

**PAGES
MISSING**

PUBLISHED EVERY
FRIDAY

CIRCULATES IN
EVERY PROVINCE

THE
CANADIAN GROCER
AND
GENERAL
STOREKEEPER

**COLMAN'S
MUSTARD**



BEST ON EARTH

**ONE and ONE
MAKE
MANY.**



In ordinary addition 1 and 1 make 2. But in this instance it is an addition in business methods. And its explanation is this: We are the one—the manufacturer; you are the other one—the merchant. We supply you with biscuits. As in these biscuits there is nothing but the very best ingredients that money can buy, they please your customers. A pleased customer becomes a permanent customer, and what gains you one customer will eventually gain you many.

Christie, Brown & Co., Limited
Toronto and Montreal.

THE DOMINION MOLASSES CO. LIMITED.



HALIFAX, N.S.

These are our Brands and they are the best in the market. Every puncheon of our molasses is **guaranteed** to give perfect satisfaction. When you want molasses send to us for samples and prices. We have all kinds, in puncheons, tierces and barrels.

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

The Auer Gas Lamp

"Turns night-time into day-time."

New Models. Lower Prices.

Would you buy a lamp which doesn't smell or smoke?

Would you buy a lamp which will save you half your expense for coal oil?

Would you buy a lamp which shows your goods in day-light colors?

Would you buy a lamp which you can return, for full price, if you don't like it?

That's the kind of a lamp we make.

EVERY LAMP GUARANTEED

Write for our Catalogue and Discounts.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.



ENTERPRISE on an article is a Guarantee of QUALITY

ENTERPRISE

FOOD CHOPPERS

Four Knives with each Machine

No. 100, chops 2 lbs. per minute, \$1.50
 No. 300, chops 3 lbs. per minute, \$2.25

Sell every Day in Year
GUARANTEED TO CHOP RAW MEAT

Illustrated Catalogue FREE Order through your Jobber

Bone, Shell & Corn Mill

No. 750, \$8.50.

Meat Juice Extractor

No. 21, \$2.50



Cherry Stoners
 5 Sizes & Styles

No. 1, \$7.50 doz.

Rapid Grinding & Pulverizing Mills
 15 Sizes & Styles for Hand & Power, \$1.25 to \$30.00

No. 2, \$4.75

New York Branch, 10 Warren Street

The Enterprise Mfg. Co. of Pa., Philadelphia, Pa.

San Francisco Branch, 105 Front Street



CODOU'S

MACARONI

(Genuine French)

Made in a Model Factory, absolutely new
and up to date. Made only from the
finest Taganrok Russian Wheat—
the only wheat from which the
finest quality of Macaroni
can be made. Nothing
better can be
produced.

ARTHUR P. TIPPET & CO., Agents,

**8 Place Royale,
Montreal.**

**20½ Front Street E.,
Toronto.**

PURE

CODFISH

Have you tried a sample lot of the new brands of Codfish

“HALIFAX” and
“ACADIA”

They are capturing the market wherever introduced. Both are pure codfish, put up in attractive wooden boxes; “HALIFAX” in three pound and “ACADIA” in two pound boxes. The former is also put up in one pound Fish Cakes. Nothing quite as nice has ever been offered on the Canadian market, in fact, they are easily worth more money than the price we quote. Ask your wholesale grocer about them; he will tell you that they are good.

Black Bros. & Co., Limited

A. H. Brittain & Co., Board of Trade Building, Montreal,
Agents for Ontario and Quebec.

Halifax, N.S.

Borden's Brands of CONDENSED MILK and EVAPORATED CREAM at Canadian Prices



We beg to announce that we have established a branch factory at Ingersoll, Ont., and that we are now prepared to fill all orders for the Canadian trade promptly, and at considerably reduced prices, owing to the establishment of the Canadian Branch. Our **Eagle Brand Condensed Milk, Gold Seal Brand Condensed Milk and Peerless Brand Evaporated Cream**, unsweetened, can be obtained through our local representatives.

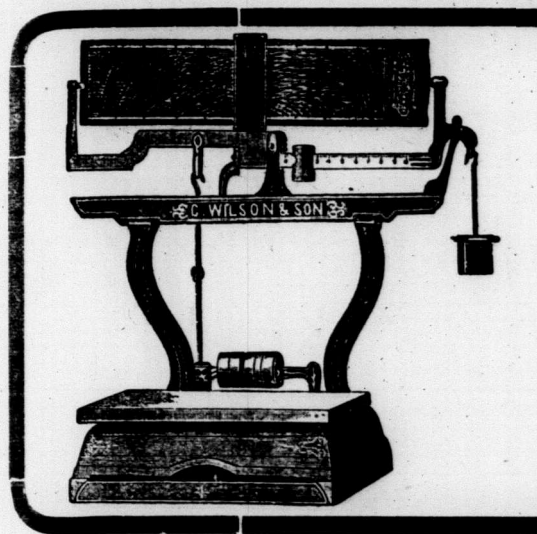


BORDEN'S CONDENSED MILK CO.

Originators of Condensed Milk.

Established 1857.

Selling representatives in Canada: **F. W. Hudson & Co., Toronto. W. H. Dunn, Montreal. Erb & Rankin, Halifax. W. S. Clawson & Co., St. John, N.B. Scott, Bathgate & Co., Winnipeg, also Shallcross, Macaulay & Co., Victoria and Vancouver, B. C.**



Paid For Itself.

C. WILSON & SON, Limited, Scale Manufacturers,
TORONTO.

HAMILTON, MAR. 19th, 1903.

DEAR SIRS:—

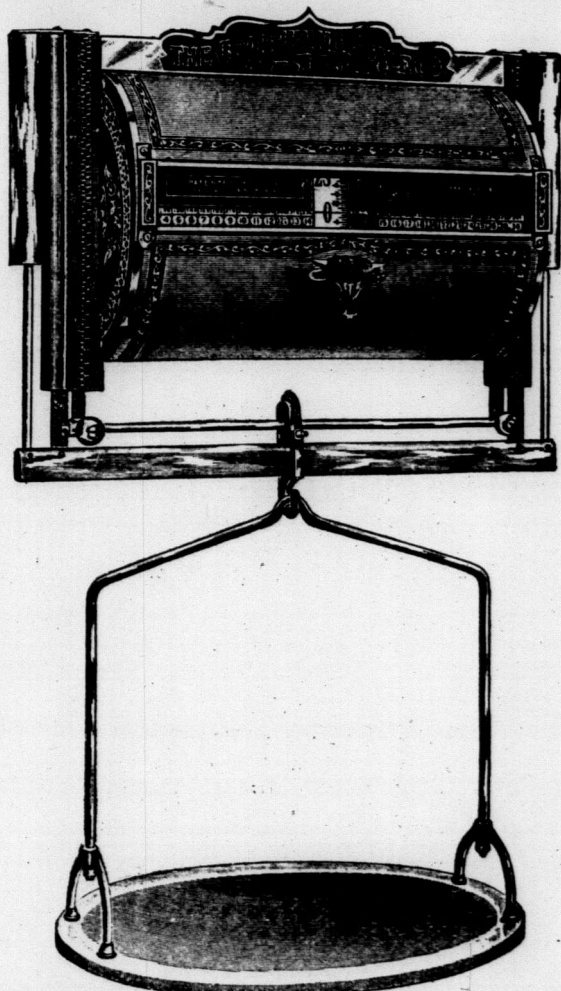
I have used your **BALL-BEARING COMPUTING SCALE** for several years now and I believe it has paid for itself a good many times over during that period. Most of my profits went to my customers in overweights in the past. Now I have a little left for myself.

Yours truly,

One of a hundred similar testimonials secured by us. Let us put you on the same road to prosperity. Catalogue free for the asking.

C. WILSON & SON, Limited, TORONTO.

A MONEY SAVER.



SOON PAYS FOR ITSELF.

The Computing Scale Co. of Canada, Limited
164 KING ST. WEST, TORONTO, CAN.

Chinaware

Open stock patterns in
Finest Quality German
and
Haviland French



"Rosegarland"

A fine quality open stock pattern in German China.

WRITE FOR PRICE LIST.

NERLICH & CO.,

146-8 Front St., West,

TORONTO.

MONTREAL, 301 St. James St.,

let your Tea trade for 1904
expand.

JAPAN TEAS

will always hold their own—
they are absolutely and solely
the most lasting and satisfying
teas produced—healthy, clean,
pure, invigorating and profit-
able to handle—keep them be-
fore your trade.

Cerebos Salt.

There is Salt and Salt, and Cerebos Salt is the Salt of the earth. It is used on the tables of the Royal Household, of the nobility, of medical men of fame, on dining cars and in leading hotels (served by the King Edward Hotel in Toronto). Dainty, delicate, nutritive. Will not cake. Its preparation conserves valuable properties that give it food strength. It promotes vigorous growth in children, and repairs the daily waste of nerve and tissue in adults.

Order a case of 4 dozen tins at \$1.40 a dozen. Tins are very attractive.
500 free samples with literature for use among your best trade with your
first case. Order direct. Terms, 30 days net.

SOLE AGENTS FOR CANADA

W. G. PATRICK & CO., Merchants, 27 Melinda St., TORONTO

HAVE YOU,

among your many resolutions for the new year, decided to handle only the best goods? It will pay you to do this.

JAMES' DOME LEAD

is the best black lead obtainable.

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

THE
MOST PROFITABLE to the GROCER
and
MOST SATISFACTORY to the LAUNDRESS

is Cold
Water

STARCH IVORINE

ASK
TRAVELLERS
THE PRICE

THE ST. LAWRENCE STARCH CO., Limited, - PORT CREDIT, ONT.

TEA ROSE DRIPS

The Late
Philip D. Armour

said:

"There is nothing else on earth so annoying as procrastination in decisions."

And P. D. knew what he was talking about. Don't procrastinate — stock up with a good assortment of TEA ROSE DRIPS. It sells well.

ROSE & LAFLAMME, Agents.

MONTREAL.



Save
Waste
Effort

in pushing poor goods, what if the profit is a little larger—you don't please your customer and you loose in the end. Sell

**Paterson's Camp
Coffee Essence**

it always pleases.

ROSE & LAFLAMME,
Agents, Montreal.

BY
AN
OVERWHELMING
MAJORITY

The Canadian people have declared their preference for **Ceylon Tea** (black and green) over all other teas.

It is the best tea for consumer, whether price or quality is considered.

It is the best tea for the grocer, both for profit and as a trade bringer.

Build up your tea business in 1904 by stocking with a full line of Ceylon Tea.

CEYLON TEAS
BLACK AND GREEN
are
Customer Pleasers.

CEYLON TEAS
BLACK AND GREEN
are
Money Makers.

ADOLPHE E. SMYLIE President HENRY ROWLEY Vice-Pres't H. W. PETHERBRIDGE Sec'y and Treasurer

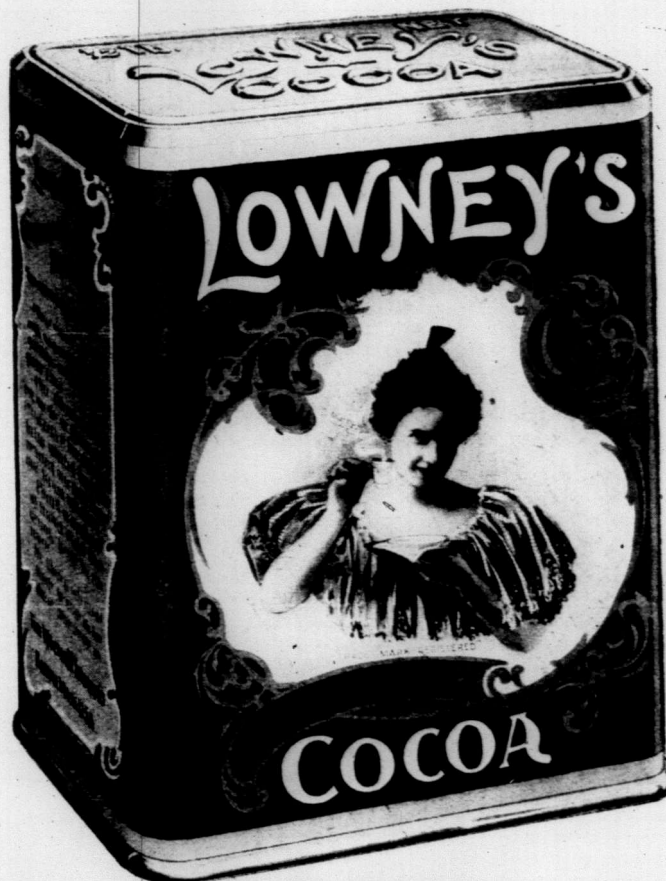
NATIONAL LICORICE CO.



Successors to
YOUNG & SMYLIE
 BROOKLYN, N. Y.
S. V. & F. P. SCUDDER
 BROOKLYN, N. Y.
MELLOR & RITTENHOUSE CO.
 CAMDEN, N. J.
H. W. PETHERBRIDGE
 BROOKLYN, N. Y.
DOMINION LICORICE & NOVELTY CO.
 TORONTO, CAN.

Y. & S., SCUDDER, and M. & R. Brands of PURE STICK LICORICE, Acme Licorice Pellets, M. & R. Wafers in bags, Licorice Lozenges, and a full line of Licorice Specialties, including the celebrated soft licorice lines sold under the Company's brands as follows: THE FLEXIBLE LICORICE, THE PLIABLE LICORICE, THE ELASTIC LICORICE.

OFFICE—106 JOHN ST.
 106-116 John St., }
 227-237 Plymouth St., } **Brooklyn, N.Y.**
 Illustrated Catalogue on request.



Received Highest Award **GOLD MEDAL** Pan-American Exposition
 The full flavor, the delicious quality, the absolute purity of Lowney's Cocoa distinguish it from all others. It is a natural product; no "treatment" with alkalis or other chemicals; no flour, starch, ground cocoa shells or coloring matter; nothing but the nutritive and digestible product of the choicest Cocoa Beans. A quick seller and a profit maker for dealers.

THE WALTER M. LOWNEY COMPANY, No. 47 COMMERCIAL STREET, BOSTON, MASS.

"KKOVAH"

SUPERIOR TO ALL

Jellies

FLAVORED WITH RIPE FRUIT JUICES ONLY.

"KKOVAH"

Jellies (all flavors)

"KKOVAH"

Custard Powders

"KKOVAH"

Blanc Mange Powders

Etc., Etc.

"NEVER-DRIP-A-DROP" Tea Strainer—The most ingenious strainer ever invented. Keeps all tea leaves or coffee grounds out of the cup. Positively never drips-a-drop. Fits any tea pot. We are agents for the grocery trade.


THE GREIG MANUFACTURING CO.

MONTREAL.

LIMITED

Best
by
Test

LEES & LANGLEY'S
PURITY
WORCESTERSHIRE
SAUCE
EXCELLENCE



Sole
Proprietors
AMERICAN COFFEE &
SPICE CO., - Toronto

The wise grocer
sells goods of an un-
doubted quality.

The quality of
this mince meat never
varies, it is always
delightful, always
tempting and always
delicious.

Lytle's
Mince
Meat

Makes a
Success of
Cooking.

Done up in convenient sized fibre and
wooden pails.

The **T. A. LYTLE COMPANY, Limited**
124-128 Richmond St. West, TORONTO.

Pure, Delicious, Best.

are the THREE TERMS that correctly describe

STRETTON'S

(PRIZE MEDAL)

Worcestershire SAUCE



HIGHEST AWARD, LONDON, 1893.

Our Special Cheap Line, the "PURE" Worcester, is the best and cheapest on the market. Ask your Wholesale House to send you on a case with your next order.

CANADIAN AGENTS:

Messrs. S. H. Ewing & Sons, Montreal.
Mr. John Fisher, Manufacturers' Agent, Toronto.
E. Nicholson, Winnipeg. L. H. Millen, Hamilton.

Messrs. Clawson & Co., St. John, N.B.
Messrs. Wm. Tuffts & Son, Vancouver, B.C.
Mr. H. H. Stimpson, Halifax, N.S.

Sole Manufacturers

Stretton & Co., Limited, **WORCESTER,**
ENGLAND.

THE CANADIAN GROCER



FLAVOR COUNTS

You don't want a milk that is overcooked in the condensing.

REINDEER BRAND

has the flavor of rich cream and is the standard of quality.

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

LIPTON'S TEAS

HAVE THE LARGEST SALE IN THE WORLD.

Over 53,000,000 Packets were sold during 1902.

SOLD ONLY IN AIR-TIGHT CANS, NEVER IN LEAD PACKETS.

LIPTON'S TEAS are far more popular in Canada than any other teas carried by the grocer. The only teas in Canada offered to the grocer direct from the tea gardens—packed by the grower.

AGENTS IN MONTREAL—Laporte, Martin & Cie., and all wholesale grocers.

AGENTS IN TORONTO—Canada Grocers, Limited, and all wholesale grocers.

THOMAS J. LIPTON, 39 Pearl Street, New York City.

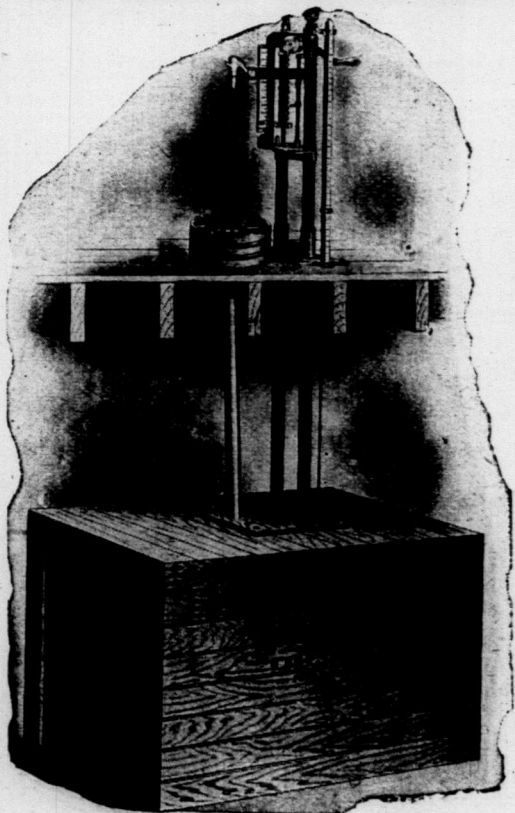
Established
1885

ALL
OLD
STYLES
EXCHANGED

OUR EXCHANGE OFFER

TO USERS

An Unbiased Opinion—Unsolicited.
READ IT.



OUR LATEST CELLAR OUTFIT.
Measuring Gallons, Half Gallons and Quarts.

1903—over
200,000
in use

B
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Ravenscroft, Tenn., 11-13-'03.

Messrs. S. F. Bowser & Co., Ft. Wayne, Ind.

Gentlemen:—Oil tank just arrived and put up. I want to congratulate you on the decided improvement you have made over the ones I bought from you several years ago for our Bon Air store. I think you have them as perfect now as can be made. I am perfectly delighted with it and would not do without it for ten times its cost.

Yours very truly,
By Wm. Bailey, S. K.

You would feel the same although your old Bowser Outfit is one of the best fixtures you have. It has, however, paid you its cost many times by its savings, and now it would be a profitable investment to exchange it for one of our latest improved outfits measuring a Gallon, Half Gallon or Quart at a stroke.

On January 6th, 7th and 8th, our travelling salesmen from all parts of the United States and Canada, will meet at our factory to attend our

ANNUAL CONVENTION.

The question of accepting old style Bowser Pumps in part payment of our latest improved outfits will be thoroughly discussed and our salesmen fully posted regarding the details of our

SPECIAL EXCHANGE PROPOSITION

which we will make for the first sixty days of the new year. By this special offer you can trade your old outfit and obtain AT A SPECIAL PRICE one of our up-to-date outfits which are the best we have ever built and as far ahead of your old style as the old style was in advance of the common jigger pump.

IF YOU WRITE AT ONCE

we shall be pleased to give you full information regarding this special offer and to send you our latest catalogue; which has just been issued.

A postal card will bring a prompt answer. You will be under no further obligations.

Write to-day—Ask for Catalogue "B."

S. F. BOWSER & CO.,

Fort Wayne, Indiana.

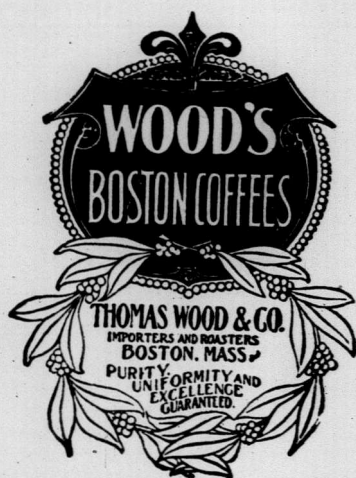
TEAS — That show the retailer a handsome profit.

We are carrying a complete assortment of splendid values which can be retailed at 25c. and up, and you make a good profit, and guarantee your customers exceptional quality for the money.

W. H. GILLARD & CO., Wholesale Grocers, - HAMILTON.

Branch CANADA GROCERS LIMITED.

GUESSING



is all right in its way.

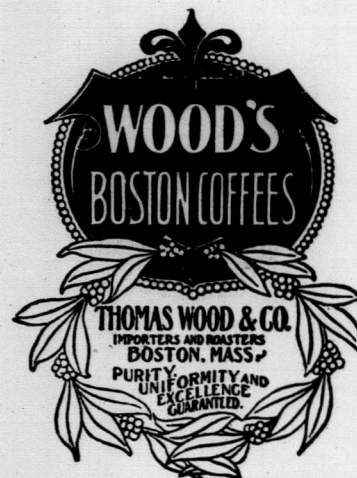
But to go through the world "a-guessing" is a sign of weakness.

The grocer cannot afford to have his customers guess in regard to his goods, and they do not relish the task.

Every grade of WOOD'S COFFEES has a distinctive character. We do not begin by guessing, and nobody who follows us has to do so.

Superior goods of definite worth build up trade.

Canadian Factory and Salesroom,
No. 428 St. Paul St., MONTREAL.



OUR ANNUAL TEA SALE

AFTER STOCK-TAKING

SPECIAL VALUES

WRITE FOR SAMPLES OR
SEE OUR TRAVELLERS.

Mail and Telephone Orders our Specialty. 'Phone, 1446, 1447.

BALFOUR & COMPANY, WHOLESALE GROCERS, Hamilton, Canada

GREEN COFFEES

Bourbon Santos
Cucuta Maracaibo
Flinty Rios
Javas, Mochas, Etc.

All purchased previous to advance and will be sold much below market valuation.

WARREN BROS. & CO.,

Wholesale Grocers and Tea Blenders,

35 and 37 Front Street East, - TORONTO.

TRAVELLERS' ANNUAL DINNER.

Twenty-Ninth Function of The Dominion Association.

THE twenty-ninth annual banquet of the Dominion Commercial Travellers' Association was held at St. Lawrence Hall, Montreal, on Wednesday evening, December 30th. To state that the attendance was large, that the toasts were loyal and enthusiastically responded to, that the speeches were of a characteristically high order, and that everybody enjoyed themselves as only commercial travellers can, goes without saying.

The large dining hall was profusely and handsomely decorated with flags, bunting, streamers and the tables ornamented with ferns and flowers. Shields bearing the arms of the different provinces of the Dominion hung on the walls. On a raised platform at one end of the diningroom an orchestra was stationed and to the strains of sweet music the excellent menu provided by Boniface Brown was done ample justice to.

Mr. J. S. N. Dougall, president of the association, was in the chair with Hon. Sidney Fisher, Minister of Agriculture, on his immediate right and Hon. Raymond Prefontaine, Minister of Marine and Fisheries, on his left. Among the other distinguished guests occupying seats at the president's table were Mr. R. L. Borden, M.P., leader of the Opposition in the Dominion House, Hon. J. I. Tarte, Mr. F. D. Monk, K.C., M.P., Mr. Robert Bickendike, M.P., Ald. Nelson, Mr. Arthur J. Hodgson, president of the Board of Trade, and Mr. D. M. Stewart, general manager of the Sovereign Bank of Canada.

After the good things provided for the inner man had received appreciative attention at the hands of the guests, President Dougall arose amidst loud applause. Before proceeding with the toast list he asked the indulgence of the guests to give a few statistics regarding the association. Organized in 1875 its membership had increased from 251 at the end of the year of organization to its present magnificent roll of 4,434. Since 1881, when the mortuary benefit scheme was established, \$366,000 had been paid to deceased members' families. A surplus at the end of the first year of \$534

had grown to a surplus at the end of the present year of \$19,942, making the present capital \$226,172. The commercial travellers had every reason to be proud of the position of their association. He then proposed the toast of "Our King." This having been duly honored, the toast of "The President of the United States" was also drunk. This was done no doubt in deference to the presence at the banquet of the president of the Commercial Travellers' Union of the United States, as well as in honor of a large number of American-born members of the association. Mr. George Wilkins then read letters of regret at inability to attend from Lord Minto, Governor-General; Sir Wilfrid Laurier, Hon. Chas. Fitzpatrick, Sir Wm. Mulock, Hon. R. W. Scott, Hon. Clifford Sifton, Hon. W. S. Fielding, Hon. A. Turgeon, Lord Dundonald and Hon. A. W. Edwards, Consul-General of the United States.

The toast of "The Dominion Government" was proposed by Mr. D. M. Lefebvre, vice-president of the association, and responded to by Hon. Sidney Fisher, and Hon. Raymond Prefontaine, the former in English and the latter in French. Both speakers acknowledged the services rendered to Canada by such a body of live business men as the Commercial Travellers' Associations, and the widespread influence of travelling men on the trade of the country. It was the duty of all travellers to use their influence to further the best interests of the country and, as Mr. Fisher expressed it, "the electors frequently looked to the commercial traveller for information, hints and inspiration." A few remarks were made by the Honorable Minister of Agriculture on the material progress that had been made in the country's trade.

Hon. Mr. Prefontaine described commercial travellers as the advance guard of civilization, and declared that the Government was proud of them. Mr. Prefontaine referred to the opening up of new railway and shipping routes, and said it would not be long before the ubiquitous drummer would be finding new avenues to explore and develop.

Mr. Fred L. Cains, treasurer of the association, in a few words proposed the toast of "The Dominion Parliament" coupling with it the names of Mr. R. L. Borden, Hon. J. I. Tarte and Mr. F. D. Monk. The applause which greeted these speakers, particularly the respected leader of the Conservative party, must have been most flattering to these gentlemen. Mr. Borden claimed the privilege of being considered a commercial traveller as he had during the present year been on the road offering a good article to the public, he claimed he had a "good policy," and was endeavoring to lay its merits before the people. Speaking of the Dominion Parliament he considered that institution as one of great credit to the country. References had been made by previous speakers to the Dominion but he did not think that any of them had greater confidence in the future of Canada than he had. Every commercial traveller should realize to the fullest extent the greatness of this country and he thought the proper way for them to grasp its great magnificence was for them to take the trip from ocean to ocean. He asked them all to remember their duties to their country. They were the pioneers, living factors in the progress and development of the land; their fingers were ever on the pulse of trade and must be acknowledged the best judges of material changes.

Hon. J. I. Tarte, who spoke in English, in replying, referred to the great number of Canadians that had left their native land for the United States. He would encourage every one to remain here and assist in developing our national resources, and urged them all to assist in building up Canada. He also in a modest way referred to the part he had taken in developing the waterways of Canada and his efforts to make the Canadian route the best. Canada now had the shortest route between the great West and Europe, and the improvement of the Canadian route had been taken advantage of not only by Canadians, but also Western United States shippers. Mr. Tarte, on repeated cries of "en Francais, en Francais" from the guests, repeated the gist of his

RISING SUN
STOVE POLISH and **SUN PASTE**
STOVE POLISH
IN
CAKES **IN TINS**
 WELL KNOWN AND RELIABLE **DURABLE** **DUSTLESS, LABOR SAVING,**
3000 TONS SOLD YEARLY **BEST IN THE WORLD.** **GUARANTEED TO THE TRADE**



Our packages are larger and more attractive in style than any others.

The quality of our goods is superior to anything else on the market.

MORSE BROS., Proprietors, Canton, Mass.

For sale by all Wholesale Grocers; also the McClary Mfg. Co., London, Montreal, Winnipeg, Vancouver and Toronto.

remarks in the language of his compatriots. That this was appreciated was evidenced by the applause that greeted him on rising.

Mr. F. D. Monk also replied to this toast, speaking first in French and concluding in English. He fully endorsed the sentiments expressed by Hon. Mr. Fisher and Hon. Mr. Prefontaine, as to our living in a great country, that the progress of our young nation was great and that we were on the road to success. Are we going to sit by in the midst of this great era and see our friends to the south of us surpass us? This question was answered with vociferous "Never, never." He called on commercial men to use their abilities and great opportunities to advance still farther the country's trade.

The toast of "The Provincial Legislature" was proposed by Mr. W. J. Eagan, a director of the association, and replied to by Hon. J. D. Rolland, an ex-president of the Dominion Commercial Travellers' Association. Mr. Rolland pointed out what the Legislature had done towards doing away with the tax at one time levied by municipalities upon commercial travellers, and this was a proof of the Legislature's interest in, and appreciation of the services of travelling men. The question of improved hotel accommodation was a matter somewhat difficult to regulate, but no efforts would be spared to make the traveller more comfortable. This sentiment was loudly applauded by every traveller. Hon. Mr. Rolland also referred to the progress made by the Dominion Commercial Travellers' Association during the 29 years of its existence, and said that it stood to-day on an equal basis with any life insurance company in the Dominion.

Ald. Nelson, in the absence of his Worship Mayor Cochrane (who was confined to his home through illness) replied to the toast of "The City of Montreal." Mr. Arthur J. Hodgson, responded to the toast of "The Board of Trade."

A vote of thanks proposed to the president, Mr. Dougall, for the very excellent manner in which he had presided, was drunk with enthusiasm, and after he had responded, the National Anthem was sung.

The highest praise is due the president and directors and officers of the association for the magnificent manner in which the banquet was arranged and conducted, everything went off smoothly and well.

Samples.

Those packages of cigarettes supplied by the American Tobacco Co., Limited, were much appreciated.

The cigars provided by the North American Cigar Co. were passed around in neat little envelopes containing two "Manhattans." The little poem by Norris Bull, printed on the outside was a good idea. It read:

Oh, 'tis well enough
 A whiff or a puff
 From the heart of a pipe to get;
 And a dainty maid
 Or a budding blade
 May toy with the cigarette;
 But a man, when the time
 Of a glorious prime
 Dawns forth like a morning star,
 Wants the dark-brown bloom
 And the sweet perfume
 That go with a good cigar.

—Norris Bull.

"Radnor" water was in evidence at every table and the generosity of the company in supplying this excellent table water was thoroughly appreciated.

S. Davis & Son's clear Havana cigars, supplied by that company were passed around the tables and their excellent qualities commented on freely.

McAllister's 400 were not in it with the 400 that adorned the great dining-room of St. Lawrence Hall.

The MacLean Trade Newspapers' greeting card placed with the menu card was commented upon favorably for its neatness and its wishes for the new year appreciated. It read:

"May 1904 bring such an abundance of orders and uniformly cordial treatment from your customers, as to bury beyond remembrance the jolts and disappointed hopes experienced 'on the road' in 1903.

"THE EDITOR."

Montreal, Toronto and Winnipeg,

January the first, MCMIV.

Wonder where the artist who prepared the cover of the menu card got his model of "The Traveller"? If such a sombre looking individual entered the average merchant's store he would either be kicked out or a call would be rung up for the police. It was certainly a hard looking production of a traveller, the finish of the work was excellent, but the features too hard.

The Wine and Spirit Journal's representative and manager of the Montreal branch, Mr. Spry, was seen thoroughly enjoying himself with the good things about him.

Our confreres of Le Prix Courant, Messrs. Nightingale and Fontaine were also in evidence.

That quartette of grocery travellers seemed to have buried their rivalries for the time being, as nothing but smiles were noticed at their end of the table.

The handsome card and prospectus of the Commercial Travellers' Union of

**A Trade
Winner**

Myers' Royal Horse and Cattle Spice.

Myers' Royal Poultry Spice.

Myers' Royal Hog Powder.

LUCAS, STEELE & BRISTOL, The Original Quick Shippers, **Hamilton.**

Imperial Mixed.

A new biscuit—very small—to retail at a low price. Fills a long felt want.

You can easily handle a barrel.

THE CANADA BISCUIT CO., LIMITED

King St. West and Bathurst St. Cars pass our Works.

King and Bathurst Streets, TORONTO.

JAMES TURNER & CO.

Wholesale Grocers, - HAMILTON,

Wish all their
customers. . .

A Very Happy New Year.

Thomas Kinnear & Co.

Wholesale Manufacturing
and Importing Grocers

49 Front St. East,

TORONTO.

Telephones { Main 37
Main 104

Sole Agents for

CROWN BLEND TEA

“ **COFFEE**

“ **BAKING POWDER**

“ **MOLASSES**

VICTORIA EXTRACTS

PROMPT SHIPMENT.

BENSDORP'S Royal Dutch Cocoa.



IT'S DUTCH!

The Finest Cocoa Made.

A perfect cocoa product is
hard to procure, but in

BENSDORP'S

you have an article which
you can offer your trade
with a certainty that it
will give satisfaction.

**Sole Agents for Ontario, Manitoba,
Northwest Territories and
British Columbia.**

A. F. MacLAREN IMPERIAL CHEESE CO., Limited,
Colborne Street, TORONTO.

America was very much admired. The frontispiece of this card was a more generally accepted representative of the commercial traveller.

That recitation of "Johnny Courteau" was evidently just the thing, and loudly applauded.

The bill of fare at first bothered a certain knight of the grip, it being entirely in French, and his knowledge of that language being confined to "meme chose," he rather got knocked over on "Dindonneau roti, sauce aux aïrelles." He got away with it, however, and as it was good roast turkey, he tackled everything in sight, said he, "By George, I'll be so full of French after I get through that I'll have no 'merci' for anything on the road."

That "Punch a la Commis Voyageur" was splendid. That's the kind of a traveller one doesn't object to meeting every day—several times.

F. X. St. Charles & Co., the St. Lawrence Main grocers, supplied a neat little match package.

Business Changes

ONTARIO.

THE ROYAL PACKING CO., dealers in evaporated apples, Port Perry, have made an assignment to E. R. C. Clarkson, Toronto

J. Stark, miller, Paisley, is dead.

G. Foster, of G. Foster & Son, Brantford, is dead.

J. Moag, general merchant, Smith's Falls, is dead.

The King Produce Co., Stratford, have assigned to J. Hassie.

Z. Regimbal, general merchant, Azilda, has obtained an extension of time.

G. W. Allison, confectioner, Owen Sound, has assigned to C. S. Cameron,

THE CANADIAN GROCER

G. M. Milkinson & Son, grocers, Kingston, have assigned to H. Howard.

E. Bergerow, general merchant, Clarence Township, has assigned to Wm. A. Cole.

Bramm Bros., bricklayers and millers, Berlin, have advertised, their brick plant for sale.

A winding-up order has been granted for the Palmerston Pork Packing Co., Palmerston.

J. Stirrell, general merchant, Cam-lachie, has been succeeded in business by W. Trusier.



Start the New Year right!

UPTON'S

JAMS

JELLIES

AND

ORANGE

MARMALADE

are the right kind of goods to sell or use.



A. F. MacLAREN IMPERIAL CHEESE CO., Limited, SELLING AGENTS. TORONTO.

The premises of C. Norman, grain and feed dealer, Aurora, has been damaged by fire. Loss partly covered by insurance.

QUEBEC.

J. Lavoie, general merchant, East Broughton, is dead.

A curator has been appointed to W. Tolbat, trader, Isle Berte.

The assets of E. Marrisette, grocer, Montreal, have been sold.

The D. A. McPherson Produce Co., Montreal, has been incorporated.

Curators have been appointed to J. Dufee & Co., general merchants, Martinville.

The assets of T. S. Williamson, wholesale produce dealers, Montreal, are to be sold.

A. Lesser, general merchant, Webbwood, has assigned to Kent & Tuheott, Montreal.

Leduc & Daoust, wholesale produce dealers, Montreal, have dissolved partnership.

The assets of J. C. Lemire & Co., general merchants, St. Guillaume D'Upton, have been sold.

The stock of F. D. Robert, grocer, Montreal, has been damaged by fire. Loss partly covered by insurance.

Wm. Woolley, confectioner, Montreal, has made an assignment. Meeting of creditors announced for 9th inst.

NOVA SCOTIA.

L. P. Churchill & Co., wholesale and retail general merchants, Lockport, have made an assignment.

Consent has been registered for E. Pickles, general merchant, Nictaux Falls, to do business in her own name.

G. B. Churchill, proprietor of a corn mill, Yarmouth, has made an assignment for the benefit of his creditors.

J. A. Newell, grocer and confectioner, Clark's Harbor, has made an assignment to G. A. Black for the benefit of his creditors.

MANITOBA AND N.W.T.

Wm. Freeborn, baker, Morden, has sold out to W. Scott.

G. H. Brown, general merchant, Condie, has been succeeded by F. J. Lipton.

J. J. Story, general merchant, Wawanesa, has advertised his business for sale.

J. J. Taylor, general merchant, Yellow Grass, has been succeeded by F. R. Elliott.

W. G. Walford, baker and confectioner, Rapid City, has assigned to C. H. Newton.

Collin & Co., general merchants, St. Boniface, have been succeeded by the Collin Co., Limited.

The Nickelson-Steinberg Co., general merchants, Napinka, have advertised their business for sale.

Vansickle Bros., grocers and shoe dealers, Swan River, have been succeeded by A. & J. Vansickle.

Marshall & Hunter, grocers, hardware and shoe merchants, Medicine Hat, have been succeeded by the W. B. Marshall Co.

Ceylon Green

TEAS

We offer exceptionally good values in these teas.

STYLE AND LIQUOR

Our travellers will be pleased to show you samples.

THE
Davidson & Hay,
LIMITED,
Wholesale Grocers,
TORONTO.

DAIRY PRODUCE AND PROVISIONS

and Cold Storage News.

To Tell Age in Dressed Poultry.

IN ducks and geese the flexibility of the windpipe is a mark of youth. When the bird is young it can be easily squeezed and moved; later it grows rigid and fixed. Some of the dealers in fancy and out-of-season goods handle more or less poultry which is only partly plucked, the neck, tail, and wing feathers being left, probably to give the bird a better appearance. However, an unplucked chicken so seldom reaches the average American market that feather and comb tests are of little value here. More commonly the wings of turkeys, ducks and geese are left unplucked and furnish a clue to the age. If the tips of the quills at the end of the wing are sharply pointed, the bird is probably young; the blunter they are the elder the bird.

Commonly it takes a trained eye to distinguish the sex in dressed birds, but fortunately this is not important save in the case of capons. When caponizing has been properly done the head is small for the size of the body, the comb is pale and withered, the body plumper, rounder, and larger than in an ordinary fowl, and the spur abortive. If the operation was incomplete, the head will be like that of an ordinary bird and the body less rounded. Such birds, known technically as "slip capons," are much inferior to true capons.

Cost of Living in Germany.

THERE is no decrease in the high cost of living referred to in the last annual report from this district, writes United States Consul Muench, from Plauen, Germany.

Meat, now an article of luxury to the German working people, commanded the following wholesale prices per pound in 1902 at the public abattoir in Plauen—sold in quantities of not less than 110 pounds:

Description	First quality. Cents.	Second quality. Cents.	Third quality. Cents.	Fourth quality. Cents.
Steers	15.32	14.68	13.92
Bullocks	14.67	14.04	13.35
Cows and heifers ..	14.61	14.04	13.33	12.59
Veal, live	10.73	10.13	9.68
Mutton, live	7.66	7.28	6.94
Pork	15.73	15.25	14.63

While a very thorough system of meat inspection at the public slaughter houses,

or abattoirs, assures the consumers of the complete healthfulness of the meat, it adds to the cost, which, to the consumer in the city of Plauen, is from 25 to 40c. at retail. The consumption of meat in this comparatively wealthy district amounted in 1902 to 68.54 pounds per capita.

The tariff and restrictions imposed by Germany upon the importation of bread-stuffs has served to keep the price of wheat flour at about double that paid for the same quality in the United States. Rye flour, the great staple of the poorer classes, is proportionately cheaper, and vegetables, especially potatoes, when reasonably abundant, are so cheap that a large proportion of the latter is converted into dextrin and distilled spirits for use in the arts.

While wages in certain classes of skilled labor have advanced during the past year, yet, as a whole, such increase is not in proportion to the growing cost of living.

A German Meat Shop.

HOW I do wish you had been with us this afternoon, and all on account of meat shops," writes a tourist from Germany. "They have the most beautiful ones here I ever saw; yes, even artistic. We went into one that was entirely lined with tiles. There was a beautiful frieze running around the room representing animal life on the farm: cows standing in cool water; cows lying in green meadows; sheep browsing in quiet places. The long, high counter was also tiled, but in one place was a sort of opening from which steam escaped. From this, hot sausages were being dispensed to people who waited with a plate and an equivalent in pfennigs. In one window was a great variety of sausages, most artistically arranged. Many of them were cut to show the arrangements of the different colored meats in the skins to represent flowers or leaves: one looked like an apple cut crosswise, showing the core. There were pink, red, white and cream-colored sausages, with green plants and plates of ruby and amber-colored meat jellies inter-

spersed. It makes one hungry to see it all."

Cold Storage for Poultry.

THE micro-organisms which produce the undesirable chemical changes in flesh grow more quickly at a moderately high temperature than at a low one, and in a damp place than in a dry one. Ordinarily poultry will remain sweet for a week or more in a temperature of 50 degrees F., but if it is to be kept longer it must be stored in a dry place at a temperature no higher than 34 degrees F. In such "cold storage" it will keep almost indefinitely. Many dealers buy large quantities of poultry when it is most plentiful and keep it over until few fresh birds are available. The ordinary cold storage season for poultry lasts, roughly speaking, from October until May, though our midsummer turkeys are proof of its occasional extension. Very young birds and some of the delicate game birds do not stand cold storage well, but others keep in excellent condition. Once taken from the storehouse, however, they decompose much more quickly than fresh birds and in the off season buyers should be on their guard against birds which have been unpacked too long. Sometimes, especially in hot weather, birds are frozen before storing. For this they should be subjected for a time to a temperature of from 5 to 10 degrees F., and then stored in a temperature of about 30 degrees F. Frozen meat of any kind decomposes very quickly when exposed to warmth, and many persons consider that freezing injures the flavor of poultry. For both these reasons ordinary cold storage is preferable to freezing.

Will Wind Up the Company.

Mr. E. R. C. Clarkson has been appointed liquidator of The Palmerston Pork Packing Co., which is being wound up by the courts. Mr. Clarkson sent a representative to take charge of the factory on Saturday, but has no estimate yet of the liabilities.

Telegraphic Address,
"DOMINO,"
Charlottetown.

The Dominion Packing Company

LIMITED.

Codes Used
A.B.C.
LIEBERS
PRIVATE.

Charlottetown, P.E.I. Canada



We control the product of

"The Charlottetown Preserving Co."

Pure Fruit Jams,
Canned Fruits, etc.

TO THE TRADE

Our travellers are now out with full samples of our new pack Canned Meats, etc. We guarantee the quality equal to any packed on the American Continent. All bright, artistic labels. Let us give you quotations on your season's requirements—it pays to look ahead.

C. C. Corned Beef, 1's, 2's, 6's and 14's, square tins.
Whole Ox Tongues, sizes, 1 1/2's, 2's and 2 1/2's.
Prime Roast Beef, sizes, 1's, 2's and 6's.
Prime Roast Mutton, sizes, 1's, 2's and 6's.
Lunch Tongue, size, 1's, 2 doz. to case.
Oxford Sausage, sizes, 1's and 1/2's.
Oxford Brawn, sizes, 1's and 2's, square tins.
Compressed Cooked Ham, sizes, 1's and 2's, square tins.

Potted and Deviled Meats, sizes, 1/2's and 1/4's.
Chipped Dried Beef, sizes, 1's and 1/2's.
Honeycomb Tripe, sizes, 1's and 2's.
Royal Baked Beans, sizes, 1's, 2's and 3's, either plain or with sauce.
Lunch Sausage, size, 1/2's, 4 doz. to case.
Vienna Sausage, size, 1/2's, 4 doz. to case.
Soups, **Ox-Tail**, size, 2's, 2 doz. to case;
Kidney Stew,
Mutton Broth.

ABOVE ALL PACKED IN KEY-OPENING TINS.

Royal Condensed Mince Meat, 36-12 oz., 36 packages to case.

Home-Made Wet Mince Meat, 2 and 5 lb., fibre packages; 7, 14 and 25 lb. pails, tubs and bbls.

Branches at HALIFAX, SYDNEY and ST. JOHN'S, NFLD.

Fresh Sausage and Brawn

Here are two good selling lines, especially at this time of the year, when poultry is scarce and high in price.

We make them from fresh Pork and pure spices---there are none better on the market.

F. W. FEARMAN CO., Limited
PORK PACKERS and LARD REFINERS.
HAMILTON, ONTARIO.

Our English Brawn

Is a Trade Winner, always delicious and appetizing, nothing to equal it in the market.

Put up in Five-Pound Pails, Twelve to the Case.

Order Sample Case.

The Park, Blackwell Co.,
PORK AND BEEF PACKERS,
TORONTO, ONT. LIMITED

PROVISION AND DAIRY MARKETS.

Toronto.

Provisions—There is no particular change to note in the provision markets this week. Prices are unchanged except a reduction in short cut. Hogs are firmer and as a result there is perhaps a firmer feeling in most products. Lard is stronger across the line, but there has been as yet no sympathetic movement here. It is, however, expected in some circles. We quote:

Long clear bacon, per lb.	\$ 0 98	\$ 0 09
Smoked breakfast bacon, per lb.	0 13	0 13
Roll bacon, per lb.	0 10	0 10
Medium hams, per lb.	0 12	0 12
Large hams, per lb.	0 11	0 11
Shoulder hams, per lb.	0 09	0 10
Backs, per lb.	0 14	0 14
Heavy mess pork, per bbl.	16 50	17 00
Short cut, per bbl.	18 00	18 50
Shoulder mess pork, per bbl.	15 00	15 50
Lard, tierces, per lb.	0 08	0 08
tubs	0 08	0 08
pails	0 08	0 08
compounds, per lb.	0 07	0 08
Dressed hogs, light weights, per 100 lb.	6 40	6 50
heavy	6 25	6 50
Plate beef, per 200-lb. bbl.	10 50	10 50
Beef, hind quarters	6 50	9 00
front quarters	4 00	6 50
choice carcasses	6 50	7 25
medium	5 50	6 50
common	4 50	5 75
Mutton	5 00	7 00
Lamb	7 00	8 75
Veal	6 00	9 00

Butter—The British market is dull and little stock is going forward. There is consequently an accumulation in this country and the feeling is easier. Creamery prints are being received in large quantities, while dairy is also coming forward well. Prices are therefore a little easier in some lines quotably so. We quote:

	Per lb.
Creamery prints	0 20 0 22
solids, fresh	0 20 0 21
Dairy rolls, large	0 16 0 17
prints	0 17 0 19
in tubs, best	0 15 0 16
Under qualities	0 13 0 14

Cheese—No change can be reported in cheese from last week. The market is still dull and featureless, while prices remain unchanged. We quote:

	Per lb.
Cheese, large	0 10 0 10
twins	0 11 0 11

Montreal.

Provisions—A quiet but steady market is reported this week for hog products of all kinds. The demand for Canadian short cut mess pork is quiet this week, but it has been good for weeks back. Last sales were at \$17.50, which is \$5 per barrel lower than prices obtainable a year ago. Reduced prices will be noted in lard. We quote:

Canadian short cut mess pork	\$17 50	\$18 50
American short cut clear	17 50	18 00
American fat back	18 00	18 50
Bacon, Wiltshire, per lb.	0 13	0 13
Extra plate beef, per bbl.	11 50	12 00
Lard "Boar's Head" brand, tierce basis	0 07	0 07
Carloads, less	0 00	0 00
20-lb. tin pails, tierce basis	0 00	0 00
Half-bbls., over tierce	0 00	0 00
50-lb. tubs	0 00	0 00
20-lb. wood pails	0 00	0 00
10-lb. tins	0 00	0 00
5-lb. tins	0 00	0 00
3-lb. tins	0 01	0 01
Wood net, tin gross weight		Wood. Tin.
1 to 25 pails	1 58	1 48
26 to 49 pails	1 55	1 45
50 pails and over	1 53	1 43

Butter—The market continues steady with little offering. The local consumption is good, fresh stocks being in demand. We quote as follows: Finest

fresh prints, 22 1-2c.; finest fall made creamery, in 56-lb. boxes, 22c.; Winter made 20 1-2 to 21c. There is not very much dairy butter coming forward. Deliveries at this time seem to be a good deal lighter than last year, 16 to 17 1-2c. being the ruling price.

Cheese—In sympathy with a little better feeling in the English market, the local market is doing better, finest strong cheese selling from 12 to 13c.; mild, 11 to 11 1-2c.

St. John, N.B.

Provisions—In barreled pork there is but light business. Domestic packers are freely offering at quite low figures. They are finding it difficult, however, to get pork except at higher prices. Beef is unchanged, chiefly American sold, Boston and Chicago pack. Hams and rolls have a steady sale at quite full prices. Lard is still low and easy in price. In fresh meats Beef is unchanged, mutton is finding better sale because of the demand from the Winter port steamers. Veal is firm and receipts light. Pork is rather firmer, and lamb plentiful. Poultry is high. We quote:

Mess pork, per bbl.	\$16 00	\$18 00
Clear pork	17 00	18 00
Plate beef	11 00	12 00
Mess beef	10 00	11 00
Domestic beef, per lb.	0 05	0 07
Western beef	0 03	0 09
Mutton	0 05	0 06
Veal	0 06	0 07
Lamb	0 07	0 07
Pork	0 07	0 07
Hams	0 12	0 14
Rolls	0 10	0 11
Lard, pure, tubs	0 08	0 09
pails	0 09	0 09

Butter—Is not selling freely and to get at all full figures quality must be extra. Quite full stocks are held. We quote:

Best tub Butter	0 18	0 20
Good dairy tubs	0 16	0 18
Fair	0 14	0 15

Cheese—Is quiet at even prices. We quote:

Cheese, per lb.	0 12	0 13
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Eggs—Are in light supply, but sales are more quiet. Quite full prices are asked. We quote.

Eggs, henery	0 28	0 30
case stock	0 22	0 24

London Provision Market.

Thomas Nesbitt & Co., London, Eng., in their prices current of December 21st, say:

Weather dull and colder. Business inactive for the season.

Butter—Best descriptions in good demand; medium and lower grades sell but slowly.

Bacon—Lean selections of Irish and Danish in fair request, fat meets with a bad sale at irregular prices. Canadian, etc., slow.

Hams—In very restricted demand.

Lard—Dull at about late values.

Eggs—Market quiet.

Cheese—Quiet at present quotations. Prices for butter for weeks ending

December 21st, 1901, 20th, 1902, and 19th, 1903, were as follows:

	1901.	1902.	1903.
Butter	s. s.	s. s.	s. s.
Danish per cwt.	116 " 123	110 " 116	108 " 116
Normandy	90 " 108	86 " 110	70 " 102
Dutch	110 " 112	106 " 110	106 " 108
Canadian, etc.	74 " 114	84 " 106	74 " 94

CANADIAN MEATS

CHEESE and BUTTER.

Consignments handled in—

London, Liverpool, Glasgow,

or sold cost freight and insurance.

WHITELEY, MUIR & CO.,

Head Office, 15 Victoria Street,

LIVERPOOL, - ENGLAND.

Western Union Code.

REFRIGERATORS.

" ROYAL "

SALAD DRESSING.

This popular table relish and Mayonnaise dressing has been made for about thirty years, and has been extensively advertised for the past twelve years. Nothing but its merit and excellence, its "Royal" quality, could have ever made the growth and success with the fine grocery trade throughout the country, that has been made with "ROYAL" SALAD DRESSING, the "Best of the Nest."

The Horton-Cato Mfg. Co.,

DETROIT, MICH., - WINDSOR, ONT.

Rooms
Brushes
Baskets

Butter Ware
Butter Paper
Butter Paper

Wooden
are
Willow
are

Walter
Woods
& Co.

Hamilton and Winnipeg.

RETURNED
FEB 26 1906

*"Rose" Brand
Lard
Cut Book 46
page 1
N.H.*



Made by
Matthews
Methods

The Housewife's Pride

is in her pastry. The wise merchant helps maintain her household reputation for good pastry by recommending the best Lard---which in 35 years never disappointed a customer.

Yes,---a little higher in price, but the law of compensation prevails, for it goes further and tastes better than common lard,---while to you it adds prestige and profit,---yeilding 35% on to-day's cost.

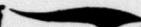
THE GEO. MATTHEWS COMPANY, LIMITED.
PETERBOROUGH HULL BRANTFORD

**ROYAL
YEAST
CAKES**

MOST PERFECT MADE.

**SOLD AND USED
EVERYWHERE.**

**E.W. GILLETT COMPANY LIMITED
TORONTO, ONT.**

We are buyers of 

**Poultry,
Butter
AND Eggs.**

The best facilities for handling consignments. Up-to-date Cold Storage.

The J. A. McLean Produce Co., Limited

73-75-77 Colborne Street

Telephone Main 2491.

 Toronto.

Right....

That all grocers should know that there are no goods on the market that

Sell at Sight

and yield such handsome profits as those of the

Crown Mfg. Co.

WRITE FOR QUOTATIONS ON:

Crown (H.B.) Fruit Candies

Crown Unfermented Wines

Crown Cordials

Crown Jelly Powders

Crown Catsups

Crown Spices

Crown Chewing Gum, etc.

Crown Mfg. Co.

TORONTO.

A MARITIME VISITOR.

MR. W. H. TROOP, director and secretary of Black Bros. & Co., Halifax, N.S., is a visitor to Montreal this week.

Mr. Troop, whom your representative had the pleasure of meeting in the offices of his firm's Montreal representatives, A. H. Brittain, Board of Trade building, is making a trip through Quebec, Ontario and the West in the interests of the prepared fish which his firm are placing on the market.

Black Bros. & Co. have the most modern and complete fish-curing and preparing establishment in Nova Scotia, located on the beautiful La Have river. A large number of hands are employed and the closest care and attention is paid to preparing a class of fish thoroughly reliable and suitable for best family trade.

As Mr. Troop states, the reason that the consumption of fish in Western Canada has not been as large proportionately as in the Maritime Provinces, is largely due to the crude manner in which this healthy article of diet has heretofore been placed before the consumer.

It has been the aim of Black Bros. & Co. for years to encourage and build up the trade in high-class fish products, and the great success that has attended the introduction of their "Halifax," "Acadia" and "Bluenose" brands of prepared fish is evidence of appreciation on the part of the fish consumers of the merits of the goods. The firm of Messrs. Black Bros., whose establishment dates back to 1815, and who have been outfitters of fishing schooners and dealers in fishermen's supplies for nearly a century, have, through their connection with the fishermen of Nova Scotia, unusual facilities for obtaining raw material, and are thoroughly conversant with the fish trade in all its phases.

It is the intention of Black Bros. & Co. (and Mr. Troop's trip is laid out with that object) to call the attention of the jobbing and retail trade to the advantages of handling prepared fish of high class.

Black Bros. & Co. are certainly very artistic as well as practical in their advertisements, and neat and attractive cards are sent out and delivered to retail merchants for display in their stores. Each of these cards contains an apt, concise and thoughtful argument in favor of using fish as a diet, and cannot fail to be effective in results.

With every package of the fish the consumer receives a neat little pamphlet giving a great number of very appetizing fish receipts.

Mr. Troop leaves for Toronto and the West on Thursday, accompanied by Mr.

Brittain, and will call on the jobbing trade in the larger western cities.

If long experience, energetic action, modern methods, combined with unsurpassed opportunities for obtaining raw material, as well as judicious advertising, are factors leading to success, Mr. Troop and his firm certainly have the attributes necessary for a prosperous fish business in the West.

AN ARTISTIC CALENDAR.

Among the many handsome calendars for 1904 that have been issued, the set of six sent out by the Montreal coffee, spice and cork house of S. H. Ewing & Sons, 51 King street, is certainly from an artistic point of view one of the most attractive of the year. The coloring and delicate tinting reflects great credit upon the lithographer, and, as an attractive reminder of the fleeting footsteps of time, they certainly are a work of art and a constant reminder of vanishing days.

A WELL-EARNED HOLIDAY.

Mr. F. D. Cockburn, Montreal and eastern manager for "Comfort" soap, leaves Montreal next week for a six weeks' trip to the Sunny South. Mr. Cockburn, who is known as one of the oldest and most energetic as well as popular soap salesmen in the country, has not been in the best of health for nearly a year, and though he has the Scotchman's tenacity to stick to work, the orders of his physician are imperative, and the southern trip is part of the recuperative scheme laid out for him. It is to be hoped that the balmy southern air and the ocean voyage will benefit Mr. Cockburn to the fullest extent.

TRAVELLERS' THEATRE PARTIES.

A treat is in store for the travelling staff of Hudon, Hebert & Cie., wholesale grocers, Montreal, this week. The firm have arranged for two theatre parties for all salesmen, and, as their number is 26, a right royal gathering and enjoyable time will no doubt be spent. This treat at the hands of their employers is thoroughly appreciated by the travellers, and the good example set by Hudon, Hebert & Cie. might well be followed by the trade. These little attentions must tend to extend harmony and good will among "the boys" towards their principals.

GROCERY TRAVELLER MARRIED.

Mr. J. F. Goyne, representative of J. A. Mathewson & Co., wholesale grocers, Montreal, has seen the folly of single blessedness, and on December 23 last joined the ranks of the benedicts. His partner in the journey through life was Miss McPherson, of Oshawa, and Mr. and Mrs. Goyne will reside in that lovely town by the lake.

The New Laundry Blue

—MADE IN CANADA.—

"Blues Linen as White as White Can Be."

We Would Like the Trade to Understand That "Blueol" has Been manufactured to compete with the best imported blue to be had on this market, and we claim it to be superior both in strength and working qualities. It is "Canada's Best" and "Canada's Best" is the "World's Best."

—WRITE FOR SAMPLE AND PRICES.—



J. M. DOUGLAS & CO.,

Manufacturers,

MONTREAL.

Established 1857.

CHAS. P. CLARK, President.

JARED CHITTENDEN, Treasurer.

...ESTABLISHED 1849...

BRADSTREET'S

Capital and Surplus, \$1,500,000.

Offices Throughout the Civilized World.

Executive Offices: Nos. 346 and 348 Broadway, New York City, U.S.A.

THE BRADSTREET COMPANY gathers information that reflects the financial condition and the controlling circumstances of every seeker of mercantile credit. Its business may be defined as of the merchants, by the merchants, for the merchants. In procuring, verifying and promulgating information, no effort is spared, and no reasonable expense considered too great, that the results may justify its claim as an authority on all matters affecting commercial affairs and mercantile credit. Its offices and connections have been steadily extended, and it furnishes information concerning mercantile persons throughout the civilized world.

Subscriptions are based on the service furnished, and are available only by reputable wholesale, jobbing and manufacturing concerns, and by responsible and worthy financial, fiduciary and business corporations. Specific terms may be obtained by addressing the Company at any of its offices. Correspondence invited.

—OFFICES IN CANADA—

HALIFAX, N.S.
OTTAWA, ONT.
VANCOUVER B.C.

HAMILTON, ONT.
QUEBEC, QUE.

LONDON, ONT.
ST. JOHN, N.B.
WINNIPEG, MAN.

MONTREAL, QUE.
TORONTO, ONT.

THOS. C. IRVING, Gen. Man. Western Canada, Toronto.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, LIMITED

MANUFACTURERS OF

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England.

Agent:

JOHN FORMAN, 644 Craig Street

MONTREAL

SAVE 25% on your HOUSE PAINTING.

If the grocers who intend painting their residences next Spring will follow the directions given below and wash the buildings with a solution of **GOLD DUST** Washing Powder, they will use one-third less paint than if they merely attempted to brush the dust off the house without washing it.

DIRECTIONS.

Dissolve one-quarter pound of **GOLD DUST** in a pint of water, then add the solution to 4 gallons of hot water; apply with a stiff brush, and follow with use of a hose. The stronger the hose is turned on the quicker and more effectual the work will be.

The use of less paint can be accounted for by the fact that after washing the house with **GOLD DUST** it leaves a smooth surface, so that the same quantity of paint will go fully one-fourth further. Furthermore, it leaves no layer of dirt between the paint and the woodwork, and, as a consequence, the paint will wear longer.

We have letters from several of our customers who used this method, and after washing their houses with **GOLD DUST** they were so well pleased with the appearance of them that they concluded not to paint them at all.

Retail grocers will do well to call this matter to the attention of their customers, as \$3.00 worth of **GOLD DUST** Washing Powder will make the house look as well as the expenditure of \$100.00 in re-painting it would.

Any grocer may experiment with a 5c. package of **GOLD DUST** by emptying the contents into 8 gallons of hot water, which should convince him that it will pay him to continue.

GOLD DUST can be used for any kind of outdoor work that needs renovating

THE N. K. FAIRBANK COMPANY,

Wellington and Ann Sts., MONTREAL, QUE.

Chicago, New York, St. Louis, New Orleans, San Francisco, Baltimore, Boston, Philadelphia, London, Eng., Hamburg, Ger.

RED-LETTER DAY FOR CASH REGISTER MEN.

THE last week in the old year was a red-letter one, as far as the Canadian business of The National Cash Register Co., of Dayton, Ohio, was con-



Mr. John H. Patterson, President.

cerned. It marked the opening of the company's first factory in Canada. For some years the company has been doing business in Canada, but this business has grown to such an extent that it was found necessary to have machines for the Canadian market made in this country. The necessity for the factory was, to no small extent, due to the efforts of Mr. F. E. Mutton, the district manager, and his staff of salesmen. In fact, members of the selling staff of the Canadian branch of the business have more than once carried off the honors in the company's world-wide service for the largest number of machines sold.

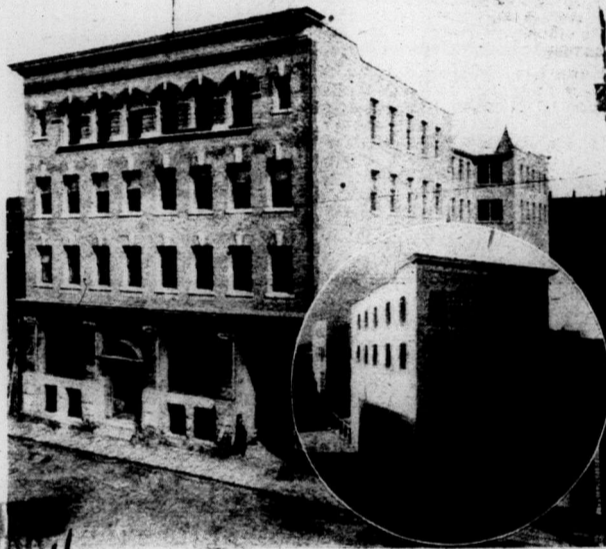
The factory, which is under the management of Mr. J. W. DuLaney, was formally opened on December 28th, as already reported in the columns of this paper. On the following days conventions were



Mr. F. E. Mutton, District Manager.

the King Edward Hotel, where practical demonstrations appertaining to the work of organization were given by the various heads of departments and the sales agents in the employ of the company.

On Wednesday evening a banquet was held in the private dining-room of the King Edward Hotel. It was a function of unusual interest and success. It was also remarkable for its uniqueness. Mr. F. E. Mutton, district manager, was in the chair, and Mr. Crane, of Dayton, Ohio, one of the veteran sales agents of the company, was toast master. Mr. H. Chalmers, of Dayton, Ohio, general manager of the company, and several other officers from headquarters, occupied seats of honor at the guests' table. Among the guests were also a number of ladies which, of course, added much grace to the function.



Factory at Toronto—Front and Rear View.

After the tables had been cleared stereopticon views of the factory and workmen's homes at Dayton were given, Mr. Thomas being the lecturer for the occasion. The views were perhaps the finest of the kind ever seen in Toronto. They were of enormous proportions and were in natural colors. A number of the views showed the different stages in the development of the factory and also in the improvement of the workingmen's homes. The transformations thus shown were greeted with loud applause. For some years The National Cash Register Co. has awarded prizes for the best lawns and back-gardens in the workmen's homes, and the work that has been accomplished in this direction is simply marvellous. After the views had been disposed of, the toast list was taken up, and it was well after midnight before the last toast was proposed and duly honored.

The one thing which probably impressed those outside the members of the firm and their employes who were present was the marked esprit de corps which existed among the heads of the firm and the



Hugh Chalmers, General Manager.

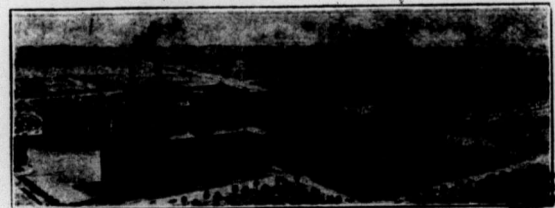
different employes.

Although I know nothing about cash registers beyond the fact that they are a good thing for merchants generally, I felt the influence of this esprit de corps. Every sales agent present appeared to be possessed of the idea that there was nothing in the world like the National cash register, and no other firm in the world equal that which manufacture it.

When Mr. Chalmers, the general manager, arose to speak he was received with a warmth of enthusiasm which scarcely could have been exceeded. Although he is a young man, less than 30 years of age, and some 16 years ago entered the employ of the firm as an office boy, every employe, old and young, holds him in the highest esteem almost to the point of adoration.

"Why is it," I remarked to a well-known sales agent of the company, "that you men exhibit such strong loyalty for your company and its interests?"

"I'll tell you why. It is because they treat us 'white' and we know that if we do our duty they will recognize the fact in



The Factory at Dayton, Ohio.

a substantial way. And then we believe in the merits of the goods we sell."

District Manager Mutton was "canned" about 11 o'clock. The cane was a handsome ebony one, and he deserved it. The manager of the factory, Mr. Du Laney,

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"Get in line"

We all want to make 1904 a "banner year" as far as business is concerned.

You can do this and at the same time have more satisfaction by handling only "good goods"—Goods that are guaranteed where "Quality" is the first consideration.

"GOLD MEDAL" TABLE SYRUP

PUT UP IN 2, 5, 10 AND 20-LB. TINS.

THE "BEST" LINE OF TABLE SYRUP ON THE MARKET.
MANUFACTURED IN THE NEWEST AND FINEST EQUIPPED FACTORY IN CANADA.

REMEMBER—EVERY TIN CARRIES OUR GUARANTEE.

THE **EBY, BLAIN CO., LIMITED**
WHOLESALE GROCERS, TORONTO



Cut book of P. 80 a.w.D.

was presented with a valuable umbrella by the local sales agents, in order that on a rainy morning he need not have the excuse that he was unable to get to the factory on time because of the weather.

GERMAN BEET-SUGAR PRODUCTION.

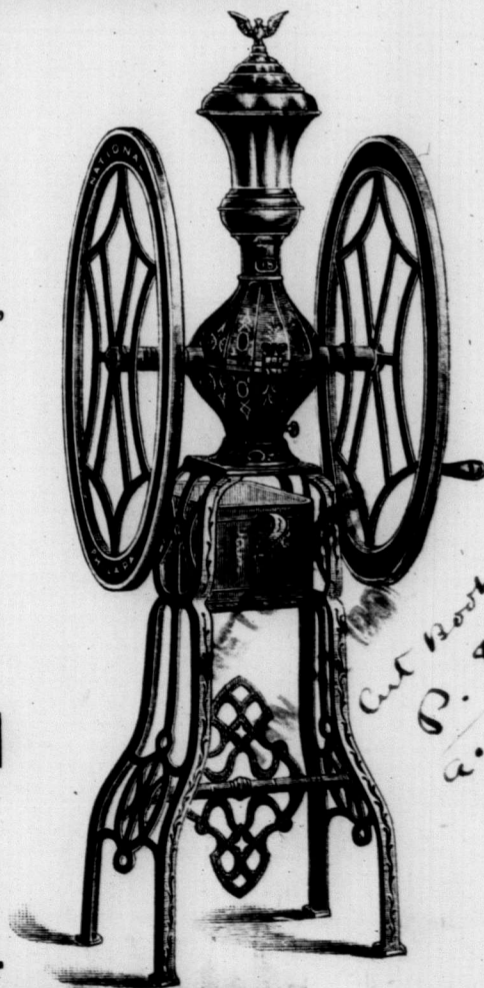
FOR the thirteen months ending August 31, 1903, the German sugar refineries consumed in the manufacture of sugar 12,381,552 tons of raw beets, writes United States Consul Albert from Brunswick, Germany. During the same period in 1901-2 the consumption of raw beets amounted to 17,614,152 tons, showing a decrease of 5,232,599 tons in the year ended August 31, 1903. The amount of sugar produced during the thirteen months ended August 31, 1903, was 1,663,193 tons, as compared with 2,246,237 tons during the thirteen months ended August 31, 1902, a decrease of 583,044 tons. The kind and quantity of sugar produced in the comparative periods were as follows:

Description.	—Year ending August 31—	
	1903. Tons.	1902. Tons.
Crystallized sugar	583,127	587,774
Granulated sugar	15,748	15,220
Sugar candy	136,116	145,172
Loaf sugar	228,107	213,045
Flat bar and cubical sugar	30,983	26,390
Lump and crump sugar	350,651	327,818
Refined and powdered sugar	52,420	56,833
Farine (moist sugar).....	2,860	2,174
Liquid refined sugar including sugar goods..	1,594,560	1,576,896
Sirup	6,062	5,984
Other sugar products.....	478,615	563,718

The compilation of these statistics has been made for thirteen months, because, owing to the new regulations for taxing sugar, the business year has been changed from Aug. 1 to Sept. 1.

The
BEST
MILL
MANUFACTURED
IS
THE
"NATIONAL"
NO.
18

SOLD
ONLY
IN
CANADA
BY
THE
EBY, BLAIN
CO., LIMITED
WHOLESALE
GROCERS
TORONTO.



Cut book of P. 80 a.w.D.

Window and Interior Displays

Timely Hints
and Suggestions.

Expensive But Profitable.

YES, no one will deny that the merchant who arranges good window displays is undergoing some expense which he who is careless of the appearance of his store front does not encounter. The unprogressive merchant who offers this objection to the show window considers that, as the expense cannot be denied, his argument closes the question.

He may believe in advertising in the local paper, although it is safe to say that if he does not believe in dressing

Should any man, merchant or not, feel sure that, from an investment of a sum of money, he will reap a profit, he would not hesitate to make the investment. He has the expense of laying out the money at first, but he is looking forward to the profit, and does not begrudge the outlay. The merchant who will not dress his windows on account of the initial expense, is like the man who will not spend a dollar to make another, simply because he must part with the dollar first. Of course it would be very difficult to convince him of this, but if he can not see the comparison he must

eral design, used only on particular occasions, would revive an interest that might be flagging as a result of only ordinary displays. The goods themselves in nine out of ten arrangements are all that is necessary for windows that will sell, and the tenth can be so made up that the features of it that cost money can be retained for future displays, and the expense thus be reduced to a minimum.

This Week's Illustration.

This toilet soap window was dressed by J. E. Whiteside for Fred Carne, Jr., Victoria, and shows exceptional taste in



A Toilet Soap Window -Dressed by J. E. Whiteside for F. Carne, Jr., Victoria, B.C.

his window he is out of accord with all the modern business building methods. But if he does advertise, the expense objection is discovered to be of no weight for advertising costs more than the average window-dressing, and the results are less evident. If he does not advertise let us ask him if he allows his name and business to appear on the front of his store. If so, why? He will say in order that people may see who and what he is. Well, if the public will bother to look at his name and business, things in which there is no active interest, it is certain that they will observe his show window if it is well trimmed. And if they observe and admire the merchant is sure to profit from that.

be one of the very few who think that nothing is sold through the window. The number who really think this at this date is so very small, that it is scarcely worth while combatting their ideas. They are not the successful class, nor do they deserve to be.

But window dressing is not the expensive phase of storekeeping that many think it to be. Excellent windows can be dressed all the year round, at a total cost of only a few dollars. The elaborate fancy window of the departmental dry goods store is not a necessary part of any plans for attractive windows. Some of these cost many dollars, and would not be in place in the smaller stores, but a miniature copy of the gen-

the decoration, and in the placing of the soap. The color scheme is purple and white, the floor of puffed cheese cloth, and the background is a frame covered with pleated white cheese cloth with purple ribbon top, and draped with purple cheese cloth. Artificial palms and flowers are well used as decorative adjuncts. The placing of the soap shows thought, and yet is free from all stiffness. The few boxes of toilet soap are far more effective than a great full display would have been. The price tickets are small and as a rule neatly done, and are carefully placed around. Mr. Whiteside's windows are usually of considerable merit, and in this one he has not fallen behind his average.

Telling Facts.

Selling good Coffee has made the reputation of more stores than any other line of groceries handled.

The cheering, refreshing goodness of **Chase & Sanborn's** "Seal" brand, and other **high-grade** Coffees will draw customers to your counter ; they have done so for thousands, they will do the same for you.

Chase & Sanborn,

The Growers and Importers,

MONTREAL, P.Q.

Buying Right Saves Loss.

In a broom quality seems everything, but good, careful workmanship also counts. For nearly half a century we have made a study of "Broom-ology" with the pleasurable result that all progressive Canadian dealers handle, and all discerning Canadian purchasers ask for

Boeckh's Bamboo-Handled Brooms.

You, as well as the dealer, recognize that the key to wealth is right buying. We realized this fact years and years ago, since then our highest aim as been to please both dealer and consumer.

—OUR NEW BROCHURE "BROOM-OLGY"
—MAILED FREE ON APPLICATION.

UNITED FACTORIES, Limited,

Head Office: 80 York St., TORONTO, ONT.

OPERATING:
Boeckh's Toronto Factories.
Bryan's London Factories.
Cane's Newmarket Factories.

MONTREAL BRANCH: 1 and 3 DeBresoles St.

LONDON BRANCH: 71 Dundas St.



RED ROSE TEA

sales in 1903 showed a very large increase over any previous year.

THIS YEAR I am in a better position than ever before to cater to the wants of the tea trade of Canada, having recently moved into my new offices and warehouse at St. John, N. B., the largest tea warehouse in Canada, built especially for the tea business, and equipped with the most up-to-date electrical machinery for blending and packing teas.

PLEASE REMEMBER I handle all kinds of tea, original packages, or repacked into any style or size of package.

When you require anything in teas, WRITE ME.

T. H. ESTABROOKS,

ST. JOHN, N. B.

BRANCH OFFICES :—
TORONTO,
WINNIPEG.

**Ask
and
Receive.**


**Advertise
and
Acquire.**

If you want to sell a business or a delivery wagon, if you want a partner or a clerk—**advertise.** If you have what you don't want, or haven't what you do want—**advertise.**

Our condensed advertisements cost little, but are worth a good deal.

You can reach most of the general merchants in Canada at the expense of a few cents. Our rate is 2c. per word first insertion, and 1c. per word each subsequent insertion, and *remittance must accompany order in every case.*

THE CANADIAN GROCER
MONTREAL and TORONTO



GREIG'S
WHITESWAN

GLUTEN FLOUR

A brain, nerve and muscle-building flour, especially prepared for invalids, and particularly that large class who suffer from weak digestion, acidity of the stomach, etc. Invaluable for diabetics. It contains all the nutritive elements of the wheat, and is as nearly free from starch as it is practicable to make a flour suited to general daily use.

All grocers have more or less call for this. No need now to pay fancy prices for foreign flours when the same can be obtained at home, and at half the cost.

Greig's White Swan Gluten Flour is put up in nice white cotton sacks. Trial size, 5 lbs.; regular size, 49 lbs.; also in barrels. Inquiries cheerfully responded to.

THE ROBERT GREIG CO., Limited,
WHITE SWAN MILLS, TORONTO.

ALL PURE AND GOOD

CLASSIFIED LIST OF ADVERTISEMENTS.

Ammonia.
Harvey, John T., Todmorden Ont

Baking Powder.
Gillet, E. W. Co., Toronto.
McLaren, W. D., Montreal.
Ocean Mills, Montreal.

Baskets.
Oakville Basket Co., Oakville, Ont
Woods, Walter, & Co., Hamilton

Bird Seed.
Nicholson & Brock, Toronto.

Biscuits, Confectionery, Etc.
Browne & Wells, Toronto.
Canada Biscuit Co., Toronto.
Christie, Brown & Co., Toronto.
Crown Mfg. Co., Toronto.
Lowrey, Walter M., Co., Boston, Mass.
McGregor-Harris Co., Toronto.
Mott & Co., John P., Halifax, N.S.
National Licorice Co., Brooklyn, N.Y.

Blue and Black Lead.
Douglas, J. M. & Co., Montreal.
James Dome—W. G. A. Lamie & Co., Toronto.
Oakley, John, & Sons, London, Eng.

Brooms, Brushes, Etc.
United Factories, Toronto.
Woods, Walter, & Co., Hamilton.

Canned Goods.
Anglo-British Columbia Packing Co., Vancouver, B.C.
Black Bros. & Co., Halifax, N.S.
Burlington Canning Co., Burlington, Ont.
Eckardt, H. P., & Co., Toronto.
Johnson, C., Gardiner & Co., Vancouver, B.C.
Tippett, A. P. & Co., Montreal.

Cheese Cutter.
Computing Scale Co. of Canada, Toronto

Cigars, Tobaccos, Etc.
American Tobacco Co., Montreal.
Empire Tobacco Co., Montreal.
Erie Tobacco Co., Windsor, Ont.
Fortier, J. M., Montreal.
Horrocks, T. J., Toronto.
McAlpin Consumers Tobacco Co., Toronto.
McDougall, D., & Co., Glasgow, Scot.
Payne, J. Bruce, Granby, Que.
Reid, W. B. & Co., Toronto.
Steele, W. H., Co., Toronto.
Tuckett, Geo. E., & Son Co., Hamilton.

Clothes Lines.
Hamilton Cotton Co., Hamilton.

Cocoanut.
Greig, Robt., Co., Toronto.

Cocoas and Chocolates.
Baker, Walter, & Co., Dorchester, Mass.
Bensdorffs—A. G. MacLaren Imperial Cheese Co., Toronto.
Cowan Co., Toronto.
Epps, James, Co., London, Eng.
Lowney, Walter M., Co., Boston, Mass.
Tippett, A. P. & Co., Montreal.
VanHouten's—J. L. Watt & Scott, Toronto

Coffee Essence.
Bromley's—W. G. Patrick & Co., Toronto.

Commission Merchants and Brokers.
Cameron, Gordon & Co., Winnipeg.
Clark, R. W., & Co., Victoria, B.C.
Davidson & Hay, Toronto.

Dawson Commission Co., Toronto.
Duck, Geo. H., Toronto.
Lambe, W. G. A., & Co., Toronto.
Nicholson, E., Winnipeg.
Patrick, W. G., & Co., Toronto.
Rutherford, Marshall Co., Toronto.
Ryan, Wm., Co., Toronto.
Stegg, M. G., & Co., Toronto.
Thomas, J. P., Quebec, P.Q.
Watt, J. L., & Scott, Toronto.

Computing Scales.
Computing Scale Co. of Canada, Toronto
Wilson, C., & Son, Toronto

Condensed Milk and Cream.
Borden's Condensed Milk Co., New York
Truro Condensed Milk & Canning Co., Truro, N.S.

Crockery and Glassware.
Gowans, Kent & Co., Toronto.
Nerlich & Co., Toronto.
Sydenham Glass Co., Wallaceburg, Ont.

Dairy Produce and Provisions.
Clark, Wm., Montreal.
Dominion Packing Co., Charlottetown, P.E.I.
Fearman, F. W., Co., Hamilton.
Matthews, Geo. Co., Brantford.
Maclaren, A. F., Imperial Cheese Co., Toronto.
McLean, J. A., Produce Co., Toronto.
Park, Blackwell Co., Toronto.

Delivery Wagons.
Ewart, James, Toronto.

Educational.
Central Business College, Stratford

Financial Institutions.
Bank of Commerce, Toronto.
Bank of Toronto, Toronto.
Bradstreet Co.
British-American Assurance Co., Toronto
Canada Permanent, Toronto.
Confederation Life, Toronto.
Dom. of Canada Guarantee, Toronto.
Metropolitan Bank, Toronto.
Toronto General Trusts, Toronto.
Western Assurance Co., Toronto.

Fish.
Black Bros. & Co., Halifax.
James, F. T., Co., Toronto.
Johnson, C., Gardiner & Co., Vancouver, B.C.
White & Co., Toronto.

Flavoring Extracts.
Greig Mfg. Co., Montreal.

Flours and Cereals.
Carter, G., Son & Co., St. Mary's, Ont.
Castle, F. J., Co., Ottawa.
Greig, Robt., Toronto.
Keen, Robinson & Co., London, Eng.
MacKay, John, Bowmanville, Ont.
McCann, Wm., & Co., Toronto.
Napoli Macaroni Co., Toronto.
Postum Cereal Co., Battle Creek, Mich.
Tilson Co., Tillsonburg, Ont.

Foreign Importers.
Kessel, F., & Co., London, Eng.
Whiteley, Muir & Co., Liverpool, Eng.

Fruits—Dried, Green and Nuts.
Balfour & Co., Hamilton.
Clemes Bros., Toronto.
Davidson & Hay, Toronto.

Eby, Blain & Co., Toronto.
Gibb, W. A., & Co., Hamilton.
Gillard, W. H., & Co., Hamilton.
Goodwillie's—Rose & Laflamme, Montreal.
Husband Bros. & Co., Toronto.
Kinnear, T., & Co., Toronto.
Lucas, Steele & Bristol, Hamilton.
McWilliam & Everist, Toronto.
Walker, Hugh, & Son, Guelph
White & Co., Toronto.

Gelatine.
Cox, G. & J.

Grocers—Wholesale.
Balfour & Co., Hamilton.
Chaput, Fils & Cie, Montreal.
Davidson & Hay, Toronto.
Eby, Blain Co., Toronto.
Eckardt, H. P., & Co., Toronto.
Lucas, Steele & Bristol, Hamilton
Simpson, R. & J. H., Co., Guelph, Ont.
Turner, James, & Co., Hamilton.

Grocers' Grinding and Packing Machinery.
Adamson, J. T., & Co., Montreal.
Coles Mfg. Co., Philadelphia, Pa.
Eby, Blain Co., Toronto.
Enterprise Mfg. Co., Philadelphia, Pa.

Hides.
Page, C. S., Hyde Park, Vt.

Interior Store Fixtures, Trucks, Etc.
Auer Light Co., Montreal.
Dominion Show Case Co., Toronto.
Slingsby, H. C., Montreal.

Jams, Jellies, Etc.
Greig Mfg. Co., Montreal.
Southwell's—Frank Magor & Co., Montreal.
Upton's—A. F. MacLaren Imperial Cheese Co., Toronto.

Macaroni.
MacLaren, A. F., Imperial Cheese Co., Toronto.
Napoli Macaroni Co., Toronto.
Tippett, A. P., & Co., Montreal

Mince Meat.
Capstan Mfg. Co., Toronto.
Clark, Wm., Montreal.
Lytle, T. A., Co., Toronto.
Wethey, J. H., St. Catharines.

Mustard.
Colman, J. & J., London, Eng.

Oils.
Queen City Oil Co., Toronto.

Oil Tanks.
Bowser, S. F., & Co., Fort Wayne, Ind.

Pass Books, Etc.
Allison Coupon Co., Indianapolis, Ind.

Peels.
Batger's—Rose & Laflamme, Montreal

Pickles, Sauces, Relishes, Etc.
Batty & Co., London, Eng.
Brand & Co., London, Eng.
Canadian Cannery's Consolidated Cos., Hamilton.
Colson, C. E., & Son, Montreal.
Douglas, J. M., & Co., Montreal.
Ewing, S. H., & Sons, Montreal.
Horton-Catto Mfg. Co., Windsor, Ont.
Laing's, Dr.—W. G. Patrick & Co., Toronto.
Lees & Langley, Toronto.
Patterson's—Rose & Laflamme, Montreal
Stretton & Co., Worcester, Eng.

Polishes—Metal.
Oakley, John, & Sons, Montreal

Polishes, Stove.
Morse Bros., Canton, Mass.

Pottery.
Foster Pottery Co., Hamilton, Ont

Poultry Food.
Greig, Robert, Co., Toronto.

Powdered Lye.
Gillet, E. W., Co., Toronto

Rubber Stamps.
Young, C. G., & Co., Toronto

Salt.
Patrick, W. G., & Co., Toronto
Toronto Salt Works, Toronto.

Shelf Boxes.
Bennett Mfg., Co., Pickering, Ont

Sodas—All Kinds.
Winn & Holland, Montreal

Soda—Baking.
Dwight, John, & Co., Toronto

Starch.
Brantford Starch Works, Brantford.
Edwardsburg Starch Co., Cardinal, Ont
Ocean Mills, Montreal.
St. Lawrence Starch Co., Port Credit

Steel Shingles.
Metallic Roofing Co., Toronto

Sugars, Syrups and Molasses.
Dominion Molasses Co., Halifax, N.S.
Edwardsburg Starch Co., Cardinal, Ont
St. Lawrence Sugar Refining Co., Montreal
Tea Rose Drips—Rose & Laflamme, Montreal.

Teas, Coffees, and Spices.
Balfour & Co., Hamilton.
Blue Ribbon Tea Co., Toronto
Ceylon Tea Traders' Ass'n.
Chaput, L. Fils & Cie., Montreal
Chase & Sanborn, Montreal
"Commissioner" Tea, London, England
Davidson & Hay, Toronto.
Eby, Blain Co., Toronto.
Estabrooks, T. H., St. John, N.B.
Ewing, S. H. & A. S., Montreal.
Gillard, W. H., & Co., Hamilton.
Japan Tea Traders' Ass'n.
Lipton, Thomas J., New York.
Salada Tea Co., Montreal and Toronto
Warren Bros., Toronto.
Wood, Thos., & Co., Montreal.

Vinegars.
Grimble & Co., London, Eng.
Hill, Evans & Co., Worcester, Eng.

Washing Compound.
Fairbanks, N. K., Co., Montreal

Woodenware.
United Factories, Toronto.
Woods, Walter, & Co., Hamilton

Wines, Liquors and Beer.
Dominion Brewery Co., Toronto

Wrapping Paper.
Canada Paper Co., Toronto

Yeast.
Gillet, E. W., Co., Toronto

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White & Co.	47
Wilson, C., & Son	3
Winn & Holland	inside back cover
Wood, Thomas, & Co.	10
Woods, Walter & Co.	18
Young, C. G., & Co.	49

There is a genuine satisfaction in recommending your customers to try

Blue Ribbon Ceylon Tea

They will appreciate your advice and show it in continued and growing patronage of other good things you have to sell.

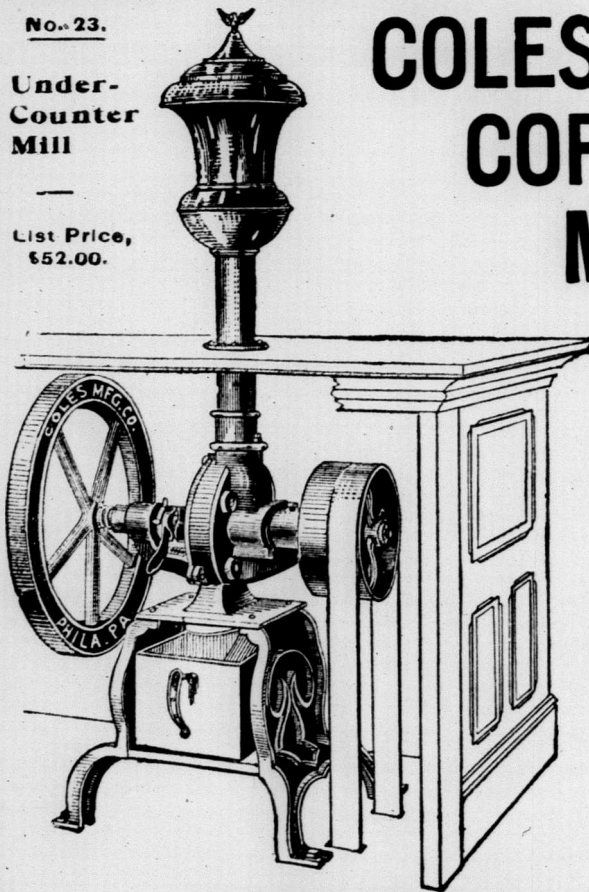
Push the Red Label Brand.

Each grocer our agent.

No. 23.

Under-Counter Mill

List Price, \$52.00.



COLES COFFEE MILLS

None better for Granulating or Pulverizing.

Our mills will Pulverize without heating Coffee.

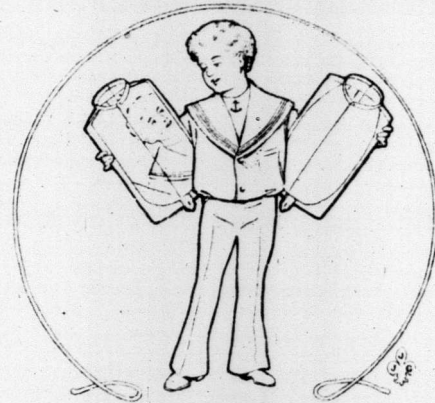
Every Coles Coffee Mill has a Breaker that breaks the Coffee before it enters the grinders, thus reducing wear of grinders.

A GREAT LABOR-SAVER.

Our Grinders wear longest.

Agents
TODHUNTER, MITCHELL & CO., Toronto.
DEARBORN & CO., St. John, N.B.
FORBES BROS., Montreal.
GORMAN, ECKERT & CO., London, Ont.

COLES MANUFACTURING CO., PHILADELPHIA



If you are starting out the year with the intention of doing more and better business, one of your first moves should be to put in a stock of

Gelluloid Starch

Never Sticks Requires no Cooking.

It is known to your customers as the best, and it is the merchant who keeps the best who gets their trade.

THE BRANTFORD STARCH WORKS, LIMITED,
BRANTFORD, CANADA.

THE CANADIAN GROCER

President:

JOHN BAYNE MACLEAN,

Montreal.

**The MacLean Publishing Co.
Limited**

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, North-West Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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CANADA DISCUSSED.

THE Sheffield Daily Independent, of December 12th, 1903, received a few days ago, contains an interesting account of a meeting of the Sheffield Chamber of Commerce and Manufactures held on the evening of December 11th for the purpose of receiving the report of their delegates to the big congress held in Montreal last August. Mr. W. F. Beardshaw, the president of the chamber, and one of the prominent delegates, occupied the chair. He said that a strong desire had been expressed by the members of the chamber to discuss the fiscal question, but this night was to be devoted to Canadian business. His own opinion, and that of the council generally, had been that it was necessary first to gather all the facts available with regard to English trade and the possibility of extending it in the colonies. With that end in view they had already collected a small library on the subject for the benefit of the members. The chamber could not discuss

EDITORIAL

The
Canadian Grocer

the question intelligently until its members had made themselves acquainted with conditions in Canada. He would ask the delegates to give a resume of the results of their visit without expressing any opinion on the fiscal question which was so prominent during their visit.

It has been the fashion among some Canadians to ridicule the Englishman's ignorance of conditions and places in this country. As was pointed out once before in these columns this ignorance is no more remarkable and no more to be condemned than the lack of geographical knowledge which the average Canadian displays regarding England and the other parts of the Empire. People who live in glass houses should not throw stones. But it would do the Canadian scuffer incalculable good to examine carefully the report in this English paper of the intelligent discussion of Canadian potentialities by the Sheffield Chamber of Commerce. We doubt if an average gathering of Canadian business men could discuss English affairs any more intelligently.

The transcontinental tour of which advantage was taken by so many of the delegates to the congress, was a happy idea. It was perhaps the best advertisement that Canada ever received, for every English delegate returned to the old land much impressed with the potentialities of the premier colony. And the delegates are all men of weight and influence in their community. The speakers at the Sheffield meeting had all profited by their tour. They understood something of the immensity of the country and they impressed strongly upon their fellow members the fact that there are practically inexhaustible resources in Canada waiting to be developed. In discussing the proposed changes in the Empire's fiscal policy it is necessary to consider not merely the Canada of to-day with her growing, but limited, market, but the Canada of the near future with several times her present population.

The delegates described their trip through the Northwest in the harvest

time, and it was evident that they fully appreciated the force of Canada's claim to be the "granary of the Empire." British Columbia with its magnificent possibilities as a lumbering and mining country was not forgotten. Ontario, Quebec, and the Maritime Provinces with their great industrial possibilities were passed in review. The delegates had no hesitation in saying that the Eastern portion of Canada has a wonderful future before it. Notwithstanding its vast proportions and great extent of natural deposits necessary to industrial success, it is apt to escape the attention it deserves because the interest of the general public has been more directed to the great wheat growing tracts of the West.

The delegates remarked that in the industrial establishments visited by them in Canada they noticed an anxiety on the part of the workmen to produce as large an output as possible. There was no disposition among them, as among some English workmen, to restrict the output. Canadian manufacturers were found anxious to use the latest labor-saving machinery and their men agree with them.

The transcontinental tour has made many English missionaries who are effectively preaching the gospel of Canada's boundless resources.

PLAN FOR 1904.

IT does not pay to be too busy. The busiest people we meet often accomplish least. The man who is successful these days is the man who uses his head, who is not too busy to think and who thinks to some purpose.

If our Canadian grocers would begin this year by refusing to be busy for a few days and devote the time thus obtained to thought on how to improve their business the result would be exceedingly valuable. It is not for a moment suggested that our grocers do not give thought to the improvement of their business, but there are few we venture, who would not admit that they could make a better showing with their busi-

ness if they just had the time to give more thought to it.

This is just the idea suggested. It will pay to take two or three days. Relieve the mind of all the worry of details and go over the past year's business and the present prospects and criticize as if you were a stranger and were figuring on buying the stand. What are its faults, what are its weaknesses? Who is to blame? How can matters be improved? Is the appearance or store arrangement all that can be desired? Are the employes the right sort, and more important still is the proprietor all that he should be?

These questions, if they are faced honestly and the others they will bring up are bound to shake a man out of a rut unless he is beyond redemption. It is getting into a rut that the merchant has most to fear. It means stagnation and death.

Having gone over all these questions a grocer is in a position to plan to the best advantage for the coming year's business. A day or two's mental stock taking is no less important than the ordinary stock taking which no business man nowadays neglects.

DOMINION EXHIBITION AT WINNIPEG.

By our Winnipeg Representative

ONE of the greatest news items of New Year's day in the West was the announcement of the grant of \$50,000 from the Dominion Government towards the holding of a Dominion Exhibition in Winnipeg next July.

The announcement met with the unqualified approval of all classes and all shades of political feeling and there seems no doubt that the city and the Provincial Government will respond in a like liberal manner. It is felt that now, more than any other time will this exhibition do us the most good. On the American side every effort is being strained to prevent emigration to Canada and our American cousins are by no means scrupulous in their methods, so that stories injurious to the Canadian West, and which are absolutely

without foundation are being printed in circular form and distributed by the thousand. So strong has the opposition become that bankers have formed a league not to loan money for investment in the Canadian West. The Winnipeg Real Estate Exchange is taking this matter up and sending a strong delegation to a convention of American real estate men interested in Canadian lands which is to be held in Minneapolis in January. But this Dominion Exhibition will do more than any other one thing to stem the tide of opposition. The people will come and see for themselves what the country is like and what it can produce.

With the Dominion Exhibition an assured fact and the appointment of Mr. William Whyte as second vice-president of the C.P.R. with full control in the West, the Westerners feel that they have every reason to anticipate a happy new year.

INDEPENDENCE OF PARLIAMENT.

AS an academic proposition few people would deny that members of Parliament should not be appointed to places of emolument. It is desirable neither that the vulgar place hunter should be encouraged nor that the man of independent principles should be seduced from the course marked out by his best judgment, by the insidious temptation of the place bribe. Even hardened politicians will accept this proposition—when in opposition.

Back in 1893-94 THE GROECER conducted a campaign along this line and found a doughty champion and supporter in the present Postmaster-General, who read extracts from THE GROECER'S editorial in the House and moved a resolution affirming the principle that no member of Parliament should be appointed to a public office of emolument while sitting in the House or until two years after ceasing to sit therein.

It is not to be assumed that Sir William, now a knight sans peur et sans reproche, and one of his Majesty's Privy Councillors for Canada, ripened with

years and experience, is less zealous for the independence of Parliament, and the political morality of its members than when plain William Mulock, member of her Majesty's loyal Opposition, he fought side by side with THE GROECER to eradicate the blasting canker of patronage.

And yet Mr. Blair has been appointed chairman of the Railway Commission, Mr. Blair, who opposed the Government's transcontinental railway policy, who resigned from the Cabinet, who uttered the bitter words "Cox can't wait," and who voted with Mr. Borden and Mr. Tarte against the Government on this important measure. Then Mr. Blair becomes quiescent, his official organ declares that since the thing is done the only recourse is to support the Government. A pause ensues. After the pause Mr. Blair is announced as having been appointed to the chairmanship of the Railway Commission.

The shock this appointment must have been to the redoubtable champion of parliamentary independence and present Postmaster-General can better be imagined than described. Let us draw a veil.

With Mr. Blair's personal fitness for the position no exception can be taken. He was an admirable Minister of Railways and the service he rendered his country in connection with placing the Intercolonial on a sound business basis, will not soon be forgotten. It is doubtful if a man better qualified for the position could have been found. But in consideration of the principle at stake it would have been better had one perhaps slightly less qualified been appointed. The Liberal party in Opposition was unflinchingly opposed to the appointment of members of Parliament to office. The case of Mr. Blair is a particularly flagrant one, all things considered, and we are convinced that there are many friends of the Government who will agree that the appointment was ill-advised.

BUSINESS MEN ELECTED.

THE GROECER " is desirous of securing a list of the business men who have been elected to the positions of reeve or mayor in the various municipalities throughout the country. Friends would confer a favor by sending such information to the Editor of THE GROECER. The full name and particular line of business engaged in by the new public servant is desired.

MONEY TIGHTNESS IN CANADA.

By D. M. Stewart.

THE year just closed has been, without exception, the most prosperous the banks of Canada have ever had, and that should certainly mean Canada has had the most prosperous year in its history. Existing conditions indicate that the present marked prosperity should continue throughout 1904.

Some idea of the good business done by the banks may be gathered from the fact that the assets of all banks have increased from \$625,000,000 at the end of 1902, to \$660,000,000 at the present time, an increase of \$35,000,000. The most noticeable change in the business done during the year was the largely increased amount that the banks of the Dominion have placed out on commercial loans.

From \$321,000,000 at the end of 1902, these loans have increased to \$382,000,000, making an increase of \$58,000,000 for the year, which means an increase of nearly \$5,000 a month.

Then, again, the bank note circulation has reached a new high level, at \$70,480,000.

While money, as has been claimed, is fairly tight at the present time, the reasons for it indicate that the condition will last but a short time longer.

The three principal reasons are as follows:

The lateness in the crop movement; the quietness that has recently prevailed in the cheese market in England, which has resulted in there being at present between three and five million dollars worth of cheese in the city, and the fact that a number of capitalists purchased stocks at higher prices than are prevailing at present, and are waiting till higher prices can be secured.

A month or two should see an improvement in the cheese market in England, and the stock market here, and this should tend to make money much easier than it is at present.

PERSONAL MENTION.

Mr. Willard B. de Wolfe, who has been connected with The N. K. Fairbank Co., Montreal, for some years, has been promoted to a more responsible position in the company's Boston branch.

Mr. James Ince, of Perkins, Ince & Co., Toronto, has been laid up with the grippe over the new year. Mr. Ince is improving, happily, and is expected to be down at the office again this week.

A caller at the Montreal office of "The Canadian Grocer" this week, was Mr. Richard Smeall, representing The Montreal Biscuit Co. in Eastern Ontario. Mr. Smeall's reports of business increases on his territory speak well for the quality of his firm's goods.

Mr. W. R. Caron, who represents H. J. Heinz Co., Pittsburgh, in Montreal and through the Eastern Townships and east as far as Quebec, has just returned from a trip to his firm's annual meetings at Buffalo and Pittsburgh.

Among grocery travellers in Montreal this week are Mr. W. L. Hunter and Mr. F. L. Smith, both representing L. Chaput, Fils & Cie., Montreal, in Ontario. Mr. M. J. Legge and Mr. J. C. Campbell, of the same firm, are also here attending the company's annual meeting.

Mr. E. J. Cowan, representing The Cowan Co., Toronto, reports that the increase in sales of Cowan's chocolates and cocoas in Montreal during the past year was very satisfactory. Prospects for future, he says, are exceedingly bright.

Mr. G. R. Small, of the Canada Maple Exchange, Montreal, is confined to his house through an attack of typhoid fever. Mr. Small was forced to relinquish his duties two weeks ago, and, though at present very ill, it is hoped that he may be around again shortly, as he is a man of strong constitution and vitality.

Mr. J. Ethier, of Laporte, Martin & Cie., is confined to his house through typhoid fever. Mr. Ethier, who has the direct supervision of the sample-room and sales department of his house, has not been feeling very well for some weeks past, but, with that characteristic attention to his work and department, refused to relinquish his post. On the urgent demand of his physicians he was forced to retire, it is hoped, only for a short period.

JAPAN TEA EXPORTS.

Mr. C. M. Bernard, of Chicago, writes "The Canadian Grocer" as follows: Tea exports from Japan to 30th November were as follows:

	lbs.
New York	13,983,854
Chicago	17,385,073
San Francisco	5,493,303
Canada	5,114,838
Total	41,977,068
Increase over last year to same date,	
6,122,513; increase to Canada, 1,496,947.	

AGENTS FOR ONTARIO AND QUEBEC.

A. H. Brittain & Co., of Montreal, have been appointed agents for "Halifax" and "Acadia" pure codfish, for the Provinces of Ontario and Quebec. Their office is in the Board of Trade Building, Montreal.

HINTS TO BUYERS.

Contributors are requested to send news only, not puffs of goods they handle, or the arrival of standard goods that everyone has in stock, or that they are offering goods at close figures, or that they have had an unusually large sale this season.

McWilliam & Everist received this week a car of bitter oranges. Next week they expect two cars of onions.

"Owl" chop Japan teas are reported by L. Chaput, Fils & Cie. as becoming great favorites among grocers throughout the Dominion.

Balfour & Co. report the arrival of a carload of green Rio coffee, bought at exceptionally low figures, and also large arrivals of green and black Ceylon tea, bought before advance in the market.

Williams Bros. & Co.'s pickles in 20-gallon and 45-gallon barrels are in store with L. Chaput, Fils & Cie., Montreal.

Clemes Bros. are quoting in their advertisement in this issue very low prices on apricots and peaches. These prices apply on single box lots.

T. Kinnear & Co. have a few boxes of Dehesa Cluster and Black Basket raisins, which they are clearing out at low prices.

L. Chaput, Fils & Cie., Montreal, report arrival of carload of "Victor" and "Banner" brand rolled oats, also Quaker Oats in cases.

Van Camp's Concentrated Soups and Van Camp's Hominy are in stock with The Eby, Blain Co.

A good demand for Ceylon green teas is advised by L. Chaput, Fils & Cie., and special values are offered by them in the two qualities advertised.

"Cacao Tobler" in 1-lb. tins can now be had from The Eby, Blain Co., as well as a full line of Tobler's Swiss Milk Chocolate.

H. P. Eckardt & Co. report a good business doing in "Eureka" brand maple syrup.

The Eby, Blain Co. are carrying a full line of Fairbank's toilet soaps.

"Ubero" brand coffee in 1-lb. packages can be procured from H. P. Eckardt & Co.

TORONTO TRAVELLERS' CHANGES.

Mr. N. A. Hill, who for some years past travelled through the Northwest and British Columbia for H. P. Eckardt & Co., Toronto, has joined the travelling staff of L. Chaput, Fils & Cie., wholesale grocers, of Montreal. Mr. Hill, who is known to the trade as an active and up-to-date young salesman with a knowledge of the western trade and its requirements, should get a good share of the trade for his house.

Mr. W. L. Hunter, who represented L. Chaput, Fils & Cie. in the West, will commencing January 1, cover the eastern part of Ontario.

FIGURES DON'T LIE.

The Statistical Office, Department of Agriculture, Ottawa, has issued the following figures showing the

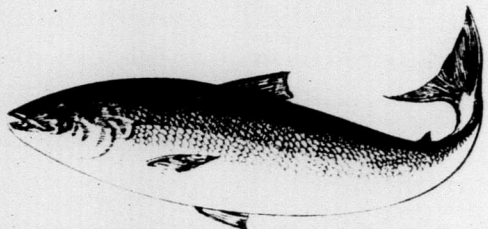
DECLINE and FALL

of the JAPAN TEA TRADE in CANADA during the last four years:

Importations during the fiscal year 1899	-	11,666,757 lbs.
" " " 1900	-	9,262,032 "
" " " 1901	-	7,528,309 "
" " " 1902	-	6,548,196 "
" " " 1903	-	4,879,078 "

In the first named year we introduced to the world the delicious "SALADA" Green Tea of Ceylon, and it is rapidly displacing the colored and adulterated Green Teas of Japan and China. Are you handling it? Thousands are, with pleasure and profit. Write for samples. "SALADA," Toronto and Montreal.

SOCKEYE SALMON



"Sovereign" and "Lynx"

Brands

ARE THE CHOICEST IN THE MARKET.

EVERY TIN GUARANTEED.

TO BE HAD OF ALL GROCERS.

O Yes!

Know all men by these presents that **Batty's Nabob Sauce** has never been surpassed.

We received the Gold Medal in 1851. We received the Gold Medal in 1903, and we were not idle all the time in between.

No store is complete without it.

In witness thereof we have affixed our name:



ESTABLISHED 1824.

Batty & Co.

LIMITED

Sauce and Pickle Specialists,

LONDON, S.E.

MARKETS AND MARKET NOTES

ONTARIO MARKETS.

Toronto, Jan. 7, 1901.

Groceries.

BUSINESS for the year started off this week with quite a little flurry. The travellers went back on the road Monday and found retailers with stocks pretty well depleted and ready to stock up again. Monday, Tuesday and Wednesday saw an increasing volume of orders arriving. In some sections, however, the severe weather and heavy snowfall has somewhat blocked traffic. Taken altogether, the travellers are hopeful of a good year's business. Last year's bills are being pretty well settled up, although in some sections improvement is desirable. Jobbers have their stocks all written down and are busy totaling up, and it will be a couple of weeks before the result of last year's business can be exactly determined. The indications are, however, that the result will be satisfactory. Canned goods are firm, with beans higher. Coffee is still advancing in New York and firmly held locally at recent advances. Cloves and pepper are stronger in outside markets but unchanged locally. A good active demand is being met for syrups and molasses; some anticipating an advance in the former. Rice and tapioca have shown no quotable change locally but advices are at hand of sharp advances in Japan in view of the warlike situation. Teas are strong all round with interest centred on Ceylon greens. It is now assured that the bounty will be continued for another six months. Dried fruits are rather dull after the holidays. An advance of 2½c. per pound on shelled walnuts is cabled. A more active demand is met for prunes. Other lines are only interesting in a sorting way just now. Cured fish are attracting attention, and are quoted below. The decline in sugar reported last week was short-lived, reacting Monday to former basis; there is more active demand, however, as stocks in retailers' hands are low.

CANNED GOODS.

These lines are still as strong as ever. Beans are particularly scarce and high, and other vegetables are very firm; an advance is almost certain. Canned salmon is also looked upon as likely to go up. Stocks in jobbers' hands are light, and later on when demand sets in, prices, especially for fine sockeyes, are sure to be high. We quote:

Apples, 3s.	0 80
" gallons	2 20
Asparagus	3 50
Beets, 2s.	0 90
Beets, 3s.	1 00
Blackberries, 2s.	1 50
Beans, 2s.	1 00
Corn, 2s.	1 00
Cherries, red, pitted, 2s.	2 20
" white	2 40
Peas, 2s.	0 87½
Pears, 2s.	1 45
" 3s.	1 60
" 3s.	1 90
Pineapples, 1½s.	1 50
" 2s.	1 80
" 3s.	2 25
Peaches, 2s.	1 55

" 3s.	2 45	2 60
Plums, green gages, 2s.	1 10	1 40
" Lombard	1 00	1 30
" Danson, blue	0 95	1 25
Pumpkins, 3s.	0 95	0 95
" gallon	2 50	2 50
Rhubarb, 3s.	1 40	1 80
Raspberries, 2s.	1 40	1 60
Strawberries, 2s.	1 40	1 60
Succotash, 2s.	1 00	1 00
Tomatoes, 3s.	1 05	1 05
Lobster, tails	3 50	3 75
" 1-lb. flats	1 90	2 01
" 2-lb. flats	1 00	1 25
Mackerel	1 65	1 75
Salmon, sockeye, Fraser	1 65	1 75
" Northern	1 65	1 75
" Horseshoe	1 65	1 75
" Cohoes	1 25	1 35
Chums	0 15	0 15
Sardines, Albert, 1s.	0 23½	0 23½
" 2s.	0 14	0 14
" Sportsman 1s.	0 23	0 23
" 2s.	0 08	0 10
" Portugese 1s.	0 25	0 27
" P. & C., 1s.	0 35	0 38
" P. & C., 2s.	0 03½	0 04
" Domestic 1s.	0 09	0 11
" 2s.	3 00	3 00
Mustard, ½ size, cases 50 tins, per 100	1 00	1 00
Haddies	1 45	1 55
Kipperd herrings, domestic	1 00	1 00
" imported	1 00	1 19
Herrings in tomato sauce, domestic	1 45	1 55
" imported	1 00	1 19

COFFEES.

Coffee still keeps advancing in New York. Locally the market is very firm, but prices as below remain unchanged. A fair trade is reported. We quote:

Green Rio, No. 7	Per lb.	0 08½
" No. 6	0 08½	
" No. 5	0 09	
" No. 4	0 09½	
" No. 3	0 10½	
Mocha	0 21	0 25
Java	0 22	0 35
Santos	0 11½	0 14
Plantation Ceylon	0 26	0 35
Porto Rico	0 22	0 25
Guatemala	0 22	0 25
Jamaica	0 15	0 20
Maracaibo	0 15½	0 25

SUGAR.

Owing to the New Year holidays in the United States, there is little of particular interest to record this week. In raws, the market has opened very quiet since the holidays, with sellers of Cuba centrifugals at 2½c., C. & F., at which price a parcel of 10,000 bags for shipment was sold on December 30, just as our last report was being written. This price is equal to 3.47c., duty paid, which shows a decline of 1.32c. in this grade since our last. At same figure business might still be done for February shipment, though buyers and sellers are both indifferent, waiting developments. Refiners are now withdrawing sugars from bond, purchased in anticipation of the passage of the Reciprocity Treaty, and on these sugars have obtained the reduction in duty. Recent purchases made in the island are also coming forward and beginning to arrive more freely, so that it is expected that this week's receipts will show considerable increase over recent weeks. Receipts at United States four ports for week ending December 30 were the smallest of any week for the year 1903, being only 3,509 tons. Meltings were 29,000 tons, and stocks were thus reduced to 63,835 tons, being 25,191 tons less than previous week and 72,241 tons less than same week of 1902. It is interesting to note that the figures of stock mentioned are the lowest for any week during the year 1903. At latest reports, there were 44 central factories grinding in Cuba, an

increase of seven over previous week, with total stock in the island of 105,000 tons. Combined stocks of United States and Cuba were 168,835 tons against 187,576 tons previous year. Combined stocks of Europe and America at latest uneven dates were 3,287,835 tons against 3,108,576 tons previous year, the increase being 179,259 tons. As we go to press European markets are reported stronger with 88 per cent. beet advanced to 8s. 5½d., basis f.o.b. Hamburg, for January shipment. This is equal to parity of 3.78c., duty paid, New York, for 96 test centrifugals, which, as will be observed, have thus a differential in their favor of 3½c. per 100 pounds.

The refined situation in the United States has assumed a stronger phase, with all shadings discontinued, and the Arbuckle refinery, who were giving a concession of 10c. per 100 pounds, ceased doing so on December 31, and restored prices to same list as other refiners, owing to greatly increased demand. There is a much more hopeful tone to the situation and, though stocks are light, an improvement in prices would not be surprising. Locally, there is a much better demand, and the decline recorded as we went to press last, was short-lived, prices being restored on morning of 4th inst. to former basis, and we advance all quotations, as below, 0.5c. per 100 pounds. We quote:

Paris lumps, in 50-lb. boxes	4 75
" in 100-lb. "	4 63
St. Lawrence granulated	4 08
Redpath's granulated	4 08
Acadia granulated	3 98
Berlin granulated	3 98
Standard granulated (Wallaceburg)	3 98
Crystal granulated (Wallaceburg) 1902	3 88
Imperial " (Dresden)	3 93
Granulated (Dresden) 1902	3 33
Phoenix	3 38
Bright coffee	3 33
Bright yellow	3 78
No. 3 yellow	3 73
No. 2 "	3 53
No. 1 "	3 45
No. 1 " (Wallaceburg)	3 45
No. 1 " (Berlin)	3 43
Granulated and yellow, 100-lb. bags, 5c. less than bbls.	3 43

SPICES.

The New York spice market is more active again, with larger inquiry and further spot buying of pepper, cloves and pimento. Advices from abroad are very strong on cloves. The crop is now definitely cabled to be 27,000 bales against 112,000 last year. Spot have already advanced sharply, demonstrating the very small available supply at present prices. Stocks of pepper in London were as follows for past five years:

	1899	1910	1902	1902	1903
White	2,506	1,999	1,450	890	526
Black	5,143	3,876	2,256	1,264	1,068

Locally, there is no material change in the situation, and quotations are unaltered. We quote:

	Per lb.		Per lb.		
Peppers, blk	0 18	0 19	Cloves, whole	0 25	0 35
" white	0 23	0 27	Cream of tartar	0 25	0 30
Ginger	0 18	0 25	Allspice	0 13	0 16

SYRUPS AND MOLASSES.

These lines are in quite active demand, as some people are expecting an advance in syrups, especially corn syrup. Molasses

are very firm at the advance, the cold weather stimulating demand. We quote:

Table listing various syrups and molasses with prices. Items include Dark, Medium, Bright syrups, Corn syrup, Molasses (New Orleans, Barbadoes, Porto Rico), and Maple syrup.

RICE AND TAPIOCA.

There is just a fair local demand for these lines at present, with a dearth of Japan milled rice, there being no direct importation.

Table listing rice and tapioca prices. Items include Rice (stand B, Patna, Japan) and Tapioca (Sago, Carolina rice).

TEAS.

The position of Ceylon green teas seems to be the most interesting feature in this article at present. As is generally known the planters in Ceylon have taxed themselves in order to provide a fund for granting a rebate to the exporter of Ceylon green teas.

contracts for Indian and Ceylon have been placed this week. There is also more inquiry for China greens, which are not very plentiful on the market.

Table listing various teas and other products. Items include Congou, Indian, Ceylon, China Greens, Pingsueys, and Japan teas.

Foreign Dried Fruits.

These lines are experiencing the usual lull after the holiday trade. There is a small sorting trade with increased demand for prunes. Currants are higher in Greece.

CURRENTS.

Table listing current prices for Filiatras, Patras, and Vostizzas.

RAISINS.

Table listing raisin prices for Valencia, Sultana, and Californian raisins.

DATES.

Table listing date prices for Hallowees and Sairs.

PRUNES.

Table listing prune prices for 100-110s, 90-100s, 80-90s, and 70-80s.

CANDIED PEELS.

Table listing candied peel prices for Lemon and Orange.

FIGS.

Table listing fig prices for Tappnets and Naturals.

APRICOTS.

Table listing apricot prices for Californian evaporated.

PEACHES.

Table listing peach prices for Californian evaporated.

Cured Fish.

There is already a fair demand for cured fish, especially for fletched cod, prices for which are firm, the quantity of stock available being small.

Table listing cured fish prices for Herring (No. 1, split shore).

Table listing various fish products with prices. Items include Large dried cod, Skinned cod, Cod steak, Boneless fish, and Scaled herring.

Country Produce.

EGGS.

Egg stocks are still going down and prices up. There are only a couple of houses here who have any stocks, and they, not much more than will be required by their customers.

Table listing egg prices for strictly new laid, selected, cold storage, and pickled eggs.

WHITE BEANS.

The market is quiet as yet, but prospects are for increased demand shortly. We quote:

Table listing white bean prices for mixed, prime, and handpicked beans.

HONEY.

There is a good demand for honey this week. Stocks in sections are in greater variety which means wider variation in prices.

Table listing honey prices for extracted clover and sections.

DRIED APPLES.

The market shows no change since last writing. We quote:

Table listing dried apple prices for dried and evaporated apples.

POULTRY.

Poultry did not recover from the demoralization reported last week, and stocks have gone into cold storage. There is little inquiry and the market generally is dull.

Table listing poultry prices for Chickens, Old hens, Ducks, Turkeys, and Geese.

Fish.

The demand for fish is good this week. The new year has opened up with bright prospects. Stocks are in great demand with good supply.

Table listing various fish prices including Whitefish, Trout, Herrings, British Columbian salmon, Halibut, Perch, Mackerel, Haddock, Cod, Tullitees, Gold eyes, Finnan haddies, Bloaters, Oysters, Fresh-water herring, and Sea herring.

Green Fruits.

The market is quiet with sorting up orders the feature of the week. On account of the severe weather retailers are ordering in small lots by express.

ably better than last year. Florida oranges are dearer and more scarce. Mexican and Valencias are higher. Apples and cranberries are lower. The banana trade is satisfactory on a small scale. We quote:

Florida oranges, per 1 bl	3 00	3 50
Florida tangerines, in streps	7 50	4 00
Japan " per bundle (2 boxes)	1 25	3 00
California navels, per box	3 00	3 50
Mexican oranges	2 75	2 50
Messina lemons, new, per box	4 75	4 75
Valencia oranges, 714 case	4 75	5 25
420 case	5 25	4 50
Florida grape fruit, per box	5 25	2 10
Florida pineapples, per crate	1 75	1 50
Bananas, large bunches	1 25	1 50
small bunches	1 50	2 50
Apples, per bbl	6 50	4 50
Almeria grapes, per keg	4 50	0 25
Florida tomatoes, per crate	0 25	8 50
Tomatoes, green house, per lb.	8 50	9 75
Cranberries, Jersey, per bbl	9 75	1 25
Budd's longkeepers, Cape Cod, per bbl	1 25	
Limes, per case		

Vegetables.

The demand for vegetables continues good. Cabbage and vegetable marrows are scarce, and there is a big demand for potatoes. Brussels' sprouts are out of the market and sweet potatoes dull. Our quotations are:

Cabbage, per doz	0 40	0 75
red, per doz	0 40	0 75
Potatoes, per bag	0 90	1 00
Potatoes, per bag, car lots	0 75	0 80
Sweet potatoes, per bbl	5 00	0 40
Onions, per basket	0 40	1 35
Onions, per bag	1 35	1 50
Spanish onions, per crate	1 00	2 50
Spanish onions, large cases	2 50	0 30
Bunch lettuce, per doz bunches	0 30	0 40
Radishes, per doz bunches	0 50	0 60
Mushrooms, per lb.	0 60	0 20
Mint, per doz bunches	0 20	0 10
Parsley, "	0 20	0 10
Sage, per doz	0 10	0 40
Savory, per doz	0 10	0 50
Beets, per bush	0 40	0 60
Carrots, per bag	0 50	0 60
Parsnips, per bag	0 50	0 75
Artichokes, per bush	0 40	0 75
Vegetable marrows, per doz	0 75	1 25
Butter squash, per doz	0 75	1 50
Hubbard squash, per doz	0 75	1 25
Pumpkins, per doz	0 75	0 35
White turnips, per bag	0 35	0 50
Oyster plants, per doz	0 20	0 30
Leeks, per doz	0 25	0 30
Celery, per doz	0 25	0 60
California celery, large case	5 00	2 75
small case	2 75	

Seeds.

The seed market is more active with prices as a rule higher for choice seed. The recent severe weather has somewhat checked the supply of seed coming from the farmers. We quote:

Red clover, per bush	5 50	6 00
Alsike "	4 75	5 75
Timothy, per "	1 15	1 50
flail three-hed	1 75	

Grain, Flour and Breakfast Foods.

GRAIN.

As a result of the Russia-Japanese war scare there has been a general advance in prices this week. Manitoba wheat No. 1 hard is 11-2c. firmer; No. 1 Northern is 3c., and No. 2 Northern 21-2c. higher respectively. Red and white wheat are each 1c. firmer. Oats are 1-2c. firmer. We quote:

Manitoba wheat, No. 1 hard, per bush, Toronto	0 94	0 95
Northern No. 1 "	0 92	0 92
Manitoba wheat, No. 2 "	0 89	0 90
Red, per bushel, on track Toronto	0 81	0 82
White "	0 82	0 82
Barley "	0 44	0 48
Oats "	0 32	0 32
Peas "	0 65	0 66
Buckwheat "	0 47	0 47
Rye, per bushel, "	0 56	0 57

FLOUR.

Flour is much firmer this week and the demand continues brisk. Ontario patents are 15c. firmer; Hungarian patents, Manitoba bakers' and straight

roller are 10c. higher respectively. We quote:

Ontario patents, per bbl	3 95	4 15
Hungarian patents "	4 40	4 50
Manitoba bakers' "	4 10	4 20
Straight roller, "	3 60	3 70

BREAKFAST FOODS.

Breakfast foods are livelier than last week. Although prices continue unchanged as yet there are those who maintain that they are bound to advance shortly, whether war comes or not since grain is at rock bottom prices at the present time. Our quotations are:

Oatmeal, standard and granulated, carlots, on track, per bbl	4 25	3 70
Rolled oats, standard, carlots, per bbl, in bags	3 70	3 90
" " " " in wood	4 00	2 50
" " " " for broken lots	2 50	4 00
Rolled wheat, per 100-lb. bbl	4 00	4 75
Cornmeal	4 00	4 00
Split peas	4 75	4 00
Pot barley in bags	4 00	4 25
" " in wood	4 25	2 88
Swiss food, per case	2 88	2 00
Aunt Sally's Pancake Flour, per case	2 00	

Hides, Skins and Wool.

The market continues dull. The only lines meeting a noticeable demand are lamb and sheepskins, which have risen 5c. This is the only change in prices this week. We quote:

HIDES.

No. 1 green, per lb.	0 07	0 07
" 2 " " "	0 06	0 08
" 1 " steers, per lb.	0 08	0 07
" 2 " " "	0 07	0 08
Cured, per lb.	0 08	

CALFSKINS.

Veal skins, No. 1, 6 to 14 10. inclusive	0 09	0 07
" " " 2 " "	0 06	0 08
" " " 1 15 to 20 lb " "	0 08	0 06
" " " 2 " "	0 06	0 70
Deacons (dairies), each	0 60	0 90
Lamb and sheep skins	0 60	0 90

WOOL.

Unwashed wool, per lb.	0 09	0 16
Fleece wool, "	0 16	0 17
Pulled wools, super, per lb.	0 17	0 19
" " extra	0 20	0 21
Tallow, per lb.	0 04	0 04

QUEBEC MARKETS.

Montreal, January 7, 1904.

Groceries.

INTERESTING or important facts regarding trade matters are still hard to obtain. Like your Toronto market reporter the experience here is the same, "stock taking," "nothing new or interesting for you," is about all one can get. Or, "all our travellers are in and we are busy going over the past year's business and laying plans for the new." Country orders are coming in by letter though some travellers have already left for the stamping grounds and sorting orders are dribbling in. Local refiners advanced sugars 5c. per 100 lb. all round on Monday, and better trade is looked for as stocks generally have been allowed to run down lately. The feeling seems to be that a further advance will shortly eventuate as the raw and beet markets indicate an upward change. In teas Japans are receiving a fair amount of attention. Ceylon and India greens are unchanged. Ceylon blacks are hard to get as London and primary markets are sold up. Not much trading is looked for during the next two weeks. Coffee market continues strong and prices are held well. Spices generally are quoted firm and the position of cloves is particularly strong, and

it is not improbable that a further advance will have to be made. Stocks are light and holders' disposition not to sell freely. Molasses has lately shown a better front, the cold weather (and there is lots of it and a steady supply on hand) always provoking a larger consumption in this district and the East. Barbadoes advices to hand this week report prospects for next crop as bright, heavy rains having improved the canes materially. Corn syrups show good business with bright outlook for future increases. Rice has received more attention lately owing to the Eastern situation, though no heavy buying has been indulged in. Tapioca, at the recent advance, is steady. Canned goods situation is featureless and little business doing. Inquiries have been made for tomatoes for Western account by one or two brokers, but the trade shows no disposition to let go to any extent. Green fruits have had a good turnover during the holidays just closed, California oranges selling well and in good favor. Grape fruit, which is gradually getting a place on the list in this market, is scarce and prices consequently high. In foreign dried fruits a further advance is noted in shelled walnuts. The market is generally in a good condition, stocks in importers' hands being smaller than usual. Grecian advices report currants as advancing. Trade in all kinds of fish is picking up after the holidays. Vegetables steady and prices unchanged from last week's quotations.

There is nothing to add to our account of the egg market last week. There are no supplies of any consequence coming forward and stocks in hand are being rapidly depleted. A further advance seems inevitable. The bean market is now very quiet and prices as quoted for three or four weeks are well maintained. The market seems to have found its level. In hops and honey there are no new features to report. The former item continues very strong. The busy season for evaporated apples is now over. The flour market is very strong owing to the advance in wheat, but at time of writing no actual change has been made in prices quoted.

SUGAR.

Local refiners advanced prices on all sugars 5c. per 100 lb. on Monday this week. A better demand is looked for as stocks throughout the country must be light and jobbers look for fairly good trade. Owing to the position of the raw and beet market it would not be surprising to see another advance shortly.

Granulated, bags and bbls.	4 60	4 15
" " " "	4 15	3 95
Paris lump, boxes and bbls.	4 55	4 65
Extra ground, bbls.	4 40	4 60
" " 50-lb. boxes	4 70	4 20
" " 25-lb. boxes	4 70	4 40
Powdered, bbls.	4 40	4 45
50 lb. boxes	4 40	4 55
Domino lumps, boxes and bbls.	4 45	3 91
" " " "	3 91	3 75
Phoenix	3 75	3 75
Cream	3 75	3 75
Bright coffee	3 75	3 75
" yellow	3 75	3 65
No. 3 yellow	3 65	3 45
No. 2 " "	3 45	3 35
No. 1 " bags and bbls.	3 30	3 10
Raw Trinidad	3 10	3 10
Trinidad crystals	3 15	3 20

THE MARKETS

JANUARY

A good Candy month. Every month is a good Candy month, if you have the right Candy.

Our Confectionery is right, very much right.

Did you sell **McGregor-Harris'** Chocolates for Christmas trade? Then you know.

We make Quaker Marmalade—another fine line for January.

McGregor - Harris Co.,
Limited
33 Pearl St., TORONTO.

TOBLER'S SWISS MILK CHOCOLATE
is delicious. Try it.
BROWNE & WELLS, Limited, TORONTO
CANADIAN AGENTS.

FISH AND OYSTERS
WHOLESALE.

The **F. T. JAMES CO., Limited**
76 Colborne Street, TORONTO.

Butter Eggs
Poultry Game

CORRESPONDENCE SOLICITED.

The Wm. Ryan Co.,
... Limited.
70 and 72 Front St. E., Toronto.

BUTTER and EGGS

— WE ARE —

BUYERS and SELLERS

Correspondence solicited from **ONTARIO, MANITOBA and LOWER PROVINCES.**

Rutherford, Marshall & Co.

Wholesale Produce Merchants,
TORONTO.

SYRUPS AND MOLASSES.

Business is showing a tendency to improve with the opening of the new year. The cold weather always provokes a better trade in molasses throughout the province and as there is certainly a good supply and a steady one of cold prevailing at present, prospects for increased consumption of molasses are good. Leacock & Co., Barbadoes, report in a letter to their local correspondents, under date of 22nd, ult.: "During the past few days heavy rains have fallen which will tend to improve the canes after a rather long spell of dry weather, the prospects continue favorable for a good crop, as well as good quality."

It is certainly hoped by the trade that this cheering information may be realized, as the short crop during the past year has placed the molasses consumer in rather a grumpy mood, owing to the high prices prevailing.

Corn syrups continue in good demand, in fact it may be said the demand is steadily on the increase. There is no doubt that the very high prices prevailing in Molasses have tended to throw the trade somewhat in the direction of syrups though a very strong factor in the increased consumption is the very careful, neat and attractive way syrup makers are putting their product before the consumer. We quote:

Barbadoes, in puncheons, old	0 39	
new	0 42	0 43
in barrels	0 42	0 44
in half-barrels	0 43	0 45
New Orleans	0 22	0 35
Antigua		0 37
Porto Rico	0 45	0 48
Corn syrups, bbls.	0 02	0 02
1-bbls.	0 02	0 03
1-bbls.		0 03
38-lb. pails	1 30	
25-lb. pails	0 90	
Bbls., per 100 lb.	2 75	
1-bbls.	2 75	
Kegs	3 00	
Cases, 2-lb. tins, 2 doz. per case	1 90	
5-lb. " 1 doz.	2 35	
10-lb. " 1 doz.	2 25	
20-lb. " 1 doz.	2 10	

TEAS.

In teas a fair demand exists for Ceylon and Indian greens at old prices. There is a large demand for Ceylon blacks, but owing to bareness of London and primary markets none can be secured. Japans are receiving fair amount of attention, prices ranging from 15 1-2 to 24c. China greens that are coming in now are rapidly going out on orders sold ahead. Stocks generally are reported none too heavy. It is not expected that business will look up before about the 15th inst. We quote:

Good to medium Japans	0 17	0 20
Fine to choice Japans	0 23	0 26
Ceylon greens	0 14	0 18
Indian greens	0 16	0 19
Japan style China congoes	0 08	0 10
Pealeaf Gunpowder	0 21	0 23
Common	0 12	0 15
Ceylon blacks	0 14	0 18
Indian	0 11	0 20

COFFEE.

Speculation in coffees report New York less active with prices firm, and slightly advanced. Market is strong. Locally coffee dealers are holding prices firm, the indications still being for advance. We quote:

Good cucutas	0 09	0 09
Choice	0 11	0 12
Jamaica coffee	0 08	0 10
Java	0 17	0 22

SPICES.

Latest New York advices report market generally firm for cloves, cassin, pepper, nutmegs and ginger. There are no large stocks of any crops available. Cayenne has had another short crop. The position of cloves is exceedingly strong and prices according to authoritative reports are bound to advance shortly again. Locally the position indicates firmness on part of all holders of any stock. Very little shading in prices. We quote:

Nutmegs, per lb., as to size	0 40	0 60
Penang mace, per lb., as to quality	0 70	1 00
Pimento, ground	0 18	0 20
Cloves	0 20	0 25
Pepper, ground, black (according to grade)	0 18	0 24
white	0 27	0 29
Ginger, whole Cochin	0 17	0 19
" " Japan	0 13	0 14
" " Jamaica	0 12	0 18
" " African	0 12	0 13
Ginger, ground Japan	0 13	0 15
" " Cochin	0 19	0 20
" " Jamaica	0 18	0 20
" " African	0 13	0 14
Cassin	0	0 16

RICE AND TAPIOCA.

In rice the Eastern situation has had a tendency to draw attention of buyers to the position of Japan rice and in some quarters it is expected an advance is likely to materialize. No changes are reported locally as yet though not unlooked for. Tapioca is holding up its strong position and though no activity is manifested some little more trading has been done. We quote:

B rice, in bags	3 40
1-bags	3 40
1-bags	3 50
pockets	3 50
In 10-lb bag lots an allowance of 10c. is made.	
CC rice, in bags	3 30
1-bags	3 30
1-bags	3 40
pockets	3 40
Imported Patna rice, in bags	4 62
in 1-bags	4 75
in 1-bags	4 87
In the open territory prices are about 10c. less	

"MOUNT ROYAL" FANCY RICES.

Mandarin Patna	4 25	Japan Glace	4 50
Imp. Glace Patna	4 50	Crystal Japan	4 75
Polished Patna			3 87
Indian Bright			3 60
Java Caroline			3 50
Lustre			3 75
Snow Japan			4 87
Japan Ice Drips			5 25
Tapioca, medium pearl	0 02	0 03	
seed pearl	0 03	0 03	
flake			4 00
Imported Italian			0 09
Fancy Head Carolina			0 10

CANNED GOODS.

It is difficult to obtain anything of decided interest as regards canned goods. Prices continue unchanged, business is only fair and no prospects for any activity until arrival of Lenten season. The Consolidated Canadian Cannery Association are busy with stock taking and we understand that they will know after inventory is gone through with just how they stand as regards future business. We quote:

Tomatoes	1 05
Corn	1 00
Peas	0 87
String beans	0 82
Strawberries, preserved	1 40
Succotash	1 00
Blueberries	1 10
Raspberries	1 40
Lawtenberries, 2s	1 50
Raspberries, black	1 35
Gooseberries	1 55
Pears, 2s	1 45
3s	2 10
Peaches, 2s	1 55
3s	2 40
Plums, Lombard 2s	1 30
Green Gage, 2s	1 40
Cherries, red pitted, 2s	2 20
Baked beans, 3s	0 90
3-lb. apples	0 90

THE MARKETS

The Canadian Grocer

Gallon apples	2 20
2-lb sliced pineapples	2 00 2 10
Grated pineapples	2 40
Singapore whole pineapples	2 40
Pumpkins, per doz.	0 95
Spinach	1 00
Sugar beets	0 90 1 40
Salmon, pink	0 90 1 00
" spring	1 40
" Rivers Inlet red sockeye	1 50
" Fraser River red sockeye	1 50 1 70
Lobsters, talls	3 45
" 1-lb. flats	4 00
" 1-lb. flats	2 25
Canadian Sardines, 1/4s	3 65 4 00

Foreign Dried Fruits.

In foreign dried fruits a further advance is noted in shelled walnuts. The market generally is in a healthy condition, stocks in the hands of importers are smaller than usual. Prices are very low and in many cases below the cost of importation. The market in Greece continues advancing and a rise is bound to follow:

CURRANTS.

Fine Filiatras, per lb. in cases	0 04 0 05
" cleaned	0 05 0 05 1/2
" in 1-lb. cartons	0 06 0 06 1/2
Finest Vostizzas	0 06 0 07 1/2
Amalias	0 05 1/2

SULTANA RAISINS.

Sultana raisins, per lb.	0 36 0 08
1-lb. carton	0 09

VALENCIA RAISINS.

New, finest off-stalk, per lb.	0 06 0 06 1/2
Selected, per lb.	0 07
Layers	0 07 1/2 0 07 3/4

FIGS.

Comadres, per tapnet	1 00 1 10
Elemes, per box, new	0 90

DATES.

Dates, Hallowees, per lb.	0 04
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CALIFORNIAN EVAPORATED FRUITS.

Apricots, per lb.	0 12 1/2
Peaches	0 09 1/2
Pears	0 12 1/2

MALAGA RAISINS.

London Layers	1 75 1 90
" Connoisseur Clusters	2 00
" Royal Buckingham Clusters, 1/4-boxes	1 00
" Excelsior Windsor Clusters, 1/4s	4 25
" 1/4s	1 25

CALIFORNIAN RAISINS.

Loose muscatels, per lb.	0 07 1/2 0 08
" seeded, in 1-lb. packages	0 10 1/2
" in 12-oz. packages	0 08

PRUNES.

	Per lb.	Per lb.
30-40s	0 09	0 09
40-50s	0 08	0 08
50-60s	0 07 1/2	0 07 1/2
60-70s	0 06 1/2	0 06 1/2
70-80s	0 06	0 06
80-90s	0 05 1/2	0 05 1/2
90-100s	0 05	0 05
Oregon Prunes (Italian style) 40-50s	0 08	0 08
" 50-60s	0 07 1/2	0 07 1/2
Oregon prunes (French style), 60-70s	0 06 1/2	0 06 1/2
" 90-100s	0 04 1/2	0 04 1/2
" 100-120s	0 04	0 04

Green Fruits.

Trade during holiday week has been very good. From now on it is expected to be rather quiet. The English market for Canadian apples has advanced from 1s. 6d. to 2s., and higher prices are expected towards end of January. No change is expected in California celery and other vegetables for another three weeks, when prices will likely drop 50c. Florida tomatoes have been rather scarce in New York, selling on spot here anywhere from \$4 to \$5. Grape fruit is scarce and selling here from \$5.50 to \$7. A fair trade is done in California navel oranges. We quote:

Cranberries	9 00 10 50
Cocanuts, per bag of 100	4 00
Canadian apples, in bbls.	2 00 3 25
Pineapples, 24 to case	5 00
" 30 to case	4 50

Bananas	2 25 2 50
Jamaica oranges, in bbls.	3 50 4 00
boxes	2 75
Valencias oranges 714's	4 50
420's	4 00
Sweet potatoes, per bbl.	3 75 4 00
Spanish onions, cases	2 25
New Messina lemons 300's	3 00
360's	2 50
Florida oranges, per box	4 50
California navels	3 25 3 50
Florida tomatoes, per crate	4 50
California celery	5 50

Fish.

Fish prices unchanged. Trade is picking up a little after the holidays and from now on a better demand is looked for. The consumption of prepared codfish is increasing perceptibly, this is no doubt accounted for by the manner in which the Maritime fish houses are preparing their goods for the market. Great care and cleanliness is used by the leading fish curers to put up the goods in clean, appetizing form, and convenient packages. The improvement in the manner of placing these goods before the consumer will ultimately increase the demand for this healthy food. We quote:

Frozen herring, large, per 100 fish	2 00 2 10
Bloaters, Yarmouth	1 00
Haddies	0 07
Smoked herring, per box	0 13
Fresh haddock, per lb.	0 04 0 04 1/2
Dore, per lb., frozen	0 06 0 06 1/2
Pike, round	0 04 0 04 1/2
Halibut, frozen, per lb.	0 08 1/2 0 09
Gaspé salmon, frozen, per lb.	0 14
Frozen B.C. salmon, per lb.	0 09
Smelts	0 08
Steak cod	0 05
Fresh cod, market	0 03 1/2 0 04
No. 1 Herring, Labrador, per bbl.	5 50 5 75
half bbl.	2 75 3 00
No. 1 Scotch herring,	6 50
per keg	0 95
Holland herring, per keg	0 65 0 75
No. 1 green codfish, new, per 200 lb.	6 00
No. 2 green cod, bbls. 200	5 00
No. 1 green haddock, bbls. 200	5 50
No. 1 large green codfish, new, per 200 lb.	6 50
Green pollock, bbls. 200	4 50
Salt eels, bbls. 200 lb	0 61
Mackerel, per lb	0 12
Boneless cod, 1 and 2-lb. blocks, per lb.	0 06
fish	0 05
" loose, in 25 lb. boxes	0 04
Boneless fish, in crates, 12 5-lb. boxes	5 00
Skinless cod, cases 100 lb.	4 75
Dried codfish, new, per 100-lb. bundles	5 00
B. C. salmon, per bbl.	13 50
B. C. Salmon, 1/4-bbl.	7 25
Marshall's kippered herring, per doz.	1 40
Canadian kippered, per doz	0 90
Canadian 1/4 sardines, per 100	3 75 4 00
Canned cove oysters, No. 1 size, per doz.	1 30
Canned cove oysters, No. 2 size, per doz	2 25
Shell oysters, No. 1 Malpeques	6 75 8 00
common	4 00 5 00
Standard bulk oysters, per gal.	1 40
Selects	1 60

Vegetables.

A quiet market prevails in all lines of vegetables. A few cars of Early Rose potatoes were sold at 62c. In retailing quantities prices range from 70 to 72 1-2c. Onions, Canadian red, are holding firm at \$2.75 to \$3.25; yellows, at \$2.25 to \$2.50; parsnips, \$2.50 per lb. Quebec Swede turnips are selling at \$10 to \$12 per ton and 65 to 67 1-2c in 90-lb. bags.

Cabbage, per doz.	0 30 0 45
red, per doz.	0 45
Cucumbers, per doz.	0 18
Onions, per basket	0 50 0 70
Cauliflower, per dozen	1 00 1 50
Carrots, per basket	0 40 0 50
Parsnips, per bunch	0 15
Green corn, per dozen	0 10 0 15
Lettuce, per dozen	0 25 0 35
Celery	0 25 0 35
Parsley, per doz.	0 10
Radishes, per doz.	0 15 0 25
Pumpkins, per doz.	0 60 1 35
Potatoe Chili	0 60 0 62
Early Rose	0 62 0 63
Beauty of Hebron	0 63

Country Produce.

EGGS.

There is no material change in the situation as described last week. The

stocks held by houses here are each day growing less and it is thought that by the middle of January they will all be exhausted. As a general rule there are seldom any deliveries worth talking about from the 15th of February to the 1st of March, and hence it seems likely that still higher prices will be paid for eggs. Prices this week are ranging as follows: Selected fresh stock, 27c.; market stock, 24c.; pickled eggs, 23c.

BEANS.

There is very little activity in the bean market at present and prices as quoted are being well maintained in what little trade is passing. Some efforts to break the market by stories that the market is bound to go lower are reported, but as stated last week our information is that these tales are without foundation. We quote:

No. 1 hand-picked, carlots	1 75
Choice prime, per bushel	1 55 1 60
" carlots	1 45 1 50
Ordinary (off grade), per bush	1 35 1 40

HOPS.

Values are tending upward in foreign markets and local prices are firm. Eastern Townships and Prince Edward County hops are quoted at 31c. to 32c.; hops, fair to good, 25c. to 29c.

HONEY.

The market continues very quiet and prices are unchanged. We quote:

Strained, white	0 09 0 10
Clover and basswood	0 08 1/2
Buckwheat	0 07 0 08
Comb honey	0 13 0 13 1/2

MAPLE PRODUCTS.

This is always the quiet season for maple products. Trade is considered satisfactory for the season, but it is of very small volume. We quote the following prices which are unchanged from last week's quotations:

Maple syrup, in wood, per lb.	0 05 1/2 0 06
Maple syrup, in large tins	0 70 0 75
Pure sugar, per lb.	0 07 0 07 1/2
Pure Beauce sugar, per lb.	0 08 0 09

EVAPORATED APPLES.

Trade is now very quiet. Most evaporators have disposed of their stock. Prices this season have been so low that there has been very little profit in the evaporating business. We quote:

New, in carlots	0 05 1/2 0 05 1/2
New, in jobbing lots	0 06 0 06 1/2

Flour and Feed.

FLOUR.

Rumors of war in the East have served to advance prices in wheat and flour is very strong in sympathy. At time of writing no actual advance has been made but it is impossible to tell what a day may bring about. We again quote:

Manitoba spring wheat patents	4 60 4 80
" strong bakers	4 30 4 50
Winter wheat patents	4 25 4 35
Straight rollers	3 80 3 90
Extra	3 60 3 70
Straight rollers, bags	1 85 1 90
Extra, in bags	1 70 1 75

FEED.

The market for feed is very quiet and without any startling features. The only change is a slight advance in bran due to the relief of the local market

brought about by some heavy exports two or three weeks ago. We quote:

Ontario bran, in bulk	16 50	17 00
" shorts	18 50	19 00
Manitoba bran, in bags	17 50	
" shorts	18 50	19 00
Mouillie	23 00	28 00

ROLLED OATS.

There were some rumors of an actual advance in oatmeal, but jobbers assure us that prices although firm are unchanged. We quote:

Rolled oats, in bbls	3 75	3 80
" in bags	1 75	1 80

BARLEY.

There has been no change in price. Supplies are now freely obtainable at prices quoted. We quote:

Pot barley	1 85
Pearl	2 85

Baled Hay.

The market continues very quiet, there being no export trade whatever. A few ears have been sold in the Maritime Provinces and the Eastern townships. We quote:

No. 1 timothy	10 00	11 00
No. 2 timothy, choice	9 00	9 50
No. 2 timothy, ordinary	8 50	8 75
Clover, and clover mixed	7 00	8 00

Ashes.

The market is without special feature to note. We again quote:

First pots, per cwt	5 95	6 00
Seconds	5 55	
Pearls, per 100 lb	7 00	7 25

Hides.

Receipts from country points continue to be liberal. Quebec is not taking any very large supplies and the market is therefore not particularly strong. We quote:

No. 1 beef hides	0 08	0 08½
No. 2	0 07	0 07½
No. 3	0 06	0 06½
Lambskins	0 75	
No. 1 calfskins	0 10	
No. 2	0 08	

NEW BRUNSWICK MARKETS.

Office of "The Canadian Grocer,"

St. John, N.B., Jan. 4, 1901.

THE new year is here. Our wholesale grocers are either taking stock or preparing to. Business is very quiet. The past year has shown a very large volume of business with fair, if not large, profits. Towards the close of the year there have been some quite large failures through the country, which, in some cases, have taken off part of the cream. There is no doubt as the year closed money was somewhat tight, but not yet, perhaps, enough to affect business. It is shown by the extra caution on the part of the banks and the higher interest borrowers find it necessary to pay. The writer was advised that one party going into the market for fifty-thousand dollars had to pay 6½ per cent., where but a few months ago 5 only would have been charged.

In markets, the very firm price of cream of tartar is a feature and the high price of cloves.

Oil.

Burning oil is always a large business at this season. The present prices are much above the average. People must have oil, and as there is no competition

between American and Canadian oils, they have to pay the price. Values are very firm. Lubricating oils begin to have more attention; the market is firm. Paint oils also have more attention. Linseeds are very low. Turpentine is unchanged at the high price. Fish oils are scarce and high.

Salt.

The continued arrivals of Liverpool coarse salt keep the importers very busy, their great aim being to sell to arrive, as the profit is small and the cost of storing high. Fine salt has a light sale.

Canned Goods.

The Association, with whom very much fault is found by our trade, were very late shipping goods, and stocks which should have been here some months ago are only now coming to hand. Corn is scarce. In tomatoes, some American are beginning to come in; prices are tending higher. Fruits have a fair sale at even prices. Salmon is in quite full stock, except Springs. There is a fair supply of blueberries. Domestic fish are quite firm. Clams were a very short pack.

Green Fruit.

Dealers are finding it quiet. In oranges, the importations of Valencias have been less than usual. Jamaicas still sell freely. Lemons are low. Malaga grapes have but a light sale after Christmas. Cape Cod cranberries are high. Apples are firm; the quality of Bishop pippins offered is much better than for years. Several cars of western apples packed in boxes have come into the province. This is something new. Last year, while the quantity was very large, it was all in barrels.

Dried Fruit.

This is a quiet line. Dealers find they hold quite a full stock of raisins. In other lines supplies are not large. The California market on loose muscatels is very unsettled. Sales were very light. It is hoped the Association have learned a greatly needed lesson. Currants are unchanged. Dates were quite late arriving this year; prices are low. Evaporated apples move slowly; the price is at least no higher. Peanuts tend higher.

Sugar.

There is a steady sale. Prices were off 5c. this past week, but recovered. The importers of foreign sugar find their prices too close to domestic for large sales. Buyers compare their price with domestic granulated in bags. While they claim their quality to be fully equal to standard in barrels, they find it difficult, as their sugar is in bags, to get standard prices.

Molasses.

The situation is strong. Porto Rico is about the only grade offered. The advance in New Orleans has largely stopped the sale.

Fish.

Some frozen fish have been received, but quantity is small and prices firm. In finnan haddies prices are rather higher and fish are getting scarce. The situation is very strong. Dry fish continue high. There is a fair stock of pickled herring. Smoked are very scarce. Full prices are asked.

Flour, Feed and Meal.

In flour, rather firmer prices rule, particularly in Manitoba grades; the sales are light. Offerings of feed are not free and there is but a light demand. Oatmeal seems firmer. Cornmeal is unchanged; it is sold in this market at very low prices by the local mills. Beans are unchanged. Shippers prefer to sell primes, but our buyers demand hand-picked. Barley and peas are very firm.

THE LATE GEORGE FOSTER.

READERS of "The Grocer" will learn with sincere regret of the death of Mr. George Foster, head of the wholesale grocery house of Geo. Foster & Son, Brantford, and president of The Brantford Starch Works Co., a gentleman known and respected throughout the greater part of Western Ontario, and one who will be most regretted where he was best known.

Mr. Foster, although suffering from a severe cold, was able to join his family in the Christmas festivities, but the cold later developed into pneumonia, to which he succumbed late New Year's night.

Born 70 years ago in Lancashire, England, the late Mr. Foster came to Brantford with his parents as a small boy. He early manifested the possession of the sterling qualities that later won him business success and the respect and esteem of his neighbors. The wholesale house of which he was the head, and which he built up is well and favorably known to Ontario readers of "The Grocer," and, as president of The Brantford Starch Works Co., he had much to do with putting that enterprise on a satisfactory footing and in securing the large new buildings in which this industry is now located.

Mr. Foster was active in church and philanthropic work, and was an especial friend of the Indians in the reserve near Brantford, by whom he was one time presented with an address.

The children are: Frank Foster, Mrs. A. G. Olive, Mrs. E. Sweet, Mrs. M. H. Robertson, Mrs. Jos. Ruddy and Grace Foster, of Brantford, and Mrs. R. K. Duncan, of Washington, Pa. Thos. Foster, collector of customs, Brantford, is a brother, and Mrs. Wm. Buck and Mrs. S. Ellis, also of Brantford, are sisters.

IMPROVING OUR HERRING.

From advices received at the Department of Marine and Fisheries, Ottawa, Mr. J. J. Cowie, the Scotch expert, who was brought to Canada to look into the herring industry, with a view to devising some means of packing and curing the Canadian fish so that they can successfully compete with those of other countries on foreign markets, show that he is making a decidedly good impression among the fishermen of the Maritime Provinces. Mr. Cowie has been to see many of the leading industries down by the sea. At present, although Canada has in her waters as good herring as there is to be found in the world, she does not find a market for them, simply because they are not properly packed and cured for shipment.

FORMAL OPENING OF A GREAT TEA HOUSE.

"THE GROCER" has from time to time noted the progress made in the new home of Red Rose tea which Mr. T. H. Estabrooks has been erecting in St. John, N.B., and in which this prosperous firm has but recently set up its lares and penates. The consecration of these household gods took place Wednesday, the 30th ult. when the new building was formally opened and the friends of Red Rose tea enjoyed the bountiful hospitality of the firm.

In the few weeks since Mr. Estabrooks moved into the new building everything had been put in complete working order.

The arrangements for the reception were admirable. Messrs. Estabrooks and Miles were assisted by their office staff and the following travellers: L. W. Cox, Truro; Geo. L. Palmer, Fredericton; E. J. Simms, Halifax; N. D. LeBlanc, Shediac; Lewis Armstrong, St. John; W. C. Gaden, Montreal; Rupert Pratt, Toronto; B. R. James Norris, Kingston (Ont.); G. H. Campbell, London; R. W. Vout, Renfrew (Ont.); B. A. Fisher, Brockville; S. Hustwitt, Winnipeg; H. W. Barnard, Portland (Me.).

H. R. Arnold, Winnipeg; T. O. Apps, North Duprham (Ont.), and E. Cook, Toronto, were unable to be present, and Messrs. Gaden and Fisher were the only ones able to comply with the request to bring their wives. There are in all sixteen travellers.

The following ladies also assisted at the reception: Mrs. and the Misses Estabrooks, Mrs. Miles, Mrs. Sullivan, Mrs. Angevine, Mrs. Armstrong, Mrs. Gaden, Montreal; Mrs. Fisher, Brockville, and Mrs. Kierstead.

Mr. Estabrooks employs about 70 people, and his new establishment is a credit not alone to St. John but to the tea trade of Canada.

Hundreds of merchants and others entered the brilliantly lighted offices during the afternoon, enjoyed a cup of Red Rose tea served by the ladies in one of them, went up in the elevator to the top floor and walked down, observing with great interest the work on the various floors, by which the Ceylon and India teas in original packages on the top floor are converted into packages of Red Rose tea in cases to be shipped out from the ground floor all over Canada and into the United States and Newfoundland.

There is room on the top floor for 1,000,000 pounds of tea in original packages, and the racks on the first floor will

hold 200,000 pound packages of Red Rose tea. The blending, weighing, packing and labelling machinery is of the very latest design. The visitors were surprised and delighted with what they saw. On leaving each one received a very pretty souvenir, a silver lead pencil in a box bearing on it in gold: Souvenir commemorating the opening of New Red Rose Tea Building, St. John, N.B., Dec. 30, 1903.

In the evening Mr. Estabrooks entertained travellers and office staff at the Union Club.

It was a jolly party that sat down to dinner. The tables were handsomely decorated, the principal decorations being genuine tea plants and red roses. The menu card was a most attractive one. It was in book form, the covers of soft brown leather and tied with little leather straps. The first page bore the inscription: "Complimentary dinner given by T. H. Estabrooks to his travellers at the Union Club on Wednesday, Dec. 30th, 1903." The next two pages were entitled, "Wit, wisdom and humor on tea," with splendid views of St. John harbor and bridges, and quotations from Colley Cibber, Confucius and Pickwick Papers.

Then came the following menu:

- Oysters on Half Shell.
- Mock Turtle Soup. Consomme.
- Boiled Halibut, Egg Sauce.
- Chicken Croquettes, Tomato Sauce.
- Kidney Patties.
- Boiled Turkey, Parsley Sauce.
- Tongue. Haunch of Venison.
- Mashed Potatoes. Peas.
- Artichokes, White Sauce.
- English Plum Pudding, Brandy Sauce.
- Charlotte Russe.
- Pineapple Jelly. Orange Jelly.
- Whipped Cream.
- Frozen Fruit Pudding.
- Celery and Cheese.
- Fruits and Confectionery.
- Red Rose Tea.

The reverse has a splendid picture of Mr. Estabrooks' new building, one of the finest and best equipped tea houses in Canada.

Mr. Estabrooks presided. The toast "The King" was received with musical honors. "Our Travellers" was responded to by L. W. Cox, Rupert Pratt, and S. Hustwitt. "Our Office Staff," proposed by B. R. James Norris, was responded to by H. Sullivan and W. R. Miles. "Our Host," proposed by Mr.

Miles. "The Ladies," proposed by W. C. Gaden, responded to by V. d'Olloqui and Geo. Palmer.

A pleasing feature of the festivities in connection with the opening of the new house was a presentation to Mr. T. H. Estabrooks by his employes. The gift was a handsome chest of silverware. The presentation was made by Mr. H. Sullivan, who in a few well-chosen words, expressed the pleasure it gave to all connected with Red Rose tea to offer this chest for their employer's acceptance as a token of their esteem. Mr. Estabrooks gratefully acknowledged the kind words of his employes and feelingly thanked them for their beautiful gift.

ON A NEW LINE.

Mr. Henry C. Fortier, managing director of the Canada Biscuit Company, has resigned and will in future be with the Dominion Sewer Pipe Company, Limited, Swansea.

NOVA SCOTIA MARKETS.

Halifax, N.S., Jan. 1, 1904.

THERE is much quietness at present in wholesale circles owing to the holidays. Retail trade, however, has been exceptionally good, both in the city and country, and the outlook is favorable. The last month of the old year was marked by a larger number of business failures than have been recorded for many years. Some of them were for considerable amounts and city wholesale houses were the losers to some extent. In the amount of liabilities Nova Scotia failures in 1903 aggregated considerably over those of any year in the past five. This was caused principally by two very heavy failures in Sydney and vicinity. A number of small embarrassments took place, which added to the general aggregate. The manufacturing industries of the province are active and the output of manufactured articles was greater than in any previous year. All the leading factories are benefiting, and orders have been taken well into 1904.

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Locally, there have been no market changes of importance during the last week. Prices are steady pending the turn of the year. Mess pork has again declined, but there is so little business doing now in this line that quotations are neglected. There is some interest in cornmeal. St. John distributors offering to land this article in Halifax by the new steamer Senlac at about 15c. below the quotations which hitherto ruled here. The flour trade is extremely dull. Beans are lower, carload lots now offering at about 40c. below the top prices for the season. Eggs are extremely good stock. Very few are held here this Winter, and with the high prices ruling in Montreal, merchants will not be able to draw their usual supplies from that market. Lined eggs at present are selling at 23c., and fresh Fall eggs at 25c. There is very little demand for dairy products. The principal call is for fresh creamery prints.

VAN HOUTEN'S Pure Soluble COCOA

Cheapest in use. Best and Goes Farthest.

Grocers who value their reputation with their customers never miss an opportunity of commending the **best** goods in each line. Van Houten's Cocoa is the **best** in the **Cocoa** line.

Wholesale agents for the Dominion of Canada.

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which are scarce, and for dairy butter. Cheese is very slow of sale. The hay market is dull, as farmers' supplies have not yet become exhausted. Oats are lower, as quite large quantities of Prince Edward Island oats have been offering ex vessel at 39c. This is now about over as the island navigation is now closed.

Fish, ex vessel, have declined, and Bank cod are not worth over \$5 per quintal. Exporters seem to have all the stocks they care to carry over the Winter.

The quantity of molasses brought into Halifax by our West-Indian merchants during 1903 was as follows:

	Puns.	Tierces.	Bbls.
Dom. Molasses Co.....	1,378	1,483	2,296
G. P. Mitchell & Sons	2,017	221	326
Jas. Fraser	878	96	181
A. G. Jones & Co.....	696	134	282
Geo. E. Boak & Co.....	213	21	28
W. & C. H. Mitchell.....	165	8	420
Levi Hart & Sons.....			420
Sundries	23	40	3,733
IMPORTED FROM			
Porto Rico	4,234	447	1,723
Windward Islands.....	12,766	1,556	1,590
New Orleans.....			420
Total imports for 1903...	17,010	2,003	3,733
1902...	13,259	1,236	2,424
Increase.....	3,751	767	1,309

The total customs receipts at the Port of Halifax for 1903 amounted to \$1,621,693.13, an increase over the previous year of \$70,527.49.

MANITOBA MARKETS.

Winnipeg, January 2nd, 1904.

THE new year has been ushered in with keenly cold, bright weather.

Yesterday the thermometer was down to 30 below zero, but as the sun was shining like Summer no one seemed to think about it. The fashion of New Year's calling seems to be reviving, at any rate the amount of calling was unusually large.

Wholesale houses and exchanges are all open for business this morning, but that is about the extent of it. No one is thinking of changing prices or in fact doing anything but transacting the barely necessary business, and there will be really nothing doing until Monday.

In grocery houses in the West, stock taking is not done until the end of March to avoid moving the heavy stocks held in the warehouses for the Winter trade.

A general enquiry among the trade on Thursday elicited the fact that the increase in business between January 1st, 1903 and January 1st, 1904 was about 25 per cent. One very large new business has been added to the list of wholesale grocery and provision houses during the year, that of Foley, Lock & Karsen. This is a new firm with new and very extensive premises.

The old firm of Campbell Bros. & Wilson were comfortably settled in their splendid new building for the opening of the year and on December 30th the head of the company, Mr. R. J. Campbell, left for Calgary to inspect the new premises being just completed for the company at that point. The A. Macdonald Company have doubled their capacity during the season and the Jobin Martin Company have added a new storey, so that for 1903 the wholesale grocery trade can give an excellent account of itself, being marked by progress all along the line.

Produce.

Some interesting figures have been secured as to produce. Abattoir returns show that 35,000 beef cattle, 70,000 hogs, 17,000 sheep and 6,400 calves were slaughtered during the year. These animals were all raised in the West.

The average price of butchers' cattle has been 31-2 to 4c., the grade of cattle very good and supplies liberal, during the latter part of the season, though they were short in the Spring. The 70,000 hogs slaughtered shows a gain over last year, but does not yet meet the requirements of the packing houses. The number of hogs slaughtered does not, however, represent the total pack, as several of the smaller packing houses buy their hogs all dressed, and the number received in this way would probably run the number actually packed up over 100,000. The large packers report a very considerable improvement in the class of hogs offered and state that about 75 per cent. of the offerings this year could be classed as good bacon hogs as against

only 60 per cent. last year. The average price has been about 5 1-2 to 5 5-8c. as against 6c. last year.

Poultry.

The most disappointing feature of Western produce trade is the receipts of local poultry which were very small, although they certainly are larger than last year. Winnipeg, alone spent \$50,000 for Christmas poultry and the bill for the whole west was 35 cars which cost \$105,000.

Butter.

The bulk of the butter and cheese manufactured in the West is handled through Winnipeg houses and the nearest figures, those of the Government, make the following showing:

Dairy butter, 2,738,868 lbs., at an average price of 15.7c., represents a total value of \$429,445. Dairy butter shows a gain of 9 per cent. as to quantity and 78c. per cwt. as to market price. This increase in price is largely due to increased home consumption, the make of the season being to a greater extent than usual absorbed in the West.

The account of creamery butter is not so encouraging, the increase in making being only 8 per cent., and there being a decrease in price of 47c. per cwt. The price of creamery butter was low all over Canada, and Western butter has not given as good an account of itself as could have been desired when set abroad.

Cheese.

The make of cheese, 1,382,304 lbs., brought an average price of 10.95c., or a total value of \$151,362.28. Cheese shows an increase of 26 per cent. in production and a gain of 76c. per cwt. in price. The make was quite inadequate to home consumption and a large number of cars of cheese came in from Ontario to meet the demand of Western trade. The influx of English settlers led to an enormously increased demand for cheese, and this will be even more apparent next year.

Notes.

G. F. & J. Galt, wholesale grocers, followed their well-established custom of

presenting each employe with a substantial cheque together with New Year greetings. This token of good will was extended also to the employes of the Blue Ribbon factory owned by the Galts, where some 60 hands are employed.

A. E. Parson & Co., wholesale produce, have moved into new and greatly enlarged premises in the new block erected by Bright & Johnston this past year.

BRITISH COLUMBIA MARKETS.

Vancouver, B.C., Dec. 31, 1903.

THE wholesale trade of British Columbia closes a splendid year today. There has been no special boom on in any line during the year which has just reached its last hours. But there has been such a healthy growth and all-round evidence of progress and prosperity, as seen in the increasing trade done, that the business public, not only of British Columbia but the whole of Canada, must feel gratified. It might be difficult, indeed, to single out any one factor in the makeup of the prosperous year which British Columbia has experienced, the best summing up being "a general advance all along the line."

The retail trade in the leading cities of the province is in better shape than for years past, the reports of difficulties experienced by any of the many men in the trade, being happily very few, in fact no serious failure in retail lines has been reported for many months. In wholesale circles the benefits of continued increase of trade, and development of new fields has been reflected in improvement of the condition of the firms engaged in it, not one of whom, but is becoming established on safe and broad foundations.

The close of the year is marked in Vancouver by activity in forming of retail protective associations. The Retail Merchants' Association, formed in this city some months ago, followed the establishment of a similar institution in Victoria. This week the association, and the Retail Grocers' Association have been holding meetings with a view to marking out a more vigorous campaign for the coming year. One of the matters to be dealt with is the enforcing of a uniform early closing hour and another very important detail is the action of both associations in preparing a "black-list," which will make it more difficult for people to get credit who do not carefully attend to payments, in order to keep their standing good.

The British Columbia branch of the Northwest Commercial Travellers' Association held their annual "At Home" last evening, and a programme of concert numbers was given as a very entertaining feature. All those taking part were from the best talent available in the city. The entertainment was given in the new hall built this year, for such gatherings by Senator Reid, himself one of the pioneer merchants of the province and still engaged in business in the

The time to sell Clark's Meats
is ALL THE TIME
60 VARIETIES

Something to suit all seasons.



Now is the Time for Mince Meat

Put in a stock of the old reliable "Capstan" Brand Mince Meat

Put up in 1/4 pails (1/2-do. in crate), 25-lb. pails, 60-lb. and 75-lb. tubs, half-barrels and barrels (about 600 lb.). Also Condensed Mince Meat in packages (3-do. pkgs. in case).

Ask your wholesale grocer for it or see our travellers.

The Capstan Manufacturing Company, Toronto, Ont., Can.

EPPS'S

GRATEFUL.
COMFORTING.

IN 1/2-LB. LABELLED TINS. 14-LB. BOXES.

Special Agents for the entire Dominion, C. E. COLSON & SON, Montreal.
 In Nova Scotia, E. D. ADAMS, Halifax. In Manitoba, BUCHANAN & GORDON, Winnipeg.

THE MOST
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COCOA

Genuine Pratts Astral Lamp Oil

Sold in all countries and recognized as the highest grade oil manufactured.

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THE QUEEN CITY OIL COMPANY, Limited, - TORONTO, ONT.

James Ewart

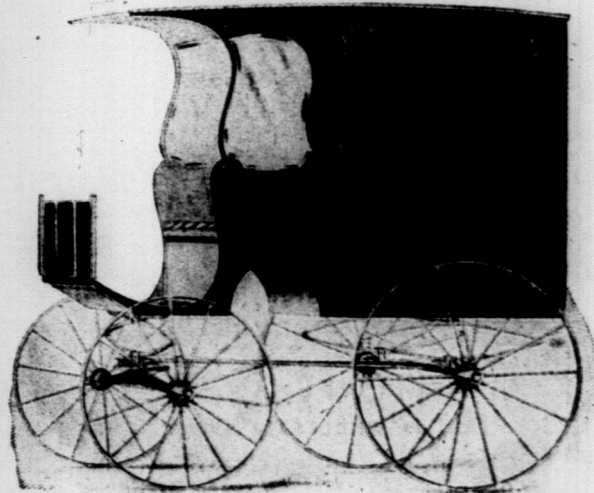
MANUFACTURER OF

High-Grade Delivery WAGONS

Grocer, Baker, Confectionery, Laundry
Wagons of every description.

257-9 QUEEN ST. EAST
TORONTO.

Write For Prices. Phone Main 1188



BUY

Star Brand

COTTON CLOTHES LINES

- AND -

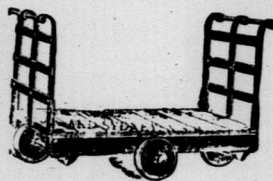
COTTON TWINE

Cotton Lines are as cheap as Sisal or Manila and much better.

For sale by all Wholesale Dealers See that you get them.

TRUCKS

for Warehouse and Factory.



Save You Money
Do Men's Work
Draw no Salary

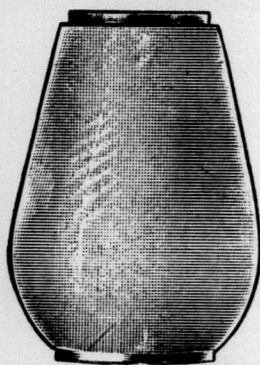
Our Trucks are guaranteed satisfactory. Turn in their own length.

MADE IN CANADA.

H. C. Slingsby for Canada.

Factory, Ontario Street, Temple Building, MONTREAL.

ARE YOU USING OUR



Cold Blast or Jubilee Globes

Aetna or Quaker Flint Chimneys?

Give them a Trial.

THE SYDENHAM GLASS CO. OF WALLACEBURG, LIMITED.

40 HIGHEST AWARDS In Europe and America

Walter Baker & Co. Ltd.



The Oldest and Largest Manufacturers of

PURE, HIGH GRADE **COCOAS** AND **CHOCOLATES**

No Chemicals are used in their manufacture. Their **Breakfast Cocoa** is absolutely pure, delicious, nutritious, and costs less than one cent a cup. Their **Premium No. 1 Chocolate**, put up in **Blue Wrappers and Yellow Labels**, is the best plain chocolate in the market for family use. Their **German Sweet Chocolate** is good to eat and good to drink. It is palatable, nutritious, and healthful; a great favorite with children. Buyers should ask for and make sure that they get the genuine goods. The above **trade-mark** is on every package.

Walter Baker & Co. Ltd.

Established 1780.

Dorchester, Mass.

Branch House, 12 and 14 St. John St., Montreal

WE'RE AFTER YOUR TRADE

With 1903 we have closed another year's business and have finished stock-taking. The result of last year's business has been most satisfactory to us, thanks to our many friends, for your liberal patronage in the past and with your continued favors we will try, if possible, to serve you still better in every way than we've done in the past.



What Trade We Have We'll Hold

it good values, prompt service and courteous treatment **CUT ANY ICE**. With your assistance we want to double our business this year. Our travellers are coming your way loaded with **BARGAINS**. It will pay you to wait for them.

MAIL ORDERS RECEIVE SPECIAL ATTENTION.

The R. & J. H. Simpson Co.,

WHOLESALE GROCERS AND TEA IMPORTERS,

Quelph, Ont.

Cariboo country, of which he was one of the earliest residents.

The travellers were complimented by a large gathering of the citizens, showing the popularity of their organization and its members. As the net proceeds are being donated to the furnishing fund of the new general hospital, it is gratifying to learn that a considerable amount will be paid over to that deserving object. The evening was wound up after the concert and supper by dancing, special late cars being provided to take the guests home to the various sections of the city.

The menu served at the supper is given herewith:

Queen Olives Salted Almonds Celery
Eastern Oysters Raw on Plate

FISH

Pickled Salmon, au Mayonnaise

COLD MEATS

Sirloin of Beef Mutton
Ham Tongue

FOWL

Turkey, Cranberry Sauce
Chicken, with Dressing

SALADS

Lobster Potato
Chicken Lettuce

DESSERT

Christmas Plum Pudding, Brandy Sauce
Port Wine Sherry Jelly
English Truffles Charlotte Russe
Christmas Almonds Iced Cake

FRUITS

Apples Oranges Grapes Raisins
Nuts Confectionery
French Rolls Jersey Butter
Cheese Fancy Cakes Crackers
Walnut and Vanilla Ice Cream
Tea Coffee

The details of the entertainment were in the hands of the following committee to whom in large measure, its success was due: Messrs. James Beveridge, Thomas Parkinson, A. H. Wallbridge, E. C. Taylor, W. I. Linton, Fred A. Richardson, E. F. Gerster, W. W. Moore, C. A. Carman, W. W. Burke.

Speaking of the association and its work Mr. James Beveridge, vice-president, says:

"The year just closing has been a prosperous one for the association, both numerically and financially. The total membership is now 1,241, showing the largest increase of any year, viz., 267 members. Winnipeg, with a membership of 1,011, and the British Columbia branch with a membership of 230, showing a gratifying increase this year of some 75 members.

"The gross income of the Association shows a very material increase, it being \$18,669.58, as against \$17,445.15 a year ago. This is a very gratifying result and has enabled the association to add the sum of \$8,528.69 to its surplus, making a grand total of available assets of \$51,713.93, which is divided as follows: Mortuary benefit fund, \$38,692.96; General fund, \$12,490.39; Emergency fund, \$481.00; Entertainment fund, \$40.78; total, \$51,713.93."

1842

1904

OUR MOTTO :

“FORWARD”

The Consolidated Ubero Plantations Company,
BOSTON, MASS.

The Coffees of this famous house have a wide reputation, not only over the United States, but also in Canada.

Their aroma is delicious—and what is better than a good cup of coffee ?

This firm possess immense plantations in Mexico, where the coffee is grown ; they classify the qualities, roast and pack all themselves.

WE OFFER

685 cases “UBERO”

All qualities, roasted or ground, loose or in packages. Coffee with cream is delicious.

HERE IS A SNAP !

UBERO 30 x 1-lb. tins, **31c. lb.**
ROASTED OR GROUND,

Freight paid in 100-lb. lots or more.

Une “demi-tasse” UBERO Coffee after a good dinner will help your digestion.

We will give free, with 10 coupons of Checker Brand Coffee, in packages, a nice
COFFEE MILL.

“TRY THEM.”—They are exquisite—“TRY THEM.”

Sold by all the best grocers.

Samples given “gratis” for trial.

UBERO Coffees have quality, strength, and are exquisite.

L. Chaput, Fils & Cie.,

WHOLESALE GROCERS and IMPORTERS WINES AND LIQUORS.

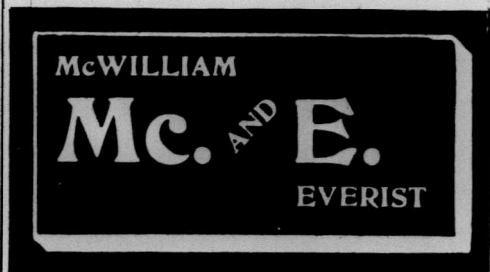
Distributors, **MONTREAL.**

Convince You!

Oh Yes.

Let us fill an order for you this week and we'll **Thoroughly Convince** you that we lead in **Fruit Values**. You should have our **Price List**. Let us know where you live and we'll send you one.

Phone Main 645-3394.



25-27 Church St., Toronto.

Two Specials in Dried Fruits. At the prices quoted they are good buying and the stock is right.

Apricots California Fruit. We have 300 boxes "Extra Choice," which we offer in lots of from one to five boxes, at 11½c., and 50 boxes "Fancy," at 12½c. Boxes are usual 25-lb. size.

Peaches California Fruit. 45 boxes "Extra Choice," at 9½c., 30 boxes "Fancy," at 11c., one box or five at these figures.

Samples mailed on request. Buy Quick at these figures.

Clemes Bros., Toronto.

GREEN FRUITS

Fruit in Cold Storage.

COLD STORAGE has been brought up to a very high state of perfection in the provision trades, so that it is possible to keep dairy or meat products almost indefinitely. With fruit, cold storage for lengthened periods is still in the experimental stage. With apples, indeed, very gratifying results have been obtained, the chief difficulty being the expense. The cut below gives a slight idea of what may be done with the softer fruits. The peaches, pears, snow apples and grapes were put in cold storage in September, kept at a uniform tempera-



ture of 30 degrees and were taken out and photographed the latter part of December. The reader can see that so far as appearance is concerned the fruit is in every whit as good condition as when it was put in cold storage. The writer can assure him that the flavor of the fruit was as fine as if just plucked.

It should, perhaps, be explained that great care was taken in packing the fruit and that it was put in cold storage almost immediately after being plucked.

As cold storage plants become more common and more perfect it does not seem unreasonable to expect that our own deliciously flavored fruits may be preserved till the holiday season and take the place of much of the imported fruit we now consume around Christmas time.

Apples in Storage.

The International Apple Shippers' Association circular gives the following as the quantities of apples now held at the various points in Nova Scotia: Annapolis, 25,000 barrels; Brighton, 20,000; Para-

dise, 15,000; Middleton, 25,000; Lawrencetown, 25,000; a total of 110,000 barrels as compared with 12,000 at the same points last year. The total stocks now held in the United States and Canada is given as 3,940,590 barrels.

Apples in Western States.

A GENTLEMAN who has been in the business for many years said to an Interstate Grocer representative: "I do not look for much improvement in the orange market until the receipts of apples diminish. Not for years has there been such activity in apples. While prices have ranged higher than they have in some years, the quality has been unusually good and consumption has increased proportionately.

"It is a fact, which I have confirmed by my own personal observations extending over a series of years, that free receipts of apples prevent ordinary liberal consumption of oranges. Apples are the favorite fruit of substantially all people, and when the quality is good no other fruit will be accepted. To this fact I ascribe the bulk of the orange misfortune of this season.

"I might add, too, that dealers in cranberries, and probably to some extent canned and dried fruits, are also feeling the same competition. But receipts of apples are declining and improvement in other varieties may be expected."

Uniform Apple Barrels.

The fruit division, Ottawa, has received numerous complaints this year from English buyers to the effect that for the first time there is grave irregularity in the size of the apple barrels sent forward from Ontario. No doubt the shortage in barrels is responsible for some of this irregularity; nevertheless, a number of number of apple shippers have expressed the intention of using only the standard size (96 quarts to the barrel). As this is practically the first year when any but the large barrel has been used in Ontario, apple shippers should immediately arrive at some agreement among themselves as to the size to be used in future. It will be the cause of considerable loss to the trade if some continue to use the larger size and others use the minimum size. The law prescribes the minimum size, which is a barrel 26½ inches between heads, inside measure, and with a head diameter of 17 inches and a middle diameter of 18½ inches, representing as nearly as possible 96 quarts.

Frozen Fruit.

THE trouble over the fruit frozen en route to the Northwest noted in a recent issue of "The Grocer," is not yet over. The Winnipeg Free Press in a recent issue says:

As early as the 1st December, the fruit exchange issued a circular, warning their customers that they could ship fruit only in heated cars at the buyers' risk, and asking them to state definitely whether they would have their fruit shipped at their own risk, would cancel their orders or have the fruit shipped by express. The orders were in every case confirmed, the majority of customers agreeing to accept fruit at their own risk. When the time came for shipping this fruit the weather was bitterly cold, and very considerable damage from frost was reported and in some cases it was so bad that country dealers refused altogether to accept the goods, claiming that inasmuch as the railway company still charged the extra 10 per cent. of the freight for heating the cars they were responsible for the loss; and there is no doubt that many of these claims will be pushed against the company. The amount of frozen fruit is not greater than in previous years, when the fruit exchange used to worry the matter out with the C.P.R., but more is heard about it because the sufferers are more scattered and more numerous.

That there is no occasion for these losses if the heated service was properly manned was proved to a demonstration with this very Christmas train of fruit. One house went to the expense of sending a man along with their cars to see after the fires, with the result that not an ounce of their fruit was frozen, while on the same train where the cars were in charge of the C.P.R., the fruit was badly frozen. The brakemen are amply occupied with their regular duties and really have not time to attend to fires in winter and ice in summer.

The dealers feel that this trade is large and important enough for the railways to place it under the care of a superintendent, who would send out a man with each train to look after fires, or ice, according to the season. They claim that the extra 10 per cent. is sufficient to cover the cost of these things, more especially as with a more assured service the consumption of fruit throughout the country would enormously increase.

Fruit Marks' Act.

Mr. Maxwell Smith, Dominion Fruit Inspector, has returned from an official trip to Kootenay and the Northwest, says The Victoria Colonist. Mr. Maxwell Smith went by way of Seattle and Spokane, and on his trip visited Rosland, Nelson, Fernie, Cranbrook, Lethbridge, Macleod, Calgary and Revelstoke. He

OYSTERS
LONG ISLAND NATIVES
 SWEET—CLEAN—DELICIOUS

We cannot say too much about their good quality, large size and very finest flavor. All we ask is **TRY THEM.**

In any size pail at \$1.60 per Imperial gallon; solid oysters (not wine measure.)

ALL KINDS OF SALT AND PICKLED FISH IN STOCK.

WHITE & CO.,
 Sole Agents, **Toronto.**

PHONES Main 4108
 4107

F. KESSELL & CO. 7&8 Railway Approach, ENGLAND
 London Bridge.

ARE OPEN TO REPRESENT MANUFACTURERS OR MERCHANTS IN

FRUIT PULPS FRESH FRUITS, CANNED GOODS, AND GENERAL PRODUCE For GREAT BRITAIN

HIGHEST REFERENCES. CORRESPONDENCE INVITED.

BANKERS—LONDON JOINT STOCK BANK, LONDON.

Seasonable Goods Now Arriving.

Extra Fancy Northern California Navels, Extra Fancy Florida Oranges, Extra Fancy Malaga Grapes, Extra Fancy New Messina Lemons, New Dates, Figs, etc., and Nuts of all kinds.

The above are in stock, all finest quality. Fancy Sweet Sonoras, all sizes, also Valencia Oranges 420's and 714's due in a few days.

Soliciting your orders, **HUGH WALKER & SON, Guelph, Ont**

Dried Fruit

cleaned and renovated by the latest improved machinery and appliances.

GUARANTEED TO GIVE SATISFACTION.

J. T. ADAMSON & CO.
 27 St. Sacrament Street,
MONTREAL.
 Tel. Main 778.

The _____

DAWSON Commission Co., Limited

FRUIT, PRODUCE AND COMMISSION MERCHANTS.

Cor. Market and Colborne Streets, **TORONTO**

discovered several irregularities in the Fruit Marks' Act which will probably prove of a sufficiently serious nature to require legal proceedings being taken. Business in the Kootenay and Crow's Nest country appeared very brisk, and the ranchers in Southern Alberta have had a good season. The weather generally was good and there was very little or no snow at most of the places visited.

References—THE TRADE L.D. Phone 578

GEORGE H. DUCK,
 Importers' Agent and Fruit Broker.
 Correspondence Solicited. **TORONTO, CANADA.**

NAVEL ORANGES.

Our Navels are good color, sound and juicy. Order sample box.

Messina Lemons — Fancy and cheap.

HUSBAND Bros. & Co.
 Wholesale Fruit and Commission Merchants.
 82 Colborne St., **TORONTO**
 Phones—Main 54, Main 3428.

DRIED APPLES

WE ARE BUYERS
LARGEST DEALERS IN CANADA

The W. A. GIBB CO.
 5 and 7 Market St., **HAMILTON**

DEPARTMENT OF ADVERTISING SUGGESTION AND CRITICISM

Edited by

John C.
Kirkwood,

TORONTO.

NOTE—Herein are discussed the principles and practice of advertising. Subscribers are invited to send Mr. Kirkwood specimens of their newspaper and other advertising, for the purpose of review in this department. Address care of Department of Advertising, THE CANADIAN GROCER.

Advertising that Talks but Does Not Tell.

THERE has come before my notice for review an advertisement which appeared in a bright well-printed Ontario newspaper.

This newspaper is blessed with a compositor who knows how to set up advertisements; a man who loves his work, who regards it as an art. Such a man can make almost any sort of advertisement attractive to the eye, but it is beyond him to make poor matter or "copy" good.

The advertisement herewith will strike many as being a very good example. I reproduce it full size. The appearance of this advertisement is businesslike; the type is pleasing and harmonious; the break in the border gives effectiveness, and its length will please most readers. These externals are all praiseworthy.

The advertisement begins with a general statement concerning stock and prices, and is followed by more specific items—salmon, breakfast foods, confectionery, bread and pastry, oysters. As I read the advertisement I am made to feel that J. J. McKnight's grocery store is a first-class one; that the business done therein is of the better sort; that its customers are mostly well-to-do. An advertisement that conveys such an impression cannot be condemned as being a failure out and out. Indeed, an advertisement that makes a good impression is likely to make a good friend, though every word in it is forgotten. Unconsciously character is ever revealing itself, and a man's way of saying things, even more than what he says, is of value to us in estimating his worthiness.

Yet when a man sets out to talk to us on business, we want something hard, solid and satisfying. Regarding Mr. McKnight's general statement, it must be said that it is very ordinary. All of us have read scores of times almost the identical words of the opening statement: "Everything in our extensive grocery line is fresh, clean and of the very best quality, and sold at close figures." It is all true, doubtless, but nevertheless just a commonplace expres-

sion which reads nicely and all that; but it doesn't convince; doesn't tell anything, and wearies rather than stimulates interest. The beginning of an advertisement must be catchy, interest-provoking, and must hold and encourage attention.

We compliment an advertiser when we read his advertisement through to the end, and naturally we look for something

withheld we have nothing to go by, and we dismiss the advertisement as profitless. It has talked to us, but it has told us nothing.

I am a believer in price-quoting, just because I find myself and others continuously influenced in their shopping by the published prices. The store that advertises goods without giving prices stands a very poor chance of getting the irregular and transient trade. When a retailer publishes prices he invites by so doing a comparison between other merchants' prices and his own, with the assurance that his prices will appear to advantage and have their influence in inducing buyers to deal with him, not only in the advertised line, but for other necessities as well.

Herein is a point worth touching on—the end of or object of the advertisement. I am inclined to think that the object of the average grocery advertisement is not merely the selling of advertised lines, but that these "specials" or "featured" lines are meant to attract buyers to the store to purchase other things in addition. In the great majority of places throughout Canada trade becomes pretty clearly defined, and families have their "accounts" with one grocer rather than with two or more. The problem of inducing a transference of these family accounts from the other grocer is a very difficult one, and in many instances a hopeless one. Church connections, politics or friendships determine the trend of trade to a very large extent in the smaller communities.

Advertising for most grocers becomes more than a matter of price-quoting; it becomes a sort of "bait," a thing to attract, to capture. What things or lines to advertise must receive consideration. Mr. McKnight speaks of salmon, but in the most general way. For my own part I do not think that his "featuring" salmon in this general way is going to divert a single buyer from another grocery. If Mr. McKnight had added that he was selling Horseshoe or Clover Leaf salmon at, say 14c. for 1-lb. talls, and the price generally was 15c. or more,

Fresh Groceries

EVERYTHING in our extensive Grocery line is fresh, clean and of the very best quality and sold at close figures.

We were fortunate in placing a large order for

SALMON

before the recent advance. It is now in stock and is selling at the old price.

BREAKFAST FOODS. Too numerous to mention, but we have them all.

Choice confectionery always in stock. Headquarters for Bread, Buns, Cakes and Pastry.

We are now handling the famous Blue Point Oysters, which gave such satisfaction last year.

J. J. McKnight

Queen Street, South,

Tottenham

concrete, solid, definite, something expressed in figures to assist our judgment. "Sold at close figures" demands proof. We don't know and don't care what profit a grocer is making on the goods he sells, but we do know and do care about what we are paying for salmon, or butter, or eggs, or any one of a dozen other things that could be named. When prices are

THE POPULAR CEILINGS FOR PRACTICAL PEOPLE

We claim that our Metallic Ceilings and Walls are the very best style interior finish made.

Sanitary — Artistic — Fireproof — exceedingly durable, and capable of an immense amount of variety in coloring and effect.

They satisfy all buyers—no imperfections—no stinting of quality—highest grade materials and workmanship throughout. Certain to please you.

THE
Metallic Roofing Co., Limited
TORONTO, MONTREAL, WINNIPEG.

To Butchers and Hide Buyers!

We wish to purchase your Hides, Calfskins, Sheep Pelts, Hides and Bones.
We advance money if desired. We pay spot cash.
We pay the freights. We pay full market values.
We want agents everywhere to sell Page's Perfected Poultry Food and other poultry supplies. For further particulars, address
C. S. PAGE, Hyde Park, Vt. U.S.A.

BEANS. Hand-Picked Beans a specialty. Can ship in Jute Bags, Cotton Bags, or Barrels, to suit customers. Good broker wanted to represent me.

J. G. McKILLOP, West Lorne, Ont.

Their cost is so trifling

and their convenience so great that the wonder is that merchants do without **RUBBER STAMPS.**
Tell us what you would like and we'll tell you the cost.

C. G. Young Co., 1 Adelaide E., Toronto

He

Sings,



and so
will you

if you sell Brock's Bird Seed

Samples and full particulars free.

NICHOLSON & BROCK, TORONTO

then he would have scored a point, and would certainly have attracted some buyers to his store. Some people won't swerve from accustomed channels for a cent or two, but there are always a goodly number of people in every community to whom a cent or so on butter, eggs or salmon is a big item.

Turning once more to Mr. McKnight's advertisement, we read "Breakfast foods, too numerous to mention, but we have them all." This is really a most idle announcement, one that any other grocer anywhere can make quite as safely. There is no news in this statement, nothing interesting, nothing calculated to sell a single extra package of cereals. Similarly it is with "choice confectionery always in stock. Headquarters for bread, buns, cakes and pastry." This is not advertising. How much stronger the confectionery statement would have been if there had followed an item or two of this nature:

Peanut brittle, regular 25c. per lb.,
all next week per lb. 17c.
"Old-fashioned candy," in 1-lb. tin
boxes, 40 sticks to the lb. 25c.

And the bread and pastry department would appeal to a very great many people, customers and others, if there had been items of this sort:

Brown bread, round loaves, so popular that it keeps us busy baking.
small loaf 5c.
Fruit cakes, made from our excellent Christmas recipe, in 1-lb.,
2 lb. and 3-lb. size, per lb. 25c.

Such advertising will sell goods. Barren advertising will not. Tell the people what you want them to know about your business, what they ought to know about it, and what reasons you have for expecting their trade. The public will respond if you ask right.

This indifferent, colorless advertising is relieved by the closing statement: "We are now handling the famous Blue Point oysters, which gave such satisfaction last year." I like that. It is like a horse pricking up his ears. There is genuine interest and seasonable news in this oyster talk. Yet it would have been made vastly more interesting and effective if there were added:

Have some for to-morrow night's supper or for Sunday dinner, per
pint, 20c.; quart 40c.

Advertise unto others as you would be advertised unto.

A seat on the New York Coffee Exchange has been sold for \$2,000, and \$2,100 is now bid. One year ago they were about \$1,000.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion; 1c. a word each subsequent insertion. Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittance 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.

SITUATIONS VACANT.

BAKER—A good practical, all-round man; on bread, cakes and pastry; must be total abstinence; day work; electric power; Marsh oven and everything up to date shop. Box 194, CANADIAN GROCER, Toronto. f

BAKER—Good on baker's and home-made bread, cakes; state wages and experience. Box 195, CANADIAN GROCER, Toronto. f

BAKER—At once—an improver; good shop; day work; steady job. Box 195, CANADIAN GROCER, Toronto. f

CHEESEMAKER—A first-class cheesemaker wanted for 1924. Apply, stating salary, to Box 198, CANADIAN GROCER, Toronto. f

BUSINESS CHANCES.

WOOD CARVER—With small capital; desiring business for himself, should address, Box 197, CANADIAN GROCER, Toronto. f

CONFECTIONERY and Catering business for sale; in western city; business last year, \$15,000; terms easy. Box 199, CANADIAN GROCER, Toronto. f

FOR SALE.

FOR SALE—At once—a first-class retail cake, pastry, ice cream and candy business in St. Thomas; best location in the city; we are going into the wholesale business in same city. Address Box 200, CANADIAN GROCER, Toronto. f

FOR SALE or to Rent; in village of Bolton; good general store and dwelling; leading corner in good business centre; oldest established business in town; with or without stock; possession February 1; first-class chance for live man. Box 201, CANADIAN GROCER, Toronto. f

IRELAND.

Manufacturers and shippers desiring to place their goods on the Irish Market should communicate with J. H. SHERIDAN, 6 D'Olier St., Dublin. (5)

INCREASE YOUR BUSINESS

By subscribing to **BOOKSELLER AND STATIONER.**
Be informed on the Book, Stationery and Fancy Goods Trades—What to buy. Where to buy.
MONTHLY: One dollar per year.
MacLEAN PUBLISHING Co., Limited,
Montreal, Toronto, Winnipeg.

FLOUR AND CEREAL FOODS

The Economy of Good Flour.

THERE is no line of goods in the store about which the grocer should be more particular than flour. Every woman who does her own baking, and there are few who do not do so, takes a pride in it. She delights in a light white loaf, a tempting pan of buns, a crisp, flaky pie crust, or a cake of just the proper sort. These are results that can only be attained with pure flour; indeed, it is not certain that all can be attained with the same kind of flour. The grocer who sells a customer a poor sack of flour, who, as a result, finds herself with a poor batch of bread or an indigestible cake on her hands, will have an interesting time explaining how it happened, and often he will not have a second chance to retrieve favor.

For the slight difference in the profit to be derived, it is in the grocer's best interest to get a first-class brand and stick to it. It might be well to have two brands, one for bread and the other for pastry. They should be unimpeachable and reputation should be staked on them. If cheaper grades are demanded it is well to sell them as such and then the customer will have herself to blame if the result is not satisfactory.

A reputation for reliable flour is well worth having, not only for the trade in this line it brings, but also for the additional general custom derived from those occasional shoppers who are attracted by the fame of the good flour. There is no advertisement like a satisfied customer, especially if that satisfaction is derived from a successful culinary experiment.

The grocer who sets out in 1904 with the resolution to excel in his flour department will have no reason to regret it when next December comes round.

Wheat the Standard of Weight.

By an old English law of 1266, it was provided, says The Druggists' Circular, that a silver penny, called a sterling, should equal in weight 32 wheat grains, well dried, and taken from the centre of the ear. From this it seems evident that the grain of wheat was the prototype of the standard grain. The weight now known as the grain is, of course, copied from governmental standards. In 1826

certain weights and measures were legalized in England, and in 1827 copies of these were furnished the United States Government, among them being the troy pound, equivalent to 5,760 grains. The origin of the signs commonly used for the scruple, dram, and ounce does not seem to be known. It is not unlikely that they are entirely arbitrary.

Pillsbury-Washburn's Annual Report.

At the annual meeting of The Pillsbury-Washburn Flour Mills Co., held in London on December 4, the following financial statement for the year ending August 31, 1903, was read by the chairman of the board of directors:

	£	s	d
The net profits for the year amount to.....	104,785	15	1
Add: amount brought forward from last year.....	405	8	2
	105,191	3	3
After paying the interest on the debentures there remains a balance of.....	55,271	3	3
(which the directors propose to deal with in the following manner)—			
Interest and sinking fund on preference income certificates.....	14,000	0	0
One year's dividend on the 8 per cent cumulative preference shares..	40,000	0	0
To carry forward to next account..	1,271	3	3
	55,271	3	3

Rice Flour in France.

In France the manufacturers assert that their finest quality rice flour exceeds in whiteness the best obtained from wheat, and it is freely offered to the baker as a wholesome and profitable addition to ordinary flour, says The Miller. A writer states that the market rates for rice flour fluctuate in a very remarkable manner, in sympathy with those for the best wheat flour, and he draws the conclusion that it is utilized for adulteration purposes. He also asserts that the statistics published by the Minister of Commerce show that during the past 12 years, when the home harvest is deficient, the consumption of rice flour in France increases to a very considerable extent.

Increase in Price of Flour.

Word comes from Winnipeg that The Ogilvie Milling Co. have made an advance on flour of 10c. per sack and 20c. per barrel, to bring prices more in accord with the present cost of wheat.

J. J. Hill on Oriental Trade.

THERE seems to be some difference of opinion, remarks The American Miller, as to the requirements of the oriental flour trade. One miller says that inferior wheat can be used as the orientals want a cheap and coarse grade of flour and cannot pay for anything else. James J. Hill, on the other hand, says that it is a mistake to think that "what was good enough for an Indian is good enough for a Chinaman." The Chinaman, says Mr. Hill, is, in proportion to his income, a more liberal buyer than almost any one else. "If we could carry flour from here to the numerous hordes scattered all the way from Port Arthur to the Straits, the entire surplus of the United States would not go far enough to make doughnuts for them." Mr. Hill puts things in a rather striking way. But he shows his faith in his own utterances by his words. A rate of 40c. on flour from Minneapolis to Hongkong, when compared with a 25c. rate to New York, about a sixth the distance, shows that President James J. Hill believes what Jim Hill says about the oriental trade.

The Miller's Hogs.

WHILE the late Major Pond was taking Winston Churchill through the United States on a lecture tour there was some sort of misadventure in Philadelphia regarding the luggage, and, according to The Boston Post, in the Hotel Bellevue Major Pond talked bitterly of fools to a group of reporters for a while, finally telling them a fool story.

"The fool I speak of now," he said, "doesn't resemble the fool who has mislaid our baggage. However, to begin:

"There was a fool who went to the miller's to have some grain ground for his father. The miller said to him:

"So you are a fool, eh?"

"I guess I am," replied the youth.

"A fool, eh? A natural," mused the miller. "We ain't got many natural fools hereabouts. I'll have to examine you a bit. Do you mind?"

"Oh, no, of course not," the fool answered, politely.

"Well, my lad, since you're a fool," began the miller, "I want you first to tell

Guaranteed

Absolutely Pure

BUCKWHEAT FLOUR

In barrels and bags.

ASK FOR QUOTATIONS.

The Tillson Company, Limited, Tillsonburg, Ont.

Same Fiddle

but a different string.

This week we draw your attention to our

Spaghetti and Vermicelli.

Perhaps you never handled these goods before.

Better have samples.

Send us your name and address and we will deliver free of all charges a full line of samples of our NAPOLI MACARONI, VERMICELLI, and fancy pastes.

SEND IT NOW.

NAPOLI MACARONI is put up in handsome air-tight 1-lb. packages, also in bulk.

NAPOLI MACARONI CO.,
Hayter and Toraulay Sts., TORONTO, CANADA

me what you know, and afterward what you don't know. Now, to begin. What do you know?

"I know," said the fool, with a leer, 'that the miller's hogs are fat.'

"Good, very good," said the miller. 'That is what you know. Now tell us what you don't know.'

"The fool leered again.

"I don't know whose grain fattens em," he said."

TELEPHONE { MAIN 1257
4675

Wm. McCann Milling Co.

MILLERS
AND GRAIN DEALERS

192 King Street East
TORONTO.

John MacKay

Limited

Successors to John MacKay, deceased
ESTABLISHED 1854.

POT and PEARL BARLEY (by patent process), SPLIT PEAS, BUCKWHEAT FLOUR, Etc., CHOP of all kinds BY CAR LOAD.

**Caledonia Mills,
BOWMANVILLE, ONT.**

Correspondence solicited.

FLOUR

FEED

CEREALS

Place a Trial Order with Us for a Full Line of Our Goods.

QUALITY UNEXCELLED.

SATISFACTION GUARANTEED.

Ontario Winter Patents,
Manitoba Blends,
Pure Manitoba.

Rolled Oats (Standard and Granulated)
" Barley, Oatmeal,
" Wheat, Pot and Pearl Barley
Wheatlet, Farina, Split Peas.

"Matchless" Feed.

THE G. CARTER, SON & CO., Limited,
ST. MARYS, ONTARIO.

Wheat Breeding Experiments.

In a paper on the experiments of the United States Department of Agriculture for the improvement of grains, prepared by Mr. M. A. Carleton, cerealist of the department, for the annual meeting of the Grain Dealers' National Association, some of the purposes and results of the government's wheat-breeding experiments were touched upon that are of interest to millers.

After all the investigations that may be made, says Mr. Carleton, it is found from time to time that certain important qualities can not be found associated in the same variety. In such cases, as a last resort, we are compelled to produce varieties that will have the qualities desired. In order to do this crosses must be made between one variety that has one or more of these qualities and a second one that possesses the other qualities. By careful selection afterwards a hybrid may thus be obtained containing a combination of all these important qualities. This work is now being carried on by the Department, and we have over 300 hybrids now in the third generation. There are already indications that a number of important results will be obtained in this work, but it will take three or four years yet to fix the new hybrids thoroughly and make them available for distribution to the experiment stations. It may now be stated that the following are certain important results that will likely be attained in the following way:

(a) By crossing with emmer hybrids are now produced that will be valuable in the Pacific Coast States in giving an excellent quality of grain and at the same time prevent shattering, which is the common complaint in that region.

(b) In the hard-Winter-wheat area varieties are being produced that will ripen much earlier, give better yields, and still have the Winter hardness that varieties should have for that region.

(c) For the hard-Spring-wheat region varieties are being obtained that act in all respects as ordinary Spring wheats, but that have certain valuable qualities of the hard Winter wheats; also varieties that will be grown as Winter wheats, but which have certain important bread-making qualities of the ordinary Spring wheat. At the same time yield and early ripening are being looked after for the same region.

(d) Certain varieties yield well and are of good quality, but are very susceptible to rust. There are now hybrids under experiment which, in addition to having these two valuable qualities, are also quite resistant to rust, this added quality being supplied by crossing with a durum wheat or some other rust-resistant

variety. These experiments that began as very small things finally produce results that are of inestimable value to the general wheat production of the country.

No new variety or introduced grain can be said to be successfully established until its value for the purpose for which it is cultivated has been thoroughly determined. To do this extensive tests in analysis of the grain and baking tests of flour, in case of wheat, etc., must be carried on in connection with the other work. Laboratories and apparatus are being supplied as rapidly as possible in the Department for carrying out this class of work.

Bread for Royal Family.

The amount of food consumed in the British royal household is truly prodigious, and, consequently, the most spacious larders are necessary to contain it. As a matter of fact, the larders, cellar and dairies cover an area of nearly a quarter of an acre.

At all the King's residences, except Buckingham Palace, the bread is produced in the royal bakeries, and when the King and his suite are staying at Windsor an average of nearly two sacks of flour a day is converted into bread by the five bakers in the household.

There are six bakings a week, and as the loaves leave the oven they are stored in the underground pantries. A great deal of cake and confectionery is also made daily, but the King shows a preference for a light seed cake which is dispatched every day from a small shop in the Highlands.

Cost of Production.

The statistics of the U. S. Department of Agriculture show that in 1830 it required 17½c. worth of labor to produce a bushel of wheat. In 1896 this was reduced to 3½c. In 1850 the time representing the production of a bushel of corn was 4½ hours. In 1900 it was reduced to 34 minutes. This saving was largely brought about by the introduction and use of improved farm machinery.

Rye an Ancient Grain.

The man who enjoys rye bread, as well as the miller who makes the flour, may have the satisfaction of knowing that rye is one of the earliest known grains, says The American Miller. It was well known to the ancient Hebrews and was subsequently cultivated by the Greeks and Romans.

Theophrastus, Pliny and other early writers unquestionably refer to rye as an article of food in their writings. At the present time, in modern Greece, rye is well known and used as bread among the peasantry, and we have every reason for

supposing that it has long been cultivated as an article of food in that region, while there seems to be no doubt about its use among ancient and modern Romans. We have ample evidence then of the common use of rye ages ago as an aliment, and of its still continuing to be used as such in these countries.

Flour to the East.

Since last February the Washburn-Crosby mills of Minneapolis have shipped 160,000 barrels of flour to Australia and 129,000 barrels to China. This has been made possible by the rates given over the roads owned by The Northern Securities Co. The latter company cannot be accused of acting in restraint of trade so far as Minneapolis is concerned, whatever mills elsewhere may think of it.

Wheat vs. Matrimony.

Buckle, the philosopher and historian, showed that the number of marriages depended on the price of wheat—the higher the price of wheat the fewer the marriages. But this economic law seems to be repealed just now. Marriages were never so numerous as at the present time, and wheat is relatively high. Maybe it is the price of rice or ice cream or something else that regulates the number of marriages in this twentieth century.

Tin Packages Required.

Consul Orr, at Cartagena, Colombia, suggests to shippers of oatmeal, cereals, crackers, etc., to that country, that all that class of goods should be packed in tin. Goods of this character from all other countries come in tins securely packed, while the American goods come in paper and cardboard boxes, with the result that fully 60 per cent. thereof reaches this country unfit for use.

Cereal Notes.

A Melbourne cable says the total Australian wheat crop will reach 76,000,000 bushels against a previous highest record of only 48,000,000.

The Fall and early Winter in England has been very unfavorable for Winter wheat. The Mark Lane Express is of opinion that the acreage is the smallest for very many years.

Portland, Ore., leads the Pacific ports in November as a flour exporter, having to November 24 a total of 528,632 barrels to her credit for the month, against 479,700 barrels for Tacoma, 356,870 for San Francisco and 301,514 barrels for Seattle.

A resident of Dawson City, Alaska, recently brought to Ottawa samples of wheat, oats and barley grown on land near the mouth of the Selkirk River, the straw of which is fuller and heavier than that of similar grain in other parts of Canada.

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MAR
Book
page 46
M.A.

RETURNED

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Book 16
page 46
CUB



Perfection Separating Glassware.

We are making up a sample lot package and want an agent in every town. Write for full particulars.

GOWANS, KENT & CO.,

16 Front St., East, - TORONTO.



"Perfectly clean from our kitchen to your customer's."

We make the best Mince Meat in the world. We have been doing it for years. The purest ingredients, the best recipe and the "know-how," are what do it. Your customers know

Wethey's Mince Meat

is the best—that is why they are asking for it. Each time you give them something else you get further away from their trade.

Don't you think you had better lay in a stock of Wethey's Mince Meat?

J. H. Wethey, Limited
ST. CATHARINES, ONT.

Crosse & Blackwell, Limited

PICKLES, SAUCES, JAMS AND PRESERVED PROVISIONS

SPECIAL WHOLESALE AGENTS

LEA & PERRINS' SAUCE

At Manufacturers' Prices and Discounts

C. E. COLSON & SON, AGENTS, MONTREAL

"Wee McGregor's" Breakfast Food

Is acknowledged to be the most economical.
It is easily prepared. Cooks in five minutes.

"Gran' for the Morn's Mornin' "

THE F. J. CASTLE COMPANY, Limited, OTTAWA, CAN.



1 and 2-lb. Tins.

QUALITY, RELIABILITY UNIFORMITY,
 ARE THREE IMPORTANT FEATURES OF
S. H. & A. S. EWING'S
 HIGH-GRADE
COFFEES and SPICES

Where QUALITY counts, you will find "S. H. & A. S. EWING'S" (products of the old reliable firm) the standard of COFFEE and SPICE QUALITY. Have stood the test of over half a century.

S. H. & A. S. EWING The Montreal Coffee and Spice Steam Mills
 55 Cote St., MONTREAL, P.Q.

PERPETUAL INJUNCTION GRANTED.

WALTER BAKER & CO., LTD., brought a suit recently against the Cream of Chocolate Co. to prevent them from using in their advertisements or on their labels an imitation of the trade-mark "La Belle Chocolatiere." The Supreme Court of the United States has now entered a final decree perpetually enjoining the Cream of Chocolate Co. from using in any way "a picture of a waitress or nurse wearing a cap and apron and carrying a tray with a cup of chocolate, or any other picture so closely resembling the trade-mark used by Walter Baker & Co., Limited, as to be calculated to deceive."

APPOINTED SELLING AGENTS.

Messrs. Pyke Bros., Halifax, N.S., have been appointed selling agents at Halifax for the Napoli Macaroni Co., of Toronto, Canada, who manufacture Macaroni, Vermicelli and fancy pastes,

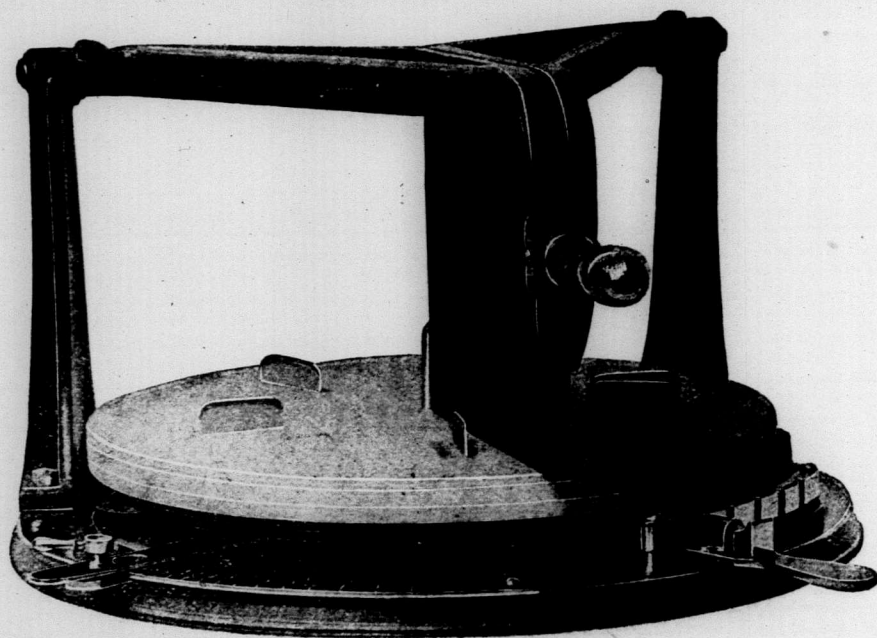
put up in handsome air-tight packages, also in bulk. The Napoli Co.'s advertisement appears in the Cereal Department.

RETAILER CHARGED WITH FRAUD

At the instance of the creditors Edward Basken, general storekeeper of Sault Ste. Marie, has been arrested on the charge of fraud. Basken recently assigned to Osler Wade of Toronto, and at a meeting of the inspectors it was decided to make an investigation into his methods of doing business. It was stated that last September Basken issued a statement showing a surplus of \$6,000, whereas when the failure occurred the liabilities were found to be about \$30,000, with assets of only \$7,000. Mr. A. C. McMaster, of Macdonell, McMaster & Geary, representing about 40 of the creditors, was sent to Sudbury, North Bay, and the Soo, Basken having had stores at the three points, to investigate, and the arrest followed.

BRAZILIAN VIEW OF COFFEE

The Brazilian Review of December 1 says of coffee: "The sentiment as regards the coming crop certainly does not improve, and in the Rio and Minas districts, anyhow, it is regarded as a certain failure. In view of such a position, of which no one is better aware than planters themselves, it would be natural for them to hold back their coffees, if they could, for higher prices. Very few of them, however, are in a position to do so, but accompany their consignments with piteous appeals to commissarios to hold out to the very last moment. It seems, therefore, very possible that the decline in receipts that has set in may, as the season progresses, be still more rapid, and even the relatively low figure of 11,000,000 bags not be reached. Not only is this a particularly early crop, but the next is certain to prove an exceptionally late one, so that if anything we should now be inclined to regard 11,000,000 bags for Rio and Santos as an optimistic estimate."



We have recently taken up the manufacture and sale of the

Templeton Cheese Knife

It is the greatest device for merchants retailing cheese. "Soon pays for itself," is the testimony of everyone who has used the machine for the past year.

- Keeps Cheese Fresh.**
- Easy to Operate.**
- Saves from Waste.**
- Pleases every Customer.**

Sold on Easy Terms.

Write us for particulars

The Computing Scale Co. of Canada, Limited,
 64 KING ST. WEST, TORONTO.

GOODWILLIE'S FRUITS

If your customers are particular as to what they eat, give them Goodwillie's Fruits, noted for their high quality and goodness.

IN GLASS.

Be Particular—

to please your customers by giving them the very acme of quality in fruits.

ROSE & LAFLAMME, Agents,
MONTREAL.

BATGER'S

BATGER & CO.,

LONDON, ENG.

HAVE MANUFACTURED
MARMALADES

FOR A PERIOD EXTENDING OVER

150 YEARS.

A FACT WHICH SPEAKS FOR THEIR
HIGH QUALITY
AND
RELIABILITY.

ROSE & LAFLAMME,
Agents,
MONTREAL.

Grimble's



Pure Malt

VINEGAR

Agent I. S. WOTHERSPOON thanks his friends for having written for samples, and to learn that same have given satisfaction. **Grimble's Vinegar** is always **ALL RIGHT.**

If you don't know it, write for sample.

I. S. WOTHERSPOON,
204 Board of Trade Building,
MONTREAL, P. Q.

BRAND'S ESSENCE OF BEEF FOR INVALIDS

(Established over half a century.)

Prescribed by all the leading physicians, and sold throughout the world.

For terms and descriptive advertising matter apply to our agent—

I. S. WOTHERSPOON,
204 Board of Trade Bldgs., Montreal

SOLE MANUFACTURERS,
BRAND & CO., Limited, MAYFAIR, LONDON, ENG.

USE

LEA & PERRINS' SAUCE

"The Finest Relish in the World."

SELL

LEA & PERRINS' SAUCE

"The Most Reliable Article in the Grocery Line."

J. M. DOUGLAS & CO., Canadian Agents,

MONTREAL.

"Best in the World."

HILL, EVANS & CO'S (WORCESTER, ENG.)

PURE ENGLISH

MALT VINEGAR

*Delicate in Flavor and Aroma.
Splendid keeping properties.*

ROBERT WATERS' QUININE WINE

Quinine in a palatable form—50 years' reputation.

Export Agents:
Robt. Crooks & Co., Botolph House, Eastcheap, London, Eng.

Some Goods that will soon command the market—

Red Seal Tomato Mustard

Red Seal Chutney Sauce

Red Seal Chili Sauce

Red Seal Worcestershire Sauce

Why ?

BECAUSE—The quality is equal to the best imported. The packages are very attractive. The price is no higher than for inferior goods, and, **most important**, because they are put up by the "Canadian Cannery" whose motto is "Monopoly by Excellence." Be the first to introduce them to your customers. They will thank you later. Place your order to-day.

CANADIAN CANNERS' CONSOLIDATED COMPANIES

HAMILTON, ONTARIO.

LIMITED

There's nothing better in the Sauce line than
STRETTON'S PRIZE MEDAL SAUCE

A most delicious and appetising table sauce.
 For quotations address

Montreal Agents:

S. H. EWING & SONS,

Telephone Bell Main 65.
 Merchants 522.

96 King St., MONTREAL

CENTRAL Business College

STRATFORD, ONT.
 BEST COMMERCIAL SCHOOL IN ONTARIO.
 Write for Handsome Catalogue.
W. J. ELLIOTT, Principal.



For Sale Everywhere.

ASK FOR
MOTT'S.

Some Merchants' Experience.

Solomon said in his haste: "ALL MEN ARE LIARS!" He didn't mean it. He was simply so mad with one man that he included all the rest.

Let us not fall into Solomon's mistake. We should take out of our experience the wisdom there is in it AND STOP RIGHT THERE!

Otherwise we are as stupid as the cat who sat down on a hot stove lid. She will never sit down on a hot stove lid again, and that shows good judgment. BUT SHE WILL NEVER SIT DOWN ON A COLD ONE, EITHER.

Now, some merchants have had hard experiences lately with coupon books that were represented to be absolutely correct in count and made up just as good as any other, but they were not, and you won't know what a perfect coupon book is until you have tried either Allison's Coupon Books or Allison's Coupon PASS Books. Both are good; one book suits some, while the other fills the bill with the rest of the merchants.

We are doing a lot of special engraving work now for merchants who use books in large quantities. Our books are carried in stock by jobbers. We will be glad to send you a free sample.

Allison's name on a Coupon Book is itself a guarantee of perfection.

For Sale in Canada by
THE EBY, BLAIN CO., Limited, TORONTO.
C. O. BEAUCHEMIN & FILS, MONTREAL.
ALLISON COUPON CO., Manufacturers,
 Indianapolis, Indiana.



COWAN'S

Perfection Cocoa (Maple Leaf Label).
 Royal Navy Chocolate, Queen's
 Dessert Chocolate, Chocolate
 Cream Bars, Cowan's Cake
 Icings, Chocolate, Pink, Lemon Color and White

Cowan's Swiss Milk Chocolate,
 Famous Blend Coffee, etc., etc.

Are the standard goods for purity and excellence

Manufacturers
THE COWAN CO., Limited

TORONTO

THE
Burlington Canning Co.

Burlington, Ont. Limited

Manufacturers of
ALL KINDS OF CANNED GOODS

Fruits, Vegetables,
 Meats, Poultry,
 Pork and Beans,
 Jams, Jellies, Catsups,
 and Relishes.

All goods under "Burlington Brand" are strictly first-class, produced in the Burlington district, packed fresh from the field and unequalled in natural flavor.

Want Ads.

In this paper cost 2 cents per word first insertion, 1 cent per word subsequent insertions. Contractions count as one word, but five figures (such as \$1,000) may pass as one word. Cash remittance to cover cost must in all cases accompany orders, otherwise we cannot insert the advertisement. When replies come in our care 5 cents additional must be included for forwarding same. Many large business deals have been brought about through advertisements of 20 or 30 words. Clerks can be secured, articles sold and exchanged, at small expenditure.

MacLEAN PUBLISHING CO., Limited
 Montreal and Toronto.

Do you use... **FOSTER'S POTS?**

STRONG
 DURABLE
 LIGHT



POROUS
 AND
 CHEAP

THOSE WHO DO WILL HAVE NO OTHER.
 A post card brings price list and all particulars.

The FOSTER POTTERY CO.
 HAMILTON, ONT. Limited

It's handy to use our brown and manilla

Wrapping Papers

because they have strength and durability essential to satisfactory wrapping papers. Full weight and full count in every order.

CANADA PAPER CO.

Limited
 Toronto, Montreal and Windsor Mills, Que.

Tobaccos, Cigars, and Smokers' Accessories

A DEPARTMENT FOR
RETAIL MERCHANTS.

Devotees of The Weed.

NOBODY could have been much fonder of tobacco, in the shape of snuff, than the famous German General, Moltke. While working out his wonderfully successful strategies in the war of 1871, he is said to have consumed from six to eight ounces in the course of a week. Prince Bismarck was another no less enthusiastic German devotee of the weed. There is on record, in his own words, a delightful story of how, at Koeniggratz, he had only one cigar left in his pocket, which, during the whole of the battle, he guarded as carefully as a miser guards his treasure. Said he, "I did not feel justified in using it. I painted in glowing colors in my mind the happy hours when I should enjoy it after the victory. But I had miscalculated my chances. A poor dragoon lay quite helpless, with both arms crushed, murmuring for something to refresh him. I felt in my pockets, and found that I had only gold, which would be of no use to him. But stay—I had still my cherished cigar. I lighted it for him, and placed it between his teeth. You should have seen the poor fellow's grateful smile. I never enjoyed a cigar so much as that one which I did not smoke." Tobacco was, indeed, a great and potent factor in the success of the German arms, many of the soldiers going into action pipe or cigar in mouth.

No Smoking in Zion City.

UNCLE SAM can't smoke a pipe or a cigar in Zion City, even if John Alexander Dowie and his own have gone into receivers' hands. Uncle Sam's representatives found this out early in December.

One of the federal deputy custodians, after 16 hours in the "model city," sought solace in his pipe. He had taken two puffs when two guardsmen spied him.

"Put it up!" they yelled, rushing toward the offender excitedly. "You may be a federal employe, but you can't smoke here. No, sir! You have now made yourself liable to a fine of \$25, and if you don't quit smoking I shall have to carry out the divine wishes."

"You can't smoke, swear or eat the flesh of swine here in Zion City," broke in the other guard.

Another deputy later began chewing the end of an unlighted cigar. He was pounced upon.

"I'm not smoking," he said.

"No, but you're chewing the end of that cigar, and that's punishable by a fine of \$25 in this city," replied the guard, and the cigar was vanquished.

Then someone whispered a few wise words, and the deputy stepped out on the state road that forms the central thoroughfare of Zion City, and he lighted his weed.

"I'm on the state road, and you can't touch me now," he said defiantly to the Zion guards. So, late in the afternoon, tobacco won a small victory.

Want Aid of Government.

The Germans are thoroughly aroused because of the "American invasion," says The Western Tobacco Journal, particularly as regards the tobacco industry. Protests are being sent to the Government requesting assistance in repelling the invader.

Recently the Breslau Chamber of Commerce passed resolutions in condemnation of the American methods, which threaten to control the tobacco trade of that country. The resolutions seem to be aimed at The American Tobacco Co., while, if reports given out at the settlement of the English fight were true, The British-American Tobacco Co. is responsi-

ble for the activity at present evident in Germany.

Wealthy Manufacturer's Will

The will of D. H. McAlpin, the millionaire tobacco manufacturer, who died several years ago, was filed in New Jersey the past week. The estate is very large, the portion situated in New Jersey alone being worth \$5,000,000. After making ample bequest for the widow, the estate is divided equally to E. A. McAlpin, Geo. L. McAlpin, D. H. McAlpin, Jr., Chas. W. McAlpin, Wm. W. McAlpin and Adelaide McAlpin Pyle.

The enormous sale of

OLD CHUM

Cut Plug Smoking
Tobacco

proves its superior quality.

Sold By All Leading Wholesale Houses.

The American Tobacco Co.
OF CANADA, Limited.

CURRENCY

Plug Chewing Tobacco

is a

Quick Seller.

Handled by all Leading Wholesale Houses.

PHARAOH

That is the name of our famous 10-cent Cigar.

It takes a lot of experience and everlasting watchfulness to make a cigar like the "Pharaoh."

However, we are satisfied to keep on taking trouble to keep our "Pharaoh" just as good as it was at the beginning. We keep on getting orders for it—new orders and repeat orders. Every little while we get some nice things said to us about how "Pharaoh" pleases, how it attracts trade and so on. When a man gets orders and bouquets, he is getting about all this world has to give any man.

Won't you share this happiness with us?

J. Bruce Payne, LIMITED, Granby, Que.
Mnfrs.,



Everybody's Happy

who knows about **T. & B.** Smoking Tobacco. The 10-cent size is popular.

Without the grocers' assistance our 1904 outlook wouldn't be too cheery. There are one or two grocers, however, whose tobacco trade is a little slow. We are looking them up and there are quite a number of new men in business. We want their names.

GEO. E. TUCKETT & SON CO., Limited,
HAMILTON.

THAT OFFER

we have been making on Pipes we feel like continuing. The response from grocers was greater than our expectation. Here it is again :

On approval, 3 dozen assorted pipes, \$6.00, return if not satisfactory. Pipes will retail at 25c. to 75c. We pay carrying charges.

W. B. REID & CO.,
Wholesale Tobacconists
58 Yonge St., TORONTO.

All sensible chewers chew

QUEEN'S NAVY

IT IS THE BEST.

TRY IT.

The Erie Tobacco Company
WINDSOR, ONTARIO.

HORROCKS'

RONTO

5c. CIGAR

**MAKES FRIENDS FAST,
AND FAST FRIENDS.**

T. J. Horrocks,
Wholesale Tobacconist
Wellington St. East, TORONTO

The Chamberlain Cigar

The best value in Canada! Sold the world over! It will help your trade tremendously! Order a sample lot to-day!

SAVE THE BANDS AND RETURN THEM TO

J. M. FORTIER, Limited,
MONTREAL.

MANUFACTURERS OF

Cigarettes and Cut Tobaccos



Don't Run Away!

Our salesmen are your friends. They offer you Tobaccos that have replaced everywhere in Canada some of the "old timers." As we see it, the success of McAlpin's Tobaccos is attributable solely to their excellence. We have done and are doing a good deal to keep them popular, but no amount of "pushing" would have achieved such success as has been ours had not the Tobaccos been worthy. We want every grocer to consider this.

McAlpin Consumers Tobacco Co., Limited,
Toronto, Canada.

Smoking

Tonka,
Solid Comfort,
Pinchin's
Hand Made.

Chewing

British Navy,
King's Navy,
Beaver,
Apricot.

One Way to Sell Goods.

A DRUGGIST in a small town out West worked a novel cigar-selling scheme a few weeks ago in the following fashion, says Sample Case. He found a stray nickel on the floor of his store one morning, and resolved to post this notice on the window of his store:

"A sum of money found on Tuesday last in this establishment. The owner will receive same within upon describing the money."

The scheme worked like a charm. Hundreds of citizens came in daily for over a week, while the notice was left on the window, describing their losses and bewailing their misfortune. Invariably every applicant for the lost money bought a cigar. Some were satisfied with 5c. straight whiffs, but the great majority, anxious to impress the drug man favorably towards their claims, invested in two for a quarter. So great was the rush that the druggist had to order a fresh consignment of choice brands. None of the applicants ever applied for the nickel. All the claims ran up into the hundreds of dollars, one man stating he missed his bank book with \$1,500.

Ashes on Cigars.

That few men professing to be judges of fine cigars know anything at all about smoking them, is the opinion of more than one retailer. One of the "profession" says: "The ashes on the end of the cigar serve to retain the flavor and should be permitted to remain as long as possible. Then the constant thumping some smokers give their cigars in the attempt to keep them clear of ashes often causes the wrappers to break, and that also lessens the pleasure of a good smoke."

General Grant as a Smoker.

WHEN General Grant was making history and a great military reputation in the American Civil War, he seldom smoked fewer than 25 cigars in the course of a day. It is recorded, too, that on the day of the battle which preceded the surrender of the Confederate General Lee, at Appomattox, Grant was seen riding from end to end of the line with an unlighted cigar between his teeth. For several hours he was much too occupied to ask for a light; and when news of the surrender was flashed over the Northern States the incident of the unlighted cigar was made quite famous. Moreover, it had a somewhat startling sequel, for within a week of the incident being published cigars began to pour in on the victorious General in daily increasing numbers. They came from admirers in St. Louis, Cincinnati, Chicago, Detroit, Buffalo, Boston, New

York, Philadelphia and other important centres, until they reached the almost incredible number of 30,000! It is only fair to mention that most of these cigars were of the finest brands, and General Grant determined to show his appreciation by smoking as many as possible of them. In this he succeeded so well that he gained the reputation of being one of the greatest smokers in the United States.

A Hand-made Cigar.

A BOY with a wad of stingy green, Some "fillin'," a match, and—all unseen, Behind the fence on a Summer's day, Beneath the shade of a spreading bay, A "hand-made" cigar of preposterous size Sends clouds of smoke to the sultry skies.

"By gum," said the youth, "this is simply great. And while I'm at it I'll take a bait; 'Taint every day that I get a chance To hook such a roll from my daddy's pants." And he lolled on the grass and he puffed away In the sweltering heat of a Summer's day.

A moment more and he closed his eyes To shut out the sight of revolving skies, And he clutched at the grass on either side, As the earth careened and he felt he'd slide. His stomach heaved and the sweat broke out— He had taken a "bait" without a doubt. He staggered home in the broiling sun, And tumbled to bed completely "done." He rallied at length and solemnly swore, Like a goody-good boy, he'd smoke no more.

But he tried it again the very next day, And smoked till he died in the usual way. —Clarence Ousley in "Rings o' Smoke."

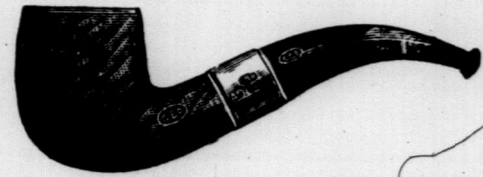
Smoke Rings.

Gladstone hated tobacco in every form. The King of Italy has \$2,000,000 invested in the manufacture of Italian tobacco, which brings him an income of \$200,000.

In Paris, at one time, cigarettes were scented with vanilla, patchouli, new-mown hay, jockey club and other popular perfumes.

"There are two kinds of cigars, remarked someone who has evidently been up against the game, "campaign cigars and those you smoke."

A fine meerschaum can be colored by hanging it in a box into which tobacco smoke is conducted from another pipe. The process is slow, but the results excellent.



We are now offering at special prices the finest assortment of pipes in Canada. Write us for copy of SILENT DRUMMER.

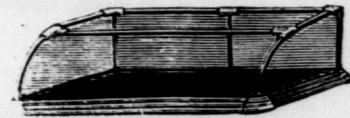
W. H. STEELE CO., LIMITED
40 SCOTT ST., TORONTO.

Should be in the mouth of every smoker. What? a

McDougall Scotch Clay Pipe

Be sure and ask for it, and see that you get it.

D. McDougall & Co., Glasgow, Scotland.



This case with its ALL GLASS Top (no wood above the glass) is THE VERY FINEST display case in the world to-day. We are making TWENTY of this style of case to ONE of ANY OTHER, and are receiving orders from ALL parts of the Dominion for this MAGNIFICENT case. It is fitted with the very best British Plate Glass THROUGH-OUT, including the mirrors in the doors and the shelves in short, it is the MOST EXQUISITE and most UP-TO-DATE floor case on the market anywhere in the world to-day.

A large number of Grocers throughout the Dominion are now handling cigars as a special branch and ARE doing WELL with them. Are YOU right in line with these progressive and wide-awake men? If not, YOU OUGHT TO BE. If you desire to fall in the ranks by taking up this GOOD PAYING side-line you cannot do better than consult us about the very best and most modern display cases made especially for that line of business. In order to make a good display of, and to keep your cigars right it is necessary to have a first-class case of OUR manufacture. We turn out nothing but the very best goods, and our prices ARE REASONABLE for such goods.

Dominion Show Case Co.

63 Richmond St. East. TORONTO.

Senator Lodge has introduced an anti-flag law in the senate. It prohibits the use of a representation of the American flag in any advertisement. United States cigar manufacturers are interested in the legislation, for the reason that so many cigar labels are adorned with the flag. If the bill passes these will have to be altered to conform with the law.

Would Pain Father.

An anti-tobacco league lady saw a small boy seated on one of the benches in a park smoking a cigar, which, she afterwards told a friend, seemed almost as big as himself. Seating herself by his side, she said, kindly:

"Oh, my boy, wouldn't your father be pained if he saw you smoking that cigar?"

"I should think he would," responded the youngster; "this is one of his best." —Melbourne Argus.

Of all the financial institutions of Canada receiving money on deposit, only three have a paid-up Capital as great as that of the Canada Permanent Mortgage Corporation, Toronto Street, Toronto.

A deposit account with this exceptionally strong institution may be opened with one dollar. Interest allowed at three and one-half per cent. per annum, compounded half-yearly.

If not a resident of Toronto; you can conveniently deposit by mail. Send your address for our booklet "SAVING MONEY BY MAIL."

Your Bank Account

Will receive every care if kept at

The Bank of Toronto.

Head Office: - TORONTO.

Paid-up Capital
\$2,950,000.00

Reserve Fund
\$3,150,000.00

Total Assets (over)
\$24,000,000.00

Incorporated 1855.

BUSINESS ACCOUNTS
Invited.

SAVINGS ACCOUNTS
receive interest
every six months.

Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

**YOU CAN ONLY SECURE
SUCH A POLICY WHILE YOU
ARE IN GOOD HEALTH.**

Pamphlets and Full Particulars regarding the
New Accumulation Endowment Policy
sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.
W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMENCE

Paid-up Capital, - - - - - \$8,700,000
Rest, - - - - - \$3,000,000

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

HEAD OFFICE: TORONTO, CANADA.

LONDON, ENG., OFFICE,
60 Lombard St., E.C.

NEW YORK AGENCY,
16 Exchange Place.

The attention of exporters and importers is requested to the undernoted list of correspondents of this bank, embracing all parts of the world. In conjunction with its widespread system of branches, numbering 105, and covering all important points in Canada and on the Pacific coast of the United States, it is thus enabled to offer them unexcelled facilities for the transaction of domestic or foreign banking business.

List of Bankers and Chief Correspondents:

GREAT BRITAIN—
The Bank of England; The Bank of Scotland; Lloyds Bank Limited; The Union of London and Smiths Bank, Limited; Parr's Bank, Limited.

UNITED STATES—
New York, The American Exchange National Bank, The Fourth National Bank; **Boston**, The Bank of Nova Scotia, The National Shawmut Bank, The National Suffolk Bank; **Buffalo**, The Marine National Bank; **Chicago**, The Northern Trust Company; **Detroit**, The People's Savings Bank, The Commercial National Bank; **Minneapolis**, The North-Western National Bank; **New Orleans**, The Commercial National Bank.

FRANCE—
Credit Lyonnais, Paris; Messrs. Lazard Freres & Cie, Paris.

GERMANY—
Deutsche Bank.

HOLLAND—
Disconto Maatschappij, Rotterdam.

BELGIUM—
Messrs. J. Matthieu & Fils, Brussels; Banque d'Anvers, Antwerp.

SWITZERLAND—
La Banque Federale, Zurich.

Foreign Exchange Bought and Sold.

INDIA, CHINA, JAPAN and the PHILIPPINE ISLANDS—
Chartered Bank of India, Australia and China; Hongkong and Shanghai Banking Corporation.

SOUTH AFRICA—
Standard Bank of South Africa, Limited; Bank of Africa, Limited.

AUSTRALIA and NEW ZEALAND—
Union Bank of Australia, Limited; Bank of Australasia; National Bank of Australasia, Limited.

HAWAIIAN ISLANDS—
First National Bank of Hawaii, Honolulu; Bishop & Co., Honolulu.

SOUTH AMERICA—
British Bank of South America, Limited; London & Brazilian Bank, Limited; Bank of Tarapaca and Argentina, Limited.

MEXICO—
Banco de Londres y Mexico.

WEST INDIES—
Bank of Nova Scotia, Kingston, Jamaica; Colonial Bank and Branches; National Bank of Cuba, Havana, Cuba; Bank of Bermuda, Hamilton, Bermuda.

Commercial Letters of Credit Issued.

In the Execution of Trusts

THE TORONTO GENERAL TRUSTS CORPORATION

takes every precaution to prevent loss. No investment is made without the approval of the Executive Committee. All investments are registered in the Corporation's books in the names of the Estates to which they belong, and are kept separate and apart from the assets of the Corporation.

The entire resources of the Corporation are responsible for the faithful performance of Trusts administered by it.

CAPITAL, - - - - - \$1,000,000
RESERVE FUND, - - - - - 290,000

The Metropolitan Bank

CAPITAL PAID UP, - - - - - \$1,000,000.
RESERVE FUND, - - - - - 1,000,000.

DIRECTORS:

REV. R. H. WARDEN, D.D., President. S. J. MOORE, Vice-President.
C. D. MASSEY, T. BRADSHAW, F.I.A., D. E. THOMSON, K.C.

HEAD OFFICE, - - - - - TORONTO.

W. D. ROSS, GENERAL MANAGER.

SAVINGS BANK DEPARTMENT

at all Branches.

Interest allowed on all deposits of \$1.00 and upwards at highest current rates.

FINANCE AND INSURANCE

AN examination of the list of stockholders in Canadian banks reveals the surprising fact that directors of the various banks are comparatively small holders of the stock in the institutions represented by them. In nearly every case they hold personally an insignificant proportion of the capital stock and many of them own barely enough to qualify for a bank director. Does it not appear a little strange that those to whom the piloting of a financial ship is entrusted should have so little practical interest in it?

THE banks of Canada raised their entire authorized capitalization to \$97,046,666 during the ten months of 1903, ending with October, an increase of \$13,714,100 over last year's capitalization; their paid up capital to \$49,989,361, an increase of \$5,471,680; their note circulation to \$70,480,611, an increase of \$9,906,467; their demand deposits to \$118,070,088, an increase of \$2,179,639; their notice deposits to \$275,939,608, an increase of \$21,721,739; their aggregate loans to \$452,137,008, an increase of \$34,168,075; and their assets to \$660,520,201, an increase of \$25,131,992; call loans in Canada have been pulled down by nearly \$11,000,000, and current loans for commercial purposes increased to the extent of \$59,953,073.

A "COMMUNITY of interest" agreement has been arranged between the Dresdner Bank and the Schaaffhausen Bankverein, two of the largest banks of the German Empire, making the new combination, as far as mere capital is concerned the strongest banking institution in Germany. The capital of the Dresdner Bank is £6,500,000, with £1,700,000 reserves; that of the Schaaffhausen Bankverein £5,000,000 with £1,000,000 reserves. Thus the combination will have a total active capital of £14,200,000. In future both banks will conduct their business in common while maintaining each its separate existence, and will divide their earnings upon the basis of the capital and reserves of each institution. At the same time, two directors and three members of the Board of Overseers of each bank are to be elected by the other bank, thus securing a personal as well as a financial union. The form of union here outlined is not uncommon in Germany. Many industrial establishments have become allied on the same basis, and two of the chief banks of the kingdom of Wurtemberg have maintained a similar arrangement for above 20 years.

IT is rumored that English life assurance companies are becoming alarmed at the shrinkage in their Canadian business. The offices of home companies are rapidly increasing their business, while the branches of English companies situated in Canada show a record of steadily diminishing receipts. One reason given for this is the protective measures adopted by the colonies in respect to insurance. Another reason undoubtedly is the

comparatively low rate of interest on securities prevailing in England. Insurance companies can realize more on their investments than the English companies and have the additional advantage of being on the inside in the event of competition.

THE new president of the American Bankers' Association is Mr. F. G. Bigelow, president of the First National Bank of Milwaukee. Mr. Bigelow is recognized all over the States as one of the ablest bankers in the country. He is in addition a man who has kept in close touch with and taken a prominent part in the initiation and development of the more important industrial and commercial enterprises in the United States.

A LEADING exchange says there is no business or profession which offers so much freedom and independence, and such excellent opportunities to young Canadians of enterprise and energy as that of life insurance. In these days of the strenuous life, no matter what profession or business a person is engaged in, success cannot be achieved by sitting down and "waiting for something to turn up." But the young man who applies the same amount of energy, determination and systematic work to the conducting of a life insurance agency as might be applied by him to any other profession or business, will, as a rule, secure a greater immediate return, establish a more permanent income and have better prospects of ultimately attaining to a prominent position equivalent to that held by most men in the commercial, financial or professional life of the country.

AS far as the leading banks are concerned business throughout the Northwest this year has been greatly hampered by the enactments of the Grain Act. Although the banks have made special provision in order to meet all demands, they find that their money will now be tied up until the opening of navigation simply because in many instances farmers have been unable to get a sufficient number of cars.

THE Havana Post refers to the recent completion of the Cuba Railroad between Santiago de Cuba and Havana, and of the new electric railroad running from Havana to Marianoo, as memorable events for Cuba and Canada. Both are Canadian enterprises; the Cuba Railroad owes its existence to Canadian capital and the Canadian railway magnate Sir Wm. Van Horne, and will undoubtedly prove a great factor in the development of Cuba. The new electric railroad was built mostly with Canadian capital, its president being E. Hanson, one of the most progressive of Canadians.

The New York Clearing House Association has made an announcement to the effect that they are considering the question of charging on cheques issued on points outside of New York. All items, from whomsoever received, payable at points in Canada, the collecting banks

shall charge not less than one-quarter of one per cent. of the amount of the items. In case the charge upon any item at the rates specified does not equal ten cents, the collecting bank shall charge no less than that sum; but all items received from any one person at the same time, and payable at the same place, may be added together and treated as one item for the purpose of fixing the amount chargeable.

INCREASE IN ACCIDENT INSURANCE.

A BIG increase in the volume of accident insurance has necessitated the formation of what is to be known as the Canadian Accident Underwriters' Association, consisting of two sections, each with a governing council, one in Toronto, the other in Montreal. D. Murphy, Ottawa, has been elected president of the association, and J. Hyde, Montreal, and W. H. Cross, Toronto, joint secretaries, one for the Eastern, the other for the Western field.

In answer to the question what are the objects of the proposed association? one of the officers said: "Now, all insurance is based upon the law of averages. Seldom, however, do two men think alike; so that when a new risk appears, though the assessors of the various accident companies may approximately agree upon its value, no one will be actually correct. But, if many combine, their average will be approximately right. The striking of proper averages along the whole line of risks will, therefore, be one of the objects of the proposed association.

"Again, the law on the subject of accidents, especially in factories, requires watching by the companies for their own protection; not perhaps with a view to its amendment, but to so draw the insurance contracts as to protect the companies in case of actions brought by unscrupulous persons who have no right to relief under the law, but who strive to make the company in which they may be insured a party plaintiff. Besides, one company may frame its contract in certain words, while another, meaning the same thing, will draft theirs in different terms. When these contracts come to be interpreted by the courts, and especially by juries diverse meanings will be accorded to each. The association will strive to so identify these policies in their form as to avoid this difficulty."

FINANCE AND INSURANCE NOTES.

The business of the Empire Loan and Savings Co. has been transferred to the Sun and Hastings Savings and Loan Co., of Ontario.

The site occupied by the Molsons Bank at the corner of King and Bay streets, Toronto, has been sold to the Canada Life Assurance Co.

The Bank of Montreal has recently established branches at Edmonton, Alberta; Grenna, Man.; and Sherman avenue, Hamilton.

Blair & Co, bankers, St. John, N.B., have suspended. The house has been in business about fifteen years and consists of A. C. and A. Blair.

Halifax banking institutions are reported to have made great strides during the year 1903, bank clearings showing an increase of \$5,334,729 over 1902.

The London Financial News is authority for the statement that there is talk of the establishment of a special department on the London Stock Exchange to be devoted exclusively to Canadian securities.

W. R. Travers, manager of Merchants' Bank, Hamilton, has resigned, owing to ill-health. His successor is A. B. Patterson, manager of the St. Thomas branch.

The past season has been the most disastrous for inland lake marine underwriters since 1898. Their aggregate losses, including cargoes, were about \$2,100,000, which also represents the total amount of premiums paid.

The old banking house of E. D. O'Flynn & Sons, Madoc, have sold out to the Dominion Bank. F. W. O'Flynn remains as manager of the Dominion Bank, Madoc, and H. H. O'Flynn, has accepted a position with the bank in Toronto.

In compliance with a request from the civic authorities from London, Ont., the Fire Underwriters Association have agreed to reduce fire insurance rates in that city as soon as certain improvements in the fire protection system are made.

The Bank of Montreal is erecting premises for the branch at Birchy Cove, Newfoundland. It has also acquired a property at the corner of Greene and Western avenue, Westmount, where premises are being erected for the occupation of a branch to be established there.

UP-TO-DATE

Financial and Commercial Corporations ask applicants for positions to furnish a Guarantee Bond instead of letters of recommendation. For particulars apply

DOMINION OF CANADA GUARANTEE & ACCIDENT INSURANCE CO.

Cor. King and Yonge Sts., TORONTO.
J. E. ROBERTS. - General Manager.

WESTERN ASSURANCE COMPANY. Incorporated 1851
FIRE AND MARINE

Head Office Capital - \$2,000,000.00
Toronto, Assets, over - 3,333,000.00
Ont. Annual Income - 3,536,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833
CASH CAPITAL, \$1,000,000.00
TOTAL ASSETS, \$1,864,730.13.
LOSSES PAID SINCE ORGANIZATION, \$22,527,817.57.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

GEO. A. COX, President. J. J. KENNY, Vice-President.
P. H. SIMS, Secretary.

MANUFACTURERS' AGENTS AND BROKERS.

TORONTO.

POTATOES.

Our bids are good ones.
Write or wire for prices.

M. G. STAGG & CO.

Phone Main 5219. Grain and Hay Merchants. TORONTO.
Standard Stock Ex. Bldg.,

W. G. PATRICK & CO.,

AGENTS AND IMPORTERS.

29 Melinda St., - TORONTO

W. G. A. LAMBE & CO.

TORONTO.

Grocery Brokers and Agents.

Established 1885.

QUEBEC, P.Q.

J. P. THOMAS

GENERAL AGENT AND COMMISSION MERCHANT,
25 ST. PETER STREET.
QUEBEC.

To Manufacturers' Agents

THE CANADIAN GROCER has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address, BUSINESS MANAGER,
CANADIAN GROCER,
Montreal and Toronto.

"ACME"
'TABLE SALT

Ask your wholesale grocer for it. Put up in 24 3-lb. cartons in a case, and in 50-lb. box.

TORONTO SALT WORKS, Toronto, Ont.

VANCOUVER, B.C.

C. Gardiner Johnson & Co.,

VANCOUVER, B. C.

Importers of...

Skinner's Queensland Turtle Soup.

Sole Agents for Canada.

Supply C.P.R. Company's Cars, Steamers and Hotels, and leading Clubs of Canada.

VICTORIA, B.C.

R. W. CLARK & CO.

Japanese, Chinese and Australian Brokers,
VICTORIA, B. C.

Represented in the Orient by Mr. A. R. Tufts, with headquarters at Kobe.

Manufacturers and shippers requiring representation in the Orient are invited to correspond with us. Our facilities for doing business are second to none.

WINNIPEG.

IF YOU HAVE ANYTHING TO SELL
WRITE
CAMERON GORDON & CO.
WHOLESALE
COMMISSION AGENTS
WINNIPEG MANITOBA

EASTERN MANUFACTURERS

-AND-

SHIPPERS.

All **EYES** are
turned on

MANITOBA AND THE WEST.

I

Represent some of the leading houses in.

CANADA and the U.S.

INCREASE YOUR TRADE. WRITE ME.

E. NICHOLSON, - WINNIPEG,

Wholesale Commission Merchant and Broker

LONDON, ENG.

TEA.

AGENTS REQUIRED in Canada and United States to sell and obtain wholesale orders for Ceylon Black and Green Teas on commission. Apply.

"COMMISSIONER,"

CANADIAN GROCER,

109 Fleet Street E.C. London, Eng.

The popularity of our seal quarts is evidenced by our sales. Are you handling this up-to-date style of package? The housekeeper's verdict being, it pays to get the big bottle. Are you still using soap in bath or have you reached that pinnacle of fashion where Perfumed Toilet Ammonia is craved for?

JOHN G. HARVEY,

Manufacturing Chemist, Todmorden, Ont.



The Canadian Grocer

**Shake
The Tree -
There's Money
In It**

Different ways of getting fruit.
Some ripens and falls—just naturally.
Some is picked.
For the balance you must shake the tree.

Different ways of getting business, too.
Some just comes your way naturally—(nowadays very little comes this way).

Other business you send your travellers out to "pick."

A lot more of it you have to advertise in THE GROCER to get.

This latter kind is worth having, too—there's money in it.

Shake!

**The Canadian
Grocer**

Montreal
and
Toronto.



Grant
-05-

Dept. of Advertising Service



As near to the "home-made" as possible is the aim of

SOUTHWELL'S JAMS.

They are in demand at this time of year when stocks in the cellar are low. Good profits and pleased customers.

Price List, etc., for the asking.

FRANK MAGOR & CO.,

DOMINION AGENTS,

403 St. Paul St., MONTREAL.



Why not tell your customers the reason they get poor bread and pastry sometimes is the fault of the soda? And why not sell the best instead of giving them the cheaper kind for the sake of a little extra profit?



It pays to be fair in everything, and that's why we gladly refund the money if a package of Cow-brand Soda ever proves disappointing. It's worth something to you to be able to say that. Try it and see!

John Dwight & Co.,

TORONTO

Current Market Quotations for Proprietary Articles

January 7, 1903.

Quotations for proprietary articles, brands, etc., are supplied by the manufacturers or agents, who alone are responsible for their accuracy.

Baking Powder.

Item	Per doz.
Cook's Friend—	
Size 1, in 2 and 4 doz. boxes	\$4 40
" 10, in 4 doz. boxes	2 10
" 2, in 6 "	0 80
" 12, in 6 "	0 70
" 3, in 4 "	0 45
Pound tins, 3 doz. in case	3 00
12-oz. tins, "	2 40
5-lb. " "	14 00

W. H. GILLARD & CO.

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

IMPERIAL BAKING POWDER.

Cases.	Sizes.	Per doz.
4 doz.	10c.	\$0 85
3 doz.	4-oz.	1 20
3 doz.	6-oz.	1 75
1 doz.	12-oz.	3 50
1 doz.	12-oz.	3 45
2 doz.	12-oz.	3 40
2 doz.	16-oz.	4 45
3 doz.	16-oz.	4 35
2 doz.	2 1/2 lb.	10 40
1 doz.	5 lb.	19 50

MAGIC BAKING POWDER.



Cases.	Sizes.	Per doz.
6 doz.	5c.	\$0 40
4 "	4-oz.	0 60
4 "	6 "	0 75
4 "	8 "	0 95
4 "	12 "	1 40
2 "	12 "	1 45
4 "	16 "	1 65
2 "	16 "	1 70
1 "	2 1/2 lb.	4 10
1 "	5 "	7 30
2 "	6 oz.	Per case
1 "	12 "	\$4 55
1 "	16 "	

JERSEY CREAM BAKING POWDER.

ze, 5 doz. in case	\$0 40
" 4 "	0 75
" 3 "	1 25
" 2 "	2 25

OCEAN MILLS. Per doz.

Ocean Baking Powder, 1/2 lb., 4 doz.	\$ 45
Ocean Baking Powder, 1/2 lb., 5 doz.	90
Ocean Baking Powder, 1 lb., 3 doz.	1 25
Ocean Borax, 1/2-lb. packages, 4 doz.	40
Ocean Cornstarch, 40 pks. in a case.	78

Freight paid, 5 p.c. 30 days.

ROYAL BAKING POWDER CO.

Sizes.	Per Doz.
Royal—Dime	\$ 1 00
1 lb.	1 60
6 oz.	2 25
1/2 lb.	2 90
12 oz.	4 50
1 lb.	5 75
3 lb.	15 50
5 lb.	25 50

CLEVELAND'S—DIME.

Sizes.	Per Doz.
1 lb.	\$ 1 50
6 oz.	2 20
1/2 lb.	2 80
12 oz.	4 25
1 lb.	5 50
3 lb.	15 00
5 lb.	25 00

"VIENNA" BAKING POWDER.

Per doz.	
1-lb. tins, 4 doz. in box	\$2 25
1/2-lb. tins, 4 doz. in box	1 25
1/2-lb. tins, 4 doz. in box	75

Blacking.

HENRI JONAS & CO.

Jonas'	Per gross	\$9 00
Froments	"	7 50
Military dressing	"	24 00

Blue.

Keen's Oxford, per lb.	\$0 17
In 10-box lots or case	0 16
Reckitt's Square Blue, 12-lb. box	0 17
Reckitt's Square Blue, 5 box lots	0 16
Gillett's Mammoth, 1/2 gross box	2 00
Nixey's "Cervus," in squares, per lb.	0 16
" " in bags, per gross	1 25
" " in pepper boxes, according to size	0 02 0 10

J. M. DOUGLAS & CO. — Laundry Blues.

"Blueol"—10-lb. boxes containing 50 pkgs., 4 squares each	per lb. 15c
"Sapphire"—14-lb. boxes, 1/2-lb. pkgs. per lb.	12 1/2
"Union"—14-lb. boxes, assorted, 1 & 1/2-lb. pkgs. per lb.	10



Black Lead.

Reckitt's, per box	\$1 15
Box contains either 1 gross, 1 oz. size; 1/2 gross, 2 oz.; or 1/4 gross, 4 oz.	



JAMES DOME BLACK LEAD.

Per gross	
6a size	\$2 40
2a size	2 50

Borax.

"Bee" brand, 5 oz., cases, 40 pkgs.	1 40
" " 10 oz., cases, 48 "	3 25
" " 16 oz., cases, 48 "	4 25

Brooms.

UNITED FACTORIES, LIMITED. doz. net.

Boeckh's Bamboo Handles, A, 4 strings	\$4 70
" " " " B, 4 "	4 40
" " " " C, 3 strings	4 10
" " " " D, 3 "	3 85
" " " " F, 3 "	3 55
" " " " G, 3 "	3 20
" " " " I, 3 "	2 85

Canned Goods.

HENRI JONAS & CO.

Mushrooms, Rionel	\$15 50
1st choice Dutheil	18 50
" " Lenoir	19 50
extra Lenoir	22 00

Per case, 100 tins.

French Peas, Delory's—	
Moyen's No. 2	\$9 00
" No. 1	10 50
1/2 Fins	12 50
Fins	14 00
Tres fins	15 00
Extra fins	16 50
Sur extra fins	18 00
French Sardines—	
1/2 Rolland	9 50 10 00
1/2 Delory	10 50
1/2 Club Alps	2 50

FRED. MAGEE

Per doz.	
Smelts in spices, in 1/2-lb round tins	0 90 81 00
" " mustard, in 1/2-lb oval "	0 95 81 00
" " Tomato, in 1/2-lb. "	0 95 81 00

Cereals.

Wheat OS, 2-lb. pkgs., per pkg.	0 08
" " 7-lb. cotton bags, per bag.	0 18 1/2
Quaker Oats, 2-lb. pkgs., per case	3 00
Tillson's Oats, 2-lb. pkgs., per case	3 00

Chocolates and Cocoas.

THE COWAN CO., LIMITED.

Cocoa—	
Hygienic, 1-lb. tins	per doz. \$6 75
" " 1/2-lb. tins	3 50
" " 1/2-lb. tins	2 00
" " fancy tins	0 85
" " 5-lb. tins, for soda water fountains, restaurants, etc., per lb.	0 50
Perfection, 1/2-lb. tins, per doz.	2 40
Cocoa Essence, sweet, 1/2-lb. tins, per doz.	

Chocolate—	per lb.
Queen's Dessert, 1/2's and 1/4's	\$0 40
" " 6's	0 42
Mexican Vanilla, 1/2's and 1/4's	0 35
Royal Navy Rock, " "	0 30
Diamond, " "	0 25
" " 8's	0 28

FRY'S.

Chocolate—	per lb.
Caracas, 1/2's, 6-lb. boxes	\$0 42
Vanilla, 1/2's	0 42
"Gold Medal," sweet, 1/2's, 6-lb. boxes	0 29
Pure, unsweetened, 1/2's, 6-lb. boxes	0 42
Fry's "Diamond," 1/2's, 14-lb. boxes	0 24
Fry's "Monogram," 1/2's, 14-lb boxes	0 24

—increasing by leaps and bounds—

the sale of

“Crown” brand



Table Syrup

quality will win out in the end
EVERY TIME

“Crown” brand Syrup is absolutely always reliable — healthy, bright, clear and clean—once sold to your customers makes them lasting and profitable friends. Ask your jobber for “Crown” brand.

Look for the “Crown” on the package.

EDWARDSBURG STARCH CO'Y, Limited
ESTABLISHED 1858

53 Front St. East,
TORONTO, ONT.

Works:
CARDINAL, ONT.

164 St. James St.,
MONTREAL, P.Q.

Packed in—
24 2-lb. Tins to case
12 5-lb. “ “
6 10-lb. “ “
3 20-lb. “ “

also in Barrels, ½-Barrels and Kegs. and
3-gallon and 2-gallon pails

—These goods are ready for shipment on receipt of your order. No delay.

Cocoa—
Concentrated, 1/2 s, 1 doz. in box 2 40
“ “ “ “ “ “ 4 50
“ “ “ “ “ “ 8 25
Homoeopathic, 1/2 s, 14-lb. boxes 0 28
“ “ “ “ “ “ 0 30
Epp's Cocoa, case of 14 lb., per lb. 0 35
Smaller quantities 0 37 1/2
JOHN P. MOTT & CO.'S
R. S. McIndoe, Agent, Toronto.

Mott's Broma 0 30
Mott's Prepared Cocoa, 1/2 s and 1/4 boxes 0 28
Mott's Breakfast Cocoa, 1/2 s in boxes 0 40
Mott's No. 1 Chocolate 0 30
Mott's Breakfast Chocolate 0 28
Mott's Caracas Chocolate 0 40
Mott's Diamond Chocolate 0 23
Mott's Navy Chocolate, 1/2 s in boxes 0 27
Mott's Cocoa Nibbs 0 35
Mott's Cocoa Shells 0 05
Vanilla Sticks, per gross 1 00
Mott's Confectionery Chocolate 0 21
Mott's Sweet Chocolate Liquors 0 20 0 36

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, 12-lb. boxes \$0 38
Vanilla chocolate, 6-lb. boxes 0 47
German sweet, 6-lb. boxes 0 27
Breakfast cocoa, 1/2, 1 and 5-lb tins 0 43
Cracked cocoa, 1-lb. pkgs., 12-lb. boxes 0 35
Caracas sweet chocolate, 6-lb. boxes 0 37
Caracas tablets, 100 bundles, tied 5's, per box 3 00
Soluble chocolate (hot or cold soda) 1-lb. cans 0 42
Vanilla chocolate wafers, 48 to box, per box 1 56

Condensed Milk.

Anchor brand, cases 4 doz., per case \$5 00
evap. cream, cp. 4d. “ 4 65



Borden's Condensed Milk Co.
Eagle brand 0 32
Gold Seal brand 1 30
Peerless brand evaporated cream 1 02



“Reindeer” Brand
Case (4 doz) \$5.60

Coffee.

“Bee” brand, 1 lb. tins, cases, 30 tins 9 00
“ “ “ “ “ “ 2 lb. tins, cases, 15 tins 8 70
THE EBY, BLAIN CO., LIMITED.

In bulk—
Club House 0 32
Royal Java 0 31
Royal Java and Mocha 0 31
Nectar 0 30
Empress 0 28
Duchess 0 26
Ambrosia 0 25
Fancy Bourbon 0 20
High Grade package goods—
Gold Medal, 2-lb. tins 0 30
Gold Medal, 1-lb. tins 0 31
Kin Hee, 1-lb. tins 0 30
Cafe Des Gourmets, ground only, 1-lb. glass jars 0 30
English Breakfast, ground only 1-lb. tins 0 18

JAMES TURNER & CO. Per lb.

Mecca 0 32
Damascus 0 25
Cairo 0 20
Sirdar 0 17
Old Dutch Rio 0 12 1/2

E. D. MARCEAU, Montreal. Per lb.

“Old Crow” Java 0 22 1/2
“ “ Mocha 0 22 1/2
“ Condor” Java 0 27 1/2
“ “ Mocha 0 27 1/2
15-year-old Mandheling Java and hand-picked Mocha 0 50
1-lb. fancy tins choice pure coffee, 48 tins per case 0 20

Madam Huot's coffee, 1-lb. tins 0 31
“ “ “ “ 2-lb. tins 0 30
100 lb. delivered in Ontario and Quebec.
Rio No. 1 0 11

WILLISON'S TURKEY COFFEE.

Per lb.
1-lb tins, 48-lb cases 30
S. H. & A. S. EWING'S.
Per lb.
Mocha and Java coffee, in 1-lb tins, 30-lb cases 32
Mocha and Java coffee, in 2-lb tins, 30-lb cases 29

Cheese.

Imperial—Large size jars per doz \$8 25
Medium size jars “ “ 4 50
Small size jars “ “ 2 40
Individual size jars “ “ 1 00
Imperial holder—Large size 18 00
Medium size “ “ 15 00
Small size “ “ 12 00
Roquefort—Large size 2 40
Small size “ “ 1 40

Coupon Book—Allison's.

For sale in Canada by The Eby Blain Co., Limited, Toronto. C. O. Beauchemin & Fils, Montreal.
\$1, \$2, \$3, \$5, \$10 and \$20 books.

Un- Covers and num Coupons bered. numbered.
In lots of less than 100 books, 1 kind assorted. 4c. 4c.
100 to 500 books 3 1/2c. 4c.
100 to 1,000 books 3c. 3 1/2c.

Allison's Coupon Pass Book.

\$1 00 to 3 00 books 3 cents each
5 00 books “ “ 4 “
10 00 “ “ 5 1/2 “
15 00 “ “ 6 1/2 “
20 00 “ “ 7 1/2 “
25 00 “ “ 8 “
50 00 “ “ 12 “

Cane's Clothes Pins.

UNITED FACTORIES, LIMITED.
Clothes pins (full count), 5 gross in case, per case \$0.62
4 doz. packages (12 to a case) 0 75
6 doz. packages (12 to a case) 0 95

Cleaner.



Per doz.
4-oz. cans \$ 0.90
6-oz. “ 1.35
10-oz. “ 1.85
Quart “ 3.75
Gallon “ 10.00

Wholesale Agents:
The Davidson & Hay, Limited, Toronto.

Extracts.

HENRI JONAS & CO. Per gross.

2-oz. London extracts \$ 6 00
2-oz. “ (no corkscrews) 5 50
2-oz. Spruce essence 9 00
2-oz. “ 6 00
2-oz. Anchor extracts 9 00
2-oz. “ 12 00
4-oz. “ 21 00
1-oz. “ 36 00
1-lb. “ 70 00
1-oz. flat “ 9 00
2-oz. flat bottle extracts 18 00
2-oz. square bottle “ 21 00
4-oz. “ (corked) 36 00
8-oz. “ 72 00
Per doz.
8-oz. “ glass stop extracts \$3 50
8-oz. “ “ “ 7 00
2 1/2-oz. round quint essence extracts 2 00
4-oz. jockey decanters 3 50

Food.

Per doz.
Robinson's patent barley 1-lb. tins \$1 25
“ “ “ 1-lb. tins 2 25
“ “ groats 1-lb. tins 1 25
“ “ “ 1-lb. tins 2 25

Ge'atine.

Per gross.
Knox's No. 1 sparkling \$15 00
Per doz.
“ “ “ 6 doz., at \$ 1 30
“ “ “ No. 3 acidulated, at \$ 1 50

Jams and Jellies.

SOUTHWELL'S GOODS. Per doz
Frank Magor & Co., Agents.
Orange marmalade \$1 50
Clear jelly marmalade 1 80
Strawberry W. F. jam 2 00
Raspberry “ 2 00
Apricot “ 1 75
Black currant “ 1 55
Other jams \$1 55 1 90
Red currant jelly 2 75

THE CANADIAN GROCER

BRUNNER, MOND & CO.'S

SODAS

Bicarb
Sal
Concentrated Sal
Caustic

EVERYWHERE KNOWN TO BE THE BEST.

WINN & HOLLAND, Sole Agents for Canada, MONTREAL.



THE DOMINION BREWERY CO., LIMITED

Brewers and Maltsters

TORONTO

Manufacturers of the Celebrated

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ASK FOR IT AND SEE THAT OUR BRAND
IS ON EVERY CORK.

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them Pure and Free from any Deleterious Ingredients.

WM. ROSS, Man. g. r.



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WORTHY
Established 1724.

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D. MASSON & CO., Montreal.
ARTHUR P. TIPPEY & CO.,
Toronto, St. John, N.B., and Montreal.

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"GLENER"

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I. G. STEWART, Halifax.

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Butcher Baskets,*

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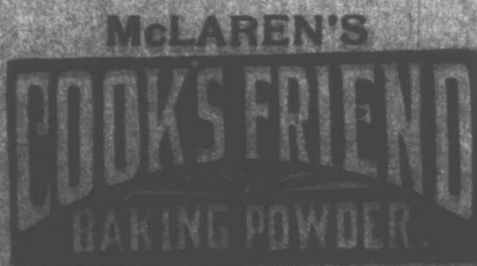
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is Honest Goods and just
the Thing on Which to
Make or Extend a Busi-
ness.



The Best Grocers make
a point of Keeping it
always in Stock.

A Cereal Clean Up

The boom is busted—Flat!!

Tens of thousands of cases of flaked foods on hand all over the country.

Unsaleable.

Grocers and Stockholders hit hard.

It was a lively clip while it lasted.

But now the side shows are closed and the lights out.

Nothing left but regret and fly spotted cartons of, "Eat a Hunka" or "Grab a Chunka."

Well, charge it off to experience.

But Experience is worthless if we don't gather some facts for future use.

Out of all this money losing scramble, these facts stand forth like beacon lights—

For 7 years the original prepared food Grape-Nuts has been a steady seller.

All this time the Postum Co. have made annual announcement that they would move and instantly pay for any excess or spoiled stock of either Postum or Grape-Nuts.

They have never failed to do this when called upon.

That has been mighty few times in the 7 years.

The demand is as steady as for flour or molasses.

It has always been kept so and is now by skillful, persistent and successful advertising.

The Company spends in round numbers a million dollars a year in talking to the people through newspapers and magazines.

The products are kept to the very highest possible standard of excellence.

The Postum Co., being the originators of the ready cooked food business, have been the target all the "trailers" have shot at.

But in the face of all this "howling warfare" the Postum Co. **did a larger business and made more money** during the year just closed than in any other.

Wholesale and Retail grocers are **always safe** in stocking Postum or Grape-Nuts.

The steady demand moves them.

If that **ever slacks** the Company moves them.

Look over the stock.

It don't pay to let customers buy elsewhere because you should happen to be out of standard, steady sellers like Grape-Nuts and Postum.

Don't forget the policy.

Don't forget the safety.

Don't forget the steady demand.

Don't forget the profit.

Don't forget to order.

Postum Cereal Co., Ltd.,
Battle Creek, Mich.