Willett & Gray say in regard to New York refined that the tone and tendency of the refined sugar market is to lower prices, in conformity to the declines in raw sugars, as fast as the latter becomes available for use. Of course it must be remembered that the local market is at present below that of New York. On account of the low price of sugar, there is a larger consumption and this has had a tendency to make sales better.

Dried fruits of all kinds maintain their firm position and it is likely that the consumption on the whole will see a great falling off over other years, although wholesalers report a fair amount of trade at the present time.

There is a noticeable increase in the amount of syrup being sold, due no doubt to the high prices of dried fruits and to the reasonable price of syrup, which is considerably lower than this time last year.

The supply of prunes is running low and the small sizes are very scarce. Along with the other soaring fruits, evaporated apples have advanced again. The stock of currants in the primary market is reported small and prices there have an upward tendency. On account of small sales in this line in the local markets, no great attention is being given to it.

Although the past has been an unsatisfactory sardine packing season in both America and Europe, still there will not likely be any advance at the present to retailers here as holders seem to have sufficient stocks to supply the trade for a time.

Canned goods have not lost any of their former strength and dealers are looking for a "lean" year in all kinds of canned goods. It is predicted that even higher prices will be seen before long.

Sugar.—As announced in last week's issue, the sugar market declined for the

third time in two weeks and extra granulated in bags at Toronto is now quoted at \$4.40 per cwt. Raw sugar in New York is now quoted at 3.51 per lb. and a further reduction to 3.48 per lb. which is the present quotation for February shipment is expected soon. When this takes place it is possible that a further slight decline in refined sugar may take place here. Although there is a fair amount of sugar, moving, still it is only on the hand-to-mouth basis. One wholesaler pointed to the fact that the consumption of sugar in Canada is gradually growing larger, caused by the increased population and also to the increase in the use of foods in which sugar is used.

Extra granulated, bags	4 40
" 20 lb. bags	4 50
Imperial granulated	4 20
Beaver granulated	4 25
Yellow, bags	4 00
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.	4 80
" 50-lb. boxes	5 00
" 25-lb. boxes	5 10
Powdered, bris.	4 60
" 50-lb. boxes	4 80
" 25-lb. boxes	5 00
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 30
" in 50-lb. "	5 40
" in 25-lb. "	5 60

Syrups and Molasses.—Under the high prices of dried fruits, there is a large sale for syrups in both the maple and corn product, and most houses report a larger sale in this line for January than ever before. There is a slight easiness in molasses but the price has not been affected.

Syrups—	Per case	Maple Syrup—	
4 lb. tins, 2 doz.	2 25	Gallons, 6 to case	4 80
" in case		" 12 "	5 40
5 lb. tins, 1 doz.	2 60	Quarts, 24 "	5 40
" in case		Pints, 24 "	3 00
10 lb. tins, 1 doz.	2 50	Molasses—	
" in case		New Orleans,	
20 lb. tins, 1 doz.	2 45	medium	0 30 0 35
" in case		New Orleans,	
Barrels, per lb.	0 03	bbis.	0 28 0 32
Half barrels, lb.	0 03	Barbadoes, extra	
Quarter "	0 03	fancy	0 45
Pails, 32 1/2 lb. ea.	1 70	Porto Rico	0 45 0 52
" 25 "	1 20	Muscovado	0 30

Dried Fruits.—No changes have taken place in the price of dried fruits but the market still maintains its firmness. Retailers are not buying to any great extent under the high prices, but it is said that when wholesalers' present stocks run out that prices will have to advance. Prunes are among the scarce fruits and the stocks of small sized are running low.

Prunes—			
30 to 40, in 25-lb. boxes	0 13 1/2	0 13 1/2	
40 to 50 "	0 12 1/2	0 13	
50 to 60 "	"	0 12	
60 to 70 "	"	0 11 1/2	
70 to 80 "	"	0 11	
80 to 90 "	"	0 09 1/2	
90 to 100 "	"	0 09 1/2	
Same fruit in 50-lb. boxes 1/2 cent less.			
Apples—			
Standard	0 16	0 16 1/2	
Choice, 25 lb boxes	0 16	0 17	
Fancy	0 19	0 20	
Candied Peels—			
Lemon	0 09 0 11	Oltron	0 15 0 17
Orange	0 10	0 12 1/2	

Figs—			
Elemes, per lb.	2 1/2 "	0 11 1/2 0 12 1/2	
1 1/2 inches, per lb.	0 08 0 10	0 11 1/2 0 12 1/2	
2 "	0 08 1/2 0 10 1/2	Umbrella boxes	0 12 0 14
2 1/2 "	0 09 1/2 0 12		
Tappets, "		0 04 0 04 1/2	
Bag figs		0 04 1/2 0 06	
Dried peaches		0 10 0 10 1/2	
Dried apples		0 09 0 09 1/2	
Currants—			
Fine Filigras	0 07 1/2 0 08	Vostizzas	0 10 0 12
Patras	0 08 1/2 0 08 1/2		
Uncleaned to less			
Raisins—			
Sultana		0 10 0 12	
" fancy		0 11 0 13	
" extra fancy		0 14 0 16	
Valencia selected		0 08 1/2 0 09	
Seeded, 1 lb packets, fancy		0 08 1/2 0 09	
" 16 oz. packets, choice		0 07 1/2 0 08	
" 12 oz. "		0 07 0 07 1/2	
Dates—		Sais	0 04 1/2
Hallowees—		Package dates,	
Full boxes	0 05 0 05 1/2	per 1 lb.	0 06 1/2 0 06 1/2
		Fards choicest	0 10 0 10 1/2

Nuts.—For January, a fair amount of business keeps passing in nuts. Prices remain firm and unchanged. Peanuts have shown a slight advance in the primary market.

Almonds, Formigetta	0 15	0 15 1/2
" Tarragona		0 15
" shelled		0 35 0 38
Walnuts, Grenoble		0 15 1/2 0 16
" Bordeaux		0 14
" Marboux		0 15
" shelled		0 39 0 40
Filberts		0 12 1/2 0 13
Pecans		0 18 0 20
Brazil		0 15 0 15 1/2
Peanuts, roasted		0 09 1/2 0 12 1/2

Spice.—The spice market is following its usual course for this time of the year. Mace is a little firmer due to a scarcity of supplies while cloves have also put on a stronger position on account of a short crop, as the present crop is reported to be only about half the normal yield. No changes have taken place in prices.

	Bbls.	Pails or Boxes	Tins	1/2 lb. pkgs. 1/2 doz.	1 lb. 1/2 doz.
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	
Curry powder			0 25		
Ginger	0 22	0 24	0 26	0 80	0 80
Mace			0 75		0 75
Nutmegs			0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17 1/2	0 75	0 80
Pepper, white	0 24	0 25	0 26 1/2	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric			0 15		
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Tea.—The position of tea is still as strong as ever and while no reason is visible for any material setback in the price of low and low medium teas, still it is thought that these grades are on as high a basis as the situation warrants. As the high grade teas have not been affected to the same extent as lower, it is suggested that the trade make an attempt to sell the higher grades, thus relieving the situation to a certain extent and introducing a better class of tea which will be beneficial to all concerned.

Besides the decrease in crops, there are other reasons for the advance in tea,

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The duty on tea going into Russia is so great that a slight difference in the original price of tea does not matter much to the Russian buyers who when they want the tea outbid the buyers from the minor markets. Russian and Australasian buyers have taken some 15,000,000 lbs. more than they bought last year. If they had not done this there would have been enough left for other buyers, as there has been no expansion in the total amount of business done in Colombo and Calcutta with other countries and there cannot well be until production increases.

Coffee.—The present situation of coffee offers no idea of lower prices. The Brazil crop is rapidly nearing an end and yet at the present time the World's visible supply is only 445,009 bags larger than on July 1st last and nothing but a decrease in the visible can be expected from month to month for the next six months. The world's visible supply decreased during December 573,336 bags figuring a total on Jan. 1 of 14,165,640 against 16,669,273 on Jan. 1, 1910. Willett & Gray say that the trade proper have fought the advance vigorously, but to-day, the same as months ago, they are without adequate supplies and in no position to defend themselves. "It is here and there suggested that prices have gone high enough, forgetting the main fact that the advance is natural, founded on a short crop and sustained at each step by decreasing supplies, the few holders who have stocks exercising their right to name values in keeping with the situation, knowing that consuming markets must buy the merchandise."

Trade locally is not brisk, retailers buying for immediate needs only.

Rice, roasted.....	0 18	0 20	Mocha, roasted.....	0 25	0 28
Green Rio.....	0 15	0 16	Java, roasted.....	0 27	0 33
Santos, roasted.....	0 22	0 23	Mexican.....	0 25	
Maricao,	0 20	0 20	Gaujemale.....	0 18	
Bogotas.....	0 22	0 25	Jamaica.....	0 20	

Rice and Tapioca.—A fair amount of business is being done with prices unchanged.

Standard B. from mills, 500 lbs. or over, f.o.b. Montreal..... 2 90

Rice, stand B.....	0 03	0 03	Sago, medium	0 05	0 06
Rangeon.....	0 03	0 03	brown	0 05	0 06
Patna.....	0 05	0 06	Tapioca—		
Japan.....	0 04	0 06	Bullet, double		
Java.....	0 06	0 07	goat	0 08	0 08
Carolina.....	0 10	0 11	Medium pearl	0 05	0 08
			Flake.....	0 08	0 08
			Seed.....	0 05	0 08

Evaporated Apples.—On account of the high price of all kinds of dried fruits, evaporated apples have taken another rise in price and are now quoted at 12 to 12½ cents. It is hinted that stocks of this line are none too plentiful and for this reason, the market is firm at the present price.

Beans.—There is nothing of importance in the bean market. A fair amount of business at unchanged prices.

Prime beans, per bushel.....	1 55	1 90
Hand picked beans, per bushel.....	2 00	2 10

CANNED GOODS

MONTREAL.—Demand for canned goods is quiet in general with the excep-

tion of salmon, for which the demand is fairly good.

Canned fruit has a fairly good demand, while other lines are a little below the average. It is expected that February will see a brightening up of this market, with a better demand for all lines of canned goods.

Peas, standard, dozen.....	1 20
Peas, early June, dozen.....	1 35
Peas, sweet wrinkled, dozen.....	1 35
Peas, extra sifted, dozen.....	2 00
Pumpkins—3 lb., 95c.; gallon, \$3.00.	
Beans, dozen.....	1 00
Corn, dozen.....	1 60
Tomatoes, dozen (Ontario and Quebec).....	1 45
Strawberries, dozen.....	1 90
Raspberries, 2's, dozen.....	1 77½
Peaches, 2's, dozen.....	1 90
Peaches, 3's, dozen.....	1 90
Pears, 2's, dozen.....	2 40
Pears, 3's, dozen.....	2 40
Plums, Greengage, dozen.....	1 67½
Plums, Lombard, dozen.....	1 00
Lawtonberries, 2's, dozen.....	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen.....	2 07½
1-lb. flats, per dozen.....	1 32½
1-lb. flats, per dozen.....	2 25
Other salmon.....	
Humpbacks, dozen.....	1 40
Cohoos, dozen.....	1 60
Red Spring, dozen.....	1 90
Red Sockeye, dozen.....	2 10
Lobster Futures—	
1-lb. flats, dozen, \$2.75; 1-lb. talls, dozen, \$4.25.	
1-lb. flats, dozen, \$5.25.	
Compressed corned beef, 1s.....	2 00
Compressed corned beef, 2s.....	3 35
English brown, 2s.....	3 15
Boneless pig, 2s.....	3 15
Ready lunch veal loaf 1s.....	1 50
Ready lunch veal loaf 1s.....	2 50
Roast beef, 1s.....	2 00
Roast beef, 2s.....	3 35
Stewed ox tail, 1s.....	1 60
Stewed kidney, 1s.....	1 50
Stewed kidney, 2s.....	1 65
Minced collops, 1s.....	1 40
Minced collops, 2s.....	3 50
Corned beef hash, 1s.....	1 60
Corned beef hash, 2s.....	2 80
Jellied hocks, 2s.....	3 90
Jellied hocks, 6s.....	12 00
Paragon ox tongue, 1s.....	7 50
Paragon ox tongue, 2s.....	8 50
Paragon ox tongue, 2½s.....	9 50
Paragon lunch tongue 1s.....	4 00
Tongue lunch, 1s.....	3 50
Sliced smoked beef, 1s.....	1 50
Sliced smoked beef, 1s.....	2 50

Toronto.—High prices still rule on all lines of canned goods and such is liable to be the case for several months. One wholesaler believes that corn which is reported so plentiful will be higher in price before long. He says that under the high prices existing on tomatoes and peas, that a much larger quantity of corn is being used and that evidently stocks will become so scarce that the price will be forced upward. Tomatoes and peas are scarce and one dealer passed the remark that he could sell to a wholesaler at the same price as he is now quoting to retailers. A fair amount of business is being done in both canned vegetables and fruit, while salmon is going out freely.

VEGETABLES

Asparagus tips, 2's, talls.....	2 52	2 55
Beans, Golden Wax, 2's.....	0 97½	1 00
" " " " Midgits, 2's.....	0 97½	1 30
" " " " 3's.....	1 37½	1 40
" " " " Refugee or Valentine (Green) 2's.....	0 97½	1 00
" " " " Refugee Midgits 2's.....	1 37½	1 30
Beets, sliced, blood red, 2's.....	1 37½	1 40
" " " " whole, blood red, 2's.....	0 97½	1 00
" " " " sliced, blood red, 3's.....	1 32½	1 35
" " " " whole, blood red, 3's.....	1 37½	1 40
" " " " whole, Rosebud, 2's.....	1 27½	1 52½
" " " " 3's.....	0 97½	1 00
Cabbage, 3's.....	0 97½	1 00
Carrots, 2's.....	0 97½	1 00
Corn, 2's.....	0 85	1 37½
" " " " fancy, 2's.....	1 05	1 07½
" " " " on cob, gal.....	0 77½	1 00
Peas, Standard, size 4, 2's.....	1 85	1 85
" " " " Early June, size 3, 2's.....	1 50	1 50
" " " " Sweet Wrinkle, size 2, 2's.....	1 50	1 50
" " " " Extra fine sifted, size 1, 2's.....	1 87½	1 87½
Pumpkin, 3's.....	0 97½	1 00
" " " " gal.....	3 02½	3 05
Spinach, table, 2's.....	1 27½	1 30
" " " " 3's.....	1 77½	1 80
" " " " gal.....	5 02½	5 05
Tomatoes, 2's.....	1 05	1 07½
" " " " 3's.....	1 35	1 35
" " " " gals.....	3 75	4 02½
Turnips, 3's.....	1 12½	1 15

FRUITS

Apples, standard, 3's.....	1 20
" " " " gal.....	3 50
Blueberries, standard, 2's.....	1 27½
" " " " gal.....	5 37½

Cherries, black, not pitted, heavy syrup, 2's.....	1 52½	1 55	
" " " " black pitted, heavy syrup, 2's.....	1 92½	1 95	
" " " " red, not pitted, heavy syrup, 2's.....	1 52½	1 55	
" " " " red pitted, heavy syrup, 2's.....	2 17½	2 27½	
" " " " white, not pitted, heavy syrup, 2's.....	1 62½	1 65	
" " " " white pitted, heavy syrup, 2's.....	2 02½	2 05	
" " " " red pitted, gal.....	8 52½	8 55	
Gooseberries, 2's, heavy syrup.....	1 77½	1 77½	
Lawtonberries, 2's, heavy syrup.....	1 77½	1 77½	
Peaches, 2's, white, heavy syrup.....	1 87½	1 90	
" " " " 2's, yellow, heavy syrup.....	1 87½	1 90	
Raspberries, black, heavy syrup, 2's.....	1 77½	1 80	
" " " " black standard, gal.....	7 02½	7 05	
" " " " red, heavy syrup, 2's.....	7 02½	7 05	
" " " " red, standard gal.....	7 02½	7 05	
" " " " red, solid pack, gal.....	9 27½	9 30	
Rhubarb, preserved, 2's.....	1 52½	1 55	
" " " " 3's.....	2 27½	2 30	
" " " " standard, gal.....	3 27½	3 30	
Strawberries, heavy syrup, 2's.....	1 77½	1 80	
Clover Leaf and Horseshoe brands salmon:			
1-lb. talls, dozen 2 05 2 07½	Cohoos, per doz.....	1 77½	
1-lb. flats, dozen 1 30 1 32½	Red Spring, doz.....	1 87½	
1-lb. flats, dozen 2 22½ 2 25	Lobsters, halves, per dozen.....	2 65 2 75	
Other salmon prices are:	Lobsters, quarters, per dozen.....	1 60	
Humpbacks, doz 1 30 1 35	Northern River Sockeye.....	1 95	
Pinks.....	1 30 1 35	Chickens.....	4 00
Turkey.....	4 00	Soup, 2's.....	1 90
Ducks.....	4 00	Soup, 1's.....	1 40

QUEBEC MARKETS

POINTERS—

Molasses—Reduced.
Clobster—Advanced.
Prunes—Firm.
Sugar—Weak.

Montreal, Jan. 26.—Most dealers have completed their annual stock-taking. Business is favorable for this time of the year, and will compare favorably with the corresponding time of other years.

One of the leading local coffee dealers declares that it is many years since the coffee market has shown so much strength. One merchant showed The Canadian Grocer samples of coffee which he had picked up when visiting different merchants throughout the Province. "I don't know what brand this is," he stated, "but as far as I can see it is a combination of coffee, chicory, beans and roasted peas. This is what makes it hard for us to sell the purest stuff as this adulteration can be handed out at lower figures."

Only a fair business is reported in the sugar market. The reduction on Thursday last did not have much effect on the buyers. One of the leading wholesalers here thinks that the readjustment of prices will go further.

There is a decline in the price of molasses in sympathy with the sugar market.

The demand for canned goods is not what might be expected, with the exception of salmon, the demand is quiet.

Sugar.—The reduction in sugar Thursday did not have a very stimulating effect on the market, only a fair business being reported. Dealers are going slow on purchases for the present, realizing that the readjustment of prices might go further, though temporarily the markets may be steady.

Granulated, bags.....	4 30
" " " " 20-lb. bags.....	4 40
" " " " Imperial.....	4 15
" " " " Beaver.....	4 15
Paris lump, boxes, 100 lbs.....	5 20
" " " " 50 lbs.....	5 20
" " " " 25 lbs.....	5 30
Red Seal in cartons, each.....	0 35
Crystal diamonds, bbls.....	5 03
" " " " 100 lb. boxes.....	5 10
" " " " 50 lb. ".....	5 20
" " " " 25 lb. ".....	5 40
" " " " 5 lb. cartons, each.....	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each.....	4 75
Extra ground, bbls.....	4 75
" " " " 50-lb. boxes.....	4 98
" " " " 25-lb. boxes.....	5 15
Powdered, bbls.....	4 55
" " " " 50-lb. boxes.....	4 75
Phoenix.....	4 30
Bright coffee.....	4 25
No. 3 yellow.....	4 15
No. 1.....	4 08
No. 2.....	3 90
No. 1 " bags.....	3 90
Bbls. granulated and yellow may be had at 6c. above bag prices.	

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Syrup and Molasses.—The demand for molasses is fairly good. Prices are reduced in sympathy with the sugar market. The supply of desirable molasses is none too large and present prices are quite firm. Prices of syrups are firm; business done is only moderate.

Fancy Barbadoes molasses, puncheons	0 52	0 54
" " "	0 51	0 53
" " "	0 50	0 52
Choice Barbadoes molasses, puncheons	0 49	0 51
" " "	0 48	0 50
" " "	0 47	0 49
New Orleans	0 46	0 48
Antigua	0 45	0 47
Coro Molu	0 44	0 46
Corn syrups, 40 lbs	0 43	0 45
" 50 lbs	0 42	0 44
" 60 lbs	0 41	0 43
" 70 lbs	0 40	0 42
" 80 lbs	0 39	0 41
" 90 lbs	0 38	0 40
" 100 lbs	0 37	0 39
" 110 lbs	0 36	0 38
" 120 lbs	0 35	0 37
" 130 lbs	0 34	0 36
" 140 lbs	0 33	0 35
" 150 lbs	0 32	0 34
" 160 lbs	0 31	0 33
" 170 lbs	0 30	0 32
" 180 lbs	0 29	0 31
" 190 lbs	0 28	0 30
" 200 lbs	0 27	0 29

Dried Fruits.—There is a general business passing in dried fruits. Dates are scarce and prices show a slight increase. Prunes retain their firm tone, and the demand is only, fair. Raisins also hold their strong position, as there is a scarcity in some lines.

Currents, fine Malagas, per lb., not cleaned	0 06	0 07
" " "	0 05	0 06
" Patras, per lb.	0 08	0 09
" Vostzas, per lb.	0 09	0 10
Dates	0 06	0 07
Egs, 4 crown	0 09	0 11
" 6 crown	0 10	0 12
Prunes—		
30-40	0 12	0 13
40-50	0 11	0 12
50-60	0 10	0 11
60-70	0 09	0 10
70-80	0 08	0 09
80-90	0 07	0 08
90-100	0 06	0 07
Raisins—		
Choice seeded raisins	0 07	0 08
" fancy seeded, 1-lb. pkgs.	0 08	0 09
" loose muscades, 3-crown, per lb.	0 09	0 10
" " "	0 10	0 11
Malaga table raisins, clusters, per box	2 40	2 50
Valencia, fine or extra, per lb.	0 07	0 08
" select, per lb.	0 08	0 09
" 4-crown layers, per lb.	0 09	0 10

Tea.—It is many years since the tea market has shown so much strength. There is no special features, but reported enquiries are more numerous, indicating that the activity expected after the turn of the year is being realized.

China—		
Choice	0 20	0 21
Choice	0 20	0 21
Japan—		
Choice	0 20	0 21
Medium	0 20	0 21
Good common	0 21	0 22
Common	0 21	0 22
Ceylon—		
Broken Orange Pekoe	0 21	0 22
Pekoe	0 22	0 23
Pekoe Soulangue	0 22	0 23
India—		
Pekoe Soulangue	0 22	0 23
Ceylon greens—		
Young tysons	0 20	0 21
Hysou	0 20	0 21
Gunpowders	0 19	0 20
China greens—		
Pingsuey gunpowder, low grade	0 13	0 14
" " "	0 20	0 21
" " "	0 30	0 31

Coffee.—The coffee market continues firm with a fairly good demand. There is an increase in the amount of lower grade coffee used, on account of the present high prices. It is not expected that the break in prices in New York will affect the local market.

Mocha	0 22	0 30	Santos	0 18	0 21
Kio, No. 1	0 15	0 18	Maraicao	0 20	0 25
Mexican	0 22	0 30			

Spices.—The trade in spices is good, in fact much better than was expected this time of the year. Nutmegs and gingers are firm, while peppers are less active. Cloves are scarce and higher prices prevail.

Allspice	Per lb	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	16	0 18		Cochin	0 17	0 20
" ground	0 19	0 19	Mace	0 07		
Cloves, whole	0 28	0 35	Nutmegs	0 30	0 60	
" ground	0 25	0 35	Peppers, black	0 16	0 18	
Cream of tartar	0 23	0 32	Peppers, white	0 20	0 25	

Nuts.—The demand for nuts is quiet, with the exception of peanuts, for

which the demand is fairly good just now.

In shell—		
Brazils	0 15	0 16
Almonds, 4-crown selected, per lb.	0 35	0 37
" " "	0 32	0 34
" " "	0 31	0 33
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 16	0 17
Peanuts—		
Spanish, No. 1	0 12	0 13
Virginia, No. 1	0 12	0 13
Pecans, per lb.	0 60	0 65
Pistachios, per lb.	0 70	0 75
Walnuts—		
Bourdeaux halves	0 38	0 40
Broncus	0 30	0 32

Rice and Tapioca.—Tapioca market is firm, but demand at present is rather slow. Prices are not expected to decline at all. Attention is again called to the relative cheapness of brown sago in comparison to tapioca. There should be more demand for this article than there is. Rice is firm with prices unchanged.

Rice, 40 lbs, bags, 200 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 20 pounds	3 10
" " " 12 1/2 pounds	3 20
" grade c.c., 200 pounds	3 30
" " " 100 "	3 40
" " " 50 "	3 50
" " pockets, 20 pounds	3 00
" " " 12 1/2 pounds	3 10
Tapioca, medium pear	0 06 1/2

Beans and Peas.—There is a slight increase in the demand for beans, and a fair volume of business is being done at last week's prices. Peas still hold their firm position.

Ontario print pea beans, bushel	1 95
Peas, bushel, bag	2 80

BRITISH COLUMBIA MARKETS.

Vancouver, Jan. 26.—Foreign sugar is still coming into Vancouver. It is sold by large dealers in competition with that sold by a large departmental store. The latter firm sell local sugar at five cents per pound, though the wholesale price is more than that, and the China article is sold at the same figure.

Since a local milling company offered its flour direct to the retailer, objection was raised to the Grocers' Association by manufacturers in the east. It was pointed out that in Winnipeg, the home town of large flour manufacturers that flour was sold direct to the retailer, and it was not unfair that the same thing should be done in Vancouver by a Vancouver concern.

Apples, cooking	1 00	1 10
Apples, local	1 25	2 75
Beans, per lb.	0 04	0 04 1/2
Butter, Eastern dairy in tubs	0 30	0 31
Butter, Eastern dairy, choice	0 28	0 29 1/2
Butter, local creamery	0 35	0 35
Bacon	0 26	0 32
Canned Goods—		
Peas, Early June	1 37 1/2	
Tomatoes	1 52 1/2	
Corn	1 20	
Apples	3 95	
Strawberries	2 02 1/2	
Raspberries	2 02 1/2	
Canned salmon	6 85	
Corneal, p. 100 lbs.	2 40	
Corneal, local	2 80	
Cheese, Ontario	0 15	0 15 1/2
Dried Fruit—		
Val. raisins, lb.	0 05	
Cal.	0 06 1/2	
Currants	0 07 1/2	0 11 1/2
Apricots	0 08	0 10
Dried apricots	0 15	0 18 1/2
Eggs, Eastern	0 35	
Eggs, local	0 45	0 50
Flour, Standard		
bbi	6 60	
Tapioca, per lb.	0 05	
Evaporated		
Apples	0 11	
Bain, cooked	0 18	0 20
Lard, pure	0 16 1/2	
Lard, compound	0 13 1/2	
Potatoes—		
Ashcroft's, ton	40 00	
Potatoes, local	30 00	
Rice, per ton	62 50	75 00
Sugar, standard granulated	5 35	
Sugar, imported	5 25	
Sugar, light yellow	4 70	
Sugar, dark yellow	4 60	

NEW BRUNSWICK MARKETS.

St. John, Jan. 26.—Sugar declined ten cents again last week, bringing the price down to \$4.45 and \$4.55 for standard granulated; \$4.35 and \$4.45 for Australian; \$4.25 and \$4.35 for bright yellow

and \$3.95 and \$4.05 for No. 1 yellow. The market seems to have a downward tendency and a further reduction would not be surprising. Ontario flours advanced twenty cents per barrel, making the price now, \$5.20 to \$5.65. Hennyery eggs declined ten cents per dozen, as a result of the recent snowfall which has allowed the countrymen to get into the city with supplies.

Beans, hand picked, bus.	2 10	2 15
Beans, yellow eye, bus.	2 65	2 75
Cheese, new, lb	0 13	0 13 1/2
Currants, lb	0 08 1/2	0 09 1/2
Canned goods—		
Peas, No. 1	1 20	
" No. 2	1 21 1/2	
" No. 3	1 32 1/2	
" No. 4	1 80	
Peas, No. 1, dozen	1 95	2 00
Peas, No. 2, dozen	3 00	3 05
Kaspeberries, dozen	1 85	1 90
Tomatoes	1 30	1 30
Strawberries	1 30	1 30
Flour, Manitoba	6 55	6 45
" Ontario	6 20	6 05
Flour—		
Odd, dry	4 30	5 50
Merling, salt	5 25	
Blowers, box	0 85	0 90
Cornmeal, gran.	4 60	4 75
Cornmeal, bags	1 40	1 40
" bus.	2 85	2 90
Oatmeal, bus.	3 15	3 20
Std. oatmeal	5 00	5 00
Roller oatmeal	5 10	5 20
Buck wheat, west grey, bag	2 90	3 00
Cal. raisins, seed	0 08 1/2	0 09
Prunes, lb.	0 06	0 09
Molasses, 107	0 30	0 31
Butter, dairy	0 22	0 24
Butter, creamery	0 24	0 26
Eggs, new laid	0 30	0 30
Eggs, case	0 23	0 23
Lard, compound	0 16	0 18
Lard, pure, lb.	0 16	0 20
Bacon	0 16	0 20
Lard, domestic	23 50	24 50
Pork, American clear	24 50	27 00
Bacon, case	7 00	7 50
Cocoa	6 50	6 75
Salted beans	1 10	1 30
Lemons, Messina, per box	3 00	3 25
Sugar—		
Standard gran.	4 45	4 55
Australian	4 35	4 40
Bright yellow	4 25	4 35
No. 1 yellow	3 95	4 05

NOVA SCOTIA MARKETS.

Halifax, Jan. 26.—The hard weather during the week has improved the roads throughout the Province, and there is now considerable activity in the lumber camps. As a result trade is a little brisker, the volume of orders going out showing a considerable increase.

There is only a light demand for eggs and the receipts of fresh laid stock are small. The choicest fresh laid stock is selling at 35 cents per dozen. Case eggs are quoted from 26 to 28 cents.

There is a slight improvement in the receipts of butter and the price is a little easier but the expected break has not yet come to hand.

Sugar prices this week show no change standard granulated going to the trade at \$4.50.

Pork prices remain unchanged. There is considerable activity in the molasses trade and some small shipments of new stock has arrived. From now on it is expected that shipments will increase. Several vessels have already left here loaded with empty puncheons for Barbadoes and Trinidad. There is no Trinidad molasses on the market. Fancy Barbadoes in barrels is quoted at 30 to 31 cents, and tierces at 31 to 32 cents.

Apples, bbl.	2 50	4 50
Winter stock	2 50	4 50
Butter—		
Creamery prints	0 28	0 29
per lb.	0 28	0 29
Creamery solids	0 26	0 27
per lb.	0 26	0 27
Dairy, tub, lb.	0 24	0 25
Bacon	0 21	0 22
Bananas	2 00	2 50
Beans, per bus.	1 95	2 00
Cornmeal, bag	1 60	1 65
Cream of tartar	0 30	0 32
Canned goods—		
Beans	1 00	
Corn	0 97 1/2	
Tomatoes	1 15	1 35
Peas, std.	1 25	
Peas, early June	2 00	
Corn beef, 1 lb.	3 35	
Corn beef, 2 lb.	5 00	
Eggs, case eggs	0 23	
Eggs, fresh	0 35	
Flour h. wheat	6 25	6 30
per bbl.	6 25	6 30
Flour, Ontario blends, bbl.	5 15	5 40
Fruits—		
Lemons, Messina	3 00	4 75
Oranges—		
Jamaica oranges	5 50	
Cal. navels	3 00	3 50
Roller oats, bbl.	4 80	4 90
Pork, American	26 50	
per bbl.	26 50	
Pork, smoked	28 00	
Hams, clear bbl	0 20	0 21
Lard	0 17	
Molasses, fancy Barbadoes, bbl.	0 29	0 32
Potatoes, bus.	0 97 1/2	
per lb.	0 08 1/2	0 09 1/2
Onions, Spanish	0 08 1/2	0 09 1/2
per lb.	0 08 1/2	0 09 1/2
Onions, Can., 75 lb. bag	1 40	
Raisins, Val.	0 08 1/2	
Sugars—		
Extra Standard, granulated	4 50	
Austrian granulated	4 40	
United Empire	4 40	
No. 1 yellow	4 00	

Pyramid Fly-Catcher

Place your order now
to ensure early delivery

This German device is the best selling Fly-Catcher in the world. We introduced it last season on the Canadian market, and it took so readily that we were deluged with jobbers' repeat orders throughout the Fly Season, and could not supply one-tenth of the demand.

Mr. Wholesaler—We can assure of prompt delivery—in time to fill your early spring orders, if you will anticipate your requirements and place your import order NOW.

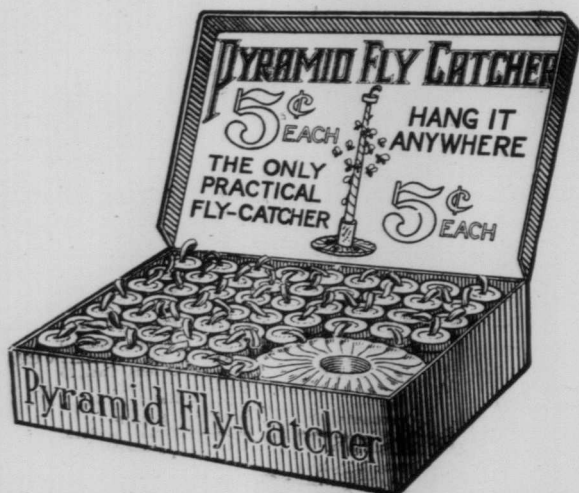
Cases contain forty cartons
of 50 Pyramids each.

Retail List \$3.50 per hundred

William H. Dunn

SOLE IMPORT AGENT

Montreal - and - Toronto



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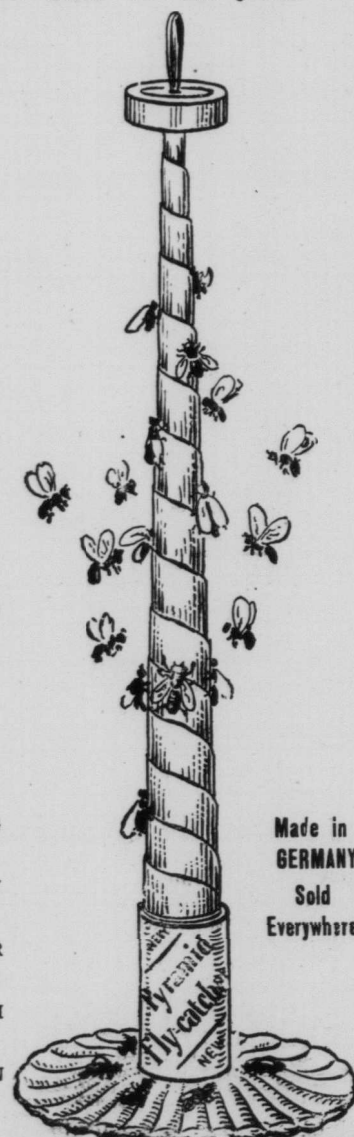
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GALLON GOODS

This will more than likely be a particularly good year for gallon canned goods. The fact that nearly all lines of fruit were a short crop, and apples especially so, will make a heavy demand for the canned article of which there is only a very limited supply—we quote

Gallon Apples	\$3.25
“ Blueberries	4.25
“ Tomatoes	3.75

DRIED FRUITS

For the same reason that canned fruits will be wanted, so will the dried article. This spring should see the greatest consumption of foreign dried fruits that has ever been experienced in this country—we quote

Monarch Seeded Raisins,	1 lb.	8c.
Griffin “ “	“	8“
Easter Lily “ “	“	7½
Jay Eff “ “	“	6⅞
Thompson Seedless Raisins, ..	50 lb. Boxes	7½
Luscious “ Muscatels “	“	6¾
Rowley’s Select Valencies	“	7¾
California Dried Peaches,	choice 25s	8¾
“ “ “	“ 50s	8½
Natural Figs, choice,	Bags 28s	4¼
Natural Figs, macaroni packing, Boxes	28s	6½
Hallowee Dates.....		4⅝

We solicit your orders.

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**W. A. JAMESON
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Importers and Roasters of High Grade
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"Feather-Light" Brand Baking Powder
We also carry a full line of TEAS,
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Branch at 140 Water Street, Vancouver.

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144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Gro-
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**5%
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SAVED**

GROGERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate
profits? Our customers all agree they can save
the above percentage by avoiding unnecessary
freights! WHY NOT YOU?

Get in touch with us to-day; trade with us
to YOUR advantage.

Our goods are at your door and our prices
are right.

THE YOUNG COMPANY, Limited

NORTH BAY - and - SUDBURY

The Demand for **SAUERKRAUT**
is daily increasing

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SHIPMENT
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Place your order early

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, WATERLOO, ONT.

ONE ON THE TRAVELLER

(SHOWING WHICH WAY THE WIND BLOWS)

Jan. 21st, 1911.

T. H. Estabrooks, Esq.,
Toronto, Ont.

Dear Sir:—

Please send me with the order
I gave your traveller, 20 lbs. of
your Black Tea to retail at 40c.,
best you can for the money.

10 lbs. in 1 lb. packages.

10 " " " "

20 lbs. in all, to try the 40c. tea
this time.

Hoping this will reach you so
it will be included with the rest,
I am, Yours,

Sale of the 40c. Grade of Red Rose Tea
increased 34½% in 1910 over 1909.

Are you getting your share in the enormous
increase in the sale of better teas, or are you
leaving that choice and increasing business to
some bright competitor while you try to push
the 25c. stuff?

Why not start to-day determined to sell good tea? It means more and
better satisfied customers; more profit per pound, and more pounds. If
you try the 40c. grade of Red Rose in your home, you will know why

Red Rose Tea

BRANCHES—

7 Front St. East, Toronto
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“is good tea.”

The 40c grade has become a tea standard

T. H. ESTABROOKS

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50 Per Cent. Profit on WONDER-SHINE, Mr. Grocer

And we help you sell it. We are spending \$10,000 in
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Your customers are reading these advertisements. Do
not miss a single sale—have **WONDER-SHINE** in stock
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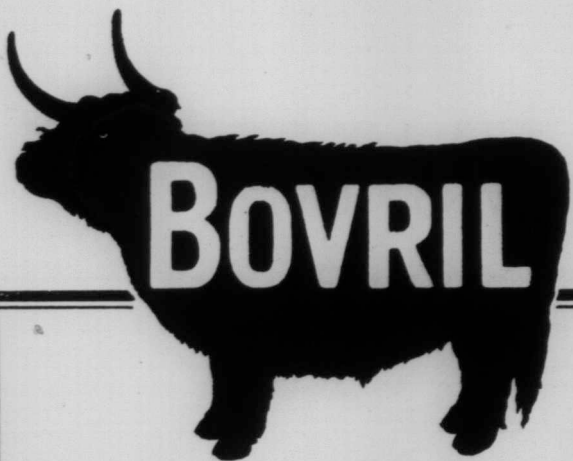
WONDER-SHINE

Cleans silver without rubbing—instantly restores the original beauty. Write
us to-day for sample, particulars and our new “Selling Plan”

Test **WONDER-SHINE**—prove its worth before you offer it to your customers
WONDER-SHINE makes good every claim.

Drop us a line—just your name on a postcard for full size package free.

Household Convenience Co., Ltd., Toronto, Ontario



Bovril Never Goes Wrong

Frost, heat, moisture or dryness cannot spoil it.

It is a Safe Line



At the School of Physiology, DUBLIN, Ireland, a series of independent experiments were made last year to ascertain the feeding value of Bovril. The results of the tests proved (see "Times" report, September 3) that Bovril is a valuable food and that it helps the system to assimilate ordinary diet. Under the tests the body weight increased 20 times as much as the Bovril consumed, and fell back again when Bovril was discontinued.

BOVRIL is a genuine body-builder and stands in sharp contrast against a crowd of would-be imitators.

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ALL WHOLESALE HOUSES
EVERYWHERE

Knowledge

Means

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ANY merchant or clerk who enters The Canadian Grocer's competition on **Constructive Salesmanship** will in the future know more about the details of his selling organization than before. He will become more thoroughly acquainted with his several methods used to dispose of goods other than those he would be asked for if he made no effort whatever to sell above actual demands.



To the three winners in each of the three classes a medal of the above design will be given---gold, silver and bronze. The primary object of the competition is to aid dealers and clerks in realizing their selling power, and the winner of a medal can always point with pride to the fact that it was the result of his ability as a salesman.

Do not delay in writing to-day for further particulars to

The Editor
The Canadian Grocer
143-149 University Avenue, - Toronto

Let Us Get Acquainted

Having a most extensive connection with the grocery trade of Western Canada, and exceptional facilities for developing business, we are anxious to get acquainted with manufacturers and shippers of grocery lines in Eastern Canada, Europe and the U.S.A. Our large track warehouses are situated in the five great distributing centres of the West—Winnipeg, Calgary, Edmonton, Saskatoon and Regina. We thoroughly understand the business conditions of the West and can successfully place deserving grocery lines.

If you are interested, write us, and we will send you detailed information about the West and its enormous commercial possibilities.

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The Line of Sustained Profit! Note the Trade Mark!

NO ARGUMENT

in recommending a line of foodstuffs to your particular customer will carry the same weight as PURITY, and in this respect

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

stand alone! They are, in fact, absolutely PURE—much above the standard the Government requires of so-called genuine jams, and they contain no dye, preservative or other admixture, and carry no excess of water. The same can not be said of some leading makes that are largely advertised.

Isn't this the line you've been looking for?
Feature "E.D.S." Brand. It's the brand of genuine profit and satisfaction.

Made only by

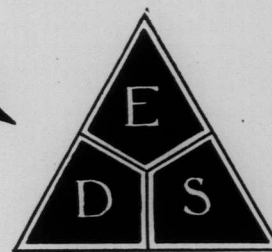
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GUNNS MAPLE LEAF BREAKFAST

Appetizing and Satisfying.

It is important to start the day with a Good Breakfast.

Gunns Maple Leaf Ham is always sweet, tender and juicy, while Gunns Maple Leaf Breakfast Bacon, fried to a delicate brown, and served crisp with eggs, makes a dish that will arouse and satisfy any palate.

The House of Quality

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HAMS

We wish to draw your attention to the low prices at which we are quoting Smoked, Pickled and Cooked Hams.

Prices are most reasonable and much lower than for either Back or Breakfast Bacon.

F. W. Fearman Co.
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For Grocers and Clerks!

Have you told your customers—

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

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

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

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



TRURO-CONDENSED
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Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

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Provision Trade in Good Condition

Dealers are Looking Forward to a Good Year—Arrival of Eggs Continues Plentiful—Storage Eggs Brought From United States—New Laid Make Another Drop—Creese Market in Better Condition.

The provision and produce trade throughout Canada seems to be in a healthy condition at the present time and an extra good year is being looked forward to by dealers. In the face of this expectation, dealers are busy in preparing plans that will assure them a good-sized portion of the trade.

The arrival of hogs during the past week has been plentiful, but no large changes have taken place in prices. A report from the English market says that the bacon trade is quiet, the late advance having curtailed demand. Canadian bacon is quoted there at 62s. to 66s.

The arrival of new laid eggs continues free and further reductions have taken place in prices. In the United States market, egg prices have taken a big tumble and some Canadian dealers say they are bringing in storage eggs from that side of the line. A further decline in eggs is looked for in some centres if the hens do not call a halt in their supply of the new laid article.

Prices of butter in the United States have also dropped a great deal, but in Canada the market is keeping steady. The duty on cream is much lower than that on butter, so that an enormous amount of Canadian cream was imported by United States firms, and the butter manufactured from it on the other side of the line is said to be held at a cost of about 5c per lb. more than can be realized to-day. Cream equal to 150,000 boxes of butter was imported, so that the Canadian market has been greatly relieved by it. The opinion has been expressed that all the supplies of butter in Canada will be needed within the next three months and probably at a little higher price.

The cheese market on the whole shows a better state, there being some improvements in export business for England during the past week at steady prices. The market in England continues firm with an upward tendency in prices, Canadian cheese being quoted at 59s. to 61s.

MONTREAL.

Provisions.—There continues to be a moderately steady market in compound lard. Small sized hams are scarce and prices show a slight increase. Bacon also shows an increase in price. The rise in prices is attributed to the heavy demand. Business is good, and still better is expected during the coming month.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 14
Cases, tins, each 10 lbs., per lb.	0 14
" " " 5 " " " "	0 14
" " " 3 " " " "	0 14
Pails, wood, 20 lbs. net, per lb.	0 14
Pails, tin, 20 lbs. gross, per lb.	0 13
Tubs, 50 lbs. net, per lb.	0 14
Tierces, 375 lbs., per lb.	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 11 0 12
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 12 0 13
" " " 5 " " " "	0 11 0 11
" " " 3 " " " "	0 11 0 11
Pails, wood, 20 lbs. net, per lb.	0 12
Pails, tin, 20 lbs. gross, per lb.	0 10 0 11
Tubs, 50 lbs. net, per lb.	0 11 0 12
Tierces, 375 lbs., per lb.	0 10

Fork—	
heavy Canada short cut mess, bbl. 35-45 pieces	25 00
lean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	26 50
Heavy flank pork, bbl.	24 00
Plate beef, 100 lb bbls.	7 75
" " 200 "	7 00
" " 300 "	25 00
Dry Salt Meats—	
green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 11
Long clear bacon, light, lb.	0 12
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 12
Large sizes, 18 to 25 lbs., per lb.	0 14
Medium sizes, 13 to 18 lbs., per lb.	0 15
Extra small sizes, 10 to 13 lbs., per lb.	0 16
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16
" " small, 9 to 12 lbs., per lb.	0 17
Breakfast bacon, English, boneless, per lb.	0 17
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 16
Hogs, live, per cwt.	8 00
" " dressed, per cwt.	11 00

Butter.—The market is fairly firm, and the demand not heavy. The demand for fresh creamery is a little better. It is believed that lower prices will soon prevail in all lines of butter, as the supply is quite heavy, and demand light.

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

Eggs.—Sagging prices have been the result of the plentiful supply of new laid eggs throughout the country. Storage eggs have also started on a downward tendency. If present weather conditions continue it is expected that still lower prices will prevail.

New laid	0 35
Selects	0 30
No. 1	0 27

Cheese.—There is a slight firmness in the cheese markets. The demand is fair although it might be better. Prices remain unchanged.

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

Poultry.—The demand for fresh unfrozen poultry remaining good. There is a big supply of frozen poultry on the market, and dealers are disposing of same to canners at reduced prices.

There is a better demand for turkeys this week, at 20 to 21 cents.

Fowl	0 14	0 15	Ducks	0 17	0 19
Geese	0 14	0 15	Turkeys	0 20	0 21
Chickens	0 14	0 18			

Honey.—There is no change in this market and prices remain the same. There is still a fairly good demand for white clove comb honey. The demand for other lines is normal.

White clover comb honey	0 15	0 16
Buckwheat, extracted	0 08	
Clover, strained, bulk, 30 lb. tins	0 10	
Buckwheat comb	0 12	

TORONTO.

Provisions.—Wholesalers are well pleased with the amount of business that is being done in provisions and predict a good year for this line. Live hogs, the arrival of which has been quite satisfactory during the past week, have shown a slight advance in price, being quoted at \$7.10 to \$7.15 at country points and \$7.40 to \$7.45 locally. However, long clear bacon shows a slight reduction the price now quoted being

11½c to 12c, while pure lard has been reduced ¼c per lb.

Long clear bacon, per lb.	0 11	0 12
Smoked breakfast bacon, per lb.	0 17	0 18
Pickled shoulder	0 09	0 11
Hou bacon, per lb.	0 12	0 13
Light hams, per lb.	0 16	
Medium hams, per lb.	0 16	
Large hams, per lb.	0 15	
Cooked hams	0 21	
Fresh shoulder hams	0 12	
Shoulder butts	0 14	0 15
Backs, plain, per lb.	0 13	
" " pea meal	0 13	0 13
Heavy mess pork, per bbl.	21 00	21 00
Short cut, per bbl.	25 00	26 00
Lard, tierces, per lb.	0 12	
" " tubs	0 13	
" " pails	0 13	
" " compounds, per lb.	0 11	0 11
Live hogs, at country points	7 10	7 16
Live hogs, local	7 40	7 45
Dressed hogs	10 00	10 25

Butter.—Although there are no further changes in the price of butter this week, still a little easier feeling seems to exist. The arrival of fresh butter is plentiful and the large amount on the market of course has a depressing tendency. Choice dairy prints are now quoted at 20c to 21c. The opinion was expressed by a local dealer that even with the large arrivals at the present time and the amount in storage, that all would be needed within the next three months to supply the demand and probably at higher prices than now exist.

Fresh creamery print	
Per lb.	0 28
Creamery solids	0 25
Farmers separator butter	0 23
Dairy prints, choice	0 20
Fresh large rolls	0 19
No. 1 tubs or boxes	0 18
No. 2 tubs or boxes	0 17

Eggs.—The price of eggs still keeps on the downward course and for the past three weeks the quotations have gradually been growing lower. The arrival of more new laid this week has caused another general reduction and new laid are now quoted at 30 to 35 cents compared with a price of 50 to 55 cents one month ago. Most local dealers state that their stocks of storage eggs is low, but it has been hinted that some have good reason in some cases to at least wish that to be the case. Some storage eggs from the United States are being brought in by local firms this week and it is intimated that on account of the recent tumble in egg prices there, that eggs may be imported from there and sold below the prices of Canadian storage eggs.

New laid eggs	0 30	0 32
Selects, storage	0 28	0 29
Fresh eggs, doz., storage	0 24	0 27
Pickled eggs	0 18	0 26

Cheese.—Although trading in cheese locally is a little dull at the present time, still the firmness which was noted last week has amounted to a slight rise in prices of some lines, large new cheese and new twins being quoted at an advance of ¼ cent per pound.

New cheese—		New twins	0 12	0 13
Large	0 12	0 12	Stiltons	0 14
Old cheese	0 14	0 15		

Poultry.—Prices of all kinds of poultry remain the same as last week, and while trading in this line is dull in general, still some firms who have put forth a little extra efforts, report that their sales are good considering the month of the year.

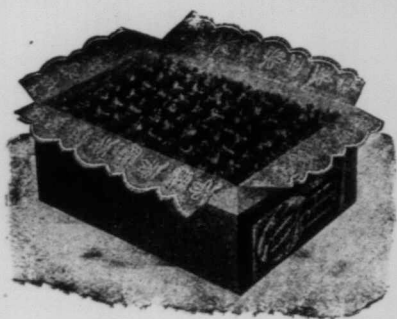
Chickens, dressed	0 13	0 14	Hens, dressed	0 11	0 12
Ducks, dressed	0 14	0 15	Turkeys, dressed	0 17	0 18

Honey.—There is little trade being done in honey and prices remain the same.

Clover honey, extracted, 60 lb. cans	0 10	0 11
" " " 10 lb. pails	0 11	0 12
" " " 5 lb. pails	0 11	0 12
" " " comb, per dozen	2 00	2
Buckwheat honey, lb.	0	

General Merchant Thinks He is Loser

Claims That Commission Man Pays Him According to Quality and Condition of the Eggs Received—The Returns he Received From one Case—An Objection Voiced Against Egg Circles.



When you are ready

to place an order for **Chocolates**, you naturally want the best that money can buy. Everybody claims to have the best; but how many can "make good"?

One of our Chocolate Specialties is called "Bordo" (registered), and up to this date it has never been equalled. We want you to know something about it, and let you be the judge; you know what pleases you best, we don't. We do know that no greater care can be taken by anyone in the selection of materials than we take. We are proud of our efforts and success with "Bordo" (registered), it has "made good," and makes friends wherever introduced.

Now, you as a progressive, modern Merchant, want something different to what is usually offered.

Note this special introductory offer; open until February 15th. We are going to give you an opportunity to get a 5-lb. box "Bordo" chocolate absolutely free. We are giving away during the next 15 days 100 boxes (5 lb. each) to Merchants who have not previously sold this line. Write us to-day, your letter will be numbered when received and one free box goes Express Prepaid to every tenth (10th) letter received. You have an equal chance, so don't delay. We wish you to test this line at our expense.

THE
Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL

Editor Canadian Grocer.—We have read with interest the letter regarding the egg question, from the Clarksburg merchant, and can say that our experience is just the same. We have not taken the trouble to candle as he has done, but just to show what kind of eggs are brought to the store, we herewith give you the details of one of our account sales received lately:

1 Case Eggs.—New laid 10 doz.	@ 40
Held 7 doz.	@ 28
Stale 3 doz.	@ 24
Cracked 1 doz. & 2 eggs	@ 20
Broken 6 eggs	@ 10
Bad 4 eggs	...

Some time ago we noticed an article giving this loss through bad eggs as the cause for the high prices to the consumer as if it were the commission men who stood this loss. But we can say that if it is with others as has been in our case, it is the country merchant who has to bear the loss since the commission men deduct for all stale, held, bad and broken eggs as shown by the above table.

We have been thinking of trying the "circle" idea, but one party speaking about it thought that the honest producer, would be at the mercy of the

dishonest consumer, for, he reasons, although the eggs may have been gathered and shipped promptly, some time might elapse before they were consumed and meanwhile the freshness would have gone; or if they were very much inclined towards dishonesty they could declare that they were not good, when they were all right.

Re Drafts.—The article in last week's issue by W. J. Bryans, gives some good ideas; but we have no bank here and papers come through all the banks in Barrie and Stayner. The best way we think would be for us to have an account with some one of them and make all the paper payable at that one, and have such a book as mentioned in the article.

THE A. RONALD CO.
Minesing, Ont., Jan. 25, 1911.

EDITORIAL NOTE.—The Grocer appreciates a great deal such letters as the above and the one from the Clarksburg merchant which appeared in last week's issue and it is to be hoped that other merchants will let us know more about the exact conditions existing and the difficulties with which they have to contend.

OVERSTOCKED MARKET BRINGS DOWN PRODUCE PRICES

New York, Jan. 26.—At a recent meeting of wholesale egg and butter dealers here, the retail trade was mildly criticized for the present prices of these articles to the consumer.

One of the members submitted the following schedule of prices from wholesaler to retailer showing the decline in their prices from a year ago:

	BUTTER		Decline
	Jan. 14, 11. Pound	Jan. 15, 1. Pound	
Creamery specials.....	27c	31c	8c
Creamery extras.....	26c	30c	9c
Held specials.....	26½c	33½c	8c
Process specials.....	22½c	29½c	7c

	EGGS		Decline
	Doz.	Doz.	
Fresh, extra firsts.....	29c	40c	11c
Firsts.....	28c	39c	11c
Refrigerator firsts.....	23½-24c	25½-27c	3c

CHEESE	
Fancy colored.....	Sept. 15½c 17c 1½c

In discussing the question one of the wholesalers made the following statements:

"Values have increased steadily for the last five years, and until this year the advance seemed to be justified, because at the end of each previous year the goods were cleaned up by the consumer. In other words, when the season was closed the consumer had not paid more for the goods than the conditions warranted.

"The present season in both products opened in eggs last March and in butter last June at high prices at the pro-

ducing points, and there was sufficient demand for the products to maintain the pace at which they started.

Decrease Consumption.

"But the effect of high prices is twofold. While they encourage production, they decrease consumption. Gradually there piled a burdensome stock of holdings. As the season now draws to a close these holdings have to be disposed of. These large stocks are in the city. The demand is not sufficient to absorb them and they have to be sold regardless of cost.

"The consumers should get the advantage of these conditions very shortly. In justice to the retailer it should be stated that he has not been robbing his customers. These lower prices have just arrived, and we would be unjust to give the housewife the impression that the retailer has been charging her unjust prices.

"Still there is no reason why the finest eggs should not be retailed at 35 cents, and there are grocers who are still getting from 40 to 50 cents for them. Good eggs can be sold at 26 to 30 cents, leaving the retailer a fair margin. With the finest butter on the market retailing at 33 to 35 cents and good butter at 26 to 30 cents, there is no reason why any one should eat oleomargarine as a substitute for but-

Mr. Grocer: It is more profitable for you to encourage the sale of a well-known and well-advertised brand of Baking Powder that you know will please your customers than to try to substitute some cheap kind that may cost you a few cents less per dozen but which may result in the loss of a good customer. Think it over.

MAGIC BAKING POWDER

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



E. W. GILLETT CO. LTD.

TORONTO, ONT.

Montreal

Winnipeg

THERE IS NO PROFIT IN KEEPING BOOKS

Handling accounts is the worrisome part of every business, it is mental drudgery. The easiest, simplest, safest, cheapest, and yet most efficient way to handle accounts of goods, money, labor, **anything**, is by the use of

The McCaskey Gravity Account Register System

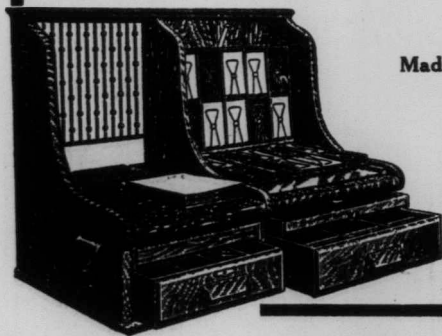
which with **One Writing** handles every detail of business from the time goods are bought until the money for them is in the bank.

Over sixty Thousand in use. Ask any user or write.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

90-98 Ontario St., - - - Toronto, Can.



Made in Canada.

**FIRST
AND
STILL
THE
BEST**

A National Dish

Pork and Beans are a standard article.

CLARK'S Pork and Beans

have shown Canadians how delicious, digestible and wholesome baked beans can be. The wise dealer keeps a full supply on hand.

Wm. Clark, - Montreal

Manufacturer of
High Grade Food Specialties

DRY GOODS REVIEW

ter, since good, cheap butter is within the reach of any consumer to-day.

"There is simply a readjustment of values going on in all food commodities. The producers have been the only gainers for the last five years, while the merchant, the jobber and the retailer have been the sufferers. The dealer has had to pile away his goods at high prices and is now selling them at a considerable loss."

**Flaked Tapioca,
Package Held
Too Much Dirt**

St. John, N.B., Jan. 26.—The importance of a grocer keeping goods in a clean place and of not allowing any goods to go out of the store that are not perfectly clean and salable was emphasized by an instance that occurred recently with one of the local dealers.

A customer purchased a pound of flake tapioca and on opening it when it arrived at the home it was found to be full of dirt of various kinds. There were evidences of mice having been around and bits of bird seed, indicated that it had been kept in a drawer or bin, alongside of some such goods, where the divisions were not tight enough to keep the goods divided. The result of the examination was that the package was thrown out and the customer went elsewhere to get clean goods.

Because a merchant does not hear of a complaint is no reason for supposing that no ground for complaint exists, as many people do not take the trouble to complain when they find things are not satisfactory, but go elsewhere. Grocers cannot be too careful in seeing that goods are kept in clean places and that nothing is allowed to leave the store that is not first class in every respect.

**Association Has
Conferences to
Settle Disputes**

Vancouver, B.C., Jan. 26.—Grocers in this city are beginning to appreciate the advantages of co-operation. Time was, and not very long ago, when they were not particular whether they belonged to the association or not. After the aggressive work during the past year or two, when it has been shown what results may be obtained, things have gone along well under the management of R. D. Dinning, the secretary.

During the last six months, there have been no backsliders among the members, and several new ones have come in. Matters of interest are taken up promptly. These do not consist of theoretical discussion of trade topics, but the adjustment of complaints. For instance, when prices are not maintained, the parties are interviewed and perhaps got together, and if a settlement is not reached they at least understand each other.

Along the line of organization, after doing the mainland, E. J. Wall, of Vic-

toria, T. S. Fletcher, Victoria, and Fred Welch and R. D. Dinning, of Vancouver, will shortly visit Duncans and Nanaimo to confer with the merchants there, in connection with the provincial organization.

A TIP TO CLERKS.

It is a poor clerk who cannot keep busy. If you would succeed, you must not be idle during business hours. It creates a much better impression on a customer to enter a store where the clerks are busy than where they are idling about. If you cannot find anything else to do, pull down a counter or shelf display and rebuild it again. Time may be spent to good advantage by clerks in preparing show cards. Especially in a grocery store, where there are so many little things to look after, the clerk should always find something to do.

E. B. Tracey, retail grocer, corner of Jacob and Grafton Streets, Halifax, N.S., has assigned to George E. Faulkner. It is stated that his liabilities will total \$6,000. A meeting of the creditors has been called for next week.

Wholesalers--Notice !

Do you want to carry a stock out west in best shipping point? Premises suitable for stock of Groceries, Granite-ware, Furniture, Hardware, or Fancy Goods, etc. Could look after shipping personally. Write

Charles T. Woodside, Grocer
Portage la Prairie, Man.

53 Highest Awards in Europe and America

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



Registered U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.

KINGSTON, - - - JAMAICA

**Another Drop in
Maple Syrup
Compound**

See Advertisement of
Canada Maple Exchange
This Issue. "It will interest you."

**FELS-NAPHTHA
SOAP**

is a store-bright-ener for grocer and work-light-ener for women; proved by the daily experience of grocers and their customers.



D

With and d is affe it is positi sent t that i level down marke ness, prove from Whi rule a miller One C "I be the p as lo balan prisef very The tinues the w mains quote Bee that mode prese whea time to th whea With condi this been impr a mo Rol prese clean Year a s' price

Flo activ has l rema of o mark Winte Stralgl Mantr " " Ro oats busi stea Fine o Stand Granu Bolted Rolled

Fl port still doin it i and

Dullness in the Flour and Cereal Trade

Price of Flour Remains Unchanged — Wheat Market Continues to Fluctuate—Flour Market is in Uncertain State—Present Prices May Rule for a Time—Cereal Trade is Not Overly Brisk, With no Immediate Price Changes in Sight.

With the price of wheat moving up and down within a small margin, as it is affected by reports from day to day, it is exceedingly difficult to gauge the position of the flour market at the present time. Some are inclined to believe that it will likely remain at its present level until the wheat market has settled down to a definite position. The flour market in general showing some dullness, although there has been some improvement in inquiry for Canadian flour from European markets.

While present prices are expected to rule at least for a time, still there are millers who see it in a different light. One Ontario miller remarked this week: "I believe that flour is good buying at the present time and that wheat is at as low a point as it will be for the balance of the crop. I would not be surprised to see an advance in flour before very long."

The wheat market in England continues to fluctuate as in other parts of the world, while the flour market remains quiet, Canadian patents being quoted at 27s. 9d. to 28s. 3d. ex-ship.

Berbohn in his report of Jan. 6 says that under all the circumstances, a moderate level of prices, such as the present one, ought to draw sufficient wheat to satisfy requirements up to the time when some idea can be formed as to the probable outturn of the winter wheat crops of America and Europe. With the exception of Russia, present conditions are not so favorable as at this time last year, although there has been a general, even if only moderate, improvement in prospects compared with a month ago.

Rolled oats are not very active at the present time as retailers are no doubt cleaning up their stocks after the New Year. The oat market is firm, causing a steadiness in rolled oats at present prices.

MONTREAL.

Flour.—The flour market here is fairly active, the demand being better than it has been for the past few weeks. Prices remain steady, but there is a difference of opinion in regard to the future of the market.

Winter wheat patents, bbl.	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl.	5 60	5 80
" straight patents, bbl.	4 90	5 10
" strong bakers	4 90	5 10
" second	4 40	4 60

Rolled Oats.—The demand for rolled oats is increasing, and a fair amount of business is being done. Prices remain steady and unchanged.

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

TORONTO.

Flour.—While trade in this line is reported rather dull at the present time, still some millers state that they are doing a fair trade for the season. While it is stated that the market is quiet and no changes likely to take place in

the price of flour just at the present, still one company have advanced their prices in markets east of Montreal and believe that prices here may follow before long. Ontario flour is reported steady at present prices.

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

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

Cereals.—Some mills report trade in cereals rather slow this month, due no doubt to the fact that retailers are clearing up their present stocks. They state that the far approach of spring which usually has a depressing effect on the trade is not the cause of the present lull. The rolled oats market remains steady and while most mills do not anticipate any change in price, still one mill has advanced its price for export and intimates it may advance it here in the near future. Rolled wheat is firm under the present high price of wheat.

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

CALENDARS FOR 1911.

The civic authorities in Winnipeg have recently issued a unique calendar portraying the advantages of that city as a place of opportunity. One of the features of the calendar is "An Open Book" which tells in brief the facts about its electric power, building growth, manufacturing, etc., which is all the more interesting through its conciseness. The calendar also includes a map illustrating the location of Winnipeg and picturing it as the "Bull's Eye City of America."

Findlay, Speer Co., general merchants, of Sealsgirth, Man., have sold to Spear, Gregg Co.

W. J. Parkes, who has for a number of years conducted a grocery store on Ontario St., St. Catharines, Ont., has disposed of it to James Marshall, who has been in his employ for about 3 years.

A report comes from London, Ont., that many retail dealers there have large supplies of apples in their cellars while there is little demand for them. Apples were scarce last autumn and there was a considerable scramble for them, but the high prices have apparently taken the edge of the sales.

R. M. A. ANNUAL MEETINGS.

The annual meeting of the Quebec Provincial Retail Merchants' Association will be held in Montreal on February 14 and 15.

The Ontario Provincial R.M.A. will hold its annual convention in Guelph, on February 28 and March 1 and 2.

SOME PEOPLE

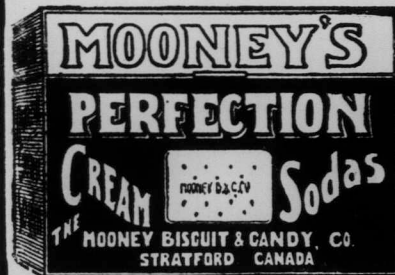
are prone to declare that there can be little or no difference in quality between one line of Soda Crackers and another. But if such people will just compare the lightness and crispness of a Mooney's Perfection Cream Soda with any other make of cracker they will realize at once that there is a big difference in favor of Mooney's.

Try it.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONT.
WINNIPEG, MAN.



MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents

26 Front St. E., Toronto

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



Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

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

and a full range of
LICORICE SPECIALTIES

for Grocers, Confectioners
and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest agent.

CARR & CO. CARLISLE ENGLAND

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

CANADA: No better Country



MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

G. J. Estabrook St. John, N.B. | J. M. Douglas & Co. Montreal | R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg | Tees & Perse Calgary | Johnston & Yockney Edmonton
Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa

By Royal



Letters Patent

NELSON'S
POWDERED GELATINE

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

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

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

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

You show good judgment when you recommend

Shirriff's True Vanilla, for your customers would prefer to use Shirriff's if they realized its superiority over extracts that are Vanilla in name only. After they have flavored their sauces, puddings and cakes with Shirriff's True Vanilla they will feel very grateful towards you indeed.

Shirriff's True Vanilla is the REAL thing. It is made from the finest Mexican first-quality Vanilla beans. It is aged until its strength surpasses all others. Shirriff's has a wonderful delicacy of flavor and richness—a rare bouquet. Every bottle you sell of



Shirriff's TRUE VANILLA

brings you a good profit—the same holds true on each and every one of the more than ninety flavorings which comprise the line of Shirriff's Extracts. If you believe in supplying your customers with goods of the best quality—and we believe you do—you'll give Shirriff's Extracts good space in your store.

Imperial Extract Co.
TORONTO CANADA

Well - advertised goods are half sold!

If for no other reason, you should handle



Our new flake ---

Open a package and see it. Then prepare some for breakfast and you will vote Tillson's the most delicious oats you've ever tasted.

Pan-Dried

A food—not a fad
Cooks in 15 Minutes

Two sizes: 10c. and 25c. Each 25c. Package contains a handsome piece of English Semi-Porcelain Tableware.

Canadian Cereal and Milling Co., Limited
Toronto, Ontario

Tillson's Oats

Tillson's PAN-DRIED Oats

because we are creating an exceptional demand for this Breakfast Cereal by our extensive bill-board and consumer advertising.

We aim by this publicity to make TILLSON'S known in every home, and we KNOW that its purity, exceptional flavor, and body-building qualities will bring "repeats" along for you with unfailing regularity.

The above cut is a reproduction (very much reduced) of one of our many striking newspaper ads. now running.

Make a generous provision for TILLSON'S.

Put up in two sizes, retailing at 10 and 25c.

The Canadian Cereal & Milling Co., Ltd.

Head Office, Lumsden Building
TORONTO

SHORT TALKS TO CLERKS

By An Ex-Clerk

Loyalty.

When I get on this question of loyalty, I sometimes get very enthusiastic, and I wish I could instil into everyone within hearing, the real inner meaning of loyalty. Loyalty is one of the greatest assets any house can have from its employes, and loyalty is one of the best things any employe can have. Show me the man who is loyal, and I will show you the man who has the right kind of material in him.

So important is the question that I will say either be loyal to the house you are working for, or you quit the house or you will help to wreck it. The man who is loyal is, in the vast majority of cases, successful. Nature will help a loyal man. If you are careless, slipshod, indifferent, nature assumes that you wish to be nobody and will grant your desire. A man must be true to his art, to his business, to his employer, and to himself. Loyalty is a quality woven through the very fabric of one's being, and is never a thing apart. Loyalty makes the thing to which you are loyal, yours.

Keep the Grouch Under Cover.

Don't come to the store in the morning showing that you are out of sorts, showing that you have a "grouch." If you have one, keep it to yourself; don't impart it to others. Don't go noising around that this doesn't suit you. Remember, YOU have no capital locked up in the store; YOU are taking no chances. You have got a sure thing—small, probably, but yet sure. The proprietor of the store has many things to think of besides you, and the first-class retail clerk will cause him no thought at all—will be of great assistance to him. And if one clerk will show a firm, determined loyalty, it will be contagious and it helps the others.

Remember what I told you before—your employer sees everything; and if you are loyal to him, he feels that he can depend on you; can rely on you taking care of his interests at all stages. You know that if you are careless (which many clerks are) giving customers overweight, spilling sugar or tea on the floor, letting the syrup barrel overrun, it means you are not loyal because you do not watch your employer's interests. All these little losses are a drain on the business. In other words, you are disloyal to the man you are working for. If YOU owned the business, what a different view you would have of it. The retail clerk, as a rule, stops but little to think of the many losses in a retail store, the great majority of which he is directly or indirectly accountable for.

Every nation in the world depends on the loyalty of its individual men. What would England and Canada be if it were not for loyalty? When our nation gets in trouble, does not its whole population rise up as a unit? That is loyalty—and loyal is what you and every clerk—no matter how small or big the business is—should be at all times. So, without

question, I believe we will all agree that to be loyal shortens the road to success.

Behind Iron Bars.

The hospitals, jails and asylums are full of disloyal people—people who have been disloyal to friends, to society, to business, to work—disloyal to their employers.

How often have you heard, in a retail store, an employe criticizing an action of his employer? I was in a store some while ago and there was being delivered there a large shipment of a certain cereal, some hundreds of boxes; and one of the clerks—a junior—remarked: "Gee whizz! Look at the stuff coming in here! It's all one kind!" And the older clerk, standing right in front of me, replied: "Well, what do you think of that? The proprietor must be crazy. We'll never sell that stuff in a thousand years,"—and he never would, with that disposition.

Wasn't that fine? I tell you it made my blood boil. What business was it of his how much the boss purchased? Did HE have to pay for it? No! Did he

have to pay rent to store it? No! Yet the proprietor must be crazy. And I suppose when that clerk made the reply to the junior clerk, the latter thought that what was told him must be true—and so it goes on down the line.

The Proper Spirit to Show.

Instead of taking hold of the shipment of goods with a whole-heartedness, seeing that it was properly displayed, and saying to himself and the rest of the clerks: "That's the stuff—we will sell it like hot cakes"—backing up his employer's judgment in its every sense. My, what a difference there is between the right way and the wrong! Now, you boys know that what I am saying is true. It happens every day.

Another case I call to mind was where a retail merchant had just purchased a certain wagon, and drove it up to the door. No doubt the clerks had heard of it and were waiting to see it. On looking at it, one of the clerks immediately said out loud: "Why, that rig will never do; that won't suit our business. I can't make out what the boss is thinking of, doing these things."

I tell you it is bad enough to have a grouch, but it is worse to impart it to other people. Remember what I told you one time before; and if the employer bought a pair of mules, there is only one stand to take—that is a dandy pair of mules, that is the best pair of mules in the country!

Approves of 75 lb. Standard Potato Bag

Retail Grocer Expresses His Opinion on the Proposal Mentioned in Last Week's Issue—His Reasons for Considering This a Good Standard—Says Farmers Would Then Purchase Sugar Sacks, Which are Now Too Small — What do Others Think?

Editor Canadian Grocer,—I noticed in last week's issue of The Grocer an article headed "Standard Weight for Potatoes," and also that you requested opinions on this question. I am of the opinion that a 5 peck 75-pound bag should be made the standard for a bag of potatoes. My reasons are that besides being easier to handle, we grocers can dispose of our sugar sacks to the farmers to a much better advantage than at present, because now a sugar sack will not hold much more comfortably. They are just the right size for that quantity.

As it is now farmers do not want them. A few have been fined for selling them as a bag of potatoes and therefore are very reluctant about having anything to do with them since they do not hold the 90 lbs. generally recognized as a bag. Therefore if we had a standard potato bag of 75 pounds, farmers would soon become aware that they could make good use of sugar sacks. At the present time they frequently have to use good grain bags for potatoes.

Bags Not all Same Size.

Then again many of the bags in use vary as to size. There are some 2 bushel grain bags and a farmer, onto his job, will not fill these since unless they are tied down close they are awkward to handle, and if they are not tied down they do not look full even if there are 90 pounds in them. Such being the case disputes arise as to the quantity they contain. Some people are particular in getting the 90 pounds; I am not, so long as I know I'm getting 6 pecks

of salable potatoes, as I do not sell them by the pound. It is an easy matter to get 100 lbs. of potatoes into the large bag and 85 lbs. into a sugar bag if there are plenty of small potatoes. I usually tell the farmer to keep his little "spuds" at home, because he is only giving them away by mixing them with the large ones.

Not long ago I surprised a farmer by telling him that he still had a bag of potatoes by measure after taking out almost a peck of small ones. The remainder were large and the small potatoes served to fill in the holes between. When he saw the operation performed he was astonished that he had not noticed the circumstance before. Around here farmers usually sell by the measure, therefore they would be considerably in pocket if they only sold the large potatoes.

If we were to sell by weight in one and two peck lots—15 and 30 lbs.—keeping out the smaller potatoes we would often find we only could get 75 lbs. from the 90.

While on this subject I might say that last week I purchased from a farmer a bag of apples, apparently in a nice clean bag, but on emptying them into a box I found that the bag contained along with the apples about 2 quarts of sand, chaff, buckwheat and other dirt. What would this have done to a nice sample of wheat? It certainly caused me a lot of extra work cleaning the apples for display. This shows we must look out for ourselves.

J. M. DONOVAN.

Peterboro, Ont. Jan. 25, 1911.

LITTLE FLOUR CHATS FOR YOUNG GROCERS UNDER EIGHTY



It Has Been a Revelation— An Eye-Opener

That I'll readily admit.

And my best advertising agent bears the name "FIVE ROSES." It has been my strongest business puller in the past year—full of varied selling points—pleasing each cook in a different quarter.

And each new housewife that comes into the fold grows delightedly enthusiastic over her oven consequences, bursting with the pride of creation she burns to unbosom herself to envious friends of the burden of her success secret.

This is human nature — to share with others our joys and triumphs.

And where is the woman who does not delight in showing the way to baking happiness.

Cooking is as much their profession as selling is yours. This kitchen talk is good business. If I counted all the new faces that FIVE ROSES has brought me—smiling faces—customers I would have given almost anything to secure. All this whispering about FIVE ROSES excellence has been grist to my mill.

The cheapest advertising—the most effective.

Never apologies to offer—never humble pie to consume—nor costly salve to be applied on wounded feelings.

And sales *keep* piling up.

Five Roses

Packed to suit your trade—barrels and halves

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

Ask your Jobber

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

MARMALADE ORANGES

The crop is very short this season and stocks will be picked up quickly.

California Celery, Florida Head Lettuce, Pineapples, Tomatoes, Cucumbers, Egg Plant, New Carrots, Beets, etc.

California Oranges, Valencia Oranges, Florida Grape Fruit, Almeria Grapes, etc.



25-27 CHURCH ST. TORONTO
are Largest Receivers

Line Up

PACKER:
FRANC TRACUZZI

These are peaceful days in the Lemon business. Nearly everybody is handling

"St. Nicholas" AND "Home Guard"
and are satisfied.

AGENT
J. J. McCABE, Toronto

Line Up

Marmalade Oranges Arrive This Week

Prices of Bitter Oranges are Quite Reasonable—Big Season in California Oranges—4,250 Cars Shipped From Southern California From Nov. 1 to Jan. 9—No Heavy Buying by Retailers.

Supplies of California oranges remain plentiful with excellent quality and a good demand. Shipments of oranges from Southern California from Nov. 1 to Jan. 9 amounted to 4,250 cars, compared with 1,931 cars last season up to Jan. 10. The latest estimate of the present season's California citrus crop published in Southern California gives a total of 48,000 cars. The number of cars of oranges for Southern California is placed at 38,200 cars; lemons, 6,800 cars; north of Tehachapi oranges, 3,000 cars. This is nearly 8,000 cars larger than the record citrus crop of 1908-1909.

Marmalade oranges have arrived and a good season's sale is looked forward to, as prices are reasonable.

A Montreal report of the apple situation says that there is not much change in the market there. Stocks are light and so is the demand. A few mixed cars are being offered from the west where, it now turns out, they are less scarce than reported some time ago.

Trade in most lines of vegetables could show an improvement over present conditions, but dealers report that potatoes are moving quite freely this month.

MONTREAL.

Green Fruits.—There is little activity shown in this market. Prices for California oranges are on the decline, and the demand is fairly good. The prices for bananas are lower, and more activity is expected. Lemons maintain their firm position.

Apples, bbl. 4 50 7 50	Oranges—
Bananas crated, bunch 1 75 2 25	California 2 75 3 75
Cranberries, bbl. 11 00	Pineapples—
Cocoanuts, bags. 4 25	Florida, case 4 50 5 00
Malagas, keg 6 50	Plums, crate 2 00 2 25
Lemons 2 75 3 50	Pears, bbl. 7 00 10 00

Vegetables—There is little change in the demand in this line, the market remaining somewhat dull. The supply in many lines is not heavy, and prices show an increase. Beets, carrots and cabbage have all advanced in price. There is a good demand for new Bermuda potatoes, considering present prices:

Beans, American basket 6 00	Onions—
Beets, bag 1 00	Spanish, cases .. 2 75 3 00
Carrots, bag 1 00	Red, bag 1 25
Cabbage, doz. 0 50 0 60	Potatoes, bag ... 1 00 1 10
Cabbage, bbl. 1 00 1 50	New Bermuda potatoes, bbl. 9 00
Celery, crate 4 50 5 50	Sweet potatoes, basket 2 00 2 25
Cauliflowers, Cal. Florida. 5 00	Parsley, crate 3 25
Cucumbers, doz. 2 50 2 75	Parsnips, bag. ... 1 00 1 25
Garlic, 2 bunches 0 25	Radishes, dozen bunches. 0 60 0 75
Green Peppers, small basket 1 25	Spinach, bbl 6 50
Leeks, doz 1 75 2 00	Tomatoes, hot-house, lb. 0 35 0 40
Lettuce—	Turnips, bag 0 75 0 90
Curly lettuce, box 1 60 2 40	
Boston, box. 2 50	

TORONTO.

Green Fruits.—Trade is drifting along in about the same channels, and although there have been no exciting splurges, still a fair amount of business is being done. The first shipment of bitter oranges for this market arrived this week. The price is about the same as last year, ranging from \$2.50 to \$2.75 per case. The wholesalers are looking forward to a good business in marmalade oranges as soon as trade in this

line gets under way. California lemons are being offered at \$3.50 per case of 300's. So far the lemon trade is reported excellent, the quality of the stock being good, except in the best lemons which showed a slight falling off in quality. The heavy selling season for lemons is now approaching, as they are used in making marmalade and the lemon market has taken on a little firmer appearance. Grape fruit is going out quite freely. Malaga grapes which are getting scarce are quoted at a higher price, while cranberries are also a little dearer.

Apples, bbl. 3 50 6 00	Jamaica, case. 3 0 3 50
Apples, box 2 00	Lemons—
Bananas 1 50 2 00	Messina 2 75 3 00
Cocoanuts, sack 4 00 5 00	Limes, box 1 25
Cranberries, bbl 9 00 10 00	Oranges—
Cranberries, case 3 50	Tangerines, a strap 5 50 6 00
Grapes—	Florida 2 50
Malaga, bbl. 6 50 7 00	Navels 2 50 3 00
Almeria, bbl. 5 00 7 00	Mexicana 2 00 2 25
Grape Fruit—	Pineapples crate 4 00 4 50
Florida, per case 3 50 4 00	

Vegetables.—A fair amount of trade continues in this line for the time of the year. Potatoes are staying at their high price and most dealers are quoting them at \$1 per bag straight. Choice stock of New Brunswick potatoes on the local market are bringing \$1.05 and \$1.10 per bag and trade in this line is reported good. There are no heavy supplies of onions on the market just now and Spanish are quoted at \$3 per case and yellow at as high as \$1.50 per bag. There is a good demand for California celery at present prices, while cabbage and lettuce are selling fairly well.

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

A Dealer's Idea of the Value of the Fruit Trade

Sherbrooke, Que., Jan. 26—A local grocer believes that the fruit department besides being a profit payer itself, brings customers to the store who buy other goods also, and is therefore of double value. In speaking of how he conducts this department he said: "I find that the greatest asset in selling fruit of all kinds is proper display. Fruit, unlike the staple lines of groceries such as sugar, must be shown in order to be sold. A merchant would sell little fruit if he placed it in some dark corner and waited for customers to ask for it."

"Of course fruit must be displayed properly in order that the best advantages will be reaped. The merchant should therefore make a careful arrangement of his fruit stock and use

plenty of price cards if he wishes to get the best results. Without carefulness, there is a big chance for most of the the profit being lost on this line. The buying has to be well looked after or the merchant will find himself at times confronted by big losses. The stock has to be well looked after also. No more fruit should be opened up than will be sold within a couple of days as unwrapped fruit soon becomes soft.

"Each morning, the stock should be assorted and all bad fruit picked out. If a dealer wants the continuance of a customer's trade, he must be particular about the quality of fruit sent out to customers as nothing spoils the trade like poor quality goods."

STANDARD FOR QUEBEC BAG.

Potatoes There Are Bought and Sold With 90 Pounds to the Bag.

Editor Canadian Grocer.—I notice in last week's issue of The Grocer you say in the course of an editorial on a standard bag for potatoes that in Quebec a standard exists. I would like to know what it is. I might add that I find your paper not only exceedingly interesting but a first class investment.

HAMILTON GROCER.

Hamilton, Ont., Jan. 26, 1911.

EDITORIAL NOTE—The standard weight of a bag of potatoes in Quebec Province is 90 lbs. On the Montreal markets, however, farmers are allowed to use an 80 lb. standard.

A delegation of vegetable growers from Quebec and Ontario recently visited the capital and asked for the following standard weights:—Potatoes, 80 pounds; onions, 75; turnips, 70; artichokes, 75; beets, 70; carrots, 70; parsnips, 60.

An interesting address was given to the Canadian Club at Montreal recently, by H. B. Ames, M.P., on the subject of Canadian Trade with Australia. Mr. Ames in the course of his remarks pointed out that the geographical position of Canada as the antipodes of Australia, with its seasons also at opposite, offered magnificent facilities for an exchange of such products as apples, etc. At the time of year when our apples were becoming a scarcity, Australian apples—which by the way are said to be fully equal in quality to the luscious Canadian product—are just beginning to come in plentifully, and vice versa.

Butter—Special

We offer this week 300 Boxes
Finest Creamery Solids, 56 lb.
Boxes, 23½c. lb. This is a
genuine bargain on high qual-
ity Creamery Butter.

WHITE & CO., Limited

Wholesale Fruit, Produce and Fish
TORONTO, Branch at HAMILTON

Fresh Arrivals

California Celery
EXTRA FANCY, WELL BLEACHED STOCK.

The Celebrated
Golden Orange Brand
Navel Oranges

ALSO A FULL LINE OF
Grape-Fruit, Lemons, Bananas.

The House of Quality

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



LEMONS

are reasonable in price, and what fruit do you handle that shows you more margin of profit? Push the sales of Lemons—your customers want them in the house all the time. Do not be afraid to "hand them a lemon," and for best satisfaction be sure they get "**Buster Brown**," Canada's most popular Brand.

FOLLINA BROS., Packers

W. B. STRINGER, Sales Agent



Fish - Oysters



Fish Trade Still Remains Steady

A Fair Amount of Business is Being Done in Most Centres—A Shipment of Halibut has Been Made From Alaska to Nova Scotia—Weather on Eastern Coast is Cold and Stormy and Receipts of Fresh Fish Were Small Last Week.

Reports of the fish trade throughout the Dominion are favorable and it looks like a good season for 'his line. During the past week, halibut has been imported from Alaska to Halifax as more of this fish has been landed by the eastern fishermen at that port. This is the first shipment from Alaska, as stock was brought before from British Columbia in case of a shortage. The weather on the eastern coast is cold and stormy and the receipts of fresh fish during the past week have been small. Bank cod, stock of which is scarce, has reached the highest price in years. The lobster catch continues small.

Supplies in most lines are not over plentiful and will be required for use before the end of the season.

NOVA SCOTIA.

Halifax.—Haligonians are now eating halibut from Alaska. For the first time in the history of the Maritime Provinces halibut has been imported from Alaska. During the present season there has been a marked scarcity of halibut on the local market, no fish being landed by the native fishermen, so the dealers had to look elsewhere for a supply. Heretofore some halibut has been imported from British Columbia. Local dealers state that the Alaska fish is of a splendid quality. Despite the fact that the Halifax firm has had to pay heavy transportation charges and also duty, the halibut is selling at the same price as was charged for local caught fish. The past week has been unusually cold and stormy along the coast and the receipts of fresh fish were small. All kinds of fresh fish, with the exception of halibut, are now scarce, while the lobster catch is also small. Advices from Oporto say that prices are firm, and a vessel is now loading a cargo here for that port. The wholesale price of bank cod in Lunenburg is now \$6.25 per quintal, the highest price for many years. Stocks are getting low, and prices will remain firm, but it is thought that they have about reached their limit. Pickled herring and alewives are advancing, and the spring catch of the latter is about used up. Few herring are now coming from Newfoundland, the season's imports being about over. Prices quoted now are:—Large shore cod, \$7.75 to \$8; medium, \$7 to \$7.25; large bank, \$6.75; haddock hard shore, \$5.25 to \$5.50;

western, \$5; hake, \$1.75 to \$5; pollock, \$4.50. These prices are ex-store.

ONTARIO.

Toronto.—The trade in all lines of fish on this market remains brisk and the amount of business passing compares favorably with that of other years. Under the favorable weather conditions, frozen lake fish have been in good demand, while a big trade is being done in salt fish. Oysters are selling well for the time of the year. Prices for most lines remain the same but there has been a drop in the price of smelts, No. 1 dropping from 12 to 10c., and extra from 18 to 15c.

FRESH CAUGHT FISH	
Steak cod.....	0 08
Haddock.....	0 06 0 07
FROZEN LAKE FISH	
Gold eyes.....	6
Halibut.....	0 09 0 10
Lake Superior herring	0 04
Lake Erie herring.....	0 07
Pike.....	0 06
Pink sea salmon.....	0 09
Round red.....	0 09
Salmon trout.....	0 12
Smelts, No. 1.....	0 10
Smelts, extra.....	0 15
Tullibee.....	0 06
White fish, pan frozen.....	0 10
Yellow pickerel.....	0 08½
OCEAN FISH (FROZEN)	
Herring, per lb.....	0 04
Flounders.....	0 05
SMOKED, BONELESS AND PICKLED FISH	
Acadia, tablets, box.....	2 10
Acadia 1-lb. bxs per crate.....	3 60
Acadia, 2-lb. boxes, pr. crate.....	2 80
Acadia 3-lb. bxs per crate.....	5 40
Shredded cod.....	2 25
Blosters, box.....	1 25
Boneless Digbys, box	1 00
Codfish, Bluenose, "	1 40
Cod steak, per lb.....	0 07
Mullets.....	0 04
Bluefish.....	0 12
Cod, Imperial, per lb.	0 05
Fillets, per lb.....	0 12
Herring (Labs.) half-barrel.....	3 25
Herring, bbl.....	6 00
Haddie, Finnan 0 08½	0 09
Kippers, box.....	1 30
Oysters, extra select, gal.....	2 25
Oysters, select, gal.....	1 85
Oysters, standard, gal.	1 65
Pickled lake herring, 100 lb. kgs.....	4 00
Quail on toast, per lb.	0 06

QUEBEC.

Montreal.—There is sort of speculation in the market just now in many lines, due to two principal causes.—The lateness of Lent and the weather.

Fishing on the Atlantic is closed for the season, frozen herring fishing is also at an end. The catch in both these lines has been above the average, but as the absorbing power of the market is getting greater there is no fear of a surplus in any line.

As anticipated, halibut is advancing steadily in price, the visible supply running low. Frozen fish such as Tom cods, smelts and herring, are the bulk of the demand just now. In the pickle, prepared, and salt lines the market is quiet, and the supply is not over needful.

Oysters, both shell and bulk, are a little quieter now.

FRESH	
Steak cod.....	0 06
Haddock.....	0 06 0 06

FROZEN	
Codfish.....	0 04 0 04½
Dore, winter caught, per lb.....	0 08½ 0 09
Haddock.....	0 04½ 0 05
Halibut, per lb.....	0 08 0 09
Herring, per 100.....	1 90 2 80
Market cod.....	0 04 0 04½
Steak cod.....	0 05 0 05½
Mackerel.....	0 12
Tom cods, bbl.....	2 00
Flounders, bbl.....	2 00
Fine.....	0 05 0 05½
Salmon, B.C., red	0 09 0 10
Gaspesalmon.....	per lb..... 6 20
Smelts, 10 lb. bxs	0 09 0 10
Whitefish, large, lb.....	0 09 0 10
Whitefish, small, 0 06½	0 07

SALTED AND PICKLED	
Green cod, No. 1, bbl.....	8 50 9 00
Labrador herring, bbl	5 50
" " " " " "	3 15
Labrador sea trout, bbls.....	12 50
Labrador sea trout, half bbls.....	6 50
No. 1 mackerel, pall. " bbls.....	2 00 8 50
No. 1 pollock, bbl.....	6 00
Scotia herrings, No. 2, bbl.....	4 50
Lake trout, half bbl.....	6 00
Salmon, B.C., red, bbl	14 00
" " " " " "	pink, bbl 12 00
" " " " " "	Labrador, bbl 16 00
" " " " " "	" " " " " " 9 00
" " " " " "	trca., 20 00
300 lb.....	20 00
Salt eels, per lb.....	0 07½ 0 08
Salt sardines, 20 lb. pls	1 00
Salt sardines, bris.	200 lbs..... 7 00
Salt sardines, half bris, 100 lbs.....	4 00
Scotch herring.....	6 50
" " " " " "	1 00
Holland herring, " bbl	5 50
" " " " " "	keg 0 75

SMOKED	
Blosters, large, per box, 60s.....	1 25
Haddie, new smoked, per box.....	0 07
Kippered herring, per box, small.....	0 28
" " " " " "	1 00

SHELL FISH	
Shell oysters, bbl., choice.....	12 00 13 00
XXX Shell Oysters.....	10 00
Lobsters, live, per lb.....	0 85
Oysters, choice, bulk, Imp. gal.....	1 40
" " " " " "	bulk, select, 1 60
Solid meats—Standards, gal., \$1.85; select, gal., \$2.	

PREPARED FISH	
Boneless cod, in blocks or packages, per lb. 6½, 7, 9, 10, 11	
Shredded cod, per pkg.....	0 15
Skinless cod, 100 lb. case.....	6 00
Dried cod, medium, 100 lb. drum.....	7 00
Dried cod, large, bundles.....	6 00
Dried cod, medium, bundles.....	6 00
Dried haddock, medium, bundle.....	5 80

NEWFOUNDLAND.

St. John's.—There has been no improvement in the herring fisheries on the west coast, but the catches on the south coast have been satisfactory of late. The weather is growing cold and the United States fishermen have left for fear of being caught in winter's grip and compelled to spend the winter here.

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY

HAMILTON

JAMES SOMERVILLE Manager

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie

Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and

Dealers in HIDES, WOOL and RAW FURS

SEASONABLE

Weather conditions are just right for handling Frozen Fish. We have the largest and most varied assortment in Canada. Stock carried in our new Cold Storage is in perfect condition and has not been affected by recent mild weather.

We guarantee quality of all our goods and solicit a trial order

A FEW SEASONABLE LINES

Frozen Cod, Frozen Haddock, Frozen Salmon, Frozen Halibut, Newfoundland Sea Herrings.

New Shipment just arrived.

Haddies, Kippers, Bloaters.

Fresh Cured Stock direct from our own Smoke Houses.

PRICES RIGHT SERVICE PROMPT QUALITY RIGHT

NEW PRICE LIST MAILED ON REQUEST

Largest Fish Warehouse in Canada

LEONARD BROS.

Montreal and St. John, N.B.

P.O. Box 639.

Five Long Distance
Telephones.

Branches:
Montreal
St. John, N.B.
Grand River
Gaspe, Que.

Headquarters for Fresh and Salt Fish

"BEACON"

BRAND

HADDIE

Sweet and
Tasty

Every Fish
Tagged

You can make sure of a Bigger and more Profitable January and February Fish Trading than ever before if you are handling our full range of Fresh, Smoked and Salt Fish.

We sell nothing but the choicest kinds, and as we buy in very large quantities, we can give you the benefit of the closest prices.

ON HAND—A full range of Labrador and Lake Superior Herrings in Kegs and Barrels, guaranteed bright 1910.

Better send along that trial order to-day

"BEACON"

BRAND

OYSTERS

Fresh

Juicy

Prime

Condition

The F. T. James Company, Limited

Church and Colborne Streets
TORONTO

THE CANADIAN GROCER

Bay of Islands is frozen over and a temperature of 25 below is registered.

Codfish, large and medium merchantable, per qtl.	6 90
" small	5 90
" large Madeira	6 90
" small	5 90
" large and medium West India	4 00
" small	3 50
" Labrador per qtl	3 70
Haddock	3 50
Herring, No. 1, large and medium, barrel	2 70
" small	2 50
Lang	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins.	16 00
Salmon, per case 48 1-lb. tins.	5 50
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun.	105 00
" softwood	99 00
Cod Liver Oil, gallon	0 70

NEW BRUNSWICK.

St. John.—The severe cold weather last week practically tied up the fishing business at this port. Heavy gales

and the thermometer below zero made it impossible for the fishermen to do anything and there was not an arrival during the week. Some of the retailers in order to get supplies brought shipments in from Nova Scotia by rail. A few Gaspereaux were offered last week. They were taken through the ice on the St. John river.

Haddock and cod are selling at 3 cents per pound. Smelts are scarce and are quoted at 9 cents per pound. Frozen mackerel, from Canso, are selling at 10 cents for small sizes and 35 cents for larger ones. British Columbia frozen salmon and halibut are on the market, the former at 15 cents per pound and the latter at 10 to 11 cents.

In referring to the new company the organizer gave out these statements:

"We propose to organize into one big institution a large number of retail grocers, for the purpose of conducting the assembling and distributing of goods on a modern and economical basis; to systematize and strengthen the individual retailers who are members of our company; to elevate standards of all kinds of food; to elevate the standard of the retail grocery business; to demand a high degree of sanitation where goods are prepared and sold; to give our support to the proper food authorities, looking to the promotion of the health and welfare of the consumer; to conduct the retailing of groceries with care and cleanliness; to give full weight and measure, and to recommend goods of superior quality and better value to the end that the cost of living may be reduced.

"Our plans are so arranged as to prevent an individual from gaining control in the company.

"The company will give to the retail grocer all the advantages which accrue to the chain stores from buying goods at the lowest possible price. It will deliver and haul goods most economically, and the routes will be so arranged that a lot of energy will be saved, one wagon covering a territory that under other conditions would be covered by several. We shall haul sugar direct from the refineries without putting it in a warehouse and trucking it out again.

"Our stores will be designated by a characteristic sign, and they must measure up to the standard we shall establish. We shall insist upon honesty, cleanliness and proper weight. We shall require that everything in connection with the stores be of the highest grade. The stores will not be owned by the company. The proposition will be entirely an individual proposition and a profit-sharing plan for the consumer. Every stockholder in the company will have an equal show."

In Elmvale, Ont., there is an agent who acts as the representative in that district of a large Toronto mail order house. He simply takes orders from the farmers and forwards them on to the house in question and gets his commission. He was formerly in business in Elmvale, but sustained loss by fire some time ago. His name is S. Draper.

The Montreal Grocers' Clerks' Association have transferred their headquarters from 89 Berri Street to 80 St. Denis, the headquarters of the Retail Merchants' Association, and become affiliated with St. Peter's Union. The Association has a strong mutual benefit department, and with a membership of 200 should be in a sound financial condition before the end of 1911. N. Gagnon, of Gervais Freres, is their secretary and all grocers' clerks are requested to make inquiries of him about the association.

Items Done in Brief for Busy Dealers

Medicinal Qualities of the Orange — Large Area in Texas Onions—How the Banana is Attended to in Transit to Markets of the World—Enormous Business Done in Chicago Mail Order Houses.

An eminent lord chancellor of England (Baron King) served his apprenticeship in a grocer's shop. Thirty-nine lord mayors of London have been grocers. John Ruskin, the famous author and critic was also engaged in the business for a short time.

The more a retail grocer knows about the various goods he offers for sale, the better it will be for his sales account.

Eight thousand acres in Texas are growing onions and it is expected that the production should total 4,500 cars.

The orange has acquired a reputation as a curative for several ills. In Paraguay the natives regard the orange essence as a valuable medicinal ointment with extraordinary healing properties. The Arabs cut and dry the green orange, afterwards steeping the pieces for forty days in oil, thus preparing an essence which the women use for restoring a brilliant black color to their faded hair. As far back as 1743, the orange was used as a cure for cold in the head as follows: "Thin the rind of an orange, roll this up inside out and thrust a roll in each nostril."

A health officer of North Dakota states that asparagus and cauliflower are frequently affected by a bacterial growth which secretes a virulent poison. He warns the residents to prevent the development of this poison by not eating either vegetable unless thoroughly boiled and well cooked.

Few people have any idea of the extent of the banana industry or the process by which bananas are brought to market. The banana being a strictly tropical plant, has to be transported a great distance. It is an exceedingly sensitive and delicate fruit, responds readily to atmospheric condition and is easily bruised. All these things have to be taken into consideration in transportation. The fact that heat will ripen

bananas renders it necessary to take such precautions as shall guard against the fruit ripening before it reaches its destination. Ventilation has been found to be the only efficient method of treating bananas in transit, as refrigeration, that is ice, will not do the work. The banana plant varies in size according to location and the prevailing winds. Ordinarily it is about 15 feet high with leaves six or eight feet long, and perhaps a foot or eighteen inches wide. A single banana plant produces but one bunch, taking eleven months to do it. From this a person may form an idea of the vast acreage that it requires to grow the amount of bananas now exported from the tropics. In the fruit stores and markets, bananas are generally hung with the fruit curving downward but it grows on the plant with the fruit curving upwards.

Two of the big mail order houses in Chicago do annual businesses amounting to \$80,000,000. Supposing the average sales of the small country retail merchant are \$8,000 per year, this income of \$80,000,000 would represent the sales of 10,000 of them who might have been helping to build up small towns all over the country.

Are Combining to Operate Many Grocery Stores

New York, Jan. 26.—A chain store organization known as the United Grocers' Company and capitalized at \$500,000 has been formed here. This concern expects to begin with about 100 stores in Brooklyn before branching out into other sections. It will be composed principally of retail grocers and all the stores going into the combination will have a uniform sign.

"Brunswick" Brand



Pure Sea Foods

Sea Foods, owing to the greater packing, are growing in popularity share of this profitable trade? No

"BRUNSWICK BRAND"—the brand with the natural fish flavor

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

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

Here's the full line:—

¼ Oil Sardines	Kipperd Herrings	Finnan Haddies
¼ Mustard Sardines	Herrings in Tomato Sauce	Clams. Scallops

CONNORS BROS., Limited

Black's Harbour N.B.

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



Delicious

Appetising



We Pack No Hard Tough Fish!

The most scrupulous care is taken to see that in the packing of

"Concord" Norwegian Sardines

nothing but the finest freshly-caught Autumn fish and pure olive oil are used. "Concord" Sardines will be found to be mild-cured and not too much smoked, and their delicious flavour will commend them to your particular customer. Feature "CONCORD"; there's a good margin for the retailer. Order from your wholesaler.

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

Keeps Well in Any Climate!

That's what makes

BLUENOSE BUTTER



So invaluable to hunters, prospectors and all removed from civilization for a time.

Let your customers taste this famous brand. It is unsurpassed for quality and flavor.

Keep some in stock for special orders.

SMITH and PROCTOR
Sole Paokers :: HALIFAX, N.S.

THE WEEK'S TRADE CHANGES.

What the Grocers Throughout Canada Are Doing.

ONTARIO—Wm. S. Bundy, general merchant of Houghton, Ont., has assigned.

Andrew Kerr, of Lifford, Ont., has assigned.

F. Benson, grocer, Toronto has sold to W. H. Dosity.

Richard Wehlann, general merchant, Cairo, Ont., deceased.

Max Boufrine, general merchant, Cobalt, Ont., has assigned.

Wm. H. Ball, grocer and butcher, Toronto, Ont., has assigned.

Fead & Co., grocers, Shelburne, Ont., have sold to Thos. Harrison.

D. G. Davis, general merchant, Sparta, Ont., has sold to G. A. McCulloch.

C. C. Baker, of Ottawa, has sold his grocery store to Mrs. John Steele.

Lawrence J. Shea, grocery merchant, of St. Catharines, Ont., died on Jan. 15th.

E. R. Bond, general merchant, Mount Brydges, Ont., has sold to H. S. Srelgrove.

J. H. and J. E. Sweet have purchased the grocery store of J. A. Sweet, Toronto.

G. J. Robinson, of Ottawa, Ont., has purchased the grocery store of P. A. Garrow.

Benstein & Sarasohn, general merchants, Windsor, Ont., have dissolved partnership, H. E. Benstein continuing.

QUEBEC.—A demand of assignment has been made on J. D. Thompson, Buckingham, Que.

Assets of M. Thibaudeau, grocer of Quebec have been sold.

E. Crete & Co., general merchants, Kingsey, Que., registered.

Daveluy & Fils, general merchants of La Tuque, Que., have assigned.

Lepage & Fils, general merchants, of Cedar Hall, Que., have offered to compromise.

MARITIME PROVINCES—The grocery of E. B. Tracey, Halifax, N.S., has been closed.

WESTERN CANADA—J. Patterson, grocer, Winnipeg, sustained \$400 loss by fire.

The general store of L. Sanderson, Edrans, Man., burnt.

S. J. Heald is opening a general store at Beaumont, B.C.

F. W. Seaton has sold his general store at Macoun, Sask.

Gordon & Bond have opened a grocery store at Vancouver, B.C.

Moses Perelmutter, general merchant, Winnieug, has assigned.

Mrs. Anna Hines has opened a grocery store at Wallace, Alta.

W. G. Farquharson is opening a general store near Provost, Alta.

Edwin P. Hicks has opened a meat and grocery store at Regina, Sask.

Lee, Andrews Co., general merchants, Langley Prairie, B.C., registered.

N. W. Perley has purchased the grocery store of B. McDonal, Winnipeg.

Betts & Co., general merchants of Wainwright, Alta., suffered loss by fire.

R. W. Hayter, of Ruddell, Sask., has sold his grocery business to W. A. Wilson.

Edge & Green have purchased the general store of L. Wood, at Fenwood, Sask.

Dean & Moore, general dealers of North Battleford, Sask., have dissolved partnership. Mr. Dean will continue.

Mr. Benning will now conduct the grocery of Smithknecht & Benning, at Colgate, Sask.

Novania & Bemandi, general merchants, of Blairmore, Alta., have dissolved.

The estate of Hartricks, general merchants, at Morse, Sask., has been purchased by N. Haddad.

A Novel Method for Encouraging Early Purchases

New York, Jan. 26.—Many merchants are constantly wondering which is the best system for the bigger business and the better profits, a cash or credit. The Siegel-Cooper Company, of this city, undoubtedly think that the charge system is the best. In a recent half page advertisement, the following words appear in a prominent position: "If you are not a charge customer, we will make it easy for you to become one."

The argument given is that it saves the customer the delay in waiting for change and that it will put him in a more satisfactory position to purchase.

This company also had a novel manner of inducing customers to purchase early during the holiday season, by stating that charge customers who made purchases from Dec. 1st to Dec. 10th, would have the goods billed on February 1st instead of January 1st.

**Another Drop In
Maple Syrup
Compound**
See Advertisement of
Canada Maple Exchange
This Issue. "It will interest you."

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

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

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

McDOUGALL

Insist upon having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scotland

CLAY PIPES

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

ROYAL BAKING POWDER



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

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

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

THERE IS NO SUBSTITUTE

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

- - - - -

Ont.

Classified Advertising

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

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

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

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

MISCELLANEOUS.

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

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

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

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

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

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.

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

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)

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

MISCELLANEOUS.

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.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

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

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

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

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

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

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

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

TECHNICAL BOOKS.

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

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

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

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

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

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

Diamond
1-lb. tins, 2
1-lb. tins, 3
1-lb. tins, 4
IMP

Cases.
4-dozen...
3-dozen...
1-dozen...
3-dozen...
4-dozen...
1-dozen...



Special diet
cases or m



White SW
White S
doz. in ca
1-lb. tins, 4



Cartoons
No. 1, 1-lb.
No. 1, 1-lb.
No. 2, 5-oz.
No. 2, 5-oz.
No. 3, 2-lb.
No. 10, 12-oz.
No. 10, 12-oz.



DO
Aylm

Strawber
Raspber
Black cur
Red curru
Raspber
curra
Raspber
Goose
Plum jam
Greenag
stones
Gooseber

Strawber
Black cur
Raspber
Fright

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

**A
Brilliant
Lasting
Polish**



--Quick--

There is no more satisfactory Stove Polish you can handle than

BLACK KNIGHT STOVE POLISH

It comes quickly and goes slowly and is warranted not to stain the hands.

A rapid seller and splendid profit-producer, especially at this time of year. Order to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

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 52 Canada Life Building, Montreal.

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

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



CATALOG FREE

THE GIPE CARRIER COMPANY
99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 118 HOLBORN LONDON E.C. ENG

Tea Lead,

Best Inocorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

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

Canadian Agents: ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
OSGIL T. GORDON, MONTREAL

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

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



COUNTER CHECK BOOKS



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

F. N. BURT CO., Ltd.

TORONTO

MONTREAL

Phone Main 2211

Phone Upper 5922

Pure

Rollable



Have no hesitation

in stocking and recommending

"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability and is a marked favorite with the cook.

See to your stocks. Order from your jobber.

CHURCH and DWIGHT

Manufacturers
MONTREAL

LIMITED

ESSENCE OF SALAD

Every mother for a Pickled and Salad dressing needs Salads for the table. The Salads that are prepared with this Essence are a delightful treat for the palate.

Prepared by

DAKEY'S

The original and only
Genuine Preparation for
Cleaning Cutlery, etc.
Solely in England.

'WELLINGTON'

KNIFE POLISH

Prepared by

DAKEY & CO., Limited
Solely in England.

Agents: Messrs. Laidlaw, Young, Glass & Co., Ltd., Montreal and Toronto, etc.



CHINESE STARCH

HAVE YOU
A STOCK?
GREAT SELLER
ALL THE TIME.

GET PRICES
OCEAN MILLS

Cheese Salt

For Cheese is what the authorities are advising. Low grade, ordinary cheap Salt is now known to be poor value, and anything but economical. Let us quote you laid-down prices for genuine Cheese Salt.

Verret, Stewart Co.,
LIMITED
Montreal

Your Customers Know—

AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons---also ready for use in enamelled cans and pails---also in wooden pails and tubs. We have mince meat to just suit your trade---no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The Grocer's Circulation in the West Keeps Pace with the Growth of the Country. : : : : : : : :

M. Moyer, who recently made a thorough canvass of the Western Provinces for the Grocer, writes as follows:

"We can congratulate ourselves on the fact that we seldom lose a

subscriber unless he goes out of business.

"As you will see from my reports, I have secured a subscription from nearly every good merchant who was not previously reading The Grocer."