

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.

Toronto: 143-149 University Ave.

Winnipeg: 34 Royal Bank Building

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New York: 115 Broadway

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No. 50



Toronto Office:
30 Church Street

For Years in the Lead

—Still Leading

is the unparalleled record of these two brands of staple condiment.



COLMAN'S MUSTARD KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St. ; ; MONTREAL



Ask the Girls if They Ever Use Crown Brand Corn Syrup to Make Fudge and Taffy.

If they never have, they don't know how much more wholesome and toothsome than "bought" candy is that made with

CROWN BRAND CORN SYRUP

There is nothing cloying in the sweetness of candy made this way—Crown Brand is the great candy syrup, pure, digestible, and agrees with everybody.

THE EDWARDSBURG STARCH CO.

LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



Still Winning

IT MUST BE THE
QUALITY



**MACNOCHIE'S
QUALITY PRODUCTS**

KEEP ON WINNING NEW CUSTOMERS

ASK YOUR WHOLESALE GROCER

Canned Where Caught

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

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

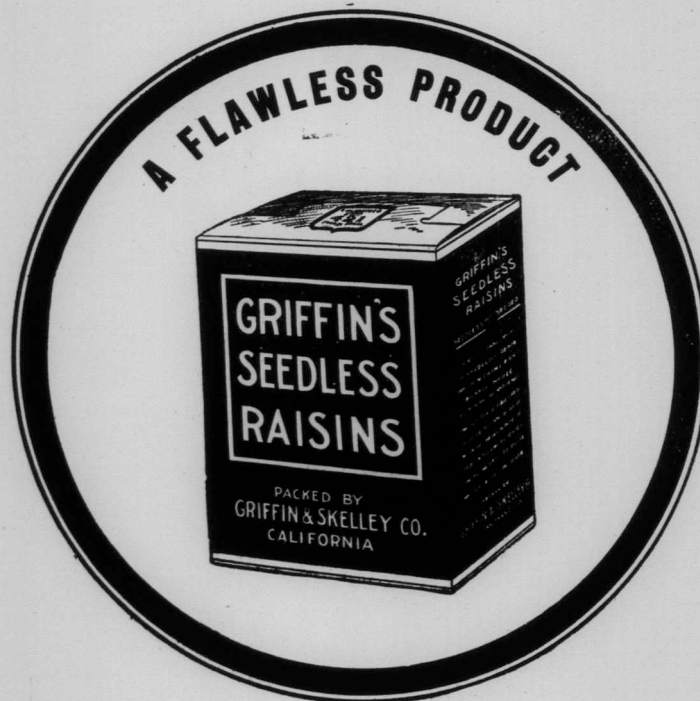
"THISTLE" BRAND FISH

Arthur P. Tippet & Co.

Agents

EVERY TIN GUARANTEED

NOTHING
SUPERIOR
IS
GROWN
OR
PACKED
IN
CALIFORNIA



What the users say:

"I never want to
use better Raisins."

—
We have scores of
such testimonials.

Raisin Perfection

CHIVERS' FIRST PRIZE JAMS

Gold Medal Brussels International Exhibition 1910
Grand Prix Festival of Empire, Crystal Palace, London, 1911

FRESHNESS—CLEANLINESS—PURITY

A lady in Canada writes to her friends in England, "I felt quite at home at once, as they had Chivers' Jam on the table."

FROM THE FRUIT FARM TO THE FAMILY TABLE

The Daily Chronicle (London) says: "The estate on which the fruit is grown covers upwards of 3000 acres. The gathering of the morning is made into jam during the day, thus ensuring the perfect quality of the fruit. In the factories cleanliness reigns supreme."



CHIVERS' GOLD MEDAL JELLIES

The "Court Circular" says:—"They are distinctive in character and vastly superior to any others."

FLAVORED WITH RIPE FRUIT JUICES

"Great Thoughts":—"Flavor and purity cannot be excelled."

"Grocers' Review":—"The highest possible state of perfection."



GOOD PROFITS GUARANTEED

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

There is much more profit in keeping
Chase & Sanborn's
COFFEES

than in trying to explain to a customer
why you don't.

CHASE & SANBORN
MONTREAL

BORDEN'S
EVAPORATED
MILK
PEERLESS BRAND



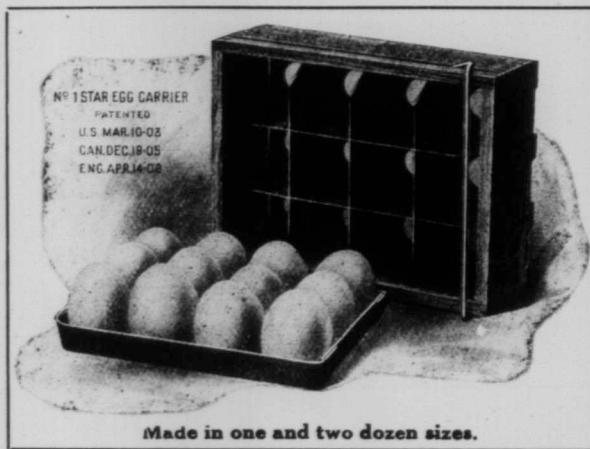
Makes
Your
Customers
Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

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

KEEP YOUR STORE AHEAD



Do not be satisfied to be "just as good": make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

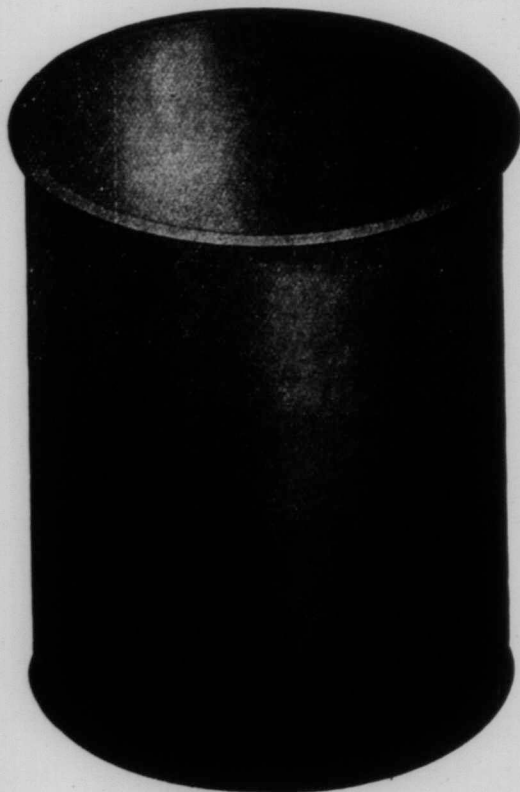
make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen of eggs delivered.

Write for our two valuable books "Safe Egg Delivery" and "Advertising Suggestions." They explain everything in full.

Star Egg Carriers are licensed under Canadian Patent No 94566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.



SANITARY CANS

FOR

"Winter Pack"

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



The Trade of Women

comprises the bulk of your business, and nine out of every ten of those women are housekeepers. It is plain to be seen why you should stock goods that appeal best to them.

MEAKINS' SANITARY WASHBOARDS

are the masterpiece of washboard making. Made in one piece; of all-metal, and have no joints or wooden parts in which to hold the dirt to breed disease germs---therefore they are sanitary. Meakins' Sanitary Washboards will appeal to every woman---on their merit alone.

Get in touch with us for prices, etc.

MEAKINS & SONS, Hamilton, Ont.



**HEALTHFUL
NUTRITIOUS
DELIGHTFUL**

**A DAINTY
DESSERT**





**THE IDEAL
DIET FOR
CHILDREN
AND
ADULTS**

**A NICE
BREAKFAST**

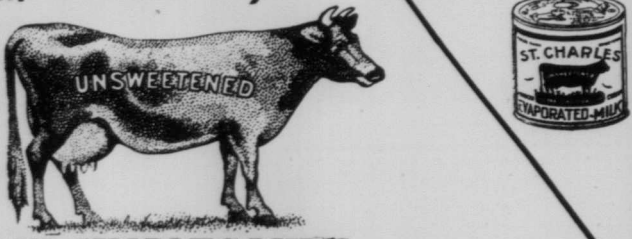
ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N
KINGSTOWN, ST. VINCENT, B.W.I.

EVAPO-MILK **RATED**



ST. CHARLES MILK
IT'S FAULTLESS

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

ST. CHARLES CONDENSING CO.
INGERSOLL, ONTARIO, CANADA

Mr. Grocer, of course you have noticed the Heinz advertisements appearing in the different magazines throughout the country, during the past few weeks.

Are you explaining to your customers the difference between Heinz Mince Meat and the kinds usually made?

Do you realize that by keeping in stock an assortment of the 57 Varieties, it helps to create an impression with your customers that you wish to cater to the best trade?

Remember that Heinz goods are guaranteed to *please*, and that you are authorized to refund full purchase price, should any of your customers fail to be pleased with them.

Heinz Mince Meat and Heinz Plum Pudding are being extensively advertised just now, and a good stock of these should be kept on hand to supply the demand.

Other seasonable goods are Heinz Apple Butter, Preserves, Tomato Soup, etc.

H. J. HEINZ COMPANY

Have No Hesitation



in deciding in favor of a fixture that saves its cost by cutting cheese ACCURATELY.

The Perfection Cheese Cutter

encased in a handsome glass and wood, highly polished case, prevents the giving of over-weight by its attachment for exact measuring, doing away with the accumulation of dried up scraps and crumbs.

THE UNUSUALLY MODERATE PRICE we ask for this fixture will surprise you.

The American Computing Co. of Canada



HAMILTON - CANADA

GROCERY

WE SELL PURITY SALT

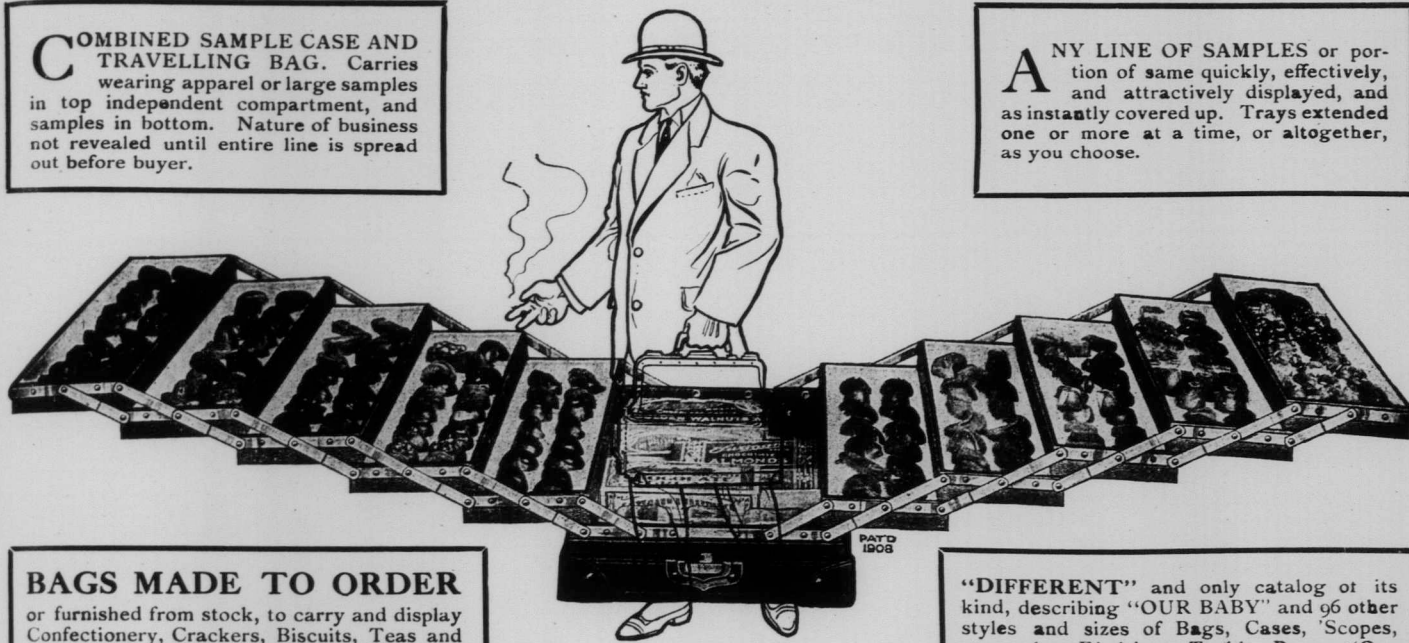
Advertise The Fact

that you sell "PURITY" SALT. It is a sure sign that you are pleasing your customers. Your customer's can buy staples in any store, but [they will go a long way to get a high-grade table salt. The people will have "Purity" Salt, therefore we say, stock this quality article and make known the fact you have it for sale and watch how rapidly it sells.

THE WESTERN SALT CO., Limited
Mooretown, - Ontario

COMBINED SAMPLE CASE AND TRAVELLING BAG. Carries wearing apparel or large samples in top independent compartment, and samples in bottom. Nature of business not revealed until entire line is spread out before buyer.

ANY LINE OF SAMPLES or portion of same quickly, effectively, and attractively displayed, and as instantly covered up. Trays extended one or more at a time, or altogether, as you choose.



BAGS MADE TO ORDER
or furnished from stock, to carry and display Confectionery, Crackers, Biscuits, Teas and Coffees, Groceries, Seeds, All Package or Bottled Goods, Soaps or any line of samples whatsoever.


"DIFFERENT" and only catalog of its kind, describing "OUR BABY" and 96 other styles and sizes of Bags, Cases, Scoops, etc., also Fishing Tackle Bags, "One Piece" Leather and "One Piece" Fibre Traveling Bags.

"Our Baby" No. 1

CATALOG GLADLY SENT FREE ON REQUEST

KNICKERBOCKER CASE CO. Specialists and Original Designers
Fulton and Clinton Sts. ESTABLISHED 1900 Chicago, U.S.A.

By Royal Letters Patent



NELSON'S
Powdered
GELATINE

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

G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"EUREKA"

Canada's Scientific and Sanitary
REFRIGERATOR



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

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

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

CONFECTIONERY

We manufacture all classes of Confectionery from the finest materials.

Factory conditions are perfect and the quality of the goods is unsurpassed.



Some of our Specialties

- BOILED GOODS
- TOASTED COKERNUT SQUARES
- "ATLAS" CARAMELS
- FONDANT MIXTURES
- FRENCH ALMOND PYRAMIDS
- LOZENGES, Etc.

THE MANUFACTURERS' AGENCY CO.

MONTREAL,	J. W. Windsor, 22 St. John St.
ST. JOHN, N.B.	S. Cecil Irvine, 48 Princess St.
HALIFAX, N.S.	C. E. Creighton, Bedford Chambers.
BOSTON, U.S.A.	General Sales Office, 330 Board of Trade Building

E. & T. PINK,

LONDON, ENG.



CONSIDER

what you can do with this line during the holiday season. Stock it and place a few of the packages in your displays. You will have little difficulty in selling a large quantity. Of that we are certain.

"MEADOW-SWEET" CHEESE

In Attractive 10c. Packages

is becoming known in every hamlet in Canada, and, while young, is giving the older, but no purer makes, a "good run for their money."

ONE WEEK TILL CHRISTMAS

Order from nearest agent right away or write direct

Meadow-Sweet Cheese Co., Montreal

CENTURY SALT



The Delectable Zest

which Salt adds to foodstuffs can only be at its best when the purest and best Salt is used. **CENTURY SALT** continues to sell with the same uniformity of superior quality—it is the best for table and dairy use. Your customers will keep on demanding it. A trial order will convince.



THE DOMINION SALT CO. LIMITED
SARNIA ONTARIO

Potatoes vs. Baked Beans

Even the good old Irish potato is getting up among the aristocrats, but Baked Beans remain the poor man's friend.

It is still possible to buy a meal of Baked Beans for an entire family for 10 cents.

It is easy figuring that Baked Beans at present prices are a good buy.

SIMCOE BAKED BEANS

are the greater value at the lower prices.

Send for our new Simcoe Baked Bean Hanger. It's a Trade Winner.

"Valuable Hints on Storing Canned Goods" is free to all Grocers for the asking.

DOMINION CANNERS LIMITED HAMILTON, ONTARIO



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IEESE

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Montreal



DO THEY COME AGAIN ?

Those new customers of yours that you get with so much trouble and sometimes at some expense? Does the **QUALITY** of your goods **HOLD** them? You cannot afford to lose a single customer in these days of competition and express deliveries from large city stores.

WE are the direct representatives of manufacturers of goods of the highest quality, the kind of goods that will bring your customers regularly to **YOUR** store for what they want. **WE** are constantly being offered new and direct lines from these manufacturing houses.

YOU may profit by our unique connection and by our unequalled facilities for supplying you with everything you want, promptly and efficiently. Your smallest order has our personal supervision. Let us hear from you **NOW**. We can help you with "**QUALITY GOODS**" to **PERMANENT BUSINESS!**

RICHARDS & BROWN, - - - WINNIPEG

Wholesale Commission Merchants



A QUESTION

When a customer asks you for Maple Syrup do you ever stop to think whether the goods you are selling really are maple or a mixture? If you do not, then you are taking risks, because the housewife, once dissatisfied, looks elsewhere for supplies.

'Pride of Canada' Maple Syrup

is just the line you should stock, because it IS MAPLE and 100% pure. Has never been adulterated—Never will.

"PRIDE OF CANADA" and N-O O-T-H-E-R

The Maple Tree Producers' Assoc.

LIMITED

MONTREAL TORONTO

Silence is Golden

In matches, as in many other things, silence is desired to please the user.

Dominion Silent Matches

not only vindicate the name assigned them, but each match is a sure light and satisfaction giver. It pays to keep this staple prominently before your customers.

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

Or The Canada Brokerage Company, Limited, Toronto, Ont.

The A. Macdonald Co., Winnipeg, Man.

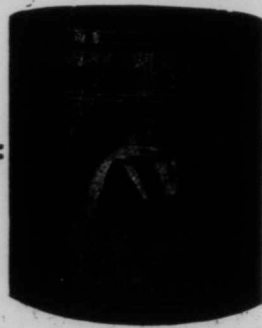
Snowdon & Ebbitt, Montreal, Quebec.



Canada First

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely



Evaporated Milk

and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario



**"Anti-Dust"
Sweeping Powder**

**Stock it
Sell it--
Repeats follow**

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

"Anti-Dust" is the germless and dustless way of cleaning and is immensely popular.

Get supplies from your jobber
or write us direct. :: ::

SAPHO MFG. COMPANY, LIMITED
MONTREAL

**A great call
for 'Camp'**

The luxury that's an everyday necessity.
Brings customers — and keeps them.

**'CAMP'
COFFEE**

Makers: R. Paterson & Sons, Ltd.
Coffee Specialists, Glasgow.

The Lines in Constant Demand!

ROWAT'S PICKLES

AND

PATERSON'S SAUCE

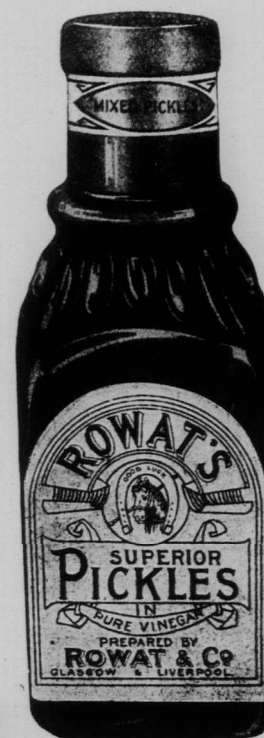
Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:

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



If you want to Please your Customers and increase your trade, stock the two popular lines

GINGERBREAD Brand Molasses

for Baking Purposes,
and the now popular

“DOMOLCO”

for Table Use

Domolco is recommended by all Physicians as a Healthy Food.
For Sale by all the Leading Wholesale Grocers in Canada.

Order to-day

The Dominion Molasses Company, Limited

HALIFAX, NOVA SCOTIA

Built For Permanence

**CONSIDER
CRITICISE
COMPARE**

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

We will then be content to abide by your decision.

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



COLES MFG. CO., Philadelphia, Pa.

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

Tea Hints For Retailers

By JOHN H. BLAKE

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

The Tea Gardens of the World

Tea from Seed to Leaf

Tea from Leaf to Cup

The Tea Marts of the Orient

How to Test Teas

Where to Buy Teas

Is it Wise to Place an Importation Order?

Bulk versus Package Teas

How to Establish a Tea Trade

Tea Blending

(275 pages)

(24 full-page illustrations)

Sent to any address on receipt of \$2.00.

MacLean Publishing Company

(Technical Book Department)

43-149 University Ave.,

TORONTO

PROFIT *and* PRESTIGE

will both find their way to your store, if you handle the SHIRRIFF LINE. We make over ninety different flavors in extracts and stand behind each one.

An instant success and a seller that brings "repeats" is

Shirriff's TRUE VANILLA

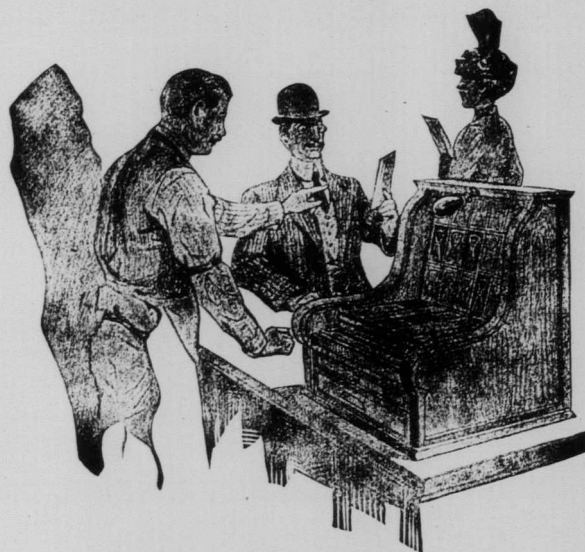


The flavor of **genuine vanilla** is unknown to many people, who are used to the crude taste of the chemical imitations of vanilla which flood the market. **Our TRUE VANILLA** extract is made from the real Mexican vanilla bean, and has a

flavor unattainable by any artificial product, however well made.

WE GIVE YOU A GOOD PROFIT ON EACH SALE, *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO. TORONTO



With **The McCASKEY** *The*
Only **SYSTEM** *End*
One *of*
Writing *Drudgery*

enables you to keep your finger on the pulse of your business all the time.

You always know what every customer owes, what all of them owe.

EVERY CUSTOMER ALWAYS KNOWS WHAT HE OWES YOU. You always have every account posted and totalled to the minute, with one writing, cutting out useless bookkeeping, copying and posting from one book to another.

With the McCaskey System you are flagged at every danger point. You cannot forget to charge for goods. You eliminate misunderstandings with customers over their accounts—because you give every customer an exact copy of his account in full after each purchase.

With the McCaskey System you have an automatic collector, an automatic credit limit and can prove your loss to the penny if your store burns.

For years McCaskey Systems have sold from \$35.00 upwards, according to type and size.

Don't you think it time to ask for further information? There's a booklet "Bookkeeping Without Books" we'd like to send you. A signed postal card will bring it. Write for it to-day.

Dominion Register Co. LIMITED 90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.

Australia - New Zealand.

The McCaskey Register - Alliance, Ohio.

Branches:— Boston, New York City, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

JAM THAT IS REAL JAM

Prepared from the freshly gathered fruit and finest refined sugar, containing no glucose nor chemical preservatives—that's the kind made by

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

Our reputation of over one hundred years is at the back of every sale. Our guarantee of Purity is on every jar.

There's but a small difference between the price of this jam and the poor sorts, but a great difference in quality.

It has the Flavor of the Fresh, Ripe Fruit

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

Your "Guiding Star"

should be "quality." You appreciate this fact. Inferior goods spell final disaster.

L'ETOILE (Star)

is the leading brand of

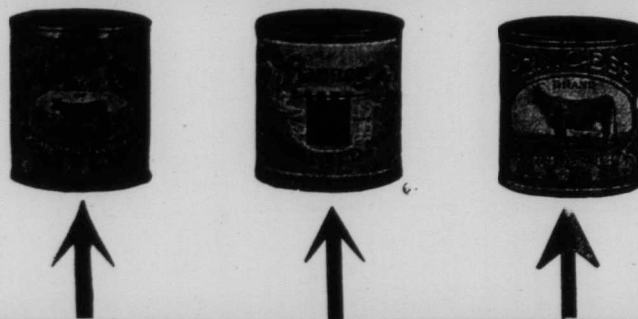
MACARONI VERMICELLI SPAGHETTI

and you, as a first-class grocer, should absolutely insist on having this line and no other in stock. It is all very fine to say "Oh! my customers like the imported." They do not know that the Canadian is just as good, in fact better. Besides cheaper. No customs duty. Tell them.

ASK FOR PRICES

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL



Three Lines You Should Know and Introduce to Your Customers

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

St. George Evaporated Milk, 4 doz. in case, \$3.35
Princess Condensed Milk, 4 doz. in case - \$3.90
Banner Condensed Milk, 4 doz. in case - \$4.40

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

J. MALCOLM & SON

ST. GEORGE - - - - - ONT.

Tartan
BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

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

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

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

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

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

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

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

Established in 1854 by John Redpath

DRIED FRUIT OF QUALITY

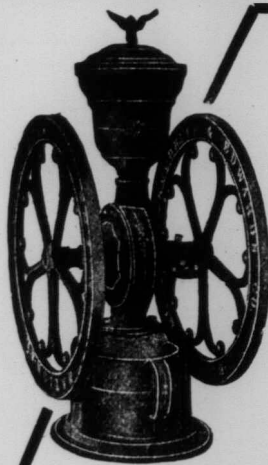
This Mark



**on every Box
Insures the best**

Place Order Now

All First-Class Jobbers Handle.



BUILT ON MERIT

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

**ELGIN
National Coffee Mill**

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue :

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

MADE BY
Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Xmas Baking

calls for large quantities of FLAVORING EXTRACTS--these must be of superior quality, for Xmas baking commands the best.

Sell the ambitious housewife

Extracts which are sure to please by their exquisite flavoring qualities in her cakes, puddings, pies, sauces, etc.

Made from the choicest selected vanilla beans under "Sterling" conditions and packed with the neatness and care that characterize all "Sterling" products.

See to your stocks to-day.

The T. A. Lytle Co.
Limited
Sterling Road, Toronto, Canada



THE "WALKER BIN" SYSTEM

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

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

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

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

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario

ARE YOU INSURED

AGAINST ADULTERATION
on the spices you handle?

The Government Form of Warranty

is your only safe insurance,
and is attached to every

TIN - PAIL - BOX - PACKAGE
AND BARREL OF,

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH
EVERY SPICE PURCHASE YOU
MAKE AND PLACE THE ONUS
ON THE MANUFACTURER.

**A Dialogue
With a Moral**

"I want a bottle of the best olives you sell."

"Yes, Madam. Here is a bottle of CLUB HOUSE QUEEN OLIVES, all the olives are selected for size, shape and color and are carefully preserved to retain the luscious flavor of the natural fruit."

Now, this customer insists on having Club House Queen Olives every time.

**Write your jobber
for prices.**



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

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

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



Other
Brands

McLEAN'S

is surrounded by a
bigger circle of friends
than other brands
because it is the orig-
inal and the best.

McLEAN'S at Xmas and always
The Canadian Coconut Co., - Montreal

CLARK'S Christmas Plum Pudding



In Cans, Nos. 1s and 2s.

One sale creates a demand. The high quality makes them a favorite at all times.

Clark's Mincemeat

"In Glass"



Quality
Guaranteed.

Sustained
Profit.

One Size Jar Only

Clark's Mincemeat

"In Cans"



In Cans, 1, 2, 3, 4 and 5's.

In Pails, 5, 10, 25, 45, 85 lbs.

W. CLARK, - MONTREAL

Manufacturer of the Celebrated PORK AND BEANS

JAPAN TEAS

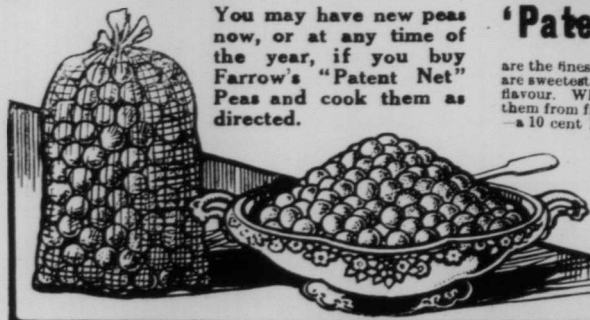
being absolutely free from coloring matter

have met with a surprising increase in demand this season, so much so that stocks now in first hands are practically nil, which is unprecedented at this particular period.

FURUYA & NISHIMURA, Montreal

New PEAS (with MINT)
in Cooking Nets (Farrow's Patent)

FARROW'S 'Patent Net' PEAS



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

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For Your Profit and Reputation!

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

"KING OSCAR" BRAND

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

Order a trial case from your wholesaler.

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

HAMILTON

ONTARIO

**WE
WANT
A
MAN**

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than \$100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

It will pay to supply your Customers with

St. Lawrence Sugar

It is the choicest and most reliable sugar refined in Canada, certified by Government analysis to contain 99⁹⁹/₁₀₀ to 100 per cent. of pure cane sugar with no impurities.

The St. Lawrence Sugar Refining Co., Ltd., Montreal, Quebec

TO THE WHOLESALE TRADE

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

SUGARS MOLASSES

and all West Indian Produce

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

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

West India Co., Limited

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at
10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at
15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

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are manufactured from paper especially selected for toughness and durability, and for the most sanitary wrapping of parcels.

Brands: GOVERNOR, PREMIER, and COLONIAL.

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QUEBEC and MARITIME PROVINCES:

The Continental Bag and Paper Co., Ltd., Sole Manufacturers **Ottawa**



Manufacturers' Agents and Brokers' Directory

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

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

Wholesale
Grocery Brokers

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COVERING

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CORRESPONDENCE SOLICITED

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.

270 Chambers of Commerce. P.O. Box 1812

WINNIPEG

THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS

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

FRANK H. WILEY

MANUFACTURERS' AGENT
and
IMPORTER

757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED

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

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—MOOSE JAW—

WHITLOCK & MARLATT

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

G. C. WARREN

Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

—TORONTO—

SHIP ALL YOUR

Sundried Apples

to us, charging us the same price
as any buyers are offering. We
will remit you promptly.

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

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W. G. A. LAMBE & CO.
TORONTO

Grocery Brokers and Agents.

Established 1885

MacLaren Imperial Cheese Co.
Limited

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Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

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

LIND BROKERAGE CO.

73 Front St. East - TORONTO

—MONTREAL—

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

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

—MARITIME PROVINCES—

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery
Brokers

HALIFAX - NOVA SCOTIA

We are open for a few high class specialty
lines

H. R. SILVER, LTD.

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AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

First-class frost-proof storage facilities.
Correspondence solicited on Domestic and
Foreign lines.

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WHOLESALE GROCERY BROKER
ST. JOHN, N.B.

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

W. S. CLAWSON & CO.

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Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

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ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful
attention to all business. Highest Canadian and foreign
references. Cable address: "Macnab," St. John's.

Codes: A, B, C, 5th edition, and private.

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McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

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

**MANUFACTURERS' AGENTS AND
BROKERS' DIRECTORY**

(Continued.)

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**THE MARSHALL
BROKERAGE COMPANY**

67 Dundas St., LONDON, ONT.

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

OTTAWA

**L. H. MAJOR and
J. SOUBLIERE, Limited**
Wholesale Brokers and
Manufacturers' Agents

Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

**THE PEOPLE OF
JAMAICA**

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON

"GLEANER"

might bring inquiries. Better write for rates to

I C STEWART, Halifax

SUCHARD'S COCOA

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

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned

Apples

Ingersoll, - Ontario
ESTABLISHED 1886

The
Condensed Ad.
page
will interest you

**WHITE DOVE
Cocoanut**

The cocoanut which can be depended on—fresh, pure and wholesome, and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.



W. P. Downey
MONTREAL, QUE.



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

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

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

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

**CLAY
PIPES**

Those made by **McDOUGALL** are peerless. Insist upon having them.

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

WINDSOR SALT

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

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

Now is the Time

for you to gather your clerks together and point out clearly what lines should be pushed during the holiday season. A little extra effort on their part means more money for you. Tell them that

"Club"

Jelly Powder

should be brought to the attention of the housewife as it is entirely as good as any other, in fact a better proposition, because with each package the purchaser gets an extra powder **free** which makes a delicious custard.

Of Course

we are taking it for granted that you have plenty in stock. If not, waste no time, but write to

S. H. Ewing & Sons
Montreal - Toronto

TO

Brokers and Manufacturers' Agents

—Your business card on this page will keep
—your name and field of operations before
—Manufacturers, Importers and others
—looking for responsible representatives.
It costs you little and means much to you if you are looking for agencies

Write for particulars to

The Canadian Grocer
Montreal Toronto Winnipeg



It Is Quality That Counts!

Banner Brand Jams have long been recognized as a leader in quality that nowadays grocer and consumer alike regard it as the standard brand.

Furthermore, the grocer has found that Banner Brand consistently yields him a better profit than other jam, and that his customers are always satisfied. It is a good proposition, Mr. Grocer—get in touch with us.

Lindner & Benner - Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg.

Just Arrived

One Carload **Bosnia Prunes** boxes 28 & 56 lbs.

One Carload **Oregon Prunes** 30s to 90s.

One Carload **New Crop California Seeded Raisins**
"Anchor" or "Griffin & Skelley"

WRITE FOR PRICES --- WE CAN SHIP AT ONCE

EBY-BLAIN, LIMITED, Wholesale Grocers,
TORONTO



THEY ARE A SUCCESS BECAUSE

The quality of the fish and the oil used, together with the design of the tin, make the

"DUNOYA" BRAND SARDINES

more attractive than the ordinary tin offered to retail at 10c.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON ONTARIO
(J. A. Henderson)



Famous for Quality



"SALADA"

is tea in all its native purity and garden freshness. For nineteen years its high standard of quality has been consistently, unswervingly maintained.

A Tea that does credit to your Recommendation.

"SALADA" TEA COMPANY

TORONTO

MONTREAL

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Eleventh Hour Christmas Suggestions

Some Plans for Making the Most of Seasonable Lines Next Week—See that Windows, Counters, Advertisements, Show Cards and Price Tickets are Doing Good Selling Work—Lines to Feature—Use Spare Time in Parcelling Goods in Convenient Salable Quantities.

ONLY one more week of Christmas trade! No matter how many "Shop Early" appeals are made by the newspapers and the clergy, it still remains a fact that the great majority of Christmas purchases are crowded into the last week. Each dealer must, therefore, endeavor to get as much of this business as possible. Every means should be utilized to increase sales. When Christmas is over the work of selling Christmas goods will be much more difficult.

In the first place look to the window. Many grocers who have been featuring in the window dried fruits, extracts, plum puddings, mince meat, etc., for past couple of weeks, have yet their real Christmas display to install. Some maintain that a display more than a week old gets dirty. Others claim it becomes so familiar that few will stop to look at it the second week. This will be particularly the case in the smaller centres. See, therefore, that the display is fresh looking and clean. Don't let the dust settle on the prunes or cranberries. Lack of attention in this regard has spoiled many a sale.

Among the goods that should be well up to the front next week are plum puddings, mince meat, extracts, table raisins, oranges, figs, dates, confectionery, all kinds of nuts, cranberries, fancy biscuits, Christmas stockings, crackers, holly, currants, raisins and Malaga grapes. These are the goods which will form the biggest portion of every window, every counter display and every advertisement. They should be introduced to probable customers at every conceivable opportunity.

Special attention should be given to those lines that will be practically unsalable after the holiday season. Stockings and crackers are among these, but as they are easily sold, the dealer should have little trouble in disposing of a fair supply. Overstocking in such cases should, of course, be avoided. Lines such as chocolates, biscuits, table raisins, etc., in special Christmas containers should be moved out early to insure against carry over and possible loss.

In the holiday rush neglect of the children should be avoided. A neat display

of stockings, candies or chocolates will always catch their eye and they don't hesitate to call parents' attention to what they have seen in Brown's or Johnson's window. An appeal to children will frequently bring the older folks.

Holiday decorations are essential to giving a Christmas appearance to the store. Dealers, however, should see that old, worn-out decorations are not used. These are often covered with dust and are faded worse than a two-year-old piece of print. Get something new, even if there is not much of it. Dirty decorations are not appreciated by particular customers. Some may even associate them with the store interior and the goods sold.

In the midst of the Christmas rush, keep an eye on the dead-beat with his plausible excuses for not paying cash. Insist on getting the money, its equivalent or know that the purchaser is good for it. One is apt to be a little too lenient with customers at this season.

The Christmas advertising must not be neglected. At this time newspapers advertisements are followed carefully and your appeals, if couched in plain, convincing and attractive language, are bound to produce fruit. Take time to see they are properly written and displayed, and QUOTE PRICES unless you have some good reason for not doing so.

In the majority of cases show cards and price tickets are necessary to obtaining the best results from the window. Particularly is this the case in a district where the people are not any too wealthy. Prices of dried fruits, cranberries, poultry, etc., are desired before people will enter the store. Attractive display cards containing Christmas Greetings, and something of special importance regarding goods for sale, are especially beneficial in attracting attention. When the store staff is rushed, price tickets and show cards frequently make sales themselves.

Every dealer should sell considerable icing sugar during the last week. If you have any spare time, put up a quantity in the different sized parcels which your customers generally ask for.

Have various kinds of nuts arranged in a position convenient to the scales and have a scoop ready for filling them. Filling several pounds by the handful wastes a lot of time. If you have an open ledge behind one of the main counters, arrange the nuts in receptacles there. It not only displays them well but makes them convenient.

Here is a good way to show your oranges. Twist a yard and a half of ordinary hen coop wiring into a cylinder and fasten it in that manner. Stand it on end in the window or store and fill up with oranges. A filler in may be placed in the centre and the oranges piled around it. It then will not require nearly as much fruit as if built solid.

Many dealers find it profitable to take one line each day of the last week and specialize on it. Say, nuts one day, dates the next, figs the next, and so on.

Some grocers find a sale for package chocolates and bon bons only around Christmas time. If this is so in your case and you find a couple of days before Christmas that they are not moving rapidly, give them special attention and try to clear them out. The profit lies in selling the last package of the dozen. A grocer can easily begin a good paying confectionery department by giving some attention to it at this time.

System, if needful at any time, is necessary in the delivery of goods during the Christmas rush. See that each customer gets the goods she has ordered, and that she gets them promptly.

USED THE WRONG COUPON

A number of readers of The Canadian Grocer have made an error in writing to the Ontario Lantern and Lamp Co. of Hamilton, asking for calendar mentioned in advertisements of this company in our paper. The words "Send coupon for calendar," which appeared in a number of their ads., were misconstrued. Many simply cut the entire advertisement out of The Grocer, mailed it to Hamilton and asked for calendars. The coupon referred to, however, is to be found only in the globe of the company's Banner lantern and a calendar is forwarded on receipt of this. It is in the form of a post card addressed to the company.

SAVI
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Introductions to The Christmas Ad.

How a Number of Canadian Dealers Have Begun Talks About Their Christmas Goods—Which Style Do You Prefer?

SAVE GROCERY MONEY THIS MONTH.—Now is the time you are purchasing your supply of groceries for Xmas. Just look over our prices and give us a trial order. Our goods are strictly reliable and best quality.—Cash Bargain Grocery, Brantford, Ont.

TWO GOOD REASONS WHY YOU SHOULD BUY YOUR GROCERIES AT THIS STORE:—

- 1st. Because you are sure of getting quality groceries that are strictly fresh.
- 2nd. Because for the same quality groceries you pay less here than at any other place.—A. W. Morrison, Ingersoll, Ont.

GROCERY DEPARTMENT ENLARGED on account of our increasing grocery business; we have moved our crockery and glassware into the basement and the space occupied by the crockery and glassware will be used for groceries, and to-day we have one of the finest grocery stocks to be found in any general store in the Province.—H. J. Colwill, Arthur, Ont.

OUR STOCK OF PLAIN AND FANCY GROCERIES is very large, and well assorted for the Christmas trade. Our large cellars are filled with the choicest wines, etc., that money can buy. Ask to see our "New Wine List."—James Osborne & Son, Hamilton, Ont.

CHRISTMAS BAKING.—We can provide you with the very choicest of selected fruits. We offer you the best goods, the best prices, the best service during the holiday season.—Porter S. White, Peterboro, Ont.

ADVANCE SALE OF STOCKINGS AND CRACKERS.—The demand for Xmas groceries and provisions has already started in—last Friday and Saturday were the busiest two days we have experienced for a long time, and was just a gentle reminder of what is yet to come before we get finished with 1911.

New goods are arriving every day, and our stocks are bigger, better and more varied than ever before. From all parts of the world we have been obtaining supplies for the good people of Montreal as well as our out-of-town friends, to help them to thoroughly enjoy the grand old Xmas season.—Fraser, Viger & Co., Limited, Montreal, Que.

BELIEVING IN THE FUTURE OF BATTLEFORD and wishing to share in its prosperity, have moved into new

premises installed with modern and sanitary fixtures and now we solicit increased patronage from old and new customers. We can serve you better and sell you cheaper than ever before. Our prices are undergoing revision in every department, and are being lowered in every case possible.

IT IS ALL IN THE FLAVOR

There are different kinds of Currants, just as there are different kinds of apples or peaches. It is the flavor that counts. The soft sticky kinds with the reddish color have a sour taste. The best are of a dark blue-black color, and taste altogether different. Taste the flavor of our Black Beauties Patras Currants. Per pound 10¢

Come in and see our Raisins. A pleasure to show them, whether you buy or not.

- New Sultanas, seedless, per pound 15¢
 - California Seeded, 16-oz. packages 12½¢
 - Select Valencias, lb. 10¢
 - Table Raisins 25¢
 - Drained Peels, free from sugar. Lemon, orange and citron mixed.... 20¢
 - Cooking Figs, 4 lbs. 25¢
 - Yellow Eyed Marrow-Fat Beans, for boiled or baked beans, per pound 5¢
- Let us fill your Saturday order.

John Diprose

THREE POPULAR STORES:
Dundas Street West.
Dundas Street East.
Richmond Street North.

A Splendidly Written Advertisement From a London, Ont., Newspaper. The Introduction is Particularly Good.

Special.—A car of Ontario apples to arrive this week. Quality and price guaranteed. Leave us your order for delivery on arrival.—Burlingham & Speers, Battleford, Sask.

CHRISTMAS PRICES AT BARKERS.—This is Barkers' thirteenth Xmas announcement to their customers in

Pictou county, and, although 13 is considered an unlucky number, we are con- ceited enough to think that it is not go- ing to work any charms against Barkers making this Xmas trade the largest they ever had in our New Glasgow and Stel- larton branches. Our purchases this year, to keep pace with our rapidly growing business, have been larger than ever, and although in many cases mar- ket prices are higher than former years, we are giving our customers Xmas goods at practically the same price as in the past. We count on making our profit on the old plan. Quick sales and small profits and no book debts. Read the prices and then judge for yourself.—The 2 Barkers, New Glasgow, N.S.

CHRISTMAS HAMPERS.—Once again the Christmas season is upon us, and once again we announce this Hudson's Bay special Christmas feature. This sea- son our hampers are better than ever, containing a large and choice selection of the highest quality goods, and at special prices. Every one is carefully packed in a painted box, fitted with a hinged lid and fastener, and all are securely sealed before being shipped.

Orders should be placed as early as possible in order that we may give them our best attention. We ship these hampers to any address, and the prices quoted are f.o.b. Calgary.

Enclose sufficient money to pay cost of hamper and freight charges if it is intended as a present. Balance of money, if any, will be promptly refund- ed—Hudson's Bay Co., Calgary, Alta.

A BREAKFAST FOOD WINDOW.

Montreal, Dec. 15.—In displaying a breakfast food, John Robertson & Son, St. Catherine St. W., recently devoted the central part of the arrangement to an appeal to the palate. One of the boxes was opened and part of the food spread over another box. Partly buried in the food was a banana, a halved orange and a section of the orange. This little touch emphasized the tastiness of the food, and certainly lent it value the display would not otherwise have had

In another section of the window a display of marmalade attracted atten- tion through a show card inscribed as follows: "Change from the ordinary orange marmalade. Ten varieties and all tasty and delicious." The price was given, and the whole display sent the observer away with the feeling that a change would be desired.

The tobacco crop of Essex, Ont., this season is estimated at 11,000,000 pounds.

Wide Awake Methods in Retailing

Montreal Dealer Making Feature of Xmas Stockings—New Fixtures Going Into Battleford Store—Early Xmas Shopping Campaign.

Selling Xmas Stockings.

Montreal, Dec. 14.—Christmas stockings and crackers are a feature in the Christmas trade of many grocers. One local grocer who has made it a feature for many years stated recently that formerly prices for stockings ran from about fifty cents to eight dollars; this year ten dollars is his limit but they are for stockings that are exceptions, indeed. Another noticeable feature is that people who formerly bought 75 cent stockings for their children now pay two and three dollars.

No better indication could be found to show that the people are prosperous and as a whole are earning more money, any way. The grocer is the legitimate retailer of crackers and the Christmas stocking. He should see to a good stock.

Fixtures in Mission Styles.

Battleford, Sask., Dec. 14.—Burlingham & Speers are becoming settled in their handsome new store, which, with modern fixtures installed, is one of the most up-to-date stores west of Winnipeg. The fixtures are all in mission effect including the office enclosure, which is in the centre of the building. The new premises reflect credit on the enterprise of the proprietors, as well as on the town.

Campaign on Early Shopping.

St. John, N.B., Dec. 14.—A campaign which is expected to prove of immense benefit to the grocer as well as to merchants in other lines of business has been inaugurated in this city, for the object of inducing the public to make their Christmas purchases early. The press has taken up the matter editorially, and will lend every possible assistance to the movement which tends to be very successful, as general sympathy is expressed by the people.

The fact that the "last-minute-purchasers" do not feel always satisfied with the results of their investments is an argument which is being used quite generally, and besides this an appeal is made on behalf of the over-worked clerk, who can wait upon customers more readily if the rush is eased by their buying goods early. Such warnings as "Christmas is already only two weeks away" or "twenty days distant" whichever the case may be, with the query "Have you made your purchases yet? If not, why not?" are expected to lend assist-

ance to the movement, and promote further interest.

Tell Public of Coffee Advance.

Montreal, Dec. 14.—Under the heading "Fraser's special coffee now 30c lb." the following appeared in the advertisement of Fraser, Viger & Co. "Owing to the great increase in the price of coffee we have been reluctantly compelled to raise the price of our special blend to 30c per lb. We thought it better to do this than change the quality, and just as soon as the coffee market becomes easier we will reduce the price again. Our other coffees will be at the same price as before."

Show Case Sells Gum.

Montreal, Dec. 14.—A special show case for the display of gum has proven a good investment to a local grocer whose store management shows signs of good ideas. He obtained a small show case just large enough in fact to allow a display of gum. It was about two feet long, one and a half feet wide and about a foot high. He placed this display on his main counter near the front of the store and found that it not only helped along the sales of gum, but it kept it in good condition.

Much has been said about the effect of a good display, and in this case a little extra care assisted materially in selling an article that is sold in every grocery store but which in many cases fails to receive the attention that is its due.

Featuring Biscuits.

Hamilton, Ont., Dec. 15.—John Carpenter, grocer, 10 Market Square, has been making a specialty of fancy biscuits of late and with this in view has a display of them in a prominent part of his store. Ten different kinds are shown in the original boxes, open to public view. A show card on each box announces to the prospective buyer the name of that particular kind as well as the price. The results of this display with goods marked in plain figures have been good.

Retailer Issues Catalogue.

Summerside, P.E.I., Dec. 14.—A special grocery catalogue has been issued by R. T. Holman, Limited, which contains the latest market prices on groceries.

This firm is among the more progressive, importing many lines of groceries themselves, and making a specialty of handling high class goods.

Free delivery of goods is among the inducements to deal at the store as well as guaranteed satisfaction to each and every customer.

Christmas Tree Ornaments.

St. John, N.B., Dec. 14.—An interesting side-line to add to the bulk of Christmas trade is being carried by a local grocer who has stocked a large supply of Christmas tree ornaments in his store, expecting as he says himself, "to make an honest dollar thereby." Laced stockings, containing a variety of childly fancies, candles, and their holders, ornamental articles of various shapes and colors, tinsel, pop-corn strings, and other such articles used in decorating the festive tree have been added to his stock, and are given a prominent place at one side, not far from his assortment of fancy boxes of chocolates and candies for the holiday trade.

He expects he will not have any left by Christmas Eve, and although they are somewhat foreign to the grocery trade, he sees no reason why he should not handle them, if he found it profitable; for if it came to a question of argument on this point, there were many articles now carried by grocers which people a few years ago would never have looked for in a store where food-stuffs are the essential idea.

Match Box Novelty.

Proton, Ont., Dec. 14.—Louis Becker, general merchant of this town some time ago distributed to his customers an advertising novelty in the form of a fancy tin match box. In it the ordinary five-cent box of match could be placed, an opening at the bottom allowing them to be taken out as required. On the front was the inscription, "This will hold your matches. Our prices will hold your trade." The good point about such a gift is that it remains in the house for many years, thus increasing its advertising value over many other advertising novelties.

"Do you drink coffee?" asked the doctor of an aged patient.

"Yes," was the reply.

"Coffee," continued the M.D., "is a slow poison."

"Yes, very slow," replied the old man, "I have taken it daily for nearly eighty years."

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HOW WOULD YOU MIX ASSORTED NUTS ?

Regina Reader Raises Interesting Point—Wants to Know if he Should Use More of the Cheaper Varieties.

Editor, Canadian Grocer:—What does assorted nuts mean? I sell nuts assorted at 25 cents per pound. Some cost me considerably more than others. In filling them up, I put in more of the cheaper ones. Is there anything wrong with this practice?

Regina, Sask.

READER.

Editorial Note.—The question our correspondent has brought out is a rather delicate one inasmuch as there are different ways of looking at the problem. More so is this the case in the fact that nuts vary in cost. Were it not so it would seem they could be mixed indifferently and there would be no feeling that the customer was not getting exactly a fair deal.

"There would be nothing wrong with mixing nuts so as to make it favorable to yourself," states one dealer, "if the customer were satisfied." How is the grocer to tell whether the customer is satisfied? If he does not specify definitely what quantity of each he wishes, is it to be taken for granted that he will be satisfied with them mixed as the grocer sees fit providing the proper weight is given?

Has the customer the right to say how he wishes them mixed? For instance, supposing he wished the greater quantity of the high priced ones, which brings us back to the question "What does assorted nuts mean?"

Webster does not make the point exactly clear. He defines an assortment as "a number of things of the same kind varied in size, color, quality, price, form or the like to suit the market, the wants of the people or various purposes."

FROM OUR READERS.

"We think you are to be congratulated upon your Fall Campaign Number of The Grocer. We find a great deal of valuable information in same. There are a strong line of advertisements running through it."

WOODMAN & McKEE.

Coaticook, Que.

Editor Canadian Grocer.—Please find enclosed accepted cheque in payment of new subscription for 1912 to your very interesting and commercial paper, "The Canadian Grocer."

I will be very glad to see all men in business subscribers to the Journal.

Wishing you the best success, I remain,

C. A. PARADIS.

312 St. Joseph St. Quebec.

"I intend to enter the lists in your Xmas ad-writing competition. I find your criticisms which are always practical, are a great benefit to ad-writers."—A B.C., Clerk.

It is contended by some that there should be an equal quantity of each kind, but Webster's definition says nothing to this effect.

One dealer thinks he has a solution for the problem. "I assort them in the first place and offer the assortment as I make it at 25 cents per pound. When a customer orders a pound I fill it up from the assortment and I do not think there is any feeling that I am imposing on the customer."

But then again supposing a customer did not see them but ordered them by phone? The problem is becoming more complex and other opinions would be appreciated.

PROPOSED BEET SUGAR FACTORY

Chatham in Hopes of Securing New Big Industry—Conference Held Recently.

Chatham, Ont., Dec. 14.—The Industrial Committee on Friday last held a conference with D. A. Gordon, of the Dominion Sugar Co., Wallaceburg, Gilchrist of Detroit, Smith of Bay City, and Avery of Detroit, regarding the proposed new beet sugar factory here. The visiting promoters submitted a proposition to the city regarding the proposed plant and this will be considered shortly.

Boards of Trade of Edmonton and other cities in Alberta are urging the passing of a bulk sales act in that province.



A Christmas Window Show Card Neatly Written. One of These in the Window Next Week Will Add to its Attractiveness.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston

Toronto—143-149 University Ave. Telephone Main 7324.

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—

New York—R. B. Huestis. 115 Broadway, New York.

Telephone 2282 Cortlandt

Western States Representative—A. H. Byrne. 607 Marquette

Building, Chicago.

Telephone Randolph 3234.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12960.

E. J. Dodd

FRANCE—

Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription, Canada, \$2.00; United States, \$2.50;

Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

OUR CHRISTMAS COMPETITIONS.

Before you remove your Christmas window after next week, get it photographed and enter it in The Canadian Grocer's Christmas Window Competition. See that a good photograph is obtained—one with as little reflection as possible. To secure a photograph that will show up the detail, the photographer should not stand too far distant. The use of a sheet spread in the air behind the camera will tend to prevent reflection. If the buildings, trees, etc., across the street are not too high, good results can invariably be obtained.

For our ad-writing contest, send us one or more of your best Christmas advertisements. Clip them carefully from the newspaper and mail them to us.

Prizes amounting to \$25—distributed as per advertisement on another page of this issue—will be given.

Give us descriptions of windows and your ideas on newspaper advertising, and see that your entries are mailed before the last day of the year.

WESTERN CROP SITUATION.

The weather man is endeavoring to at least make amends for the serious predicament in which he has placed the farmers of Western Canada through his misbehaviour during the harvesting and threshing seasons, by completely reversing conditions. In former years mild weather during the month of September and earlier part of October, with colder weather during the latter part of November and December, has been the rule. This year, however, as stated above, conditions are reversed, and during October and November, when threshing should have been at its height, snow storms with a temperature ranging from zero to 40 below prevailed.

During the last three weeks, however, some of the most enjoyable weather has been in existence, and with a temperature ranging from 10 to 35 degrees above zero, the farmer has been able to in some way thresh his grain which should have been marketed at least six or seven weeks ago. According to official returns, there has been an increase in the number of cars of grain this year which have been inspected from Sept. 1 up to and including Nov. 30, on each line. The figures on the various lines are:—

C.P.R., 32,933 cars; C.N.R., 19,844 cars; G.T.P., 5,054; and the G.N.R., 1,825. This makes a total of 59,655 cars. When these figures are compared with the number of cars inspected last year during the same period, they show an increase of 2,195 cars for the C.P.R., 4,532 for the C.N.R., 1,636 for the G.T.P., and 1,059 for the G.N.R.

In spite of this increase, however, complaints are being received by banks and wholesale institutions from all quarters of the west that not only can the grain not be threshed, but owing to the shortage of cars, the farmers are unable to market it, and the result is that collections have been poor, and all institutions are making arrangements to carry over a lot of farmers' paper for at least three or four months.

DEALERS SELECTING THE BRANDS.

Evidences of the confidence placed in the "family grocer" by the housewife are by no means few and far between. In every good Canadian store, the dealer is every day using his selling power and his knowledge of goods, to supply the desire of his patrons.

Here is another instance: A woman customer who had asked for and bought a certain brand of vinegar, discovered she didn't like it. Next time she bought vinegar she pointed this out to the dealer. At the same time she asked him to select for her what he considered the best. He promptly took a bottle from the shelf, pointed out the reputation of the manufacturers and suggested that this brand be given a trial. The sale was of course at once made.

Once a dealer gets the confidence of a customer by playing fair and giving the right goods, he is in a position to suggest other goods that he knows will give the best of satisfaction. He is thus enabled to raise the standard of goods sold, and to sell goods not actually asked for.

GROCERS SHOULD PUSH OYSTERS.

While individual dealers in oysters report they are selling a larger quantity each year, there is a doubt in the minds of some if the consumption of oysters per capita is increasing, or even if it is as large as in past years. That is, there is a feeling that, unlike many other articles of food, the consumption of oysters has not kept pace with the increase in population.

If this be true, what is the reason? It cannot be that they lack any qualities of a good food. They are both delicious to the taste and nutritious, while authorities declare they are easily digested, in fact nearly self digestive.

It is a fact that the majority of grocers do not give them the attention they should. One reason for this is that for many years the selling of oysters was disappointing to the retail trade. That was during the "water" era. Oysters were watered more than they should have been to compete with the other fellow who was doing the same thing. Customers were dissatisfied and, believing they were not being accorded a fair deal, they quit buying oysters.

This objection has been overcome in recent years by the selling of solid meat oysters. However, the public won back to its normal confidence has not been as yet state, and the grocers themselves have not taken up the sale of oysters with the vim they deserve.

By proper attention they can be worked into a highly profitable line.

GET AFTER PROSPECTIVE ALDERMEN.

Nomination day for many Canadian municipal elections will soon be here. A week later the elections themselves will be on.

Retail dealers everywhere should take advantage of this. In most urban communities the merchants have some principle to contend for, and their rights can only be secured through town or city council legislation.

Prospective mayors and aldermen should be canvassed thoroughly to get their opinions on important trade questions. Tell them the difficulties merchants are under in competition with transient traders who pay no taxes. There are also the questions of over-hanging signs, displaying fruits over the sidewalks, methods of taxation, street cleaning and watering, etc. Secure an expression of opinion from them, and after they are elected see that the rights of the merchant are brought before the council and that the co-operation of these men is obtained.

Before the election is the time to get in the good work.

A DISHONEST PRACTICE.

It seems almost unnecessary to bring up in these columns the question of the retailer playing fair with the manufacturer, but representatives of one large firm have found some grocers playing an old trick that is dishonest, and is in the end bound to prove unprofitable. Just as an example, some grocers have purchased mincemeat in pails, and when the first supply was exhausted, they refilled them with an article that they had mixed together themselves, or of an inferior quality bought elsewhere.

Grocers who stoop to such principles are not of the present day type. It is likewise felt that no reader of these columns would adopt such a plan, for the reason that he is not only hurting the manufacturer, but his actions are bound to reflect upon his own trade. Grocers of to-day aim to please their customers, and quality is their watchword, knowing that it is not only profitable for the time being, but that it is the surest method of building up a larger clientele.

Mincemeat is only one article mentioned as an example. Pickles admit the same opportunities to those who will stoop to using them, and there are numerous other articles that might be mentioned. On the whole, it is safe to say, that the Canadian trade knows very little of this style of doing business, and manufacturers themselves admit that those who have been caught in the act, would not be considered even an average grocer. Their very actions bespeak their standing.

THE EXPERIENCE OF 1911.

Some of the market changes during the past year afford food for reflection now that the grocer is practically prepared for the 1912 trade.

It will be remembered that late last spring evaporated peaches sold as high as seventeen cents; that apricots brought even twenty-two cents; that large prunes brought from seventeen to eighteen cents; that evaporated apples sold around fifteen cents and higher, and that, generally speaking, dried fruits showed a bare market with high prices.

For at least two months there were few, if any, Valencia raisins, and some houses had none to offer. Likewise prunes were at a premium and as supplies ap-

proached the point of exhaustion, prices soared in proportion.

These conditions should be taken into consideration now while the grocer is wondering whether he has a sufficient supply or not, and is following the market reports for guidance. Some prices even at this early stage are not far from the quotations that ruled six months ago.

In canned goods the situation showed a marked similarity. Tomatoes went to \$1.65. Compare this with the present price and form an opinion as to what they will be quoted at six months hence. Peas brought \$1.35. This year's crop was extremely meagre. Already European peas have been advanced and the opening prices for Canadian peas have been left behind.

Canned fruits, such as strawberries, raspberries, etc., were a short pack; the supply of jams is reported none too plentiful, and the first strawberries are seven months in the future.

Individual grocers have their own business methods, but just a reminder of the experience of the past year may be of service to those who have not thought about the quantity of their supplies by the time the violets come again with the first signs of spring.

EDITORIAL NOTES.

The merchant must get away from the idea that methods used years ago cannot be improved upon.

* * *

An Edmonton, Alta., M.P.P., intends introducing an Early Closing of Shops Act in the Alberta legislature. This will provide for the closing of all retail stores at 6 o'clock.

* * *

During Christmas week there should be no dust-covered prunes, cranberries, etc., lying about the store. Sanitary stores now have glass-covered boxes to ward off any dust and dirt flying about the store.

* * *

A despatch from Guayaquil, Ecuador, says the cocoa planters have petitioned the government to convoke Congress in extraordinary session for the purpose of passing a bill appropriating funds for cocoa valorization as provided by the agreement with Portuguese and Brazilian planters.

* * *

Big commercial institutions are paying "business systematizers" big money for going through their offices and factories and putting more systematic methods to work. It is by the introduction of these more systematic methods that they are able to stop the little leaks.

* * *

Disputes between clerk and customer regarding the denomination of a bill tendered in payment of goods is not an uncommon thing. Sometimes it results in loss to the dealer, and even if the matter is finally smoothed out, the customer generally leaves with something of a hard feeling towards the store. Calling out the denomination of a bill the moment it is tendered in a solution of the problem.

A Financial Statement in the Limelight

Retailer Reviews Statement of Expenses—Not Making Enough Money, and Desires to Know the Reason—His Figures Analyzed—Paying Too Much for Wages.

*By Henry Johnson, Jr.

Here is a frank statement. It is one I am proud to get, for it shows I have this man's confidence. As we are approaching the time for annual inventories and statements generally, I hope to have many more of these to review. They are the best kind of stuff, too; so I trust my readers will send them in liberally. Remember, I shall rigidly protect your confidence; your figures, facts and name will all be so disguised that people in your own town would not recognize where the matter originated.

Henry Johnson, Jr., Canadian Grocer :—

Dear Sir :—While I have been a constant reader of The Grocer for several years, this will be my first addition to its columns, and if you decide to use this communication, I assure you I shall appreciate any assistance you may be able to give me in the matters touched upon.

I carry a stock of groceries and general merchandise. Stock and fixtures on July 1 last amounted to \$3,497.07 (fixtures invoicing \$1,247.32, taken at inside figures.) Began business six years ago with every dollar borrowed and no surplus cash with which to carry accounts. At time of purchase, stock amounted to \$1,867; fixtures to \$733. Sundry further purchases of up-to-date appliances have swelled the value of fixtures to figure now given above. To-day, in addition to the increase of \$897 in stock, I had, on July 1, \$1,926.82 in accounts, of which there is perhaps \$300 doubtful and worthless. On July 1 I owed \$2,200 borrowed money and \$1,376.87 for goods. Had \$244.89 cash in bank.

Expenses are as follows:

Clerk hire, average per month	...\$ 62.00
Delivery, on co-operative basis	... 12.00
Rent	... 27.50
Light and telephones, per month	... 7.50
Fuel and ice, average for year,	
per month	... 10.38
Advertising	... 6.23
Interest	... 11.00
Insurance	... 2.93
Taxes	... 2.38
Allowance to myself	... 75.00
Miscellaneous	... 2.90

Total expenses for the month \$219.82

Sales 1910-11 were \$15,660.44, which will look small to you for the capital

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

invested; but I am satisfied they come very near to being the largest of any store here. One difficulty is, that with only 2,100 population, there are fourteen grocery stores and no factories or mines to draw from. This is a farm country and trade is largely with farmers. However, it seems to me that I am not making much gain, even considering the amount of business I am doing, for we get a good margin on our groceries and I have some other lines which pay still larger profits. On groceries, I try to figure on the safe side of 20 per cent. on selling price. On sugar there are times when profit will not run over 10 per cent., but at other times it will more than go 20 per cent.

I have tested my help until I feel sure of their honesty; I use up-to-date methods of charging goods; I have the most improved register made; I keep records of everything right up to the scratch. What I want to know is: What is the matter with me that I cannot make more money? I cannot do on less help, and I certainly get it cheaply enough. We all do our best to get business, but it seems we can get so far and no further, either in sales or profits. After reading of the success of some other grocers, I wonder if I have missed my calling. Can you see where I am lame?

Very truly yours,
A— K— T—

* * *

Fixture Investment Increase.

My friend's statement is very clear except in only one place. He says he has increased his stock \$897, whereas he has increased stock only \$382.75; he has increased his fixture investment the remaining \$514.32. The total is the same but the nature of the two assets is very different. He bought a business for \$2,600 and owed \$2,600 on it, with no surplus with which to turn around. To-day he has \$5,368.78 and owes \$3,576.87, showing net worth of \$1,791.91. This shows earnings of only \$298.65 per annum—seemingly very small. Yet it may be only fair to consider that little was probably made the first year and probably only a little more the second year, and if we remember that for the last year and probably for some time previously he has had a personal salary of \$75 per month, things may look brighter. The start was wrong, probably because he had little if any experience in retail merchandising, and the wrong

start, coupled with such inexperience, has been hard to make head against.

I may say that interest, while seemingly a small consideration and often so considered, is a factor of importance fully as much because of the moral effect on the worker as because of the draft on his purse. To be in debt is to be in bondage to another. It is justifiable for a short time in certain circumstances; but absolute independence in your own possessions should be striven for even at some seeming sacrifice of material things in some other direction.

Close Study of the Figures.

Let us see what should be the proper gross earnings on last year's business. In making the computation I shall not figure on any margin greater than will suffice to give use an average of 20 per cent.; for I am sure my friend has made some mistake in his sugar figures.

Business done was \$15,660.44—call it \$15,600. That was, of course, the amount of goods sold. If margin had been computed on the selling end then the gross return should have been \$3,120. Expenses of \$219.82 per month figure up to \$2,637.84 per year. We should therefore have \$482.16—say \$500 net to add to our final profit account. This will show that we are fully \$200 behind in our final results, and it is up to us to find wherein the discrepancy lies. For there is a discrepancy all right. All those figures cannot be made to jibe. We are not making 20 per cent. gross; or, having made it, we are losing it somewhere; for it is certain we have not got it now.

Wages Percentage Too High.

The overturn of the investment three times in a year, considering the general character of the stock, is not, perhaps, so bad as my correspondent apprehends; but the wages expense is, on the theoretical basis, too high by a good deal. The ideal is 6½ per cent., and 7½ per cent. is about the limit of safety in this connection. Taking the higher ratio, we are still spending \$618 too much every year. Looking at this feature closely to forestall the suggestion that I am drawing the lines too taunt, I shall ask my friend what he would do if he had to pay the entire expense of his deliveries—if there were no co-operative delivery system in his town.

Is it possible that my friend takes too much time for his up-to-date accounting methods and has to pay others to look after his trade? Likely enough he does not; but I am hunting for the cause of his failure to make money. It is often the case where a man makes a specialty of doing things just right, according to some system, that the system swallows up the man and his business with him. I can only say now that he must manage to find the leakage; and I urge him to note that a possible

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Planning a General Merchant's Store

Reader of The Grocer Requests Information on Providing for Various Departments—Delivery Room With Side Entrance—Shelving for Reserve Stock.

Editor Canadian Grocer:—In recent issue of your much valued paper I noticed an outline of grocery and meat store. I am desirous of obtaining a most up-to-date plan for a new

ware, 10 for crockery, and about 20 for reserve stock. I would like side door for delivery.

G. NORMAN WILLETS.

Editorial Note.—The accompanying illustration may be of some benefit to Mr. Willets. With such a narrow plan to work on, it is not easy to suggest much out of the ordinary square plan of arranging the various departments.

As the grocery and dry goods departments are probably the most important, they are placed near the door, the grocery on the right and dry goods on the left. With the store proper 60 feet long, 30 ft. of display shelf is left for groceries. Allowing 4 feet for the window, this would leave 10 feet to crockery, 10 to hardware and 6 for the side delivery room indicated in the illustration.

On the left of the illustration 30 feet is allowed for dry goods and 30 for boots and shoes. As only 20 is required for the former, allowing 4 ft. for the window, 6 ft. at the end of the boot and shoe shelf can be used for reserve stock which, together with 12 ft. at the back, will fill the requirement of 20 ft. for reserve stock.

An office situated as indicated with glass front will be convenient to all departments. The door would, of course, go in the rear.

An unpacking room 10 x 10 occupies half the addition. The door marked is for receiving goods for stock. The storage room beside it is the same size. The delivery room may, of course, be located on the left hand side at end of boot and show counter if the street or lane is at that side.

N.B.—Some of The Grocer readers who have solved a similar problem may be able to give us further suggestions. These would be appreciated.

TO COMBAT STALE EGGS.

Another effort will be made by Toronto produce dealers to secure some legislation by amendment to the pure food laws that will ensure them against the dishonesty of those farmers who send stale eggs to market. The high price of the new laids is tempting farmers to mix in the stale ones. The Board of Trade will assist in the work.

The Quaker Oats Co., Peterboro, Ont., have instituted a window dressing competition among the retail grocery trade of Canada. The contest closes on Feb. 5, 1912.

saving, even if only theoretically arrived at, of \$600 on expenses, and the proper theoretical increase in his net earnings of upwards of \$200 per annum, together constitute something well worth working for.

* * *

If in writing what I have said, I have suggested any further points not now covered by my correspondent, I hope he will write me again and let us discuss further. Something is wrong. It might not be wrong everywhere, but it is obviously wrong where that man does business. Let us together try to find the way out of the trouble.

Error Helped to Raise Standard of Meat Sauce

A merchant in a country town tells how by receiving a higher quality of goods than he desired, by mistake, he raised the standard of meat sauce sold and also was enabled to build up a much larger trade in this line than he previously had.

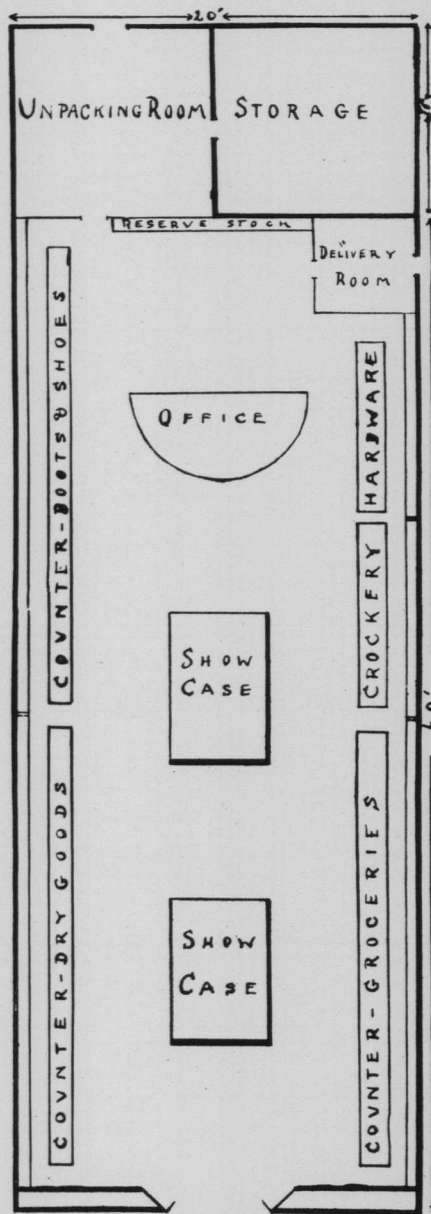
He had been selling a meat sauce that retailed at 10 cents. He had a very small trade for it. In ordering a supply by mail he neglected to state the kind he wished. The wholesale house sent him one that sold at 25 cents.

He was annoyed at first because of the mistake but he knew it was his own fault for not giving definite instructions.

"If it had been a mistake of the wholesale house," he said, "I would probably have sent it back at their expense but being myself to blame, I decided to try to sell it. I knew that it must be much superior to the cheaper article, so I decided to try it myself. I was extremely well pleased with it, and became quite enthusiastic in telling customers about its superior quality. The result was that the first week I sold twice as much of the expensive sauce than I generally did of the cheaper. The best part was that customers came back again for it.

"This goes to show that there are instances where mistakes work in our favor."

The following is a list of patents granted by the Canadian Patent Office, Nov. 21, 1911, furnished by Fetherstonhaugh & Co., 5 Elgin St., Ottawa, Canada. 136,839, Jno. Oss, Hitterdal, Minn. Computing machines. Jno. Oss and H. J. Peterson; 136,883, C. K. Fotheringham, and A. R. Laing, Montreal, Que. Advertising devices.



Suggestion for Arranging Departments in a General Store.

store 20 ft. x 60 ft. inside measurement, with storage and unpacking room at back 10 ft. x 20 ft., one storey addition. I would require about 30 feet of shelving for groceries, 30 feet for boots and shoes, 20 ft. for dry goods, 10 for hard-

LETTERS TO THE EDITOR.

Editor Canadian Grocer.—We regret to notice that you have found it necessary in your editorial columns of Dec. 1, to make some disparaging remarks about certain canners. While your article is general, at the same time, you must appreciate that a large number of people who are not familiar with the canning industry will draw the inference that your reference has something to do with our company. We defy anyone to show a single instance where we have not lived up to our contracts, and it has always been one of our strong talking points with purchasers of our goods, viz., we give a guarantee which cannot be obtained to the same extent elsewhere.

We may say that last year in order to fill our orders up to our percentage deliveries of peas and tomatoes, we actually imported peas and tomatoes from the United States at an additional cost to us of in the neighborhood \$15,000 to \$20,000. Moreover, occupying the strong financial position that we do, you may rest assured that no dealer, who has a contract with us would allow us to repudiate same, even if we were disposed to do so, and our advice to all buyers is: see that your contract is what you think it is, and more important, make sure that you are dealing with a financially responsible firm, and then you can enforce by recourse to law in case same is not being carried out in accordance with its terms.

For the sake of our reputation, we hope that you will give this letter as equally a prominent place as your editorial.

W.R.D.—E.F.

DOMINION CANNERS, LIMITED

Editorial Note.—In the editorial mentioned, The Grocer referred to some canners not delivering all goods promised, but of course this did not apply to those who make it a point to fulfill their contracts even at great expense. Wholesale and retail dealers are no doubt well acquainted with the latter.

Editor Canadian Grocer :—When some of the large milling companies will sell and ship a few hundred of flour and feed to farmers, mechanics and others not in business, what can you expect from the other wholesale dealers? The wholesale grocers are not the only ones guilty of encroaching on the poor retailer. We have cases of the sort here, but we simply cut out their line of flour. It would be harder to do this with the wholesale grocer, he handling the same kinds as all the other wholesale grocers. Your reference to these matters, however, in The Grocer, I am sure, will have good effect and set them thinking.

A GROCER READER.

COOKING BY PAPER BAG MAKING PROGRESS

This New Method Creating Great Deal of Interest—Aim is to Preserve Flavors in Cooking—Retail Dealers Should Investigate.

Paper bag cookery is a new idea in modern cuisine, and from all reports it is worthy of the attention it has received. It has established itself in England, the land of good cooks, and it has been in Canada now for a considerable time.

The principle is simple, even to the average mind. It has always been felt that much of the nourishment in meats, etc., is lost in the process of cooking. About noontime the kitchen and often other rooms in the house is filled with the odor of roasting meats, boiling vegetables, etc. It is generally pleasant to the sense of smell, but it has been felt that a portion of the best part of the food is thus wasted.

Flavors are Preserved.

By the new idea the food is placed in a paper bag of special material of unquestioned purity. It is sealed up and put in the oven. There are no essences or flavors lost in the process of cooking, and the food is said to have a delectable taste.

The new method of cooking promises to become popular, as a great deal of interest has been taken in it. Retail dealers should make it a point to enquire into this system, as no doubt the paper bag could be readily sold at the present time. At any rate, a display in a retail store will create a good deal of interest and should be profitable from an advertising standpoint.

STANDARD WEIGHT FOR POTATOES.

Senate Have Passed Bill Making it 80 Pounds—Not Yet Through House of Commons.

There seems to be difference of opinion existing as to the standard weight of a bag of potatoes. The Grocer has received several inquiries recently and has heard opinions expressed at various association meetings, but no one appeared to understand definitely what had been done by the last parliament regarding the matter. Some have said the standard weight is still 90 lbs., others 80 lbs., the latter claiming that legislation was put through during the summer session of parliament at Ottawa, making 80 lbs. the legal standard weight.

The Grocer has taken the matter up with the Department of Trade and Commerce, Ottawa, and has received the following reply:

Editor Canadian Grocer.—A bill dealing with all vegetables was intro-

duced last session and passed the Senate but did not get through the House of Commons prior to dissolution. This Bill placed the weight of a bag of potatoes at 80 lbs.

It is altogether likely that it will be re-introduced this session.

Dec. 9, '11.

F. C. T. O'HARA,
Deputy Minister
Trade and Commerce.

The chief reasons for requesting the 80-lb. standard were that the 90-lb. bag was considered too heavy for handling by boys and old men and that the ordinary grain bag was often too small to hold 90 lbs.

MAJORITY FAVORED CLOSING.

But Prospects for the Wednesday Half-Holiday the Year Round Not Bright at Present.

Hamilton, Ont., Dec. 14.—While a majority of retail grocers voted in favor of Wednesday afternoon closing all the year round, yet it is not likely this will come into effect for a time at least.

At the last regular meeting of the Grocers' Association the returns of the voting on this question were received. For Wednesday afternoon closing there were 109 and against 63. The association, however, felt that the sentiment was not strong enough, and that a success could not be made of the movement against the active opposition of even sixty-three grocers.

The association will endeavor to have the city hall authorities sprinkle sand on the asphalt pavements of the market, because of the danger the slippery surface is to horses.

The annual grant of \$10 was made to each of nine charitable institutions for Christmas.

At the January meeting the annual election of officers will be held.

Donald McLearn, corner McCaul and Baldwin streets, Toronto, ex-president Toronto Retail Grocers' Association, has opened a grocery business at 299 Roncesvalles avenue.

In some parts of the United States it is being urged that the term "canned foods" be used instead of "canned goods."

New Prices on Canned Poultry.

Higher Than Last Year's—Cause Claimed to be High Price that had to be Paid for Poultry—Short Deliveries—Brazil Nuts Increase in Value—Sugar Continues in the Process of Readjustment—Brussels Convention Still in Conference—Cocoa and Chocolate Reduced in Montreal—Scarcity of Shelled Walnuts—Syrup Down 10c.—Case in Winnipeg.

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QUEBEC MARKETS.

POINTERS:—

Peels.—Further advances.
Shelled Walnuts—Temporarily scarce.
Canned Chicken, etc.—New prices.
Cocoa—Down 2c per lb.
Chocolate—Down 2c per lb.

Montreal, Dec. 14.—The near approach of Christmas season finds retailers particularly busy. Jobbers are receiving for most part only sorting up orders for those lines that are being exhausted or give promise of running short before bulk of the demand has passed. There are some, too, who wait until last moment for supplies, but it is generally conceded that but short end orders will be received until after the first of the year. However, the wholesale trade is busy, and it is stated that the heavy business that made November a record month is being felt right up to the present.

In nuts there is a temporary scarcity of shelled walnuts. The first supply has been exhausted and, while fresh goods are on the way, there has been nothing offering for the run that has been felt in this line. The market is firm. Brazil nuts are higher, as was anticipated in last week's issue.

New prices on boneless chicken, turkey and duck are now quoted as also on soups.

SUGAR.—In local circles sugar is expected to continue the movement it began last week. The demand is only of hand-to-mouth character, due to the season, in part, and to the expected decline of price. Staples are receiving but scant attention just now, and sugar is no exception.

Granulated, bags	5 75
" 50-lb. bags	5 30
" Imperial	5 60
" Beaver	5 65
Paris lump, boxes, 100 lbs.	6 45
" " 50 lbs.	6 55
" " 25 lbs.	6 85
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls.	6 45
" " 100 lb. boxes.	6 55
" " 50 lb.	6 65
" " 25 lb.	6 85
" " 5 lb. cartons, each.	0 37 1/2
Crystal Diamond Dominoes, 5-lb. cartons, each.	0 37 1/2
Extra ground, bbls.	6 20
" " 50-lb. boxes.	6 10
" " 25-lb. boxes.	6 60
Powdered, bbls.	6 00
" " 50-lb. boxes.	6 20
Phoenix	5 75
Bright coffee	5 50
No. 3 yellow	5 50
No. 2 "	5 50
No. 1 "	5 35
Bbls. granulated and yellow may be had at 5c. above bag prices.	

SYRUP AND MOLASSES.—A good demand for syrups has been felt of late.

Molasses are steady and firm. Sales have been good, the supply is not as heavy as usual, and the market is considered firm. New crop stock is hardly expected before the opening of navigation. Tendency is turning toward a firmer market under present conditions.

Fancy Barbados molasses, puncheons	0 38	0 40
" " barrels	0 41	0 43
" " half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
" " barrels	0 37	0 39
" " half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrup, bbls.	0 03 1/2	0 03 1/2
" " 1-bbls.	0 03 1/2	0 03 1/2
" " 2-bbls.	0 03 1/2	0 03 1/2
" " 35-lb. pails	1 75	1 75
" " 25-lb. pails	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40	2 40
" " 5-lb. " 1 doz. "	2 75	2 75
" " 10-lb. " 1 doz. "	2 65	2 65
" " 20-lb. " 1 doz. "	2 60	2 60

DRIED FRUITS.—The currant market has been referred to as being firm for some time, and it is still steady, and if anything, the price is likely to be higher. This week the price quoted from Greece was 26s., a fact that points to the firmness that may be looked for. While the future is always doubtful, still currants look strong now, and it must be remembered that the season of high demand will soon be passing, although there is a steady demand through the winter months. Currants are considered strong, however, and should be well considered. Old freshly seeded raisins, fancy, are offered at 9 1/2 cents, and old choice seeded in 1 lb. packages at 8 1/2 cents. Evaporated apples are a little easier in price, and are now quoted as low as 9 1/2 cents.

Evaporated apricots	0 22	0 24
Evaporated apples	0 09 1/2	0 10 1/2
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filigras, per lb., not cleaned	0 07	0 07 1/2
" " cleaned	0 07 1/2	0 08
" " 1-lb. packages, fine filigras, cleaned	0 08	0 09 1/2
" " Patras, per lb.	0 09	0 09 1/2
" " Vostizzas, per lb.	0 09 1/2	0 10
Dates, 1-lb. packages	0 07 1/2	0 08
Dates, Hallowee, loose	0 06	0 07
Figs, 3 crown	0 07 1/2	0 10 1/2
Figs, 4 crown	0 08	0 10 1/2
" " 5 crown	0 08 1/2	0 13
Figs, 6 crown	0 09	0 14
Glove boxes, 16-oz., per box	0 10 1/2	0 11 1/2
Glove boxes, 10-oz., per box	0 07	0 07 1/2
Prunes—		
30-40	0 16	0 18
40-50	0 14	0 16
50-60	0 13	0 14
60-70	0 12	0 13
70-80	0 11 1/2	0 12
80-90	0 11	0 11 1/2
90-100	0 10	0 11
Bosnia prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 09 1/2	0 10 1/2
" " fancy seeded, 1-lb. pkgs.	0 10 1/2	0 11 1/2
" " loose muscatels, 3-crown, per lb.	0 08	0 08
" " 4-crown, per lb.	0 09	0 10
Seedless, new, in packages	0 10	0 10
Select raisins, 7-lb. box, per box	0 63 1/2	0 63 1/2
Sultana raisins, loose, per lb.	0 14	0 15
Sultana raisins, 1-lb. cartons	0 14	0 16
Malaga table raisins, clusters, per box	2 50	2 57 1/2
Malaga table raisins, clusters, per 1/2 box	0 80	1 80
Valencia, fine off stalk, per lb.	0 07 1/2	0 08
" " select, per lb.	0 08 1/2	0 09
" " 4-crown layers, per lb.	0 08 1/2	0 09

NUTS.—The advance of the pound referred to in last week's issue to Brazil nuts has been caused by jobbers, and the quotation for stock runs as high as 22 cents. Shelled walnuts are scarce for the time being and those who are short are unable to secure supplies in the city, according to one authority. The first shipment is done, and new supplies have not yet been received. This should be relieved at any time, however, as the stock is on the way. Sale of nuts has been heavy, and retailers will likely have but little left over when January comes.

In shell—		
Brazil	0 20	0 22
Filberts, Sicily, per lb.	0 10 1/2	0 12
" " Barcelona, per lb.	0 10 1/2	0 12
Tarragona Almonds, per lb.	0 15 1/2	0 16 1/2
Walnuts, Mayotte Grenobles, per lb.	0 15 1/2	0 17
" " Marbots, per lb.	0 10	0 11
" " Cornes, per lb.	0 10	0 11
Hungarian	0 13 1/2	0 15
Shelled—		
Almonds, 1-crown selected, per lb.	0 35	0 37
" " 2-crown " "	0 32	0 34
" " 3-crown " "	0 31	0 33
" " (in bags) standards, per lb.	0 27	0 28
Valencia shelled almonds, new crop	0 33	0 35
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	0 08 1/2	0 09 1/2
Coon, roasted	0 08 1/2	0 09 1/2
Diamond G, roasted	0 09 1/2	0 09 1/2
Bon Ton, roasted	0 11 1/2	0 12
Sun, roasted	0 10 1/2	0 10 1/2
Spanish, No. 1	0 13	0 13
Virginia, No. 1	0 13	0 13
Pecans, hump	0 18	0 20
Pistachios, per lb.	0 10	0 10
Walnuts—		
Bordeaux halver, bright	0 33	0 35
Broken	0 28	0 30

TEAS.—The Japan tea market remains quite active and firm, owing to shortness of stocks in first brands. There has been a brisk demand for Japanese of all grades since the season opened. The absence of coloring matters in these teas has probably had a good deal to do with this unusual activity at this particular period.

The price of medium Japan teas has been advanced two cents a pound by some of the trade. This particular line is cleaned out entirely, according to reports, and the fact remains that all lines of Japanese are decidedly light in quantity.

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

COFFEES.—There is no change in coffee, the situation remaining firm and strong at practically where it has held for some time.

THE CANADIAN GROCER

..... 0 25 0 28	Santos..... 0 22 0 24
..... 0 21 0 23 1/2	Maracaibo..... 0 23 0 26 1/2
..... 0 25 0 28	

PEELS.—The heavy demand for peels in the short supply for the present business have kept prices on the upward side, and jobbers announce still higher prices this week. During the remainder of the month there should be a steady enquiry for these goods, and prices may even be higher. The supply from the Old Country has not been over-abundant, hence the light holdings now reported.

Orange..... 0 11 0 14 1/2	Citron..... 0 17 0 18
Lemon..... 0 10 0 14	

RICE.—The rice market is normal and quiet locally. There is some demand, but rice will be frowned down upon to a great extent during the next two weeks. The price is unchanged, but the firmness referred to is still a feature of this market.

Rangoons—	
Rice, grade B, bags, 250 lbs.....	3 65 3 75
" " " " 100 lbs.....	3 65 3 75
" " " " 50 lbs.....	3 65 3 75
" " " " pockets, 25 lbs.....	3 75 3 85
" " " " 1/2 pockets, 12 1/2 lbs.....	3 90 4 00
" " " " C.C., bags, 250 lbs.....	3 55 3 65
" " " " 100 lbs.....	3 55 3 65
" " " " 50 lbs.....	3 55 3 65
" " " " pockets, 25 lbs.....	3 65 3 75
" " " " 1/2 pockets, 12 1/2 lbs.....	3 70 3 80
Fancy Patna—	
Patna polished.....	3 85 3 95
" " " " Pearl.....	4 10 4 20
" " " " Imperial Glace.....	4 60 4 70
" " " " Sparkle.....	4 70 4 80
Japans—	
Crystal.....	5 05 5 15
Snow.....	5 15 5 25
Ice Dips.....	5 30 5 40
Carolina rice.....	0 08 0 10
Brown Sago, lb.....	0 06 0 07
Tapioca, medium pearl, lb.....	0 07 0 08
Seed, lb.....	0 07 0 08

PEAS AND BEANS.—The firmness in this market is steadily maintained. The demand is good, but the supply of peas and beans is altogether inadequate to bring prices to the figure that was formerly named for them. The winter season will, moreover, bring a good sale, and prices will surely be held firmly.

Split Peas, per bag, 98 lbs.....	3 50 4 00
Whole Peas, per bus., 60 lbs.....	1 80 2 00
Pot Barley, 98 lb. bag.....	3 67
Pearl Barley, 98 lb. bag.....	4 75
Beans, white, per bus., 60 lbs.....	2 40 2 55

Canned Goods.

MONTREAL.—One new fact to be reported in this market this week is the announcement of canners' prices on boneless chicken, turkey and duck and also the prices for chicken and tomato soup. One jobber remarked that as usual he did not think there would be a full delivery of orders. Demand for canned goods is only normal just now. It would be interesting to know with the beginning of the year just where the jobbers stand as to supplies of canned goods for the coming year in comparison to their supply at this time last year. Certain lines are running short and others are exhausted according to some of the trade and the winter is only commencing.

FRUITS		Group A
2's—Cherries, black, pitted, heavy syrup....	1 92 1 95	
2's—Cherries, black, not pitted, heavy syrup	1 52 1 55	
2's—Cherries, red, pitted, heavy syrup.....	1 92 1 95	

2's—Cherries, red, not pitted, heavy syrup..	1 52 1 55
Gal.—Cherries, red, pitted.....	8 42 8 55
Gal.—Cherries, red, not pitted.....
2's—Cherries, white, pitted, heavy syrup....	2 02 2 50
2's—Cherries, white, not pitted, heavy syrup	1 62 1 65
2's—Currants, black, heavy syrup.....	1 97 2 30
Gal.—Currants, black, standard.....	5 27 5 30
Gal.—Currants, black, solid pack.....	8 27 8 30
2's—Currants, red, heavy syrup.....	1 97 2 00
2's—Currants, red, preserved.....	2 27 2 30
Gal.—Currants, red, standard.....	5 27 5 30
Gal.—Currants, red, solid pack.....	8 27 8 30
2's—Gooseberries heavy syrup.....	2 25 2 27 1/2
Gal.—Gooseberries, standard.....	7 00 7 02 1/2
2's—Lawtonberries (blackberries), h. syrup..	1 90
2's—Lawtonberries, preserved.....	1 97 2 00
Gal.—Lawtonberries, standard.....	7 02 7 05
2's—Pineapple, sliced, heavy syrup.....	1 77 1 80
2's—Pineapple, grated, heavy syrup.....	1 77 1 80
2's—Pineapple, whole, heavy syrup.....	1 77 1 80
3's—Pineapple, whole, heavy syrup.....	2 32 2 35
2's—Raspberries, black, heavy syrup.....	2 00 2 02 1/2
2's—Raspberries, black, preserved.....	2 25 2 27 1/2
Gal.—Raspberries, black, standard.....	7 25 7 27 1/2
Gal.—Raspberries, black, solid pack.....	9 50 9 52 1/2
2's—Raspberries, red, heavy syrup.....	2 00 2 02 1/2
2's—Raspberries, red, preserved.....	2 25 2 27 1/2
Gal.—Raspberries, red, standard.....	7 25 7 27 1/2
Gal.—Raspberries, red, solid pack.....	9 50 9 52 1/2
2's—Rhubarb, preserved.....	1 90
Gal.—Rhubarb, standard.....	3 90
2's—Strawberries, heavy syrup.....	2 40 2 50
Gal.—Strawberries, standard.....	7 25 7 27 1/2
Gal.—Strawberries, solid pack.....	9 10 9 25 1/2
3's—Apples, standard.....	1 10
3's—Apples, preserved.....	1 80
Gal.—Apples, standard.....	3 05
Gal.—Apples, preserved.....	5 30
2's—Blueberries, (huckleberries) standard..	1 50
2's—Blueberries, (huckleberries) preserved..	1 80
Gal.—Blueberries, (huckleberries) standard..	5 30
2's—Gooseberries, preserved.....	2 00
Gal.—Gooseberries, solid pack.....	8 80
2's—Grapes, white Niagara, preserved.....	1 55
Gal.—Grapes, white Niagara, standard.....	3 55
2's—Peaches, white heavy syrup.....	1 90
2 1/2's—Peaches, white heavy syrup.....	2 57 1/2
1 1/2's—Peaches, yellow flats, heavy syrup..	1 55
2's—Peaches, yellow flats, heavy syrup.....	1 90
2 1/2's—Peaches, yellow flats, heavy syrup..	2 60
3's—Peaches, yellow flats, heavy syrup.....	2 30
3's—Peaches, whole, yellow heavy syrup.....	2 10
3's—Peaches, pie, not peeled.....	1 50
3's—Peaches, pie, peeled.....	1 70
Gal.—Peaches, pie, not peeled.....	4 40
Gal.—Peaches, pie, peeled.....	5 55
Gal. pie fruits, assorted, add 5 p.c.	1 80
2's—Pears, Bartlett, heavy syrup.....	2 15
3's—Pears, Bartlett, heavy syrup.....	2 40
2's—Pears, Flemish Beauty, heavy syrup.....	1 80
2 1/2's—Pears, Flemish Beauty, heavy syrup..	2 15
3's—Pears, Flemish Beauty, heavy syrup.....	2 40
2's—Pears, light syrup, globe.....	1 35
3's—Pears, light syrup, globe.....	1 75
3's—Pears, pie, not peeled.....	1 40
3's—Pears, pie, peeled.....	1 55
Gal.—Pears, pie, not peeled.....	4 45
Gal.—Pears, pie, peeled.....	4 10
2's—Plums, Damson, light syrup.....	90
3's—Plums, Damson, light syrup.....	1 30
2's—Plums, Damson, heavy syrup.....	1 05
3's—Plums, Damson, heavy syrup.....	1 45
Gal.—Plums, Damson standard.....	3 55
2's—Plums, egg, heavy syrup.....	1 45
2 1/2's—Plums, egg, heavy syrup.....	1 70
3's—Plums, egg, heavy syrup.....	2 20
2's—Plums, green gage, light syrup.....	1 00
2's—Plums, green gage, heavy syrup.....	1 30
3's—Plums, green gage, standard.....	1 90
Gal.—Plums green gage, standard.....	4 05
2's—Plums, Lombard light syrup.....	1 30
3's—Plums, Lombard, light syrup.....	1 60
2's—Plums, Lombard, heavy syrup.....	1 05
3's—Plums, Lombard, heavy syrup.....	1 45
Gal.—Plums, Lombard, standard.....	3 55

Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen.....	2 45
1-lb. flats, per dozen.....	1 55
1-lb. flats, per dozen.....	2 50
After December 1st prices advance 2 1/2 cents per dozen.	
Other salmon—all talls—	
Red Sockeye, per doz.....	2 25 2 35
Red Spring, per doz.....	2 00 2 10
Coho, per doz.....	1 80 1 90
Pinks, per doz.....	1 25 1 35
Lobster—	
1-lb. flats, dozen, \$2.90, \$3.00; 1-lb. talls dozen, \$4.50, \$4.75	
1-lb. flats, dozen, \$5.00, \$5.10.	
Canadian sardines, per case.....	3 25 3 50
Imported sardines, per case.....	7 00 26 00
Aylmer boneless chicken, turkey and duck, 1-lb. tins, per doz.....	4 50
Chicken soup, 1-lb. tins, per doz.....	1 75
Chicken soup, 2-lb. tins, per doz.....	2 25
Tomato soup, 2-lb. tins, per doz.....	0 95

TORONTO.—New prices on canned poultry and soups are announced this week and show a higher level than has existed during past year. Canned boneless chicken, turkey and duck are quoted at \$4.50 per dozen as against last year's price of \$4, while soups are placed at \$2.25 for 2's and \$1.75 for 1's as against \$1.90 and \$1.40, respectively, last year. The high cost of poultry is given as the cause of the increase. Then again whole-

salers will only receive a percentage of initial orders, something not altogether new in a number of lines of canned goods in recent years. One jobber stated that the delivery of soups would run from 35 to 45 per cent. and that of poultry close on 75 per cent., which it might be stated is larger than last year's delivery.

There is so special briskness in canned goods just now. Naturally the Christmas trade brings a tinge of quietness. Values, however, are all well maintained.

ONTARIO MARKETS.

POINTERS—

Brazil Nuts.—Up another cent.

Citron Peel.—Up 1c per lb.

Dates.—Quoted lower.

Canned Poultry and Soups.—New prices out.

Evaporated Cranberries.—1st shipments on the market.

Toronto, Dec. 14.—There is not the same briskness present in wholesale circles this week. The jobber has had his big day and now it is the retailer's turn. "The volume of orders is smaller," said one wholesaler, "but volume of work and worry shows no decrease. Sorting orders give more trouble to the volume of business. Nevertheless they are welcome. The last month and a half has been exceptionally good and we want to keep up the record."

Country travelers will holiday from Christmas to New Year's as usual. Most of them will work up to within a few days of Christmas, but in nearby territory that will allow shipment of goods in time to catch the last of the holiday trade.

Perhaps the most important point in the sugar market is that the Brussels convention is still in conference, the question which is puzzling them being how to retain England in the convention after 1913, and still not allow Russia to export the amount of sugar England demands. If England's demands are agreed to, there will be a superabundance of sugar put on the market, which will assist materially in increasing the easiness already apparent. Some dealers express the opinion that the market will hold over the year-end, but there are others who say that they would not be surprised at a break before that time. Operations are on a hand-to-mouth basis with a fair demand in the face of the present easiness.

Sugar.—Sugar continues in the process of readjustment which brought about last week's decline of 10c per cwt. In New York the decline has been quite large but has not been so marked here due to the differences in conditions on which the markets hinge.

THE CANADIAN GROCER

Extra granulated, bags.....	5 85
20 lb. bags.....	5 95
Imperial granulated.....	5 65
Beaver granulated.....	5 65
Yellow, bags.....	5 45
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.....	6 25
50-lb. boxes.....	6 45
25-lb. boxes.....	6 55
Powdered, brls.....	6 05
50-lb. boxes.....	6 05
25-lb. boxes.....	6 45
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	6 75
in 50-lb. ".....	6 85
in 25-lb. ".....	7 05

Syrup and Molasses.—A seasonable trade is present in syrups. Molasses have been in brisk demand for past month in view of Christmas baking. A recent despatch from Barbados says that first shipments from that island will be later than expected owing to rains which have delayed reaping. Planters in Barbados seem to be quite strong in their ideas regarding new crop on account of the present high sugar market.

Syrups—	Per case	1/2 gals., 24 to case.....	5 40
2-lb. tins, 2 doz.		Pinta, 24 to case.....	3 00
in case.....	2 40	Maple Syrup—pure	
5-lb. tins, 1 doz.		1/2 gallons, 6 to case.....	6 60
in case.....	2 75	1/2 gallons, 12 to case.....	7 25
10-lb. tins, 1 doz.		Quarts, 24 in case.....	7 25
in case.....	2 65	Pints, 24 to case.....	4 00
20-lb. tins, 1 doz.		Qt. bottles, 12 to case.....	3 50
in case.....	2 60	Molasses, per gal—	
Barrels, per lb.....	0 03 1/2	New Orleans,	
Half barrels, lb.....	0 03 1/2	medium.....	0 30 0 35
Qtr. barrels, lb.....	0 03 1/2	New Orleans,	
Pails, 38 1/2 lbs. ea.....	1 75	barrels.....	0 28 0 32
Pails, 25 lbs. ea.....	1 25	Barbados, extra	
Maple syrup—Compound		fancy.....	0 45
Gallons, 6 to case.....	4 80	Porto Rico.....	0 45 0 52
1/2 gals., 12 to case.....	5 40	Muscovado.....	0 30

Dried Fruits.—Citron peel is up one cent per pound. It was reported in former issues that there was no over supply of peels, and the big sales by retailers have cut into stocks, especially citron, which is quite scarce. Shipments from the second steamer of dates arrived here this week, and offerings are made at lower price. Quality is generally good. There has been a brisk demand, and first shipments have been well cleaned up. Currants in the primary market hold strong position. There is said to be no over abundance of Valencia raisins here, that is of good fruit. There is considerable poor stock on the market. The decline in California seeded raisins has come to a stop and there is a reacting tendency on the coast, which some dealers predict will become quite marked.

In regard to report from some Canadian centres that some prunes were coming on the market stamped dishonestly—that is, large prunes being high, smaller sizes were marked up—wholesalers have found no evidence of any such practice with goods that have arrived here. One dealer reports there were several rejections in Chicago on this score, but while admitting the temptation for unscrupulous shippers to do so, he believed that Toronto dealers had escaped in this regard.

Evaporated cranberries made their debut on the Toronto market this week. They are put up in package form and it is claimed that they retain all the good

qualities of the fresh article. They are quoted at \$1.20 per dozen.

Prunes—			
30 to 40, in 25-lb. boxes.....	0 16		
40 to 50 ".....	0 15		
70 to 80, in 25-lb. boxes.....	0 10		
80 to 90, in 25-lb. boxes.....	0 09 1/2		
90 to 100, in 25-lb. boxes.....	0 09		
Same fruit in 50-lb. boxes 1/2 cent less.			
Apricots—			
Choice, 25 lb boxes.....	0 23 0 24		
Fancy, ".....	0 25		
Candied Peels—			
Lemon.....	0 10 0 11	Citron.....	0 16 0 18
Orange.....	0 10 0 12 1/2		
Figs, 2 to 2 1/2 inches, per lb.....	0 10 0 13		
Tapnets, ".....	0 04 1/2 0 04 1/2		
Baz figs.....	0 04 1/2 0 07		
Dried peaches.....	0 17 0 18		
Dried apples.....	0 09 0 09 1/2		
Evaporated apples.....	0 09 1/2 0 10 1/2		
Currants—			
Pine Filigras.....	0 07 1/2 0 08	Vostizas.....	0 10 0 12
Patras.....	0 08 0 08 1/2		
Uncleaned 1/2 cent less			
Raisins—			
Sultana.....	0 11 0 12		
" fancy.....	0 14 0 14 1/2		
" extra fancy.....	0 16 0 17		
Valencias selected.....	0 08 1/2		
Seeded, 1 lb packets, fancy.....	0 09		
16 oz. packets, choice.....	0 08 1/2		
New Dates—		Package dates,	
Hallowees—		per 1 lb.....	0 07 1/2
Full boxes.....	0 06 1/2	Fards choicest..	0 09 1/2 0 10 1/2
Half boxes.....	0 07 1/2		

Tea.—There are no special new features. In spite of fair supplies of Ceylon tea shipped during October and prospects of continued good supplies for next month or two, says a report from Ceylon, higher prices in London and Calcutta have influenced this market to the extent of a rise all round of at least 1/2d. for the month just ended. In face of the poorer quality, the rise is really more. Prices have now reached a level which has not been touched in many years. Unless the Indian crop is very short indeed, continues the report, there does not appear sufficient justification for a still higher market such as is anticipated by many. The strength is undoubtedly due to the fact that continued high markets have caused distributors to let their stocks down so low they are compelled to buy, no matter what point prices go to.

Coffee.—There is nothing new to report in coffee. Demand is fair.

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

Spices.—The retailer has been reaping a harvest in his spice trade during recent weeks. Grinders and wholesalers are finding more of a sorting trade just now. Peppers after a slight easing off in the primary have steadied again.

	Tins	1/2 lb. pgs. d	1/2 lb. tins doz
Allspice.....	15-18	60-70	70-80
Cassia.....	24-32	85-115	95-125
Cayenne pepper.....	22-31	80-105	90-115
Cloves.....	22-29	75-95	85-110
Creole.....	28-00	90-00	
Curry powder.....	25-40		
Ginger.....	22-29	65-85	75-95
Mace.....	50-80		00-2 75
Nutmegs.....	35-60	90-00	1 60-2 50
Peppers, black.....	22-00	67-75	80-91
Peppers, white.....	29-00	90-105	1 05-1 15
Pastry spice.....	17-27	65-85	75-110
Pickling spice.....	18-22	75-00	75-00
Turmeric.....	16-00		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.
Mustard seed, per lb. in bulk..... 0 12
Celery seed, per lb. in bulk..... 0 20
Shredded coconut, in pails..... 0 19 0 22

Nuts.—One cent more is added to

Brazils this week by a number of firms. Supplies are far from plentiful. There has been considerable strengthening in Tarragona almonds in the primary markets, indicating higher prices for further supplies. Shelled almonds are also higher in Europe. Grenoble walnut shipments were late in arriving but are now going out to the trade. There has been a big demand for nuts of all kinds and even yet there is considerable business in this line being done for the Christmas trade.

Almonds, Formigetta.....	0 15 0 15 1/2
" Tarragona.....	0 15 1/2 0 16
shelled.....	0 34 0 37
Walnuts, Grenoble.....	0 15 0 15
" Bordeaux.....	0 12 0 13
" Marbots.....	0 13 0 14
" shelled, new.....	0 35 0 38
Filberts.....	0 11 0 12
Pecans.....	0 17 0 18
Brazils.....	0 20 0 21
Peanuts, roasted.....	10 10 13

Rice and Tapioca.—Trade will have to be carried on in old stocks of rice for some time yet, and the condition of supplies is quite well known. Japan is now being harvested and will arrive in January. It is reported quite plentiful and in good condition. Japan is, however, a big consumer of her own rice. The harvesting of the Burma crop does not begin until on in January and does not arrive here until March, at about the same time as supplies of Patna.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal.....	3 65		
Rice, standard B.....	3 75		
	Per lb.	Sago, medium	
Rangoon.....	0 03 1/2 0 04	brown.....	0 05 1/2 0 06
Fancy rangoon.....	0 05	Tapioca—	
Patna.....	0 05 1/2 0 06	Bullet, double	
Japan.....	0 05 0 07	goat.....	0 08
Java.....	0 06 0 07	Medium pearl.....	0 06 1/2 0 07
Carolina.....	0 08 0 10	Flake.....	0 08
		Seed.....	0 06 1/2 0 07

Beans.—There is nothing new to report. Prices hold at former figures.

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

MANITOBA MARKETS.

POINTERS.

- Sugar—Weaker.
- Syrup—Decline of 10c.
- Raisins—Advancing.
- Prunes—Strong.
- Nuts—Good demand.
- Coffee—Temporary weakness.
- Split Peas.—Advanced.

Winnipeg, Dec. 8.—With the Xmas season close at hand conditions in all grocery lines show promising results indeed. All wholesalers express themselves as being satisfied with the trade, and in fact many firms have been working four nights in the week to supply the rush orders which are coming in at present time. The bulk of the Christmas orders have all been delivered, but as is always the case, there are a number of rush orders at last minute, and this is even more pronounced this year on account of the delay in harvesting and marketing grain.

One of the most encouraging factors of the Christmas trade this year has

THE CANADIAN GROCER

been the large demand for high class goods. Trade in these lines has been increasing every year, and one large wholesaler stated this morning that conditions were so satisfactory that jobbers were gaining confidence in buying high class lines. In former years he stated that several jobbers bought in a certain percentage of high class goods and invariably had some stock left over on their hands after the season's trade was over. During the last few years, however, this has been considerably changed, and this year finds larger demand than ever for such lines. Perhaps no greater proof of the growth and wealth of the west can be given than this example.

Freight conditions are a little better and traffic is moving a little more regularly than last week. Christmas goods, partly on account of the tie-up, were late in arriving, and were consequently late in getting out. These, however, as stated above, are being rushed forward as quickly as possible to supply the late orders which travelers have been pouring in, as they are all endeavoring to complete their routes before the 17th of the month, when they will all repair to their homes for the Christmas holidays, and will not be seen on the road again till shortly after the new year. All stocks in the city at the present time are a fair size. The lines which were needed the most having been supplied during the last week or two. Currants were, perhaps, the shortest of all, but shipments of these have been received and a fair quantity is at present on hand.

Sugar.—A change has taken place in the sugar markets since last week, and at the present time the market is considered to be rather weak. There was a decline of 5c in New York the other day and it was the opinion of some local brokers that a corresponding decline was likely to follow here.

Montreal and B.C. granulated, in bbls.....	6 40
" " in sacks.....	6 35
" yellow, in bbls.....	5 50
" " in sacks.....	5 95
Icing sugar, in bbls.....	6 75
" " in boxes (25 lbs.).....	7 00
Powdered sugar, in bbls.....	6 55
" " in boxes.....	6 55
" " in small quantities.....	6 30
Lump, hard, in bbls.....	7 25
" " in 1-bbls.....	7 35
" " in 100-lb. cases.....	7 25

Syrup. — Syrup shows considerable weakness this week, having declined 10c, due to the reduction on the corn markets to the south. The demand at the present time is only normal, and even with this decline it is not likely that any great difference will be noticed in the trade.

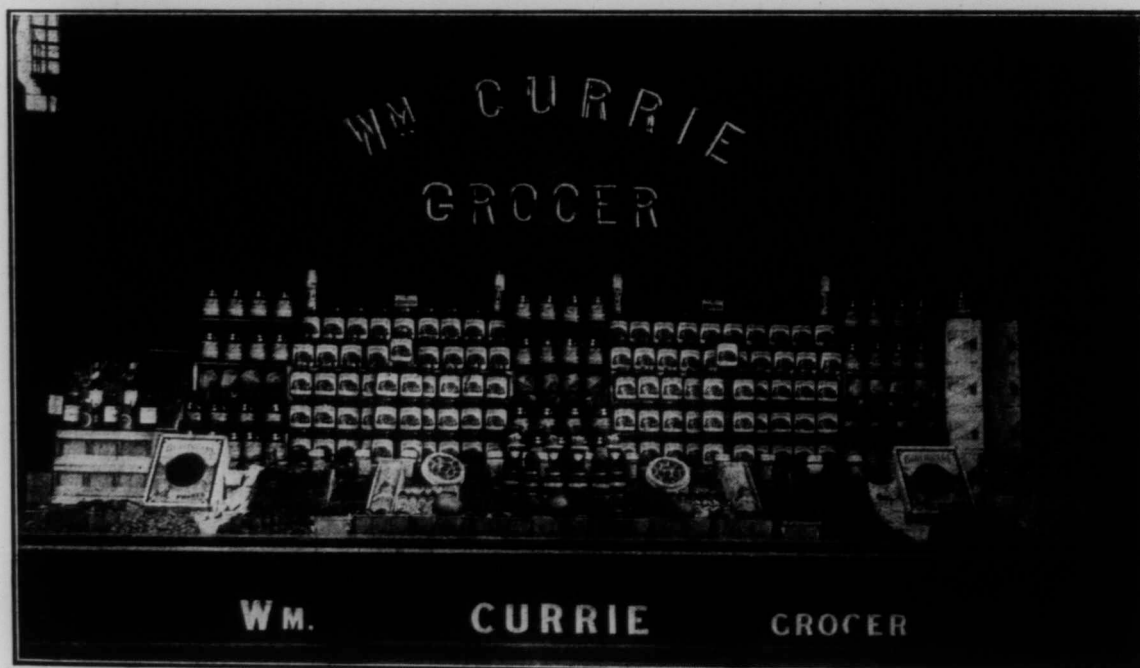
Syrups—	
24 2-lb. tins, per case.....	2 28
12 5-lb. tins, per case.....	2 65
6 10-lb. tins, per case.....	2 65
3 20-lb. tins, per case.....	2 57
Half barrels, per cwt.....	4 00
Barbadoes molasses, in half barrels, per gallon.....	0 48
New Orleans molasses, half barrels, per gallon.....	6 30 0 31

Dried Fruits.—Perhaps no line is being followed so closely by wholesalers and jobbers as the various lines that comprise the dried fruit market. California raisins are in great demand and are advancing. Some three weeks ago this line was dropping, but the market has toned up considerably, and at the present time Cal. raisins are regarded by many of the local wholesalers as the best buy in the dried fruit market. In

fact this point was claimed outright by one large wholesaler to-day. Prunes are also claimed by many to be an excellent buy, as high prices are predicted for next spring. The total crop production of Cal. prunes last year was 100,000 tons. Last week alone there were exported in two boats 15,000 tons, or approximately 1-7 of the whole crop of Europe. Combined with this, the immense demand from all over the world has barred the California market, and there is little doubt that prunes will be worth some money next spring.

New prunes. Per lb.	70-80s, 25s, s.p.....	0 09
90-100s, 25s, s.p.....	70-80s, 10s, s.p.....	0 10
90-100s, 10s, s.p.....	60-70s, 25s, s.p.....	0 09½
80-90s, 25s, s.p.....	50-60s, 25s, s.p.....	0 10
80-90s, 10s, s.p.....	40-50s, 25s, s.p.....	0 11½
New Figs—		
Camel 3-crown table figs.....		0 10
" 4-crown table figs.....		0 11
" 5-crown table figs.....		0 11½
" 6-crown table figs, about 10 lbs.....		0 12½
" 6-crown table figs, about 50 lbs.....		0 12½
" 7-crown table figs, about 10 lbs.....		0 14½
" 9-crown table figs, about 10 lbs.....		0 16
Emmanuel 3-crown.....		0 08½
" 4-crown.....		0 09½
" 5-crown.....		0 10
" 6-crown.....		0 11
" 7-crown.....		0 11
Club box figs.....		0 06
Cooking Figs—		
Choice boxes.....		0 06½
Half boxes.....		0 05½
Half bags.....		0 04½
Valencia raisins—		
Fine, f.o.s., 28s., s.p., per box.....		2 00
Fine, selected, 28s., s.p., per box.....		2 20
4-crown layers, 28s., s.p., per box.....		2 20
4-crown layers, 14s., s.p., per box.....		1 20
4-crown layers, 7s., s.p., per box.....		0 68
Ne plus ultra, 28s., s.p., per box.....		2 30
Currants—		
Dry clean, per lb.....		0 07½
Washes, per lb.....		0 08
1-lb. package.....		0 08½
2-lb. package.....		0 17½

Evaporated Apples.—The market for this line is firm. Prices at the present ranging 10c flat Winnipeg. One wholesaler predicted this morning that prices would not go lower, but were likely, if anything, to advance.



A Recent Display Shown by Wm. Currie, of Montreal. It Contains Dried Fruits, Nuts, Fruits, Marmalade, Honey and an Attractive Array of Jars.

Nuts, Fruits, Marmalade, Honey and an

Transportation Difficulties Smoothed Out

Past President of Montreal Wholesale Grocers' Guild Reviews the Work Done—Secured Change in Decision Reached by Railway Companies—Successful Opposition to Increase in Classification Ratings.

Montreal, Dec. 14.—(Special)—The annual meeting of the Montreal Wholesale Grocers' Guild, which is affiliated with the Dominion Wholesalers' Guild and the Montreal Board of Trade, was held on Thursday, December 7. Among those present were Armand Chaput, S. Deschatelets, Jos. Ethier, Z. Hebert, J. T. Lalonde and Alex. Orsali.

The retiring president, Armand Chaput, presented his report of the year's business of the Guild, which was adopted for publication in the annual review of the Board of Trade. Mr. Chaput dwelt upon the success the Guild has achieved during the past year in the matter of transportation. Early in January the railway companies adopted a rule that

reasonable and necessary in the event of the breakdown of vehicles or of other unavoidable circumstances.

The Guild was also successful in their opposition to the movement to increase the Canadian classification rating of cut and plug tobacco, and succeeded in having alimentary pastes, macaroni, vermicelli, etc., in car lots reduced from the fourth to the fifth class of freight rating.

Mr. Chaput's report showed that the year had been a successful one in the work that had been accomplished in the interests of the trade.

The membership of the Guild had been increased the year by the acceptance of O. Chevalier and L. Z. Magnan, of Joliette, Que.

The officers elected for the coming year are as follows:

President—Zephirin Hebert.
Vice-President—N. Gendreau.
Treasurer—J. T. Lalonde.

Directors—S. J. Carter, S. Deschatelets and W. Pouliot.

Armand Chaput, who during the past two years has filled the position of president of the Guild, was unanimously appointed as the Guild's nominee for election to the Council of the Board of Trade, he having served as a member of the council during the past year.

What is believed to have been the highest price on record in a regular sale was paid for 11 boxes of California late Valencia oranges in New York last week, namely, \$17.25 per box. The fruit was among the last lots of the season.

A despatch from Florida says that the supply of grape fruit is limited, and there is every indication of a strong market on this line right through the season.

NEW BRUNSWICK TRADE.

St. John, Dec. 14.—With trade brisk and encouraging the market during the last week, has remained quite steady, and few changes of interest are noted. Wholesale dealers, particularly, report a splendid run on business, while with the retail trade, sales have considerably increased, and a notable month is being confidently anticipated. Many of the grocers are remaining open later than the usual hour at present, and will continue to do so until the rush period has passed. A fairly heavy fall of snow, and

the making of ice seemed to hurry early buying, and a noticeable and appreciable increase is apparent in business. It is an appreciative fact to the consumer at least that sugar has declined, even if it is only ten cents. Further decreases are looked for, but a local merchant said this week, that he expected it would advance after the new year.

A decrease is noted in Ontario flour as well as in cornmeal in bags and barrels. No. 1 King's apples have dropped from \$3 to \$2.25 a barrel, and No. 2 from \$2.50 to \$2.25.

Grocers' Letter Box

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

Herrings in Kegs.

Editor Canadian Grocer.—Will you kindly provide us with the addresses of a couple of exporters of Holland herrings in little kegs, that is, we wish to import Holland herrings and want the addresses of European shippers of same. We would also like to have address of Scotch shippers of herrings in kegs.

PELTIER BROS.

Fort William, Ont.

Editorial Note.—Among the Holland shippers of herring to Canada are D. Van Ber Huel, Vaardinger, Holland, and Paalvast & Van Der Vlis, Vlaadinger, Holland. Among the Scotch shippers are Marshall & Co., Aberdeen, Moir, Wilson & Co., Esplanade Old Fort Rd., Aberdeen, Aberdeen Preserving Co., Aberdeen, A. & M. Smith, Ltd., Commercial Wharf, Leith, and John Jamieson & Co., 241-5 Howard St., Glasgow.

Semolina in Bulk.

Editor Canadian Grocer.—Can you tell me where I can purchase Semolina in bulk? Any information you can let me have re this will be appreciated.

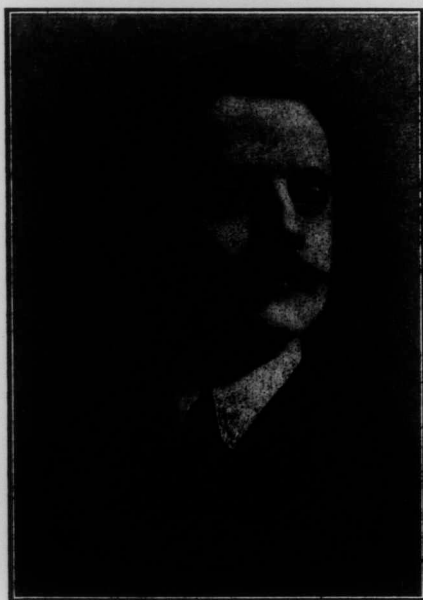
Editorial Note.—Semolina is handled in packages by Fred Coward, 402 Spadina Ave., Toronto. We do not know of any firm handling it in bulk.

AN INCH AD. AT THAT.

TORONTO SALT WORKS.
The Canadian Grocer.

Dear Sirs.—When a customer comes into our office as he did today and tells us he saw our advertisement in The Grocer, we like to let you know about it, as it is good for both of us.

GEO. J. CLIFF.
128 Adelaide St. East, Toronto.



ARMAND CHAPUT

Appointed nominee for election to Council of Board of Trade by Montreal Wholesale Grocers' Guild.

they would not accept freight at their sheds after the hour of 5 p.m. The Guild objected to this action, because of the possibility of a serious curtailment of the time for shipping, and carried their complaint to the Board of Railway Commissioners. So far successful were they that the commissioners ordered that during the summer months the railway companies must accept freight until the hour of 6 p.m., and during the winter until 5 p.m. It was added that in both cases there should be granted whatever extra time that might be rea-

Christmas Window-Dressing Competition

AND

AD-WRITING CONTEST

Our Annual Christmas Window-Dressing Contest of 1911 is attracting considerable attention.

THE CONDITIONS

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

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

THE PRIZES

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

AD-WRITING

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

Decide at once to enter one or both of these contests.

ADDRESS

THE EDITOR, THE CANADIAN GROCER

143--149 University Ave., TORONTO

DRIED FRUITS

To clean up our stock before January 1st, we are offering a few lines at a reduction from previous selling prices. We quote:

New Shelled Walnuts, Whole, Halves	-	32½c.
Extra Dessert Clusters	- -	\$3.00
Purple and Gold Cluster Raisins in one-pound Cartons	- - -	11c.

HEINZ

If you have not got a complete line of the Heinz products for your Holiday Trade, it is not yet too late. Send us a memo. of your requirements and we can ship promptly. Remember that these are very attractive and a drawing card for other Christmas goods.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. = TORONTO

SERVICE

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

WRITE

American Can Company

MONTREAL, QUE. - HAMILTON, ONT.

WE "CAN" SUPPLY YOU

You Can Sell
Lots of

OXO
CUBES

to Mothers

Do those of your customers who have growing children realize how good OXO is for the "Kiddies"?

Have you told them what a tasty and nourishing drink one OXO Cube makes in a cup of boiling water?

Or have you pointed out the tonic and strengthening value of such dishes as OXO Soup with bread or crackers, or OXO and hot milk for the youngsters who are none too strong?

We are educating mothers to these things by our advertising, but we realize that your recommendation is far more convincing. You'll gain good business by displaying and talking up OXO.

HANDINESS

READINESS

ECONOMY

Tins of 4, 10, 50 and 100 Cubes



CORNEILLE DAVID & CO.

TORONTO MONTREAL WINNIPEG

OTTAWA

LONDON, ONT.

ST. JOHN, N.B.



Its Flavor Leads to Sales

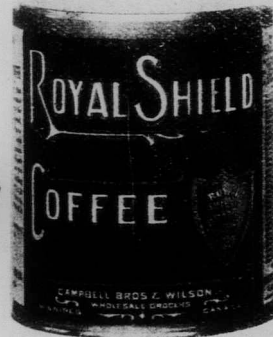
**"ROYAL SHIELD"
COFFEE**

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

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

Campbell Bros. & Wilson, Ltd., Winnipeg

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



SUGGESTIONS GATHERED FROM DEALERS

Selling Coffee in Small Quantities—Holiday Co-operation of the Clerk—Canned Apricots on the Market.

Advise your customers to buy coffee in comparatively small quantities.

The customer likes the fragrance of coffee in the store, but some of those who think so may suspect that some of this coffee strength should have remained in their purchase.

"I increase my purchases 30 per cent. every year," is the testimony of one grocer, but there are not many who can boast of that growth.

The clerk should lend a hearty co-operation during the holiday rush. Business will be back to the normal in January and the clerk will not regret the extra time he gave.

With the price of coffee higher, the grocer should encourage the buying of quality rather than ignoring the market and selling an inferior grade.

"It is fortunate the prune crop of California was well up to the average this year," remarked a Montreal wholesaler recently when he reported higher prices. "Had it been a lean year, it is doubtful where prices would have gone to by this time."

Fish is one article at any rate that remains comparatively untouched by the high price tendency. This does not include the best grades of canned salmon, however.

Something new on the market are canned apricots. They have caught the fancy of those who have tasted them, possessing natural qualities that are lost in the dried fruit.

Twelve thousand pounds of tea were grown on an experimental farm at Summerville, South Carolina, during the past year.

TREND OF WHOLESALE PRICES.

Ottawa, Dec. 14.—The Dominion Department of Labor index number of wholesale prices stood at 130.3 for October, as compared with 128.5 in the preceding month, and 127.4 in the corresponding month last year. The numbers, it will be understood are percentages in each case of the average price level prevailing during the decade, 1890-1899, the period selected by the department as the standard of comparison throughout its

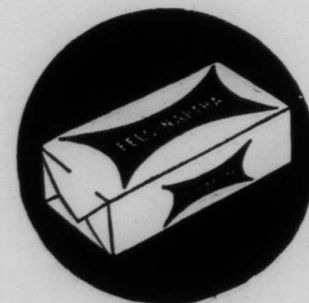
investigation into wholesale prices. Over 200 articles, carefully selected so as to represent Canadian production and consumption are included in the calculation.

It will be seen that wholesale prices are slightly higher than in the preceding month, and considerably higher than at the same period of 1910, in which the index number reached its highest point during the year.

The chief increases during the past year, contributing to this result, occurred in grains and fodders, dairy products, there being a decrease in animals and meats, the other groups being for the most part steady.

The wonderful success of Fels-Naptha soap is due to its fulfilling the everyday requirements of a practical test; either on the coarsest and dirtiest fabrics, or on the finest and daintiest laces.

This Easy Fels-Naptha Way is your customers' for the asking.



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

MINCE MEAT

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

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

Think it over. It is worth while.

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

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

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. J. W. GORHAM & CO. Halifax, N.S. Manitoba: BUCHANAN & GORDON, Winnipeg C. A. MUNRO, St. John, N.B.

A TIP FOR 1912

Buy the Queen Square Fruit Jar

The biggest selling Lightning Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.



Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by
SMALLEY, KIVLAN & ONTHANK
BOSTON, U.S.A.

For sale by all first-class dealers in Canada and United States.

Royal Salad Dressing

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

Made only by

The Horton-Gato Mfg. Co.
Windsor, Canada

No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis. We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.
HEAD OFFICE - - WINNIPEG, MAN.
WINNIPEG REGINA SASKATOON EDMONTON CALGARY

'PON HONOR PRODUCTS
Gunns Quality
Wafer Sliced
Breakfast Bacon

(No Rind—No Waste)

In attractive sealed one-pound cartons. A special cure of delicious flavor. Put up in any quantity.

Why not try a sample
 with your next order?

GUNNS

Pork and Beef Packers, - WEST TORONTO



**"If it's Reindeer
 Brand it's Good."**

This is in the minds of all users of Condensed Milk or Coffee. Now tell your customers about **REINDEER CONDENSED COCOA**. It contains Milk and Sugar. Always ready by simply adding boiling water. Average cost, one cent per cupful. Delicious beverage after rink.

Manufactured only by



Truro, N. S.

Huntingdon, P. Q.

Fearman's "Star Brand"
Lard

is good pure lard, made under Government inspection, put up in

Tierces	350 lbs.	Tin Pails	10 lbs.
Tubs	60 "	" "	5 "
Wooden and		" "	3 "
Tin Pails	20 "		

1-lb. and 2-lb. cartons

Pure lard is in great demand. Prices are going to be higher.

ORDER NOW

F. W. Fearman Co.

LIMITED

HAMILTON

SALMON
QUAKER BRAND

Your trade needs a consistently high class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will insist on **QUAKER BRAND**.

Mathewson's Sons

Wholesale Grocers
MONTREAL

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Ample Supply of Xmas Poultry Expected

General Opinion That Supplies Will be Quite Free—Still Tendency on Part of Shippers to Hold Off—Butter Continues Steady—Shipment of New Zealand Stock to Vancouver—New Laid Eggs Bring Fancy Prices—Cheese Quiet, But Holds Steady.

The general feeling is that the Christmas turkey will be in quite plentiful supply. On the whole, poultry offerings are expected to be ample for the occasion and fairly reasonable in price when the holding of supplies in hopes of higher prices is noticeable this year also, but as the festive season approaches there will probably be the usual rush.

Butter holds a steady position on all markets, and there seems nothing at hand to break the strengthening tendency. Comparatively small stocks with limited receipts and a fairly good demand are the factors which shape the market. A shipment of about 5,000 boxes of New Zealand creamery butter arrived in Vancouver this week, but it is said that this is about all that will come to Canada from this direction, the balance of supplies having been arranged for shipment to the British market.

Eggs are eggs, especially if they happen to be new laid, which in view of the keen request for guaranteed stock for Christmas cooking are bringing fancy prices. Storage eggs are also having a good run and stocks are rapidly being depleted. Already firms at different centres have found it necessary to import United States stocks, and quite early in the winter at that.

Cheese is rather quiet but the market is maintained. Provisions also show a tinge of quietness. The English bacon market shows a firmer tendency. Honey is in fair demand.

MONTREAL.

PROVISIONS.—A number of changes are recorded in the provision market this week. There is steady demand for pure lard, but compound is down ¼c. Extra large hams show a reduction of ½c and in barreled pork a number of lower prices are shown as the result of a quiet tendency due principally to unseasonable weather. Of late it has not been cold enough for a healthy trade in pork but a remedy for this will not be long wanting. A stronger feeling has been noted in the live hog market and the effect has been noticed in a firmer tone to the dressed market.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 12½
Cases, tins, each 10 lbs., per lb.	0 12½
" " " " " " " "	0 12½
" " " " " " " "	0 12½
Pails wood, 20 lbs. net, per lb.	0 12½
Pails, tin, 20 lbs. gross, per lb.	0 11½
Tubs, 50 lbs. net, per lb.	0 12½
Tierces, 375 lbs., per lb.	0 12
One pound bricks	0 13

Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 08½
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09
" " " " " " " "	0 09½
" " " " " " " "	0 09½
Pails, wood, 20 lbs. net, per lb.	0 09
Pails, tin, 20 lbs. gross, per lb.	0 08½
Tubs, 50 lbs. net, per lb.	0 12½
Tierces, 375 lbs., per lb.	0 08½
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 60
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbls	7 0
" " 200 "	14 50
" " 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
" " small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 15
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	6 40
" " dressed, per cwt.	9 25

BUTTER.—Jobbers point to the light supply of butter at this season as an indication of what the market is likely to be. Production at this time of year becomes light and quality is frequently not of the best. Stocks are much lower than usual and holders are looking for higher prices.

EGGS.—While no changes are reported for the week, market is firmly held. Stocks are light in the city and new laid that come forward are quickly taken up. Demand is steady and under the present conditions a stronger market is generally expected.

CHEESE.—There is no change in the cheese market which is steady and firm on account of stocks being light. Supply is lower than is generally the case at this season and holders expect that the continued demand will make itself felt by giving strength to the market.

POULTRY.—Sales of poultry are good but the weather has not been seasonable of late and trade has suffered thereby. A considerable quantity of second rate fowl and chickens have been coming forward and is not regarded highly by the trade. In regard to turkeys, first holders seem to be waiting for better weather before quoting any price for the reason that with snappy weather the demand is keener and a better price can be secured. Large dealers in Eastern Ontario have refused to quote of late and doubtless for the reason above men-

tioned. The big retailers up to this week have shown a much reduced display in comparison with their usual feature windows of poultry at this season. Normal prices are looked for in Christmas turkeys.

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

HONEY.—Only a routine trade is reported in this market. Demand is steady and prices are unchanged.

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

TORONTO.

PROVISIONS.—There is practically no change in the provision market since a week ago. Even live hogs, which of late have been given to constant fluctuation, show no perceptible change. The fact that one firm quotes lard ¼ cent higher would indicate a stronger feeling. It is, at any rate, in good demand, the present high price of butter assisting in increasing its use. There is just a tinge of quietness due to rush of other lines at this season.

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

BUTTER.—This week shows no perceptible change in butter situation. However, general steadiness prevails under light stocks and light receipts. A good demand for this line is at present in evidence.

Per lb.	
Fresh creamery print	0 33 0 34
Creamery solids	0 29 0 30
Farmers separator butter	0 27 0 30
Dairy prints, choice	0 25 0 27
No. 1 tubs or boxes	0 23 0 25
No. 2 tubs or boxes	0 19 0 21

EGGS.—Christmas cooking has brought a substantial demand for eggs, and prices hold steady, although there has been no change in quotations during the past week. With the heavy demand of Christmas past, it would not be a

WE WANT

Turkeys

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street
TORONTO

surprise to see fancy prices now ruling for new laids ease off slightly, although cold weather may set in at any moment and cut down production. Some firms are still importing U. S. eggs. Storage stocks are held at 27 to 29 cents.

Storage eggs..... 0 27 0 29
New laid eggs..... 0 50 0 50

CHEESE.—“No change” is the summary of the cheese market. Steadiness prevails with a routine trade.

New cheese—
Large..... 0 15 0 16
Old cheese..... 0 17
New twins..... 0 16 0 14
Old Stiltons..... 0 17

HONEY.—The fact that jams are none too plentiful and preserved fruits high in price should help sale of honey. Prices are well maintained.

Clover honey, strained, 60-lb. tins..... 0 12
Clover honey, No. 1 comb, 14 oz. per doz..... 2 50 3 00

POULTRY.—The general feeling is that Christmas poultry will be plentiful and fairly reasonable in price. At least dealers believe that conditions indicate that. “Plenty of poultry for the Christmas trade,” said one. “A cheap Christmas turkey,” said another, while yet a third in answer to The Grocer’s query said: “My reports show that supplies of poultry, turkeys included, are ample throughout the country. Unless there is a general holding on to supplies, prices will be fairly easy.”

Of course, how easy they will be depends just on what volume comes to market. Really low prices under existing conditions cannot be expected. While supplies throughout Ontario are quite large, much depends on the demand from the Western Provinces.

In past years, there has been a tendency to hold on the part of farmers and shippers. The same thing is noticeable this year. “I think they will start to come towards the end of the week,” said one dealer, “holders are inclined to expect higher prices, but the slight reduction which we made in quotations this week has slightly staggered them, and I expect them to come over with the goods when they see the tendency in prices.”

The Canadian Produce Co. quote chickens, over 5 lbs. each, milk fed and fat, 11c. live, 15c. dressed; chickens average quality, 10c. live, 12c. dressed; ducks, young, over 5 lbs. each and fat, 11c. live, 14c. dressed; hens, fat, 6c. live, 8c. dressed; turkeys, young, 9 to 14 lbs., well fed and plump, 18c. live, 20c. dressed; geese, young, fat, 9c. live and 11c. dressed; pigeons, live only, per pair, 20c.

Fowl, live..... 0 05 0 07
Chicken, live... 0 07 0 08
Ducks, live.... 0 10 0 11
Geese, live..... 0 09
Turkeys, live... 0 13 0 15

Dressed poultry 2 to 3 cents over the above prices.

WINNIPEG.

BUTTER.—Creamery butter has been holding firm and no change has taken place during the last two weeks. The demand has been exceptionally good but supplies have been large enough to maintain the price of 34c per lb. for fresh made creamery bricks. There is little dairy butter reaching the city at the present time, and what is arriving is of poor quality. The price, however, shows some advance over last week, as will be noted below:

Strictly No. 1, delivered Winnipeg, per lb..... 0 25
" No. 2 " " " 0 23
" No. 3 " " " 0 18
" No. 4 " " " 0 15

EGGS.—Shipments of eggs show considerable falling off during last two weeks, and as result prices have advanced 5c per doz. Shippers refuse to forward eggs while weather conditions are uncertain, and as result receipts have been very low. Manitoba fresh gathered eggs are now quoted at 30c wholesale, while guaranteed strictly fresh laid are retailing at 65c a doz. in the city.

OPINION ON POULTRY QUESTION.

Editor Canadian Grocer,—In answer to the question, should merchants accept inferior poultry at prices paid for good poultry, or not?

No, I think not!

If you keep the right goods the market is always open for your goods. Stay with what you advertise and the trade will stay with you. Then your customers can depend upon you for good goods. If you have a mixed lot of poultry you are in a puzzling market every time. Keep and buy only salable goods and you will hold your trade.

W. P. B.

Uxbridge, Ont.

**FINEST
ENGLISH KIPPERS
AND
EUROPEAN GAME**

**Venison
Exporters**

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

Apples! Apples!

GEORGIAN BAY DISTRICT

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

Georgian Bay District

The Quality is No. 1

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

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

Just Arrived

Italian Peeled Tomatoes

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

**Haricot Vert,
Italian Canned Green Beans**

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

ALSO

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

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

H. E. VIPOND

197 St. Paul St., - MONTREAL

Grocers: A woman prides herself upon the quality of her home-made bread, and any attempt on the part of a dealer to substitute a cheap imitation when Royal Yeast Cakes are called for, may mean the loss, not only of that woman's trade, but the trade of such of her friends as may be influenced by her.

ROYAL YEAST CAKES



Most Perfect Made

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg

Montreal



Cluster Table Raisins

CHOICEST QUALITY

1/4 Boxes	- -	5 1/2 lbs.	- -	.85c.
1/2 "	- -	11 "	- -	\$1.75
Boxes	- -	22 "	- -	\$3.00

GET OUR PRICES ON: New Peels, Nuts, Figs and Dates, for prompt shipment.

CHEESE We have 35 full size colored September make of Cheese in stock which are well matured, at 15 1-2c. per lb.

RICE For the balance of this year we will sell a very choice quality of Rice in bags and sacks at 3 1-2c. per lb.

WE GET THE BUSINESS, BECAUSE WE HAVE THE VALUES
MAIL AND TELEPHONE ORDERS PROMPTLY ATTENDED TO

R. SIMPSON & CO.,

Tea Importers and Wholesale Grocers

29-31 Charles St.,

Hamilton, Ont.

TELEPHONE 3541

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MONTREAL

CANADA: No better Country

MOTT'S: No better Chocolate

MOTT'S DIAMOND CHOCOLATE

"Elite"

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

Diamond

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

Ask your jobber.

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

SELLING AGENTS:

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

"Canada's Best"

Laundry Soap

So pure and sweet.
Does the work alone.
Does not waste away.
Washes all kinds of things.
Will not injure clothes.
Contains no resin.

It's the Soap
for you to sell

Write for Special Premium Proposition. A Winner.

The United Soap Co. of Canada
LIMITED
MONTREAL

Do You Realize

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

Carr's Biscuits

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

Send your order to our nearest Agent



CARR & CO. CARLISLE ENGLAND

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

WE ARE PLEASED

to tell you that our flour now finds a position in the very best stores to-day, but the bags don't sit there as an ornament. They keep on the move and that is what you want to see all goods do--keep going out.

"Regal," "National,"
"Laurentia," "Daily Bread,"

These are the brands with which you should be acquainted.

The Consumer is Pleased

Another point in our favor. Of course we were certain of this as soon as the first carload left the mills, because we made sure that we had the "very best" before we sold a bag.

Are you interested?

The St. Lawrence Milling Co., Ltd.
MONTREAL

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Rolled Oats Decline 25 Cents per Barrel

But Market for Raw Material is Steady and Reaction is Expected at Early Date—Domestic Flour Trade Fair Considering that Interest is Centered Elsewhere—Some Price Cutting Reported—Scarcity of Cars Causing Trouble.

Rolled oats supplied the feature of the week with a decline of 25 cents per barrel. The market for the raw material has been steady and there has also been a seasonable demand for this product so that a drop in price was not generally expected. Although this reduction has taken place with the majority of firms, all have not lowered figures. Probably the reduction was made with the view of drumming up business at a time when interest is centered elsewhere. At any rate this explanation was given by one big house. Under the conditions a reaction upwards again at an early date would not come as a surprise.

The Christmas rush in other lines detracts a little from flour. However, a fair domestic trade is reported, but export business is decidedly slow. As explained before, the English millers have corralled the trade. Then again an advance of 7 cents per cwt. in ocean freight rates has not at all helped in this business.

From some centres it is reported that a certain amount of price cutting is going on, resulting no doubt from keen competition.

Scarcity of cars is making trouble for some flour companies, especially those who have their mills in the West, while even in Ontario it is at times hard to get cars, clean cars being essential for flour shipments. One firm in the West give an instance where it had orders to send a car of flour forward by Nov. 20, but it was unable on account of the lack of cars to send it before Dec. 8.

The visible supply of wheat in the United States last week was 70,488,000 bushels as against 42,666,000 a year ago and 28,400,000 in 1909.

MONTREAL.

FLOUR.—Business in flour remains satisfactory in a general sense. There is reported a certain amount of price cutting going on, resulting no doubt from keen competition, but the more substantial firms are apparently letting others attend to this. The trade is fair for this season of the year when holiday buying puts staples into the background. On the whole, however, business is reported satisfactory.

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

Rolled Oats.—A decline of twenty-five cents a barrel in rolled oats is a feature of the week. The market has been steady and firm under a seasonable trade and lower price was not generally expected. The prices quoted below are not exactly uniform for the trade, as one firm were quoting at a higher level than the appended figures.

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

TORONTO.

FLOUR.—Flour prices are unchanged. Wheat quotations are somewhat easier at the moment. "I think there is more of a tendency towards easiness," said one dealer, "although not reflected by a reduction in wheat quotations. For instance despite the storm damage in Argentine and the sensational advance of about 4 cents at Buenos Ayres, the wheat market on Monday sagged instead of strengthening. The world has a plentiful supply of wheat, while receipts in the West are heavy on both sides of the line. Supplies are pouring into Minneapolis where a 20-cent. cut in flour has taken place."

Domestic trade is quite good but export business is decidedly dull, although considerable wheat is being exported. In Ontario flour there are not even bids for export.

Manitoba Wheat	
1st patent, in car lots.....	5 50
2nd patents, in car lots.....	5 10
Strong bakers, in car lots.....	4 90
Feed flour, in car lots.....	3 00 3 20

Winter Wheat.	
Straight roller.....	4 21
Blended.....	4 50 5 00

CEREALS.—Quite unexpected was the drop of 25 cents per barrel in rolled oats during the past week. The price of raw material has been holding quite steady, while the demand for rolled oats has been seasonable. Apparently the only reason was for the purpose of stirring up buying at a season, when on account of the rush of other lines, rolled oats are somewhat neglected.

The market for oats is quite steady and a reaction to the former level or at least a strengthening tendency at an early date would not be a surprise.

Some manufacturers of family packages have reduced them 10c per case.

Rolled oats, small lots, 90-lb. sacks.....	2 47½
Rolled oats, 25 bags to car lots.....	2 57½
Standard and granulated oatmeal, 98-lb. sacks.....	2 65
Bolled wheat, small lots, 100-lb. barrels.....	2 90
Rolled wheat, 5 barrels to car lots.....	2 75
Cornmeal, 100-lb. bags.....	2 00
Rolled oats in cotton sacks, 5 cents more	



THE
ACME
OF PURITY

In biscuit excellence is only attained by the use of purest ingredients combined with ideal conditions of manufacture. This has been the aim and endeavor of the makers of Mooney's Perfection Cream Sodas which has brought them to their present high standard of popularity with all classes of trade.

Always have a good stock on hand.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

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MAPLEINE
(THE FLAVOR DE LUXE)

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

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

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in all kinds of Dried and Evaporated Fruits

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Sundried and Evaporated Apples, Waste and Chops

a specialty. Correspondence and offers solicited. Liberal advances on consignments. Offers wanted f.o.b. shipping ports, payment against shipping documents in New York. Ask for reports about every article you wish to sell. Highest references on application.



A Good Resolve

**Anchor
Brand
Flour**

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

A Good Resolve

Manfd. by
Leitch Brothers Flour Mills, Oak Lake, Manitoba.

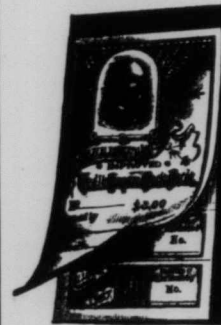
**YOU CAN'T GET AWAY FROM CREDIT
BUSINESS—BUT YOU CAN MAKE
SUCH BUSINESS SAFE**

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

ALLISON COUPON BOOKS

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

HOW THEY WORK:—



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

For sale by jobbers everywhere.

Allison Coupon Company
INDIANAPOLIS, IND.

Headquarters for Maple Flavor

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

Sold in bottles or in bulk.

Let us quote you prices
and submit sample.

THOS. HENDERSON

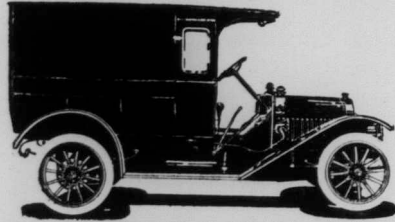
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IT WILL PAY YOU to watch our Condensed Ad columns. There are many money-making positions there. You may find just what you want.

A Good Delivery has Won Many a Game

We have a real snap in a Warren 30 h.p., 1000-lb. delivery car that has been used for only two weeks as demonstration.

Four Cylinder. 110 Wheel Base. Grey Body.



32 x 4 Tires. Nonskid on Rear. Complete Lamp Equipment.

This car is an aristocrat amongst deliveries. Get after this at once. The car must be sold before Christmas. To be sold at cost.

APPLY

**American Abell Engine &
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Queen Street West, Toronto.

BANNER ^{COLD} ^{BLAST} LANTERN



Notice to Dealers

Every purchaser of a

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can get a

CALENDAR for 1912

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LANTERN

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL AND WINNIPEG



PURITY



E.D.S. Brand always points to purity in Jams, Jellies and Preserves. They have gained this stamp by the approval of Government inspection, thereby eliminating all doubt as to its quality and excellence, in the minds of prospective purchasers.

One sale means a repeat. Two sales a steady patron.

MADE ONLY BY

E. D. SMITH

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ONTARIO

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

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- New York

Christmas Fruits

Have full stock of all Seasonable Fruits, Vegetables, Nuts, etc.

Extra Fancy and Extra Choice California Navels, Florida, Jamaica and Mexican Oranges, Dates, Nuts, Figs, Grapes, Celery, Hot House Tomatoes, Head Lettuce, Cucumbers, Holly, Holly Wreaths, etc.

McWILLIAM

Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

EVERY

time you purchase a box of

"St. Nicholas"

or

"Home Guard"

Lemons you are getting the

B. L. O. E.

Best Lemons on Earth.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Christmas Fruits Now to the Front

Big Trade Anticipated as Shown by the Volume of Goods Going to Retail Trade—Oranges a big Leader—Cranberries High in Price—Cape Cods are Scarce—California Celery High in Price—Lemon Shipments from Italy Irregular.

Fruits are now occupying a position of prominence on the grocery trade stage. Orders have been pouring in freely since the first of the month for fruits in anticipation of a big Christmas business and wholesalers have been busy sending the goods out to the trade. Wholesale dealers report good demand from retailers for holly, holly wreaths and evergreen. They expect an increased interest in vegetable specialties during the coming week as well as a big "last moment" trade in fruits.

Oranges are one of the chief lines in demand during Christmas week and volume handled this year promises to run into a big figure. Navels and Floridas will be the two big sellers. The former are somewhat firmer in price as shipments from California have been light as compared with last year, due to the fact that the fruit did not mature as early as usual. Floridas are excellent this year, for while in some instances they may lack a little in color, they are very sweet. There has been some prejudice against the Florida orange because in past years early shipments of green sour fruit have been sent out, but the producers are now trying to guard against this.

On the Eastern Canadian markets, Mexican, Jamaica and Valencia oranges will come in for the lower priced trade. People want oranges at Christmas time and many cannot afford the higher priced fruit so that consequently many grocers find a certain sale for these lines.

California celery is high but shipments are expected at some Canadian markets for Christmas trade. High duty of 30 per cent. coupled with high price at primary points bring it to a lofty figure when it reaches the consumer. At the present price one dealer stated the duty alone would amount to 90 cents per case or 13 cents per dozen. In some sections of the Dominion there is some home grown celery available but the quantity is small.

Shipments of lemons from Italy have been irregular on account of lack of boats due to the war. Demand for lemons is normal.

MONTREAL.

GREEN FRUITS.—Apparently the Cape Cod variety of cranberry will be absent in a general sense from Canadian tables during the festive season, and the native Nova Scotian article will have to serve. It is stated that there is hardly

a sufficient quantity of the Cape Cod berry to meet the demand of the United States market. There need be no worry about oranges. The navels that have been received here have been of fine quality and almost matured, a welcome fact at this time of the year. They are coming forward freely and price quoted should satisfy most buyers. Pineapples are higher in price and are meeting with a fair demand. Apples are firm. It is stated that the present holding in this city is about 75 per cent. less than the supply at this time a year ago. Ontario is still holding on to practically all but a mediocre quality and at auction this week prices for No. 2's were pretty steep. Should supplies come forward with a rush a 'killing' is anticipated, to use the words of the representative of a local house. Lemons range from \$2.50 to \$3.50 with the former price for No. 2's.

Apples—			
Spies.....	5 50	5 50	
Fameuse.....	3 75	5 50	
Baldwins.....	4 25	4 75	
McIntosh reds.....		6 00	
Greenings.....	4 25	4 50	
Bananas, crated.	2 00	2 50	
Cocoanuts, bags.	4 00	4 50	
Cranberries, N.S. bbls.....		8 50	
Grape fruit, Florida, case.....	4 75	5 00	
Jamaica, case.....		3 50	
Grapes, Malaga, per keg.....	5 00	6 00	
Lemons.....	2 50	3 50	
Limes, a box.....	1 25	1 50	
Oranges—			
Navels.....		3 50	
Valencia.....		5 00	5 50
Jamaicas, box.....	1 75	2 00	
Mexican.....	1 75	2 00	
Pineapples—			
Cuban, case.....	4 50	5 00	

VEGETABLES.—Among the new vegetables that will grace the Christmas dinner table will be California celery to arrive about the 15th, and southern cucumbers. Canadian onions are slightly higher, being quoted at \$3.50 per 100 lbs. Potatoes are held firmly and stocks are reported light. Sweet potatoes are a little firmer. The vegetable market is moving along without much featureable change.

Beans, green, hamper	3 00	Leeks, doz.....	1 50	1 75
Carrots, bag.....	0 90	Onions		
Cabbage, doz.....	0 40	Spanish, crate.....		5 50
Cauliflower, doz.	1 75	Half crate.....		2 25
Celery, Cal. 6 doz		Canadian reds,		
to crate, crate.....	6 00	100 lbs.....		3 50
Cucumbers, doz.....	0 80	Sweet potatoes,		
Garlic, 2 bunches.....	0 25	per basket.....	2 00	2 50
Green Peppers,		Montreal pota-		
bushel basket	1 75	toes, new, bag.....		1 40

TORONTO.

GREEN FRUITS.—With Christmas little more than a week away, wholesalers are transacting a big trade in fruits. Oranges are one of the leaders and large quantities are this week going out to retail trade as well as other lines while from low on to the holiday, assorting orders will be arriving freely.

California navels, under lighter shipments than a year ago and the present good demand, are firmer in price. Floridas range about the same. Cranberries

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should show a better movement next week. They hold firmly in price.

Almeria grapes, bananas, grape fruit, etc., should all come in for their share of extra business created by the Christmas trade. Apples will also be to the fore.

**YOUR XMAS SUPPLIES
OF
FRESH TOMATOES**

should be ordered now to insure delivery

We can supply you all winter with the
BEST OUTDOOR GROWN

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

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

30 William Street, Montreal

FOR—

**"Green Mountains,"
"Delawares"**

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

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

**Hothouse Tomatoes English Hothouse Grapes
Florida Strawberries**

Cucumbers Lettuce Celery

Red and Yellow Bananas

A Full List of High-class
Specialties for Christmas.

SEND US YOUR SORTING ORDERS FOR
ORANGES, ALMERIA GRAPES, NUTS, DATES, FIGS, etc.
PROMPT DELIVERY

WHITE & COMPANY, LIMITED
TORONTO and HAMILTON

THE HOLIDAY TRADE

demands the very best quality that money can buy.
Let us look after your Xmas order and you will be
able to satisfy the most particular.

**ORANGES, LEMONS, BANANAS,
GRAPE-FRUIT, CRANBERRIES,**

**NEW NUTS, NEW DATES, NEW FIGS,
HOLLY, HOLLY WREATHS, EVERGREEN.**

THE HOUSE OF QUALITY

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

EVAPORATED CRANBERRIES

Use this product and enjoy Cranberries throughout the year, without the expense and loss connected with keeping fresh fruit. No danger of freezing. No loss from decay. Only perfectly sound, thoroughly cleaned, fresh berries are evaporated—the moisture only is removed. The delicious flavor, piquancy and medicinal properties are retained.

To one cup of Evaporated Cranberries
add 1½ cups of cold water and soak
1½ hours. Do not drain. Boil 15 min.
utes.

W. B. STRINGER, Sales Agent, Toronto
FOR
AMERICAN CRANBERRY EXCHANGE

THE CANADIAN GROCER

English hot house grapes are quoted at 60 to 65 cents per pound.

Bananas.....	1 25	1 75	Grapes, Almeria per keg.....	5 00	6 00
Lemons—			English hot house grapes, lb.....	0 60	0 65
Messina, new crop	3 00	3 50	Cranberries, Cape Cod, brl.	10 50	11 75
Limes, box.....	1 50		Nova Scotia.....	8 00	
Oranges—			Jersey long keepers.....	12 00	
S. Am. navels..	3 00	3 50	Apples, brl.....	2 25	4 00
Florida.....	3 00	3 50	Pineapples, case.	3 25	3 50
California navels.....	3 50				
Grapefruit—					
Florida, case..	4 50	5 50			
Jamaica, case..	4 00				

VEGETABLES.—Cucumbers, head lettuce, celery, sweet potatoes, mushrooms and similar lines will be in good demand during the coming week. People like to have something like this for the Christmas table. Hothouse tomatoes are also obtainable at 30 cents per pound. Mushrooms are quoted in 1 lb. boxes at 70 to 75 cents.

The strength in such lines as carrots, beets, turnips and parsnips is still apparent. In some cases increases have taken place in prices. In other instances there is merely an upward tendency. Scarcity of some of these lines is quite marked. Potatoes hold firmly and dealers are not anticipating any lower prices at any rate.

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

WINNIPEG.

Fresh Fruits.—There has been some change during the last two weeks in the prices of several lines. The demand is holding steady and it is expected that during the next two weeks a banner retail trade will be conducted throughout the city. Wholesalers have been preparing for this and as a result are in a position to successfully cope with the situation. Valencia oranges are off the market, while California navels show a decline of \$1 per case. Malaga grapes have increased \$2 per keg, and Jersey cranberries have followed with a similar advance. Washington pears hold steady while Florida grape fruit remains firm. Sharp increases will be noticed this week in vegetables as compared with two weeks ago. Native beets have taken a jump of 50c per cwt., while parsnips are 25c higher than they were last week. A fair supply of green vegetables are reaching the city, with the exception of radishes and celery, and owing to the limited supply in these lines prices show considerable advance, the former being quoted at 50c per doz., and the latter at 60c.

Bananas, bunch.....	2 75	3 50
Cal. navel oranges, per case.....	4 00	
California lemons, crate.....	6 00	
Malaga grapes, per keg.....	6 00	
Jersey cranberries, bbl.....	14 00	
Washington pears.....	4 25	
Florida grape fruit, per case.....	6 50	
Apples, assorted Canadian varieties, per bbl.....	4 50	5 50
Wash. box apples, box.....	2 50	2 50
Montana MacIntosh reds, box.....	2 50	

Potatoes.—Supplies are not coming in very fast at the present time and the tone of the market is strong. There has been considerable comment regarding the large quantities of frozen potatoes which have been sold to the trade during the last few weeks and much satisfaction has been expressed by whole-

salers, retailers and consumers. Owing to the light supply received during the last two weeks an advance of 5c a bushel has taken place for smaller lots. New prices are as follows:

Manitoba, 5 to 10 bus.....	0 80
Manitoba, 10 to 20 bus.....	0 75
Buying price, carlots, f.o.b. Winnipeg.....	0 60
Virg. sweet potatoes, per hamper.....	3 25



Fish - Oysters



Three Special Fish Days Next Week

Should Add Considerably to Ordinary Demand—The Mild Weather Not Been Conducive to Trade—Frozen Lines in Prominence—More Interest in Smoked Fish—Weather on Eastern Coast More Favorable for Fishing

The unseasonable weather which has been quite general in Canada for the past week has not been conducive to a record breaking trade in fish. However, considering the mild weather, thanks to the special fish days, trade has been maintained at an appreciable level. Two fish days this week and three next week should assist materially in keeping sales above the ordinary demand.

Frozen lines are in prominence, while several points report increased interest in smoked fish. A fair trade is present in oysters.

The weather off the Nova Scotia coast has been more favorable for fishing. Larger catches of haddock were made, as well as cod, while few halibut were landed. Bank dry salt cod at Lunenburg is now held at \$7 per quintal, as compared with sales in September at \$5 to \$5.50.

QUEBEC.

MONTREAL.—Mild, unseasonable weather has not aided the fish market which to reach its heaviest trade at this period requires the colder weather which makes the handling of fish comparatively easy. There have been no particular price changes during the week, but business has been good in spite of conditions that were unlooked for. Two fish days this week and three next week will add considerably to the ordinary demand.

FRESH		Haddock, per lb	0 04½	0 05	
Steak cod, headless, per lb.....	0 05	0 05½	Smelts, fancy.....	0 10	
FROZEN		Round red salmon	09	0 10	
Haddock.....	0 04	0 04½	Gaspé salmon.....	0 18	
Halibut, per lb.....	0 08	0 08½	No. 1 smelts, lb.....	0 10	
Herring, frozen, per 100 fish.....	1 70	1 80	Qualla salmon..	0 07½	0 08
Pike, round lb.....	0 05	0 05½	Extra smelts, lb.....	0 14	
Pike, dressed & headless, lb.....	0 06	0 07	Lake trout, lb.....	0 10	
Steak cod.....	0 05		Tomcods, per brl.....	2 00	
Mackerel.....	0 11		Whitefish, large, lb.....	0 08½	0 09
Dressed perch.....	0 10		Whitefish, small	0 06	0 06½
Dore or Pickerei	0 07	0 07½			

PREPARED FISH

Boneless cod, in blocks or packages, per lb.....	7, 8, 10, 11 12
Dry pollock, 100 lb. bundles, per bundle.....	6 00
Shredded cod, 2 doz. in box, per box.....	2 00
Skinless cod, 100 lb. case.....	7 00
Dry cod, 100 lb. bundles, per bundle.....	7 00

SALTED AND PICKLED

New green cod, per lb.....	0 04½	0 05	No. 1 green pollock, per 20 lbs.....	7 00	
New Labrador herring, per bbl.....	5 50		Salmon, B.C., red bbl.	14 50	
New Labrador herring, per half bbl.....	3 15		Salmon, B.C., half bl.	8 00	
Labrador sea trout, bbls.....	12 00		Salmon, Labrador, bl.	15 00	
Labrador sea trout, half bbls.....	6 00		Salmon, Labrador, half bl.	8 00	
No. 1 mackerel, pail.	2 00		Salmon, Labrador, trcs, 300 lbs.....	21 00	
No. 1 mackerel, ½ bbls.	8 00		Salt eels, per lb.	0 06½	0 07
Scotia herring, No. 2, bbl.....	6 50		Salt sardines, bbls.	5 50	
Lake trout, kegs.....	2 00		Sal. sardines, ¼ bbls.	3 00	
Choice mackerel, pail.	8 00		Sea trout, ¼ brl.	6 50	
Mackerel, ¼ bbls.	8 00		Sea trout, bbls.....	12 00	
No. 1 green haddock, per 200 lbs.....	7 50		Scotch herring.....	6 00	
			Scotch herring, keg.	1 00	
			Holland herring, ¼ bl.	5 50	
			Holland herring, keg	6 75	

SMOKED

Smoked eels, per lb.....	0 10	
Bloaters, large, per box.....	1 10	
Yarmouth bloaters, fancy, per box.....	1 25	
Haddies, fancy, 15-lb. boxes, per lb.....	0 07½	0 08
Fillets, fancy, 15-lb. boxes, per lb.....	0 11	
Herring, new smoked, per box.....	1 18	
Kippers (small), per box of 50 fish.....	1 25	

SHELL FISH

Oysters, choice, bulk, Imp. gallon.....	1 40	
Oysters, bulk, selects.....	1 60	
Oysters, fancy cape, large bbls.....	9 00	
Malpeque Oysters, per bbl.....	8 00	12 00
Solid meats—Standards, gal., \$1.70; selects, gal., \$1.50.		

ONTARIO.

TORONTO.—Considering circumstances there is a fair movement under pressure of the Advant demand. A good steady business is being done in oysters.

There are no special changes in market prices this week. A general steadiness is apparent. Steak cod and haddock are about the only fresh fish on the list.

FRESH CAUGHT FISH

Steak cod.....	0 07½	Haddock.....	0 04½	0 06
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FROZEN FISH

Gold eyes.....	0 06	Red salmon.....	0 10	
Pike.....	0 05	round.....	0 10	
New Pink sea salmon.....	0 09	Sea herring, lb.....	0 04½	
Whitefish.....	0 10	0 11	Sea herring, 55-lb. br.	2 12
Red salmon, headless and dressed.....	0 11		Mackerel, lb.....	0 25
Halibut.....	0 09		Mulletts.....	0 04
			Bluefish.....	0 12

SMOKED

Kippers, per box.	1 25	1 35	Cod, Imperial.....	0 06½	
Bloaters, per box.....	1 10		Quail-on-toast.....	0 07	
Finnan Haddie, lb.	0 08	0 09	Fillets of haddie	0 11	0 12
Digby herring, bundle	1 00		Ciscoes, basket.....	1 25	

consumers. Owing
received during the
ance of 5c a bush-
smaller lots. New

..... 0 80
..... 0 75
..... 0 68
..... 3 25



Week

ild Wea-
Promin-
Eastern

FISH
ces, per lb....7, 8, 10, 11 12
bundle..... 6 00
box..... 2 00
..... 7 50
..... 7 00
PICKLED
No. 1 green pollock,
per 20 lbs..... 7 00
salmon, B.C., red, bbl. 14 50
salmon, B.C., half bl. 8 00
salmon, Labrador, bl. 15 00
salmon, Labrador,
half bl..... 8 00
salmon, Labrador,
tros, 300 lbs..... 21 00
salt eels, per lb. 0 06
salt sardines, bbls... 5 50
salt sardines, 1/2 bbls. 3 00
sea trout, 1/2 bl..... 6 50
sea trout, bbls..... 12 00
scotch herring..... 6 00
scotch herring, keg... 1 00
Holland herring, 1/2 bl. 5 50
Holland herring, keg 0 75

ED
..... 0 10
..... 1 10
ox..... 1 25
lb..... 0 07 1/2
..... 0 11
..... 1 18
..... 1 25
FISH
B..... 1 40
..... 1 60
..... 2 00
..... 8 00 12 00
70; selects, gal., \$1.50.

IO.
ring circumstances
ent under pressure
d. A good steady
in oysters.
changes in market
general steadiness
d and haddock are
fish on the list.

HHT FISH
Haddock 0 04 1/2 0 06
FISH
Red salmon,
round..... 0 10
Sea herring, lb..... 0 64
Sea herring, 55-lb. bz 2 25
Mackerel, lb..... 0 12
Mulletts..... 0 04
Bluefish..... 0 12

ED
Cod, Imperial... 0 06 1/2
Quail-on-toast... 0 07
Filets of haddie 0 11 0 12
Ciscocs, basket. 1 25

A WISE GROCER WITH WISE ANSWERS

Q.—Do You Stock Fish? A.—Sure. Lots of it, and my profits are good.
Q.—How did you get the trade? A.—Got a supply. Made a display. Customers got wise right away.
Q.—Does it cost you much extra to run a Fish Department? A.—Not at all. Goods sell quickly. You get your money back, and more, a few days after you spend it.

BE LIKE THIS MAN

Drop us a line. We will give you any information you require about any class of fish. Here are some of our leaders:—

Smoked Fish for Advent Trade.

OCEAN BRAND: Haddies, Kippers, Bloaters. BOUTILIER BRAND: Smoked Fillets.
ARBROATH BRAND: Smokies.

Canada Brand Pure Boneless Codfish.

CANADA TABLETS, 20 1-lb. Tablets. CANADA STRIP, 30-lb. Boxes, Whole pieces.
CANADA CRATE, 12 2-lb. Boxes. COD BITS, 25-lb. Boxes, Bulk.

N.B.—We anticipated being able to supply all demands for Canada Strip and Crate, but orders have been so numerous that we must apologize for delay in filling. We can ship you immediately any of the other lines.

The Halifax Cold Storage Co., Limited
MONTREAL



CHRISTMAS!

Is a time when it behooves the merchant to make sure that the people with whom he books his order are capable of taking care of him. You cannot be governed by promises. It is best to judge their ability by their past performances

Do not leave the booking of your order until shipping time. Let us have your advice now, for at least a part of your needs. Advise when you want shipment to reach you, and we will make reasonable allowance for the congestion experienced by the Express Companies at that time.

“Coast Sealed” Oysters are carrying more quality than any oyster on the market this season, and in view of the fact that how often the consumers will use oysters in their homes, depends entirely on the satisfaction experienced in eating them, it is essential that you should obtain the best quality possible.

Kindly let us have your favor, which we will acknowledge on receipt, and advise you as to the date shipment will be made.

Connecticut Oyster Co.

Canadian Branch: 50 JARVIS STREET, TORONTO, ONT.

THE CANADIAN GROCER

PICKLED			
Lake herring, per keg	4 00	Labrador herring, bbls	6 00
Oysters, selects, gallon	1 75	Labrador herring, half bbls	3 25
Oysters, standards, gallon	1 55		

NOVA SCOTIA.

HALIFAX.—Several vessels arrived this week with fares of fresh fish. The cargoes consisted principally of haddock of excellent quality and the fish found a ready sale. Weather was a little more favorable during the week, and there was an improvement all round in the catches. A few halibut were landed, and cod is in fairly good supply. Smelts are still scarce on the local market.

There is an improved demand for smoked fish. Dealers report large sales of salmon, finnan haddies and kippered herring.

Sales of oysters are large, principally in bulk, the price of Island stock being too high for the ordinary consumer. The United States bulk oysters now coming on the market are good stock.

A record price was paid for fresh mackerel at Gloucester this week. The first vessels arriving with small fares readily sold their fish for 26 cents a piece. Then another vessel came along when the market was bare and the price jumped up to 36 cents. This is the highest price ever paid for fresh mackerel in that market.

while a good export demand has cut down considerably the supplies held in this country.

While creamery butter a year ago was quoted at 25½ cents on the Montreal market to-day quotations rule around 30½ cents.

ORIENTAL FLOUR MARKET.

Vancouver, B.C., Dec. 14.—Advices from the Orient, received by local dealers, is that the flour market is growing constantly stronger. Stocks are fairly large, but there are big purchases for Central and Northern China, a million bags having been recently ordered for those points. In South China and Hong Kong territory the need of supplies is becoming more acute all the time. The action of several of the governments in protecting the food supplies of their own people has increased the gravity of the situation. Indo-China has prohibited the export of rice, as has the Dutch East Indies, and the usual Chinese laws against the export of rice have been augmented by provincial enactments which prevent the interchange of this foodstuff between provinces.

CANADA'S CREAM EXPORTS TO UNITED STATES

Big Increase Shown Since Tariff Was Lowered to 5 cents a Gallon—Means Less Butter Production in Canada and Tends to Firm Prices.

The past two years the exports of cream from Canada to the United States have shown a big increase. A few years ago there was practically no cream sent across the line, but this year for the six months ending Sept. 1, the exports amounted to \$554,003.

This has been due to the lower tariff on cream entering the United States. The last revision set it at 5 cents per gallon, which is generally conceded was a mistake and that 5 cents per pound was really meant. This would have been practically prohibitive.

This change in tariff has brought about considerable change, or at least has made conditions different from what they otherwise would have been. Instead of

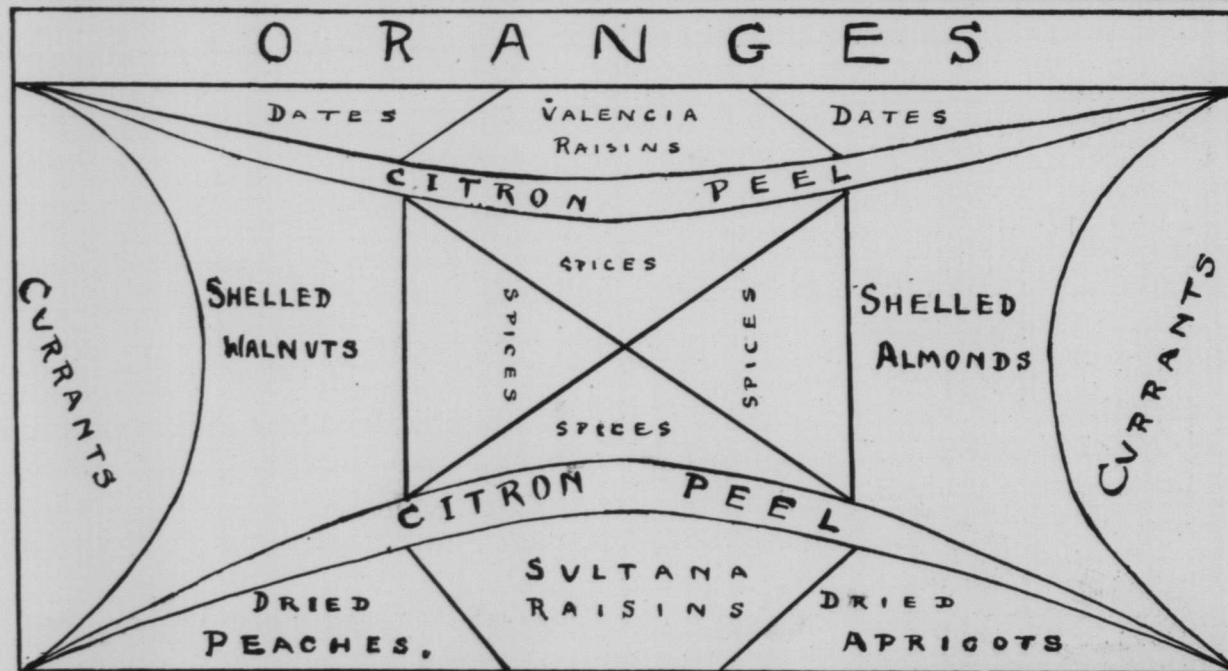
the cream being turned into butter here, thus increasing Canada's production, it is made into butter across the line. Last year this piled up such a supply of butter on United States markets that during the winter prices tumbled in an effort by dealers to clear the decks. It was thought that this would put a crimp in the import of cream, but little or no decrease is noticed.

What difference it would have made if the cream had not left Canada is a question. It certainly would have increased butter production here, and it was needed this year. A combination of circumstances, including the dry hot weather and the high price of cheese, helped this year to curtail the make of butter,

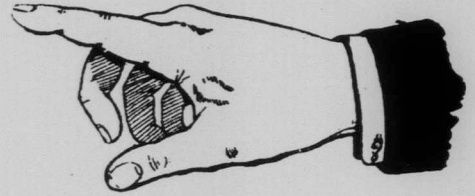
Norman Hill, who recently purchased the business of Eyre & Cutbill, Penticton, B.C., is installing new fixtures in his store.

W. A. Cameron, New Glasgow, N.S., has opened a new grocery store.

J. A. Goodwillie, who has a canning factory near Welland, Ont., contemplates erecting one in Welland, and to move his plant to the new establishment.



Suggestion for floor of a Christmas window. The various articles can be separated by tinsed strips of wood, or by other articles on sale. For instance, separate the spices in the centre by rows of nutmegs, the raisins from the dates, peaches, etc., by package raisins, etc.



When placing your order for Canned Fish, be sure you have the name right :

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Hubbard, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

SELL SARDINES WITH A GUARANTEE

There's nothing like a guarantee to help sell your canned goods! Read the exact wording below:

CONCORD CANNING CO.

We guarantee

- 1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
- 2 That fresh caught fish only are used in our canneries
- 3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
- 4 That we use the greatest care and cleanliness in the packing

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied.

This is the guarantee appearing on each tin of CONCORD SARDINES, a line that retains the natural delicate flavor of the fish to a remarkable degree. For your best trade sell CONCORD. Order from your wholesaler.

List of Agencies:
 R. S. McINDOE, Toronto
 WATSON & TRUESDALE, Winnipeg
 A. H. BRITTAIN & CO., Montreal
 W. A. SIMONDS, St. John, N.B.
 RADIGER & JANION, Vancouver and Victoria, B.C.

CURE YOUR CUSTOMERS' COUGHS



Sell them

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

They'll be thankful and you'll make a "little something" --and be happy also.

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

If they seem feverish, suggest **Mathieu's Nervine Powders** --the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

emand has cut supplies held in a year ago was the Montreal rule around

MARKET.

ec. 14.—Advices d by local deal-arket is growing tocks are fairly g purchases for hina, a million tly ordered for hina and Hong l of supplies is l the time. The governments in lies of their own : gravity of the is prohibited the Dutch East l Chinese laws rice have been ial enactments change of this ces.

cently purchased Cutbill, Pentic new fixtures in Glasgow, N.S., ry store. o has a canning t., contemplates d, and to move tablishment.

WANTS

l wood, or by m the dates,

—1911 Christmas 1911—

An Assortment of

PERRIN'S

Attractive

FANCY

BISCUIT

Packages

and

Fruit Cakes

will be appreciated by your customers. Why not
add an assortment to your Christmas Order?

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Master Mason

Does the name strike you? Perhaps yes, perhaps no, but the goods will certainly appeal to the men who deal with you. Why not announce the fact that you are open to fill their tobacco wants by making a tobacco display, the most effective announcement of all?

Master Mason Chewing Tobacco
Maple Sugar Chewing Tobacco
King George's Navy Smoking "

are all lines of sustained profit.

Write for Price List.

The Rock City Tobacco Co.
Quebec Winnipeg

7
7-20-4
4

What Figures are These?

They represent one of the best Cigars on the market to-day, the 7-20-4, one which you should not fail to feature during the holiday season, in fact always.

You—Yes, You

are able to sell tobacco, and a large amount too. You have a lot of customers who smoke and a little energy on your part will secure them as regular tobacco purchasers.

DON'T LOSE CHANCES

The Sherbrooke Cigar Co.
SHERBROOKE, P.Q.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESS FOR SALE.

FOR SALE—Good general store business in Parry Sound District, stock about \$4,000, doing good, safe trade. This is a snap. Good reasons for selling. Box 402, CANADIAN GROCER, Toronto.

SALESMAN WANTED.

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

MANAGER WANTED.

WANTED—Managing clerk for general store; hustler, trade winner, state experience, reference, salary. CO-OPERATIVE LIMITED, Silverdale, Ont.

POSITIONS WANTED.

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

ENGLISHMAN, age 30, requires position. Thorough knowledge of grocery, provisions, wines, spirits, beers, also furnishing ironmongery. Accustomed to shop and window dressing, advertising and the buying of everything for the trade. No objection to travelling for good house. Ten years with two of leading houses in London, Eng., and nine months' experience in Canada. Disengaged after Christmas. Apply "Traveller," Box 405, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

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

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

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

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

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

MISCELLANEOUS.

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

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

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

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

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

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

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

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

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

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

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

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

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

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

Cultivation and Preparation. Commercial Classification and Description. Adulteration and Detection. Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

Bal
Diamond w. 1
1-lb. tins, 2 doz. ti
1-lb. tins, 3
1-lb. tins, 4

IMPERIAL

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



or more of "Mag



WHITE SWAN
White Swan
1-lb. tins, 2 doz.
6-oz. tins, 4 doz.



Sizes—
Borwick's 1-lb. ti
1-lb. ti



Cartons—Pe
No. 1, 1-lb., 4 doz
No. 1, 1-lb., 2 doz
No. 2, 5-oz., 6 doz
No. 2, 5-oz., 3 doz
No. 3, 2 1/2-oz., 4 doz
No. 10, 12-oz., 4 doz
No. 10, 12-oz., 2 doz



DOMINION
Aylmer Jan
Strawberry.....
Rasp. berry.....
Black currant.....
Red currant.....

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder w. H. GILLARD & CO. 1-lb. tins, 2 doz. in case \$2 00. Imperial Baking Powder. Cases, Sizes, Per doz. 4-dozen 10c. \$0 85.

MAGIC BAKING POWDER. ROYAL BAKING POWDER. 1-lb. tins, 2 doz. in case \$2 00.

WHITE SWAN SPICES AND CEREALS LTD. White Swan Baking Powder—5-lb. size, \$3.25.

Borwick's Baking Powder. Sizes—Per doz. tins. Borwick's 1-lb. tins. 2 35.

COOKS FRIEND BAKING POWDER. 1-lb. tins, 2 doz. in case \$2 00. 5-lb. boxes, 3 doz. in case \$14 00.

FOREST CITY BAKING POWDER. 6 oz. tins. Dozen 0 75. 12 oz. tins. Dozen 1 25. 18 oz. tins. Dozen 1 75.

WHITE SWAN SPICES AND CEREALS LTD. White Swan Baking Powder, per case \$3 00.

DOMINION CANNERS, LIMITED. Strawberry 1 95. Black currant 1 95. Raspberries 1 95.

WHITE SWAN BAKING POWDER. White Swan Baking Powder, per doz. \$1.00.

DOMINION CANNERS, LIMITED. Strawberry 1 95. Black currant 1 95. Raspberries 1 95.

DOMINION CANNERS, LIMITED. Strawberry 1 95. Black currant 1 95. Raspberries 1 95.

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

Table listing various fruit preserves and jellies: Raspberry & red currant 1 95, Plum 1 70, Grape 1 85, Marmalade 1 85, Orange Jelly 1 55, Green Fig 2 25.

Table listing cocoa and chocolate products: Keen's Oxford, 1-lb. tins, per doz. 0 17, Cocoa and Chocolate, THE COWAN CO., LIMITED.

COWAN'S PERFECTION COCOA. London Pearl, per lb. 0 22. Special quotations for Cocoa in barrels, casks, etc.

UNWEETENED CHOCOLATE. Supreme chocolate, 1 1/2 lb. boxes, per lb. 0 35. Perfection chocolate, 2 0c size, 2 doz. in box, doz. 1 80.

Table listing various chocolates: Sweet Chocolate—Queen's Dessert, 1/2 and 1/4, 12-lb. boxes, 0 40.

ICINGS FOR CAKE. Chocolate, white, pink, lemon, orange, maple, almond, coconut cream, in 1/2-lb. packages, 2 dozen in box, per doz. 0 90.

Table listing various biscuits and wafers: Maple buds, 5-lb. boxes, 0 36; Milk medallions, 5-lb. boxes, 0 35; Chocolate wafers, No. 1, 5-lb. boxes, 0 25.

Agents: Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

JOHN P. MOTT & CO.'S. G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Pense, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Table listing elite chocolate products: Elite, 10c size (for cooking) doz. 0 90; Mott's breakfast cocoa, 10c size 90 per doz.

Table listing various chocolate products: Premium No. 1 chocolate, 1 and 1/2 lb. cakes, 35c. lb.; Breakfast cocoa, 1-1/2, 1 and 5-lb. tins, 41c. lb.

Table listing premium chocolate products: Premium No. 1 chocolate, 1 and 1/2 lb. cakes, 35c. lb.; Breakfast cocoa, 1-1/2, 1 and 5-lb. tins, 41c. lb.

Table listing auto sweet chocolate and other products: Auto sweet chocolate, 1 lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, 1-lb. cakes, 6 lb. tins, 44c. lb.

Table listing Canadian coconut products: Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

Table listing Borden's Condensed Milk products: Eagle Brand Condensed Milk, \$5 75 1 45; Gold Seal Condensed Milk, 4 75 1 20; Challenge Condensed Milk, 4 00 1 00.

Table listing Borden's Condensed Milk products: Eagle Brand Condensed Milk, \$5 75 1 45; Gold Seal Condensed Milk, 4 75 1 20; Challenge Condensed Milk, 4 00 1 00.

Table listing Borden's Condensed Milk products: Eagle Brand Condensed Milk, \$5 75 1 45; Gold Seal Condensed Milk, 4 75 1 20; Challenge Condensed Milk, 4 00 1 00.

REINDEER, LIMITED. "Jersey" brand evaporated cream per case (4 dozen) \$3 50; "Reindeer" brand, per case (4 dozen) 5 50.

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REINDEER, LIMITED. "Jersey" brand evaporated cream per case (4 dozen) \$3 50; "Reindeer" brand, per case (4 dozen) 5 50.

WHITE SWAN SPICES AND CEREALS LTD White Swan Blend.

White Swan Blend. 1-lb. decorated tins, 32c. lb. Mo-Ja, 1-lb. tins 30c. lb. Mo-Ja, 1-lb. tins 28c. lb. Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epiceurs—1-lb. fancy glass jars, per doz. \$3.50. Cafe l'Aromatique—1-lb. amber glass jars, per doz. \$3. Presentation (with tumblers) \$3 per doz.

LAGAN. Ground or bean—W.S.P. R.P. 1 and 1/2 doz 0 25 0 30. 1 and 1/2 doz 0 32 0 40. 1 and 1/2 doz 0 37 0 50. Packed in 30s and 50-lb. case. Terms—Net 30 days prepaid.

Cheese—Imperial

Imperial Cheese—Large size jars, dozen 8 35; Medium size jars, per doz. 4 50; Small size jars, per doz. 2 40; Individual size jars per doz. 1 00. Imperial holder—Large size, doz. 18 00; Med. size, doz. 17 00; Small size, doz. 12 00.

Cream

FUSSELL & CO., LTD London, Eng. "Golden Butterfly" brand Cream, 8 doz. 10c. size, cases \$7 80. "Golden Butterfly" brand Cream, 8 doz. 15c. size, cases \$11 50.

Coupon Books—Allison's

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

UN-NUMBERED. Under 100 books, each 04; 100 books and over, each 03; 500 books to 1000 books, each 03. For numbering cover and each coupon, extra per book 1/4 cent.

Infants' Food. Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.

Flavoring Extracts SHIRIFF'S. 1 oz. (all flavors) doz. 1 00. 2 " " " " 1 75. 24 " " " " 2 00. 5 " " " " 3 00. 5 " " " " 3 75. 8 " " " " 5 00. 16 " " " " 10 00. 32 " " " " 18 00. Discount on application.

CRESCENT MFG. CO. Mapleine. 2 oz. bottles (retail at 50c) 4 50. 4 oz. bottles (retail at 90c) 6 80. 8 oz. bottles (retail at \$1.50) 12 50. 16 oz. bottles (retail at \$3) 24 00. Gal. bottles (retail at \$20) 15.

CRESCENT MFG. CO. Mapleine. 2 oz. bottles (retail at 50c) 4 50. 4 oz. bottles (retail at 90c) 6 80. 8 oz. bottles (retail at \$1.50) 12 50. 16 oz. bottles (retail at \$3) 24 00. Gal. bottles (retail at \$20) 15.

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

AURORA COFFEE

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

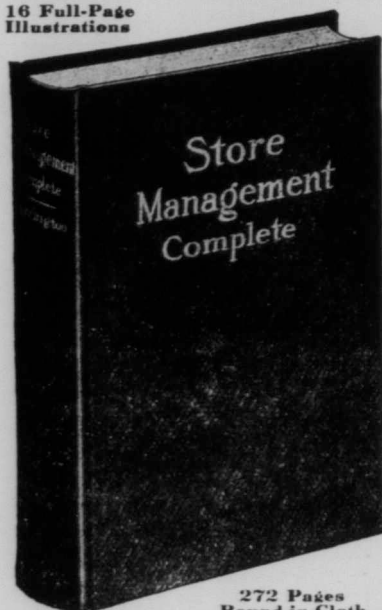
W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

Store Management—Complete

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
BY
FRANK FARRINGTON
A Companion Book to
Retail Advertising Complete

\$1.00 POSTPAID

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

THIRTEEN CHAPTERS

Here is a sample:

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

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JUST PUBLISHED

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

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43-149 University Ave., Toronto, Canada

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

A TEMPTING DISH

is made more appetizing with the addition of salt. But it must be pure salt, clean, wholesome salt. In these respects the

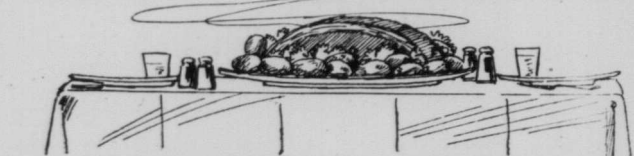
ONTARIO PEOPLE'S SALT

has won the charm of every household.

It is the faultless product of a faultless factory, which has won an enviable reputation among the elect through its unvarying quality.

Success to the merchant who handles this staple of tried merit is bound to follow.

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



The Bulk of Your Trade

Is done with women. They are directly responsible for the appearance of the home.

BLACK KNIGHT STOVE POLISH

is the household favorite for polishing the stove. It gives a brilliant, lasting shine with little exertion and does not stain the hands.

Your profit is assured if you stock this popular household requisite.

F. F. Dalley Co., Limited HAMILTON, Canada
BUFFALO, N.Y.

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG

Brooms

TWO CENTS PER WORD

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



CLARK'S PORK AND BEANS in Tomato Sauce
Per doz
No. 1, 4 doz. in case... 0 50
No. 2, 2 doz. in case... 0 90
No. 3, Hats, 2 doz in case 1 0
No. 3, talls, 2 doz in case 1 25
No. 6, 1 doz. in case... 4 00
No. 12, 1/2 doz. in case... 6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

Sur Extra Fins... 1/2 flacons, 40 Bou.	11 00
" " " " tins 1 kilo	15 50
Extra Fins " " " " " "	15 0
Tres Fins " " " " " "	14 00
Fins " " " " " "	12 50
Mi-Fins " " " " " "	11 00
Moyens No. 1 " " " " " "	10 00
Moyens No. 2 " " " " " "	9 50
Moyens No. 3 " " " " " "	8 75

MINERVA PURE OLIVE OIL.

Case—	Case—
12 litres 6 50	24 pints..... 6 25
12 quarts 5 75	24 1/2 pints..... 4 25
Tins—	Tins—
5 gals., 2s 23 00	1/2 gals., 20s 13 50
2 gals., 6s 29 00	1/2 gal., 48s 50t. 17 00
1 gal., 10s 25 00	1 gal., 48s Rd. 15 50
1/2 gals., 20s 26 00	

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicolas, 50 qts.	7 00
La Sanitas Sparkling, 50 qts.	8 00
" " " " 100 pts.	9 00
" " " " 100 splits.	4 00
Lemonade Savoureuse, 50s.	7 50

CASTILE SOAP

Le Soleil, 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 1/2 lb.
" " 12 lbs., 2 1/2 lb. bars	0 08 1/2 lb.
" " 50 lbs., 1 lb. bars	3 50 case
" " 200 lbs., 3/4 oz.	3 75 case
" La Lune, 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" " 12 lbs., 2 1/2 lb. bars	0 08 lb.
" " 50 lbs., 1 lb. bars	3 25 case
" " 100 lbs., 3/4 oz. bars	1 80 case
" " 200 lbs., 3/4 oz. bars	3 40 case

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Canned Haddies, "Thistle" Brand

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

Matts Golden Russett—
Sparkling Cider, 12 qts. 5 00
" " " " 24 pts. 5 50
Apple Vinegar, 12 qts. 2 50

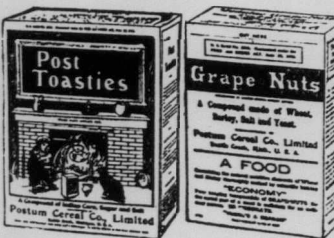
Pastes.

THE C. H. CAPELLI CO., LIMITED,
MONTREAL, CANADA
Alimentary Pastes.

"Swallow Brand" (Hirondelle).
Vermicelli, Macaroni, Spaghetti, Macaroni
Short Cut, Small Pastes assorted, Melon
Seeds, Animals, Stars, Alphabets, Alphabets
Middle.

Cases of 25 packages, 1 lb.	0 06
Cases of 25 lbs., loose	0 05 1/2
Egg noodles, cases of 50 pkgs., 1/2 lb.	0 06 1/2
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only	0 05

Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.



Force, 36's 4 50
Gusto, 36's 85

Mustard

COLMAN'S OR KEEN'S	
Per doz.	Per doz.
D.S.F., 1/2-lb. tins 1 40	F.D., 1/2-lb. tins 1 45
" " 1-lb. tins 2 50	Durham, 4-lb. jar 0 75
" " 1-lb. tins 5 00	" " 1-lb. jar 0 25
F.D., 1/2-lb. tins. 0 85	

IMPERIAL PREPARED MUSTARD
Small, cases 4 dozen 0 45 dozen
Medium, cases 2 dozen 0 90 "
Large, cases 1 dozen 1 35 "

Marmalade.

SHIRRIFF BRAND	
"Imperial Scotch"—	
1-lb. glass, doz. 1 55	
2-lb. glass, doz. 2 80	
4-lb. tins, doz. 4 65	
7-lb. tins, doz. 7 35	
"Shredded"—	
1-lb. glass, doz. 1 90	
2-lb. glass, doz. 3 10	
7-lb. tins, doz. 8 25	



100 Boxes \$44 00
24 No. 3 Jars 33 60
12 No. 5 Jars 27 60

Lard

N. K. FAIRBANK CO. BOAR'S HEAD
LARD COMPOUND.

F.O.B. Montreal
Tierces, lb 0 10
20-lb. pails \$2 10
20-lb. tins \$2 00
60-lb. tubs
per lb. 10 1/2
3-lb. tins.
20 to case
per lb. 0 11
5-lb. tins.
12 to case, per lb. 0 10 1/2
10-lb. tins 6 to the case, per lb. 0 10 1/2



GUNNS
"EASIFIRST"
SHORTENING
Tierces 0 09 1/2
Tubs 0 09 1/2
20-lb. pails. 0 10
20-lb. tins. 0 09 1/2
10-lb. " 0 10 1/2
5-lb. " 0 10 1/2
1-lb. cartons 10 1/2

Lye (Concentrated).



GILLETT'S
PERFUMED LYE
Ontario and Quebec
Prices.
Per case
1 case of 4 doz \$3 50
3 cases of 4 doz 3 46
5 cases or more 3 35

Vermicelli and Macaroni.

D. SPINELLI C.Y., MONTREAL.

Fine.

4 lbs. box "Special".....per box	0 22
8 lbs. " " " " " "	0 44
5 lbs. " " " " " "	0 27 1/2
10 lbs. " " " " " "	0 55
60 lbs. cases or 75 lbs. bbls. per lb.	0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli) " "	0 06
Globe Brand.	
5 lbs. box "Standard".....per box	0 30
10 lbs. " " " " " "	0 60
25 lbs. cases (loose).....per lb.	0 06
25 lbs. cases, 1 lb. packages.....	0 06 1/2

Jelly Powders



JELL-O
The Dainty Dessert
Assorted Case, Contains 2 doz. \$1.80
Lemon (Straight) Contains 2 doz. \$1.80
Orange (Straight) Contains 2 doz. \$1.80
Raspberry (Straight) Contains 2 doz. \$1.80
Strawberry (Straight) Contains 2 doz. \$1.80
Chocolate (Straight) Contains 2 doz. \$1.80
Cherry (Straight) Contains 2 doz. \$1.80
Peach (Straight) Contains 2 doz. \$1.80
Weight 8 lbs. to case. Freight rate, 2d class.



JELL-O
ICE CREAM POWDER
FOR MAKING ICE CREAM
Pays 50% Profit
Assorted Case, Contains 2 doz. \$2 50
Chocolate (Straight) Contains 2 doz. 2 50
Vanilla (Straight) Contains 2 doz. 2 50
Strawberry (Straight) Contains 2 doz. 2 50
Lemon (Straight) Contains 2 doz. 2 50
Unflavored (Straight) Contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2d class.

IMPERIAL JELLY DESSERT



PURE AND DELICIOUS
TRUE FRUIT FLAVORS
CARTONS EACH 1 DOZ.
Assorted flavors—gross 10.75.

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

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



TEAS

THE "SALADA" TEA CO.

Wholesale Retail		
.....	\$0 25	\$0 30
.....	0 27	0 35
.....	0 30	0 40
.....	0 36	0 50
.....	0 44	0 60
.....	0 55	0 80



.....	0 21	0 26
.....	0 20	0 25
.....	0 23	0 30
.....	0 28	0 40
.....	0 30	0 40
.....	0 35	0 50
.....	0 40	0 60

MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 50 and 100 lb. cases. All delivered prices.

Wholesale Retail		
.....	0 25	0 30
.....	0 27	0 35
.....	0 30	0 40
.....	0 35	0 50
.....	0 40	0 60
.....	0 55	0 80
.....	0 70	1 00

Ceylon Tea, in 1 and 4-lb. lead packages—black or mixed.

at 25c.....	\$0 20
at 25c.....	0 21
.....	0 24
.....	0 30
.....	0 35
.....	0 42
.....	0 55

Jellies & Co.

ed raspberry, strawberry, currant, black currant, blueberry, apricot, etc. jars, 2 doz. in case, 50c; 1 doz. in case, 81c. 50c per doz. in case, 37c. per doz. in case, 52c. per doz. in case, 52c. in 7c. per lb. Pack rates if desired. raspberry, strawberry, etc. jars, 2 doz. in case, \$1 per doz.; No. 2 per doz.; No. 5 in 7c. per pair; No. 7 rate 52c. per pair; per lb. Packed in if desired. also guaranteed in jars 2 doz. in case, 50c; 1 doz. in case, 81c. 2 doz. in case, 81c. in case 32c. per doz.; 40c. per tin; No. 7 per doz.; No. 7 wood per pair; 30-lb. wood

You cannot make a **Clean Sweep** with a poor broom.

Every woman desires her house to be swept clean and it is therefore important that every dealer should supply his customers with the best Broom to be had.

There is no surer way than by handling only the

Keystone Brand

Manufactured by

Stevens-Hepner Co., Limited
PORT ELGIN ONTARIO



Strength

Purity

Your guarantee of profit lies in
"COW BRAND"
Baking Soda



because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT

Manufacturers

LIMITED

Uniformity

MONTREAL

Reliability

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
HALIFAX, N.S.



Oakey's

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

WELLINGTON

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

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

Wellington Mills, London, England

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

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

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

Mail orders promptly attended to.

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

SALT

FOR TABLE AND DAIRY
FOR PACKERS AND HIDE
DEALERS

Verret, Stewart & Co., Limited
Salt Sellers MONTREAL



YOUR TRADE

at this season of festivities will be exceptionally large in Wafers and Fancy Biscuits. Many social functions will

be in order and the grocer should supply the best biscuits obtainable.

Telfer's Vanilla and Reception Wafers

have the distinction of being the most tasty, rich flavored wafers on the market and are sure to please your discriminating customers. We make all kinds of dainty and high-grade biscuits.

Push these lines at this time.

TELFER BROS., Ltd., Collingwood, Ont.

Branches:

Toronto Winnipeg Hamilton Fort William



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