

**PAGES
MISSING**

IN THIS ISSUE—ARTICLE ON STOCKTAKING

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, DECEMBER 12, 1913

No. 50

The "Get a Receipt" Plan Benefits

Merchant

Clerk



The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for all goods sold, and get all the money for these goods;
2. It enables me to give quick service to customers;
3. It gives me a positive control over my business;
4. It tells me which is my most valuable clerk;
5. It prevents misunderstandings with customers and thereby increases trade.



The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for having handled each transaction correctly;
2. It enables me to wait on more customers and establish a better selling record;
3. It proves my accuracy, honesty and ability;
4. It prevents disputes with customers;
5. It teaches me to place the correct value on money and to handle it accordingly.

Besides the merchant and clerk, the "Get a Receipt" plan benefits customers. Stores using the "Get a Receipt" plan can give quick service to their customers.

This result is a satisfied trade, which is the best advertisement for your store.

Every merchant can give better service to his customers, increase the efficiency of his clerks and get more net profit for himself by using the "Get a Receipt" plan.

The receipt issued by the National Cash Register protects customers against mistakes; furnishes proof of what servants and children spend when sent to the store; prevents mistakes on charge accounts.

WRITE FOR MORE INFORMATION

THE NATIONAL CASH REGISTER COMPANY, 285 YONGE STREET, TORONTO
CANADIAN FACTORY, TORONTO

THE CANADIAN GROCER

TWENTY-SEVEN
GOLD MEDALS



AND FIRST CLASS
DIPLOMAS

BY APPOINTMENT

CHIVERS & SONS, LIMITED

PURVEYORS OF

**WHOLE FRUIT JAMS,
JELLIES**

AND

CANNED ENGLISH FRUITS

TO

HIS MAJESTY THE KING

Highest Awards (Grand Prix) for Canned English
Fruits, Brussels (1910). Turin and London (1911)
International Exhibitions

FRUIT PLANTATIONS AND WORKS:

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:

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

FRANK L. BENEDICT & CO.
45 St. Alexander Street
MONTREAL
(Canada and Newfoundland)

Goods that will help you PULL

The lines advertised on this page are standard trade-marked goods, backed with a reputation for high quality and purity. They pull steady sales and profits for the dealer, and make better satisfied customers. Let reputation guide you in your stock purchases and not substitution.

"Stower's"

Lime Juice Cordial

is a most wholesome and delicious drink. It is sweetened to suit the most fastidious. No hunting for sugar. Only water must be added. Just what your customers will like.

Codou's

Macaroni. Vermicelli, Etc.

Finest Taganrog Russian Wheat—the only wheat from which the finest quality of Macaroni can be made, is used in the manufacture of the Codou Products. They are most toothsome and tender. Genuine French Products made by Felix Codou.

"Taylor's" Peels

(Candied or Drained)

These peels of either Orange, Lemon or Citron represent the height of high quality. They are not hard or dry. The essential oil of the imported fruit skins is full retained, ensuring fullest flavor and tenderness.

It will pay you to try these quality lines.

Arthur P. Tippet & Co.

AGENTS

Montreal

-:-

Que.



**Put Catsup to
the front during
the Holiday
season**

Good meals are in order during the Christmas and holiday season, and a real genuine tomato catsup will add considerably to making a more appetizing and delicious dinner.

**E.D.S. GENUINE
TOMATO CATSUP**

will prove a big seller just now, and dealers will do well to include it in their displays.

E. D. S. Catsup is absolutely pure. Made from whole, ripe, sound tomatoes, best spices and sugar. No preservative or artificial coloring used whatsoever.

E. D. S. is the better quality catsup that makes for larger sales.

Stock and display.

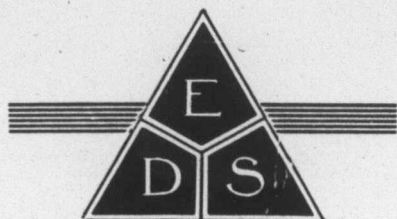
Made only by

**E. D. Smith & Son
Limited**

Winona, Ontario

AGENTS:

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



**“Hot
Oxo”**

By day and by night, your customers see the slogan “HOT OXO” on store windows and over store fronts—on the bill boards and in the street cars, newspapers and magazines.

“HOT OXO” has become the national winter drink of Canada. Thousands of

**OXO
CUBES**

will be used every day for making delicious, nourishing, steaming drinks for cold days.

And thousands of cooks will use OXO CUBES for Soups, Broths, Stews, Meat Pies and other savory dishes.

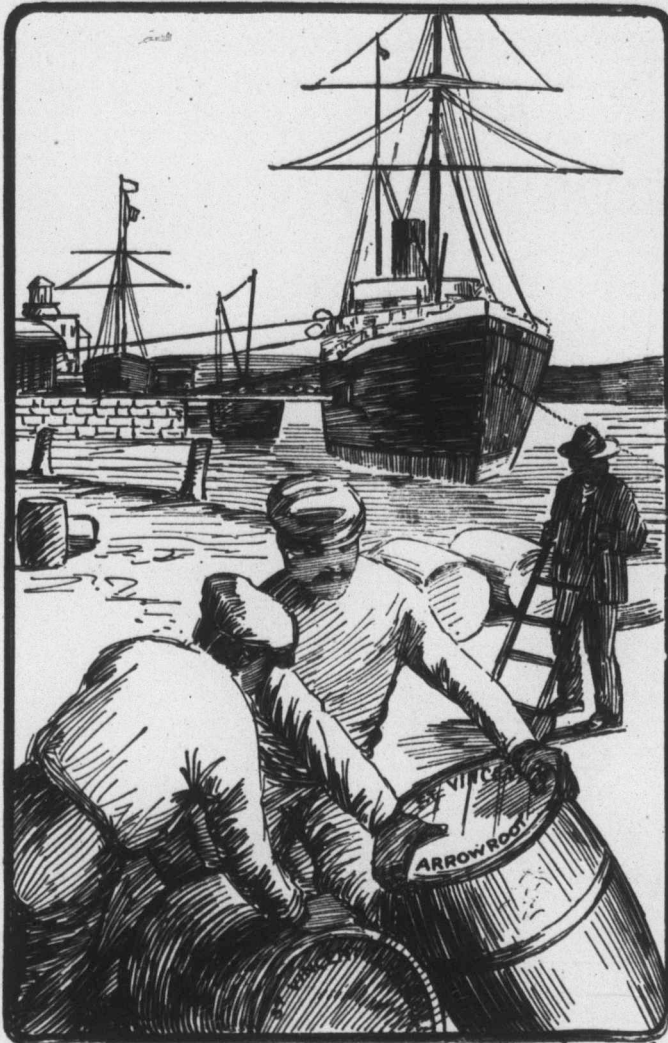
OXO CUBES have made good. Oxo advertising is making sales easy for dealers who push OXO Cubes.

If you didn't handle Oxo Cubes last winter, stock them now and get all the benefit of the OXO advertising campaign.

We'll fill your order by return if you like. Write us for special terms.

Corneille David & Co.

Montreal Toronto Winnipeg St. John, N.B.



FOR A CENTURY OR MORE

St. Vincent has shipped the bulk of the world's supply of Arrowroot, because **St. Vincent Arrowroot** is the best.

As a household staple it has made for itself a place in many homes; its wholesome and nutritious qualities make it a healthful food and a blessing for the youngsters, the aged, and the invalid.

The large variety of delightful dishes into which it can be made explains the "why" of its popularity. It is very easily digested.

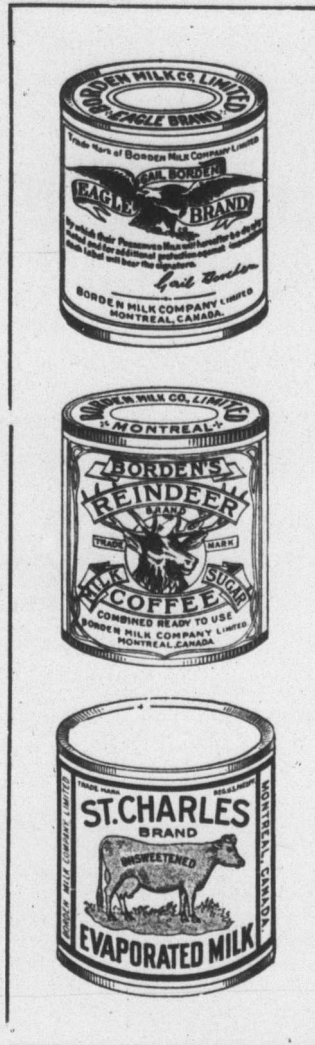
Acquaint your trade with the fact that you have **St. Vincent Arrowroot** and your sales will be large.

For information and samples write J. Elliott Spratt, Secretary.

ST. VINCENT ARROWROOT GROWERS AND EXPORTERS' ASSOCIATION

KINGSTOWN

B. W. I.



3 of

BORDEN'S

that have stood all food tests

Dealers who feature and recommend these lines meet with unqualified success, both as to profits and customer satisfaction.

Eagle Brand Condensed Milk is highly recommended for infant feeding, and is the ideal milk for table use.

Reindeer Brand Coffee is a combination of pure, full cream milk, sugar and the best mocha coffee, makes a delicious and handy beverage for the household and other uses.

St. Charles Brand a perfect evaporated milk, unsweetened. For all household cooking and baking purposes. Can be beaten to a froth. **St. Charles** evaporated milk will satisfy your most particular trade.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office; No. 2 Arcade Building
Vancouver, B.C.

Size up your stock of groceries for pre-Christmas selling OUR RANGE IS COMPLETE



As December wears down the one day of the year draws closer, the demand for fancy groceries of all kinds increases. We carry a most complete assortment of groceries for the pre-Christmas trade.

Sort up your stock now. Write our nearest office.

Campbell, Bros. & Wilson, Ltd.
WINNIPEG (Established 1882)

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON, LETHBRIDGE

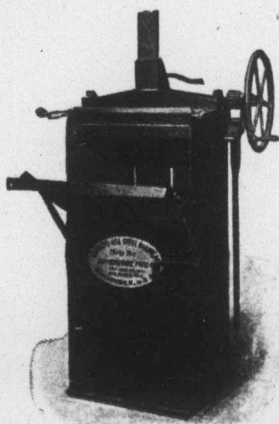
Campbell, Wilson & Strathdee, Ltd.
REGINA

Wholesale Grocers and Importers

Packers of

Royal Shield Brand of Goods

Make Money Out of Baled Waste Paper



Any retail merchant and general storekeeper, large or small, can make money out of

SCHICK'S All Steel BALING PRESS

For Waste Paper

It quickly and easily makes bales weighing 150 pounds, measuring 18x20 x33 inches. One boy can operate it in odd times.

And you get two advantages from it—(1) baling waste paper greatly reduces fire risk and often gives you a lower insurance rate; and (2) it fixes it so that you can sell it. There is always a market for baled waste paper.

Write for prices and Discounts shown in
Catalog No. 9.

DAVENPORT MFG. CO., Davenport, Iowa, U.S.A.

The Elgin Coffee Mill



Is made in all styles and classes to suit all requirements.

THE FIRST COST IS THE ONLY COST

The saving in the initial expense is only the beginning — there is no overhead expense for operation. A few turns and the coffee is ground, runs easily, grinds perfectly.

Ask any of these jobbers for our illustrated catalog.

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
MONTREAL—The Canadian Fairbanks Co. (and branches).
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, ALTA.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
FERNIE, B.C.—The Western Canada Wholesale Company, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.; Empress Manufacturing Co.

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

Sell "Simcoe"

the brand of Baked Beans that is 100% pure food—that gives 100% satisfaction.

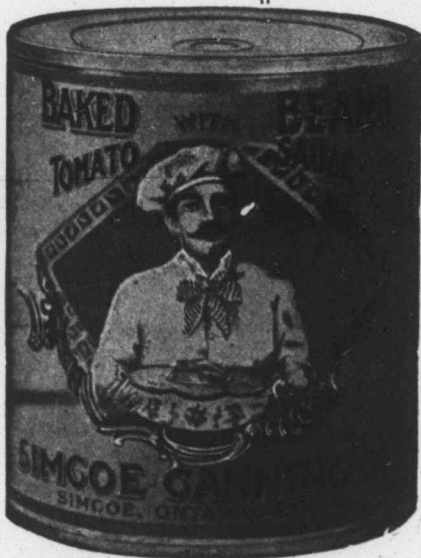
Don't fail to call your customers' attention to the highly important fact that the high cost of living does not apply to Simcoe Baked Beans. One tin contains enough beans for an entire family.

Progressive Canadian grocers are selling more Baked Beans than they ever did before. These grocers have found it to be a very profitable policy to push hard our SIMCOE BAKED BEANS. They are hand-picked beans, oven-baked, and solidly packed under sanitary conditions. Can be had either plain or with chili or tomato sauces. They are 100% pure food and give 100% satisfaction to your patrons.

Dominion Cannery

Limited

HAMILTON, CAN.



What's as slow as molasses in winter ?

Slow-running molasses is an impediment to the progress of business in the Grocery store. Customers are kept waiting and much valuable time and profits are lost by waiting for the measures to fill and the frequent "run-overs."

Enterprise Pumps and Measuring Faucets

have solved the molasses problem. The syrup is correctly measured and forced into the jar or jug in lightning time. They will draw a gallon of molasses in one minute in cold weather. They are absolutely accurate and will stand the wear and tear of daily service. Send for the Enterprise Catalog on Measuring Pumps, Meat and Food Choppers, Coffee Mills, Beef Slicers, Fruit Presses, Etc., Etc.

The Enterprise Mfg. Co. of Philadelphia,

Patented Hardware Specialties

Philadelphia, U.S.A.

540 Golden Gate Ave.
SAN FRANCISCO

29 Murray Street 176 North Dearborn Street
NEW YORK CHICAGO



CULTIVATE

a better knowledge of, and consider the wishes, habits and tastes of your customers, and it is an axiom they will cultivate you. As a policy this naturally involves the selling of

GIPSY Stove Gloss

which, of all other stove polishes, has proved most acceptable to discriminating users.

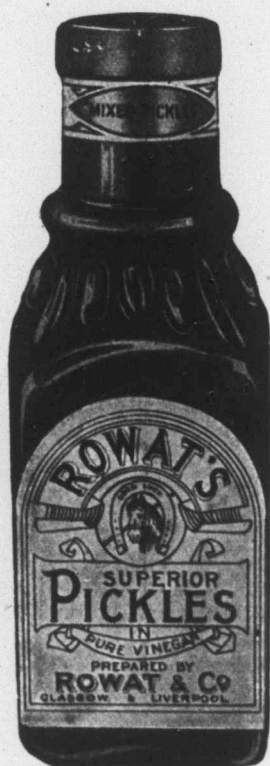
HARGREAVES (CANADA,) LIMITED,
33. Front Street, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bau, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon Creeden & Avery, 118, Homer Arcade, Vancouver, B.C.
ASK YOUR JOBBER!

Fresh Juicy Pickles ROWAT'S

Carefully packed in pure vinegar. Every bite is a delight. Most of your customers know this; the others will just as soon as you stock and display these profit-makers.

Rowat & Co.
Glasgow, Scotland
CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



In the Goods and in the Packing

are found those qualities which have given Canadian sea foods so wide a market and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment, we are enabled to turn out the most perfect that can be made.

Our plans always have been to co-operate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order—here is a partial list:—

- | | |
|-----------------------|-------------------------|
| ¼ Oil Sardines | Kipperd Herring |
| ⅜ Mustard Sardines | Herring in Tomato Sauce |
| Finnan Haddies | Clams |
| (Oval and Round Tins) | Scallops |

CONNORS BROS. Limited

Black's Harbor, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Abern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallockross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallockross, Macaulay Co., Victoria, B.C.



Tartan
BRAND
THE SIGN OF PURITY

IN STORE—

Full assortment of Mediterranean and California Dried Fruits, Nuts, etc. Prunes, Figs, Dates, Malaga, Valencia and Sultana Raisins, Thompson Seedless, Seeded Muscatels, Fancy French and Italian Glace and Crystallized Fruits, and Canned Goods.

*Phone at our expense a trial order. We solicit your inquiry.

TARTAN Brand Groceries, Spices, Canned Goods are trade winners.

BALFOUR, SMYE & CO.,

Wholesale and
Manufacturing Grocers

HAMILTON

**OLD
CALABAR**

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

BUY
STARBRAND
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

**SYMINGTON'S
SOUPS**

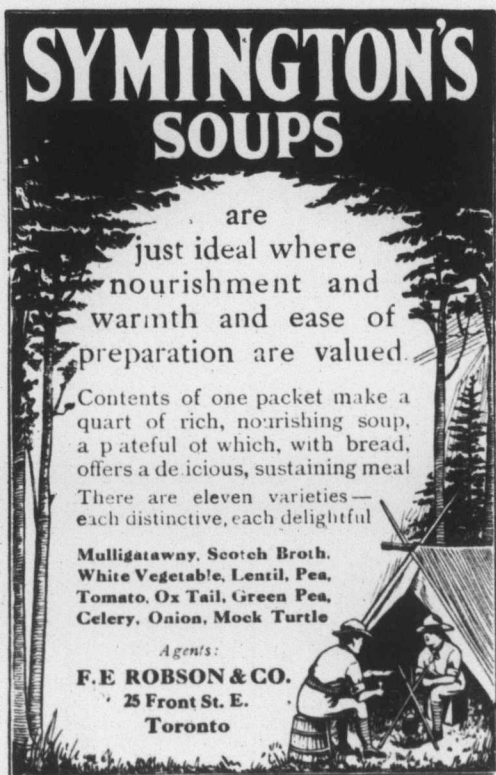
are
just ideal where
nourishment and
warmth and ease of
preparation are valued.

Contents of one packet make a quart of rich, nourishing soup, a plateful of which, with bread, offers a delicious, sustaining meal. There are eleven varieties—each distinctive, each delightful.

Mulligatawny, Scotch Broth, White Vegetable, Lentil, Pea, Tomato, Ox Tail, Green Pea, Celery, Onion, Mock Turtle

Agents:

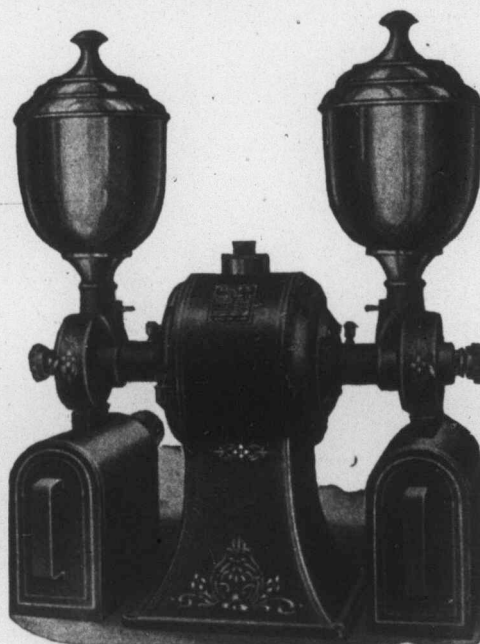
F. E. ROBSON & CO.
25 Front St. E.
Toronto



More Than Ever in a Class
by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.



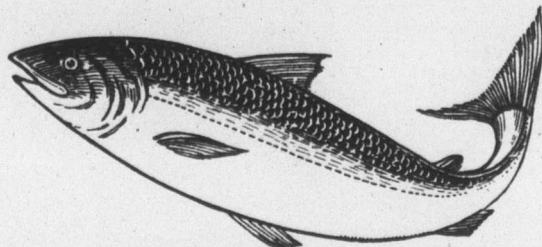
COLES MANUFACTURING CO
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Anglo-British Columbia Packing Co., Ltd.

H. BELL-IRVING & CO., Limited, Agents, VANCOUVER, B.C.

Sockeye



Sockeye

SALMON

Buy—

**SOVEREIGN BRAND
HOLLY LEAF BRAND**

THE FINEST GRADE OF SOCKEYE SALMON

Any of these firms
will supply you

**Continental
Germ-Proof Grocery
Bags**

Reinforced Auto-
matic Opening,
Square bottoms.

Guaranteed
by the
manufacturer



DISTRIBUTORS:

ONTARIO—The Continental Bag & Paper Co., Ltd., Ottawa and Toronto. Walter Woods & Co., Hamilton.
MANITOBA, ALBERTA, SASKATCHEWAN—Walter Woods & Co., Winnipeg.
NOVA SCOTIA, PRINCE EDWARD ISLAND, CAPE BRETON ISLAND—Thomas Flanagan, Upper Water Street, Halifax.
NEW BRUNSWICK—J. Hunter White, Agent, North Market, St. John.
BRITISH COLUMBIA—Smith, Davidson & Wright, Ltd., Vancouver.
QUEBEC PROVINCE—The Continental Bag & Paper Co., Ltd., Montreal.

Recommend "Cow Brand"
Soda to the Housewife



Whether she is a housewife of many or few moons she will appreciate the absolute reliability of this famous soda. It is pure, of great strength and the pronounced favorite of cooks everywhere.

Fill up your stock—Your jobber has it.

CHURCH and DWIGHT

Manufacturers
MONTREAL

Limited

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store
—and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and
also of your expense for skilled sales-
men.

Is this worth your consideration?

We manufacture the best in show
cases and refrigerator counters.

Write now for illustrated catalogue
and estimates.



**Walker Bin & Store Fixture Co.,
LIMITED**



Berlin,

Ontario

REPRESENTATIVES:

Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern, Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.
Vancouver: Western Plate Glass Co., 518 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: E. R. Rankine, 4 Wright St., St. John, N.B.



TWO CENTS PER WORD

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



— *for the Christmas Turkey*
BRAND'S A1 SAUCE

Appreciated by Royalty as well as the best class of
trade in general. **Brand's A1 Sauce** improves the taste
of Fowl, Fish or Meats.

Your trade will demand a good sauce, sell them A1.
Like Brand's A1 Sauce, Brand's Invalid Specialties
are leaders in their respective lines. They were granted
the **highest possible award**, "The Grand Prix," at
the Festival of Empire Exhibition, Crystal Palace,
London, 1911.

*By appointment to his Majesty King George V.—
Purveyors to H.M. the late King Edward VII.*

Brand & Co., Limited.

MAYFAIR - LONDON, ENG.

NEWTON A. HILL, 25 Front Street East, TORONTO.
H. HUBBARD, 27 Common Street, MONTREAL.
MCLEOD & CLARKSON, VANCOUVER.

Huntley & Palmers English Biscuits

A good line of biscuits is bound to bring the class of trade you are looking for.

Three good lines which are splendid sellers.

H.P. Shortcake, H.P. Puff Sandwich,
H.P. Popular (40 lb. Kegs)

We also have just received a fresh shipment including the following quick selling lines.

| | |
|-------------------|-------------------------|
| Acorn | Grosvenor |
| Alaska Wafers | Henley |
| Arctic Wafers | Littlefolk |
| Boudoir | Macatoo, Italian |
| Butter Cake | Monarch |
| Breakfast | Nursery Rhymes |
| Carmencita, asst. | Olive |
| Cinderella | Orkney Shortbread Asst. |
| Concert | Oriental Creams |
| Pantomime | Pantomime |
| Chocolate Mxd. | Petite Beurre |
| Coronation | Puff Sandwich |
| Creamy Fingers | Phillipine |
| Cracknel Toy | Plantation |
| Crusoe | Ratafia |
| Creamy Choc. | Reading Shortbread |
| Dessert | Regatta |
| Digestive, Rich | Shortcake |
| Dinner | Tea Rusks |
| Finger Shortbread | Universe |
| Good Luck | Popular (kegs) |

Fenwick, Hendry & Co.

Manufacturing Wholesale Grocers
KINGSTON, ONTARIO, CANADA



EVERYBODY WANTS 'CAMP'

It is as good to sell as it is to drink — and equally profitable. Don't delay—order to-day

'CAMP' COFFEE

'The' Greatest Coffee—Essence Success of the Age

ASK YOUR WHOLESALER

R. Paterson & Sons, Coffee Specialists, Glasgow

ESTABLISHED 1849 GLASGOW



*Twenty-six and a half
cents on every dollar
is yours*

Every dollar you invest in "Richards' Quick-Naptha" and "Richards' Pure Soap" will give you a net profit of 26½¢, to say nothing of the tremendous satisfaction you will give your patrons with every sale.

This satisfaction means a growth of your soap business and incidentally the development of your other departments. Housewives appreciate the superior quality of these soaps—they are economical and very effective without much rubbing.

Sold through the wholesale trade.

9,261,400 Acres
Australia

438,082 Acres
Argentina

OVER FIFTEEN THOUSAND SQUARE MILES

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

Since the publication of the remarkable results of experiments made with Bovril on human subjects at the School of Physiology, Dublin, the demand for Bovril has enormously increased.

The supply and the quality of the supply will be kept up to meet this ever-increasing demand, and you need never fear a shortage of

BOVRIL

the World-Renowned Concentrated Beef

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

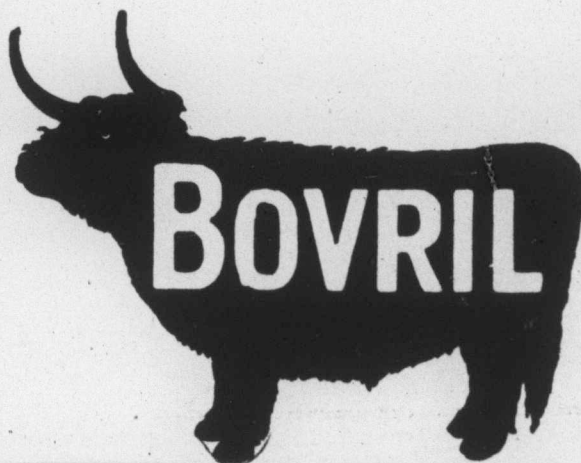
BOVRIL, LIMITED

25 and 27 St. Peter Street

Montreal

Bovril
is the
ONLY FOOD
proved
to have a
body-building
power of
from
10 to 20 times
the quantity
taken

Bovril
is the
ONLY FOOD
proved
to have a
body-building
power of
from
10 to 20 times
the quantity
taken



Clark's Pork and Beans

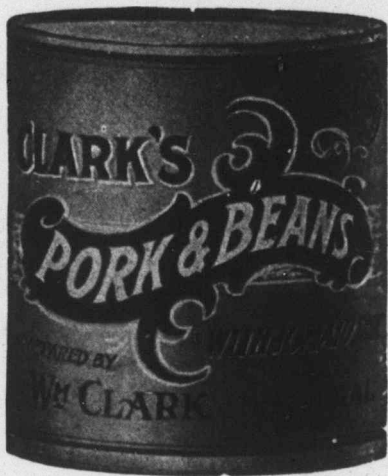
PLAIN CHILI TOMATO SAUCE

The ready seller, Mr. Grocer, is always your best investment. The well advertised article backed up by quality behind the advertising is easily the most ready seller, and constitutes the surest road to

SUCCESS

Your experience will tell you that Clark's

Pork and Beans will sell more readily than others.



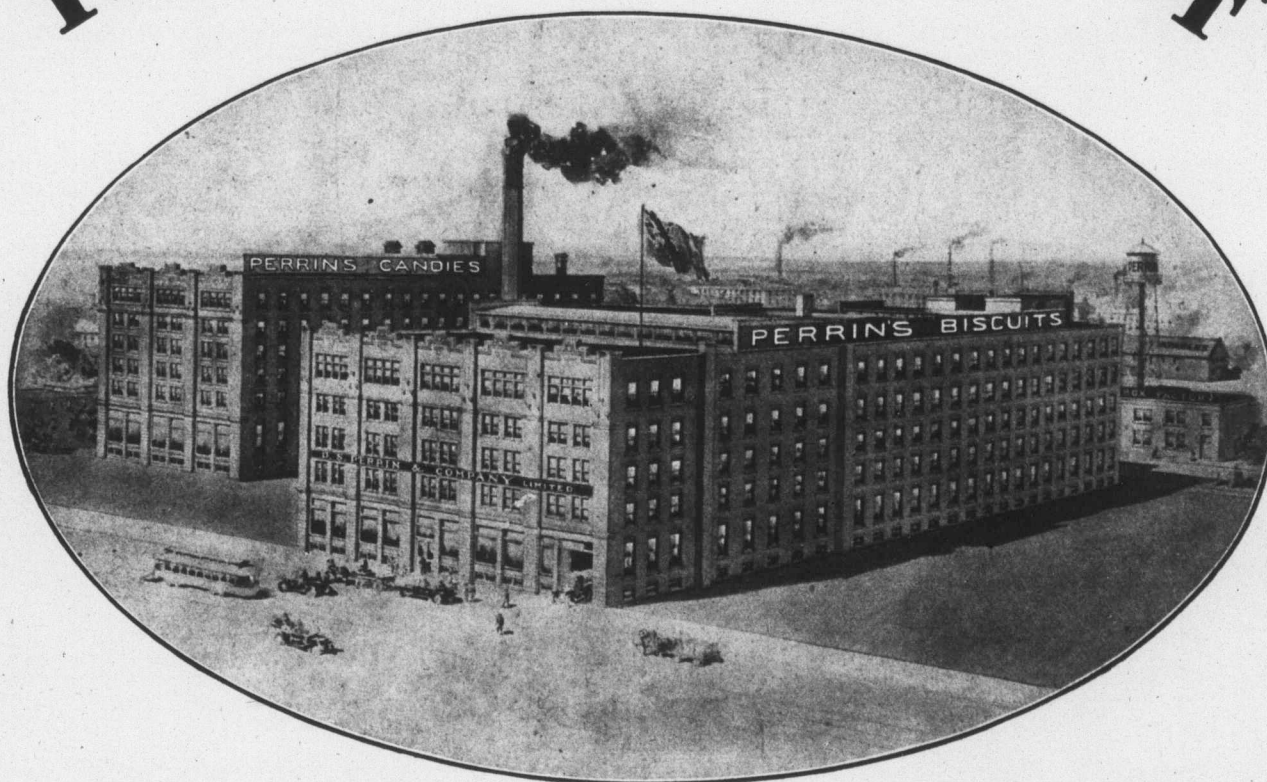
They are advertised in a manner which keeps the consumer thoroughly in touch at all times, they have a quality surpassed by none, and a reputation with the public of many years' standing.

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

W. CLARK, LIMITED

MONTREAL

THE NEW HOME OF



PERRIN'S BISCUITS

LONDON

CANADA

THE CANADIAN GROCER

St. Lawrence

Extra Standard Granulated

The sugar that is 100% pure cane. Ask for green label for coarse grain, blue label for medium grain, or red label for fine grain.



The only Essence that really retains the flavor, strength and fragrance of the best coffee is

SYMINGTON'S COFFEE ESSENCE

Your customers know this, and you will find a steadily increasing demand for our goods. Consistent up-to-date advertising fosters the regularly increasing sales.

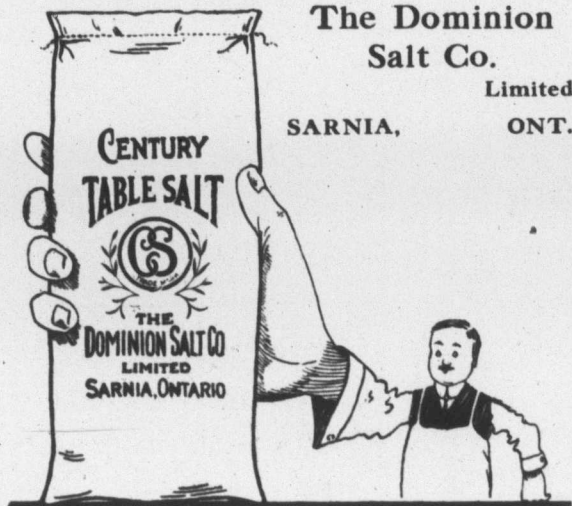
ORDER YOUR STOCK TO-DAY

Thos. Symington & Co., Edinburgh and London

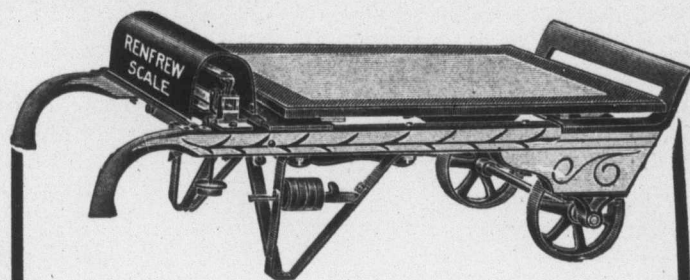
AGENTS:—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.



It pays him a good profit and satisfies his customers' every need for both table and dairy—therefore he recommends and pushes Century Salt.



The Dominion Salt Co. Limited
SARNIA, ONT.



So Very Handy

Here is a scale you can wheel around and weigh goods anywhere you please. Weights accurately, even if floor or ground is uneven.

The Renfrew Truck Scale

also practically mounts its own load up to say 600 lbs. If you want to weigh a heavy box, for instance, you shove the nose of the truck under the box, give the handles a press, and up comes the load. Weighs anything from 1 lb. to 2,000 lbs. Strong and substantial, yet not heavy nor cumbersome like a platform scale. Write for descriptive booklet and price.

The Renfrew Machinery Co.

LIMITED
RENFREW, ONTARIO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Headquarters for White Beans and Evaporated Apples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Morrow & Co. 39 Front St. E., Toronto
We have in stock ready for immediate shipment in any quantities to jobbers only: Rolled Oats, Oatmeal, Rolled Wheat, Pot and Pearl Barley, Split Peas, Cornmeal, Graham and Whole Wheat Flour, Buckwheat Flour and Grits, Wheatlets, Farina, Blue Peas, Rye Flour, Pea Meal, Hominy Grits, Pearl Hominy, Corn Flour, etc., etc.
Write for prices.

HENRI de LEEUW
Merchandise Broker,
28 Front Street East, Toronto.
Blue peas, marrowfats, Big Beans, split peas, lentils, all kinds of seeds, barley, rice. Agencies solicited.
Represented in Montreal by C. C. Rendell, 205 Nicholas Bldg.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents.
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE
BROKER and MANUFACTURERS'
AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

A want ad. in this paper will bring replies from all parts of Canada.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

Those dollars that you haven't been able to collect



will be quickly turned over to you if you will hand those old accounts over to us for collection. Write for forms to-day. No charge if not collected.

The Nagle Mercantile Agency
Westmount, Montreal, Que.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

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

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St
Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man
Grocery Brokers & Importers
"Foster-Clarkes Cream Custard."

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

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

O'Loane, Kiely & Co., Ltd.
 WHOLESALE GROCERY BROKERS
 CANNED GOODS, DRIED FRUITS, ETC.
 CANNED SALMON A SPECIALTY
 We cover British Columbia and Alberta
 Head Office - Vancouver, B.C.
 Reference: The Bank of Montreal.

The CAMPBELL BROKERAGE CO.
 Manufacturers' Agents and Commission Brokers.
 We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
 857 Beatty Street Vancouver B. C.

Importers and Agents Wanted in Canada for
FINCH'S PATENT FLY CATCHERS, OLD COUNTRY TOFFEES, ETC
 APPLY
EDWARD KIDD & CO.
 1090 Hamilton Street, Vancouver, B.C



STUHR'S
GENUINE CAVIARE,
FILETS D'ANCHOIS
 (naturels),
ANGHOVY PASTE.
 "Please ask for our offer."
C. F. STUHR & CO., HAMBURG.



Oakey's
 The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.
'WELLINGTON'
KNIFE POLISH
JOHN Oakey & Sons, Limited
 Manufacturers of
 Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

NEWFOUNDLAND.

E. O. CORNISH
 COMMISSION AGENT
 Canned Goods a Specialty
 821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
 Winch Building, Victoria, B.C.
 Manufacturers' Agents and Commission Brokers.
 We can give special attention to a few good agencies. Anything we handle we push
 References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.
 ST. JOHN'S NEWFOUNDLAND
 MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
 Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references.
 Cable address: "Macnab," St. John's.
 Codes: A, B, C, 5th edition, and private.

A want ad. in this paper will bring replies from all parts of Canada.

OUR GUARANTEE
 If this polish damages your customer's piano, we'll pay for the piano. That's why live Grocers everywhere stock it. It sells, repeats, and brings new faces to a store.

PIANO GLOSS
 THE PERFECT POLISH FOR PIANOS, FURNITURE AND ALL GLOSSED SURFACES
 The International Specialty Co.
 The PRESTOLENE People, Bridgeburg, Ont.

Order from your jobber, or The Harry Horne Co., 309 King W., Toronto. Leadlay, Limited, Bannatyne Ave., Winnipeg, Man. Every package carries above guarantee in detail. Our travellers carry unique propositions.

Mathieu's Nervine Powders

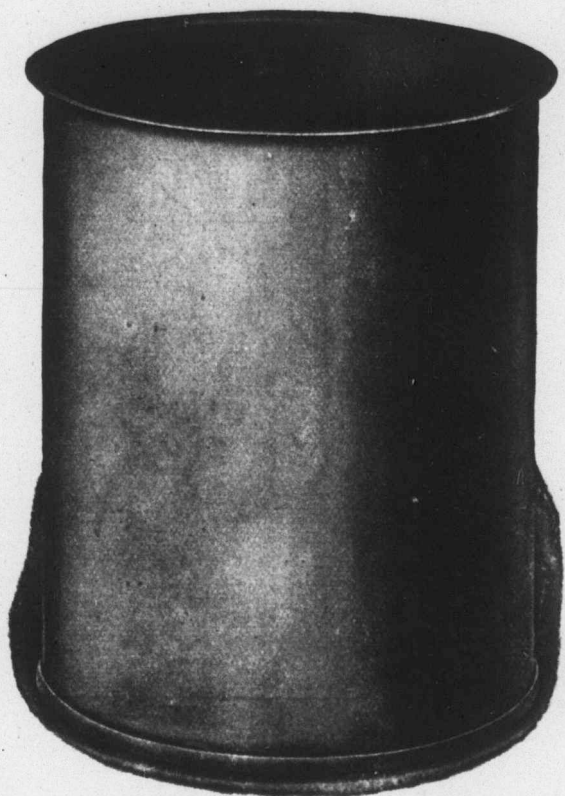
are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation—Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
 Proprietors
 Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
 Name
 With (Name of firm)
 Street
 City or town Prov.....



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

*From the big Forest City House
of Quality and Square Dealing*

"CLUB HOUSE" BRAND SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.

Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

Gorman, Eckert & Co., Ltd.

London, Ontario

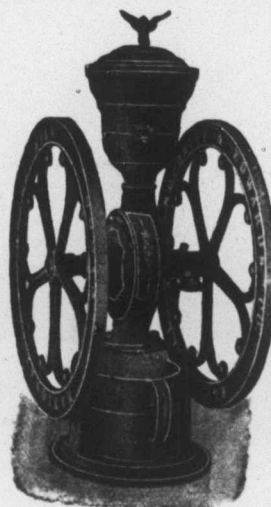
Western Selling Agents
MASON & HICKEY
WINNIPEG



Costs Less to Install

Costs nothing to operate

Grinds Like a Charm



There is no expense after the initial cost, and this is considerably lower than many other makes now on the market.

We guarantee the ELGIN NATIONAL COFFEE MILL to grind faster than any other mill of a corresponding size. Fitted with special adjuster and new force feed steel cutting grinders.

All we ask is that you look into the merits of this mill before you decide on installing any particular kind.

Write to-day for catalog and prices.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

Grocers and Tea Dealers

You are not getting your **legitimate share** of the **increase** in the **Tea Business** claimed by the Packet Tea Packers. It goes to the Butcher, the Baker, the Confectioner, the Fruit Dealer, Candy Shops, Toy Shops, etc., etc., etc.

Wake up and handle Teas that you can control.

A Grocer's Tea Business should be his most **valuable asset** and **good will**.

Fight for what **should** and can be **yours**.

For your **Tea Trade** and **pocket's sake**, sell **Standard Blends**.

FIRST. They give you **control** of your **Tea Trade**.

SECOND. They give **your customers better value**.

THIRD. They are always **uniform** in **quality** and **flavor**.

FOURTH. They show you a **larger margin of profit**.

Our **Standard Blends** mentioned below are made up by **Tea Experts**—always **uniform** and **unequaled** for **Quality, Richness** and **Flavor**. They show you a **good margin of profit**.

| | | COST DEALER | SELL RETAIL |
|-----|---|----------------|----------------|
| ◇ 2 | STAR. Fine liquor, good leaf. Black, green or mixed | 19c. | 25c. |
| ◇ 3 | DIAMOND. Flavory rich liquor, handsome leaf. Black, green or mixed | 22c. | 30c. |
| ◇ 5 | STAR. Splendid flavory liquor, fine style. Black, green or mixed | 27c. | 40c. |
| ◇ 4 | STAR. English Breakfast Tea. Powerful blend with quality and flavor | 27c. | 40c. |

Send us a trial order for a package of each. You take no risk.
We guarantee to please your customers or take back our goods
at our expense.

EBY-BLAIN, LIMITED

TEA BLENDERS TO THE TRADE

Toronto

Canada

JAPAN TEAS

have had an active run this season and we have but a few lines left.

Furuya & Nishimura

RICE'S SALT

"The Pure Table and Dairy Salt"

Rice's salt has won its spurs from its absolute purity and uniformity. Once you introduce Rice's your customers will come to you for it again. It brings them back.

We ship promptly. Get our prices.

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



They Sell Readily

once introduced. The quality was considered long before the style of package, which is also up to the marks, was designed.

BEE

Borax, Jellies, Starch

are destined to have an even wider distribution.

Forbes & Nadeau, Montreal

BLUE SEA TUNA FISH

the fish, that looks and tastes like

Breast of Young Chicken.

No Christmas dinner is complete without this delicacy.

Ask your wholesaler for and don't forget to mention the different recipes which we are giving with each case.

If your wholesaler is not able to supply you the Blue Sea Tuna, ask me.

Packed by the Southern California Fish Co., Pioneer packers of Tuna Fish, Los Angeles, Cal.

Eastern Canadian Agent

HENRI de LEEUW

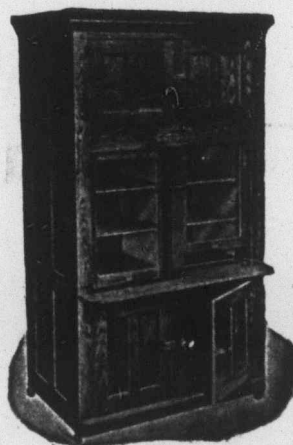
Merchandise Broker

28 Front St. East,

TORONTO

Just turn up to article in another part of this issue and read how Tuna Fish is caught and packed.

The standard by which all others are judged



The Eureka is built on the most scientific principles known in the refrigeration world. It keeps perishables in the best condition with the smallest consumption of ice. Cold dry air circulates all the time, allowing no dead or stagnant air to cause a damp and musty smell so common in refrigerators. Further, the Eureka has no zinc or galvanized iron lining to rust and corrode. It is strictly sanitary in every particular.

Made in any size for Butchers' and Grocers' use.

Catalog and Prices sent on request.

Eureka Refrigerator Co., Ltd.

54 Noble Street, Toronto

Montreal Representative:

JAMES RUTLEDGE

Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg.

THE VERY FINEST CEYLON TEA

IS USED TO UPHOLD THE UNEXCELLED REPUTATION ENJOYED BY



To fully satisfy your customers give them "SALADA." Each grade contains the finest tea possible and is of absolutely uniform quality. Remember the sale is guaranteed.

"SALADA"

LONDON, ENG. NEW YORK BUFFALO TORONTO MONTREAL BOSTON CHICAGO DETROIT
41 Eastcheap 100 Hudson St. 78 W. Genesee 32 Yonge St. St. Paul St. 34-35 S. Market St. 361 N. River St. Shelby Block
Branches also in Pittsburg and Philadelphia

Chocolates

Made by **Bond, Limited**, Bristol, England
are the high-water mark of quality

Pastelles and Gums

Made by **Carsons, Limited**, Glasgow, Scotland
are an ideal combination of pure
fruit and gums.

MESSRS. DAVIDSON, McBEAN & CO., LTD.

86 Wellington Street West, Toronto

have a full range of samples on show in their sale-room.

KEEN'S SOXFORD BLUE



The blue of past and present generations, always reliable, always the best. You'll never offend a customer by suggesting that she use the blue that her mother used before her with entire satisfaction.

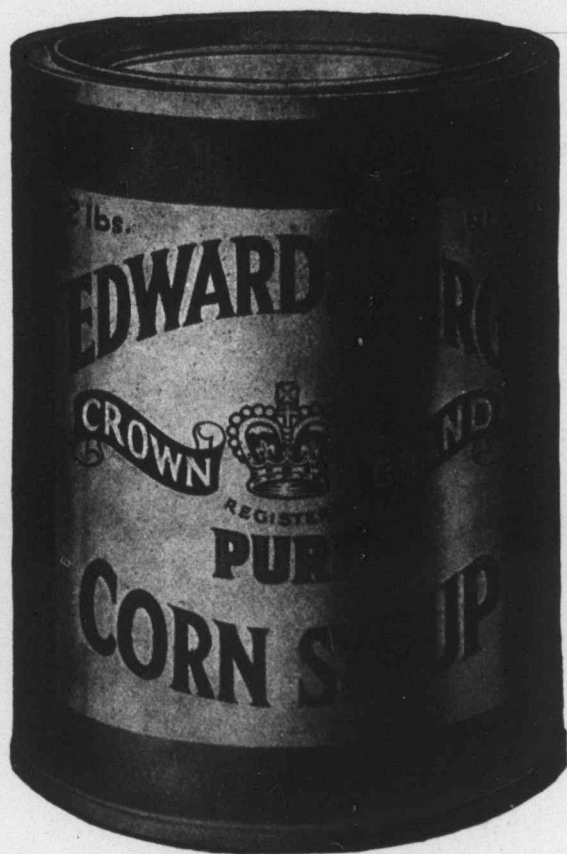
FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal

30 Church Street, Toronto

Agents for the Dominion of Canada



Christmas Cheer

Puddings—Sauces—Pies—Taffy — Sweet-meats—these delicacies hold sway just now.

Crown Brand Corn Syrup

will help Madam Housewife in her Holiday Cooking—

We will send your customers Recipe Books if they write direct or if you send in their names.

Swell your Crown Brand Sales this month.

THE CANADA STARCH CO.
LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver

Taking the Inventory by the Loose-Leaf System

Method Employed by One Merchant Who Has Evolved What He Considers a Simple and Effective Plan—Stock Gone Over by Staff During the Day and Counted, Weighed or Measured — This is Followed by Man with Loose Leaf Book and One to Call Out the Goods.

EVERY MAN in the retail trade to-day owes it to himself, his family and his business judgment to take stock at least once a year. It is only in this way that a merchant can possibly know where he is at, and if he doesn't know where he is at, how can he enjoy to the fullest his hours of rest, recreation and slumber?

Contrast these two merchants.

The one.—“No, I never take stock; I just keep track of sales from year to year; there is too much bother taking stock so I just guess at it.”

The other.—“How often do I take stock? Why once a month. At the end of each month we go over the stock so that we always know exactly where we are at any time of the year, should fire or other trouble overtake us.”

Which is the better business man? If you were a manufacturer or wholesaler to whom would you extend the most credit?

General Merchant's System.

Walking into a general store recently the writer found the proprietor and clerks busy stock-taking between sales.

“Busy Oh yes, we are always busy, but we can find time to talk to The Canadian Grocer,” was the cheerful response to an inquiry. Naturally the conversation immediately swung to this dealer's method of stock-taking. He took an inventory once a year.

“We employ the loose-leaf system,” he said. “We find this quite convenient, easily operated and besides giving us the value of our total stock in a lump sum we know the exact value of each line such as canned goods, coffee, cocoa, dried fruits, spades, ‘buffalo’ robes, shovels, dress goods, underwear, etc. You will see this loose-leaf book is indexed. Take the C page for instance. Here we have canned goods. To an item of that character where so much and so many lines are carried, we devote one page. The next page of the C section you will see is devoted to coffee and cocoa. On other pages we can include three and four different items on account of stocks in any one of them not being extra large.

How Goods are Counted, Etc.

“In making preparations for entering the goods in the stock book, we have the staff work during the day between sales counting the number of each variety of article on the shelves, weighing the bulk goods and measuring such materials as dry goods. For instance you will

| Canned Goods | | Jan. / 1914 | | |
|------------------------|--|-------------|----|---|
| Corn, 4 doz @ 92½ | | 3 | 70 | C |
| " 20 " @ 92½ | | 18 | 50 | D |
| Tomatoes, 6 doz @ 1.00 | | | | E |
| " 40 " @ 1.00 | | 40 | 00 | F |
| Peas, 3 doz @ 9. | | | | G |
| " 20 " | | | | H |
| | | 460 | 65 | |

Representative sheet from a loose leaf book used for stocktaking. The leaves of the book are indexed, as shown in right-hand side, in alphabetical order.

see on that shelf a number of canned goods. There are four dozen corn, six dozen tomatoes, etc. The clerk has counted them and on this slip of paper, the corner of which he has placed under the edge of a can to hold it in place he has marked the number. We have a private cost mark on all our goods, which the staff knows, so that the clerk has added the cost price—4 doz. corn @ 92½; 6 doz. and 4 tomatoes @ \$1.00, and so on.

Entering Done Co-operatively.

“After six o'clock we begin recording this information in the loose-leaf stock book.” (A sample page from the stock book is indicated herewith.) “We go in pairs, one calling off the quantity of goods from the various slips of paper

and the other writing them in ink on their proper page. If it is a simple matter of multiplication the one who enters the goods in the book computes the totals mentally and carries the entire cost into the outside margin. If the multiplication cannot be accomplished mentally it is simply left until later on.

“If after the number or weight of any line is placed on the slip of paper, a sale is made, the clerk is instructed to deduct that sale from the slip so that the total cost of the existing stock is secured accurately at a particular time.”

Invoice Cost the Basis.

“Do you record the invoice cost of an article or its present cost if the price

(Continued on page 33.)

Evidence of the Welding of Retail Opinion by Canadian Grocer Articles

In This Letter a Dealer Sets Forth His Principles Concisely in
Regard to "Twenty Per Cent. on Cost" Margins and Tells How
Articles in This Paper Set Him on the Right Road to Success.

Written by an Ontario Grocer

IN A RECENT issue of your paper I noticed an enquiry from a general merchant as to what became of an eight per cent. net margin which he felt he was making, but which did not pan out. There was a reply by Henry Johnson, Jr., to the effect that our friend was misleading himself as to getting the average profit of twenty per cent. that our general merchant figured he was getting.

The enquiry and the answer are good, straight business propositions that give readers a chance to reflect and profit. Whilst the whole world is having a nonsensical fit about the high cost of living, it is dollars to doughnuts that the greater number of retail grocers are in exactly the same boat as our enquiring general merchant friend,—not making the financial progress that their labors entitle them to. I take pleasure and profit from reading the Canadian Grocer, and have followed the writings of Henry Johnson Jr., closely, with the result that I am doing more of my own "think" business than formerly.

No More 20% on Cost Goods.

When my friends, the traveling men come to me in good faith with a proposition of twenty per cent on cost on this, that and the other article, I am now able to show them just where it is no use to me with my large unavoidable expenses. I think my fellow grocer will agree with me that it is no uncommon thing to have a proposition of this kind put to us nearly every day. I would not like to give the impression that I look on wholesalers as other than our friends. We must remember that it was a wholesaler who first took up the cudgel on our behalf against dollar a dozen goods to retail at ten cents a piece. Many wholesalers have followed this leader with the result that to-day there are less goods at that cost to be found on grocers shelves than formerly—in some stores none.

Whilst the wholesalers are our friends, they with their seven, eight or nine per cent. expenses are not in a position to fix a profit for us unless they know our expenses to be twelve, fourteen, or sixteen per cent. Consequently it is better for us to do our own thinking and figuring. We should be in a better position to know what profit we require than anyone else. If manufacturer Jones' goods (which on account of being on the market for a long time and having won a reputation for themselves) do not pay us a reasonable profit, then we must look for some other manufacturer's line of equal merit that will do so. This can only be accomplished by the grocer who has never misplaced the confidence his customers have placed in him. This is what we call "repeat salesmanship," and can only be accomplished when the merit of the goods are there backed by the standing of the grocer.

Margins Estimated on Sales.

As to myself, in business fifteen years, always enjoying an increased volume of trade year after year, being looked on by my fellow men as a success, some years making a hundred or so, some years not as much as that, I have discontinued making the mistake thousands are making of estimating profit on cost and expenses on sales. Notwithstanding that Henry Johnson, Jr., through the columns of your paper has been pounding it into us for the past two or three years, I am satisfied that a great majority of business men are still in that same old rut and wondering at the end of the year why there is not an increased surplus. I myself did not get my think tank to work hard enough to see the impossibility of forging ahead under these conditions, and was always jumping at a 20 per cent. on cost proposition until this year, and I now report financial progress. Have not dated a cheque ahead or asked a renewal this year; have an increased patronage and an increased stock, with a slightly increased average of profit. As to our enquiring General Merchant, I have no fear for his ultimate success. The volume of business he is doing shows he is not a side show but the whole three-ring circus, and that he is thinking. I hope for continued prosperity and thank your paper and Henry Johnson, Jr., largely for it.

AN APPRECIATED CHRISTMAS BOX

The letter on this page from an Ontario retail grocer is a "Christmas Box" of which we are proud. In a note to the Editor accompanying it, he writes:—"This is the first year in twelve that I have ever made, comparatively, a dollar, and it is largely due to what I have read in your paper and then thinking for myself."

Reference is made particularly to the articles dealing with the securing of sufficient margins of profit, with the elimination of the "10 cent—dollar a dozen" goods from the retailer's shelves, and with the figuring of profits on the proper basis. It is some years now since Canadian Grocer first went into these problems. Other Canadian trade newspapers have since followed in our wake, and dealers are now few who do not know that profits and expenses should be figured on selling price or turnover; that 20% margin on invoice cost makes the road to wealth a long and weary one; and that dollar a dozen articles should not be sold at 10 cents.



Lopping Off Service That Doesn't Pay

This article deals with eliminating deliveries of one or two small purchases to "customers" who buy nothing else, but who demand the same service as given to good customers who give all their trade to the one grocer.

By Henry Johnson, J.



STORES tend to range into two classes. We have the cheap, often shoddy, price-talking store, and we have the high grade, reliable, quality shop style of business.

It may happen, and often, if not usually, it does happen, that the high grade store sells most staple articles as cheaply as the lower grade place, and only maintains needful figures on its stock of specially fine things. The impression usually prevails just the same that the fine store is "high-priced."

The tendency often is, therefore, to buy most articles in general use at the cheaper place, so-called, and go to the fancy store for such things only as are carried there—fine articles that cannot regularly be obtained in ordinary stores. This leads to unfair treatment by the customer of the store which is really rendering her the best service, properly considered, at the most moderate price. This has happened in my own business.

Trade That is Unprofitable.

We have the exclusive sale of one specially fine, extra heavy cream. The nicest way to handle this article is to have regular standing orders to go out at stated times. We have for many years had a number of customers who have been served that way. Naturally, however, cream at 5c margin per bottle, even though that margin be ample as an average, is not profitable unless other business is obtained from those same customers; and most of our cream patrons have given us a share of their regular business, and many have long ago transferred their entire accounts to Johnson's—as is right and proper. But there have been a few who have traded with us only a little, or not at all excepting for cream; and it has latterly been a growing conviction with me that such business is not profitable, and, being unprofitable, is better done without.

I began some months ago by singling out some of the worst and evidently

most hopeless offenders, and the treatment has been about as follows:

I call up Mrs. Wetherbee, who has just returned from the South, whence she went some months ago. "Mrs. W—, I am anxious to know just why we cannot serve you with anything but cream. We have done that faithfully for years, but latterly we have had no other orders from you. You used to come here a good deal, but lately you do not come at all—why?" "Mr. Johnson, I have just been home a few days and have hardly had time to look around; but I intend to give you part of my orders." "Well, Mrs. W—, I cannot but feel that you do not like to come here much, and I assume that there is a good reason why you stay away. I am led to this conclusion by the action of your maid just before you returned. She carefully reinstated your daily standing order for cream, but when I asked her if there was nothing else that you would need after your long absence, she said I would have to see you about that, and it was clearly evident that the restocking order for your household had gone elsewhere. Now, your trade with us for many months prior to your leaving home was not such as would repay us for the work done, and the short time you have been home again indicates that this is going to continue. Hence, I wish to say that if cream is the only thing that you can find in this finest store that you wish to use, you will confer a favor on us by withdrawing your entire account, since cream alone is unprofitable to us."

A Trip Saved.

Of course, all this was not as smoothly said both ways as indicated. There were exclamations, interruptions, interjections and all that; but the upshot of the matter was that Mrs. Wetherbee now gets our cream, if she gets it at all, through the man to whom she sends her other orders; and he can get it only when we have a surplus, which is not very often.

Meantime, we are saved a trip only a little out of our way, but on a hillside and involving, as usual, the stopping and restarting of the auto, just as with an important, profitable order.

Another was an even more aggravating case. Cream had gone to her regularly for years; but there was nothing else, except things wanted in a special hurry—like bananas for breakfast—"before eight o'clock, please!" A few days ago came a morning order, in at 7.20, for a pint of cream "before eight, sure." I called up the maid and asked her what her idea was in placing such an order. She was (naturally) surprised, but I asked her if she had forgotten to order in time the night before. She said she had, and then I told her that we should certainly not fill the order—that we had something more important to do in the way of serving regular customers than to travel up that hill specially with a pint of cream for their breakfast. During the following day (a Friday) we had one little order. On Saturday morning I got an order over the phone for a loaf of bread. I asked: "Is that all you need to-day?" Yes; that was all. "Well," I said, "you will have to excuse us; we cannot send it."

Called Back and Called Down.

I was called back by the madam and called down good and plenty—she would quit—I was to send her bill right away—she had been going to give me all her trade, but this would end it—she had heard of me from others, and she now did not wonder that people left me. I told her that some people left us, but it was by request—as in her own case; that we were too busy to work on orders which did not pay delivery expense let alone other expense and a fair profit to us; that neither she nor anyone else would get service here if they sought to impose on us; and that she would ob-

(Continued on page 33.)

Cartage Elimination a Greatly Involved Question

Railways Anxious to Get Rid of This Work by January 1—Will the Change of Conditions Result in More Delays in Freight Than at Present?—A Manufacturer's and Wholesaler's View.

The determination of the railway companies to give up entirely the cartage of freight at the beginning of 1914 may work out in an additional expense to every grocer in Canada. The subject as it applies to the grocery trade is a most complicated one, owing to the number of distributing points, in contrast with dry goods and hardware houses for example, and up to the time of going to press no plan had been decided upon by the wholesalers for solving the problem. The only two solutions in sight, from the wholesalers' standpoint, it would appear, would mean that the manufacturers should allow a larger margin in some lines to the wholesale trade in consideration of the latter bearing the extra cartage charges, or that, in some way, the advance in cost should be passed on to the retailer, and on by him to the consumer.

How It Will Work Out.

The subject will be treated more in detail in later articles, but one example will show how the new system works out. In a certain line of goods, a manufacturer assured Canadian Grocer this week that while the cost of distribution to a single party figures out from \$2.50 to \$3.75 per carload at present, under the new arrangement this would be increased to \$8 or more. If this is divided up among several hundred dozen articles it will be seen that the advance may not be excessive, but still it is such as to call for a careful adjustment.

There is a feeling among a number of Canadian wholesalers, it should be pointed out, that the railway companies have not facilities to carry the new arrangement into effect by the first of January. As one said to Canadian Grocer: "Up to the present the railways controlled the cartage companies in the larger cities, such as Montreal, Toronto, Winnipeg, Hamilton, etc. This meant not only that the companies did all they could to facilitate the handling of freight, making the best use of the plant the railways had but were aided in this by manufacturers, jobbers and wholesalers, both coming and going. Under the new arrangement the conditions will be reversed. The merchants will be 'paying the piper' and will not put themselves out as much as they did before. There are certain to be more delays, and unless the railways improve their own equipment, congestion and serious tie-ups will result. Whether they are willing to take the risk remains to be seen. They need our utmost co-

operation even as it is to maintain conditions even half satisfactory."

Separated Freight and Cartage.

For many years, up to about 1898, the railway companies in quoting freight rates, allowed a certain amount for cost of delivery. When the latter increased, they found that the two combined would exceed the legal rate they were allowed to charge under their charters. Consequently, in order to approach to this for railway transportation charges alone, they separated the two and made a specific charge of 2 cents per cwt. for delivery. Later on this was increased to 3 cents, which it now is.

In presenting their case to the Railway Board the railways claimed that the 3-cent charge did not equal the cost of delivery as the cartage companies, such as the Shedden, had advanced rates gradually until they far exceeded this. As a result, they were losing money on delivery at all points where cartage companies were connected with the railways, as in the larger centres. They objected too, to the system, as discriminating against the smaller places where local carters delivered goods for which the consignee paid. They, therefore proposed to discard the whole responsibility for the delivery of freight after January 1, 1914.

Grocery End More Involved.

Discussing the difficulties of an adjustment, a wholesale grocer remarked that in the case of dry goods and hardware and some other lines the distributing houses were limited mostly to the larger centres, and an arrangement could be reached more simply for a uniform system of absorbing the freight charges. In the grocery business it was different; the numbers of men engaged were far greater, and the centres included the smaller cities and even some towns. Another difficulty was that often manufacturers made arrangements with wholesalers to store their goods in certain centres and distribute them to local points often without breaking bulk. There was also to be considered the question of who should do the carting. Wholesale houses that did their own distributing to local city customers might decide to extend this to cover the delivery of goods to and from the stations. Should there be a regular scale of charges for this, agreed to by all, to secure uniformity? Would the present railway cartage companies continue in

the business, and what would their scale be? What share would the manufacturers be willing to bear under certain conditions of the cost of handling their goods? What difference would it mean to those grocers in the smaller places who now paid their own charges for local delivery but might have to bear some part of the extra cost of shipping goods from the warehouses of wholesalers to the station? And so forth.

The complications can be recognized the more the subject is examined and the representatives of the wholesalers and manufacturers who are engaged in the problem have a big task of re-adjustment before them.

THE PURITY OF GUM.

A Professor Says That Much That is Marketed Has Not Been Properly Cleansed.

The purity of chewing gum is treated by Prof. Lewis B. Allyn in a late issue of *Colliers Weekly*. "The last culprit to be haled before the bar of purity is that old friend of our childhood and present soother of our jangled nerves, chewing gum," he writes.

The trees yielding the crude gum are found in the tropics, and the trunks are a clear 50 to 60 feet without a branch. These are scored in zig-zag fashion making a trough 70 to 100 feet in length, but as the sap flows down the tree, being sweet and sticky it attracts and holds things that move, walk, fly or are blown, a regular museum.

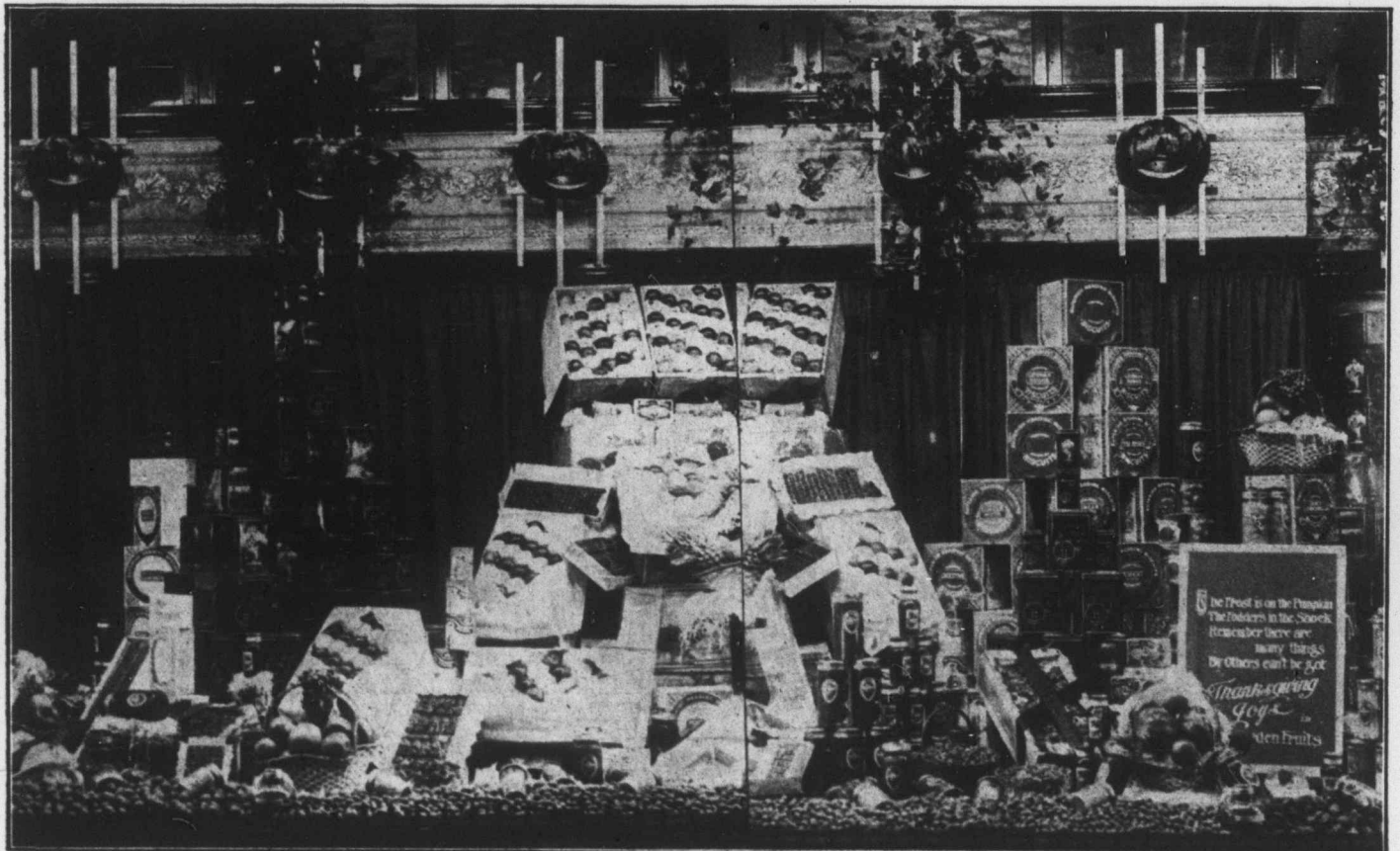
"The native gatherer is not a dainty person; he has not a care in the world; he is paid by the pound and even a fly weighs something. Now the sap is collected in buckets and taken to a central station and boiled, with all its collection of natural history specimens intact; made into cakes and exported.

A certain amount of purifying is done, Prof. Allyn says, by "hand picking," and a crude washing with water, before it is melted, flavored and sugared, rolled out, packed and sold to 90,000,000 people.

Prof. Allyn charges that some manufacturers, owing to the cost of proper plant, do not cleanse the crude gum of these foreign substances. He urges that a business of such magnitude — with \$36,000,000 of invested capital, producing over 685,700,000 five-cent packages of gum each year,—should be "founded on the rock of absolute purity."



Attractive package tea window display shown recently in Hazell & Dawson's store in Hamilton, Ont. The idea was well thought out. The trim represents an Oriental bungalow surrounded by tea. This window won a prize in a contest held in Hamilton. It was dressed by J. N. Mansell, clerk with Hazell & Dawson.



While this window appeared in the store of the Hudson Bay Co., Winnipeg, prior to Thanksgiving, it contains some good ideas for other special seasons. It was trimmed by G. R. Macgregor. Note the elaborate background.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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E. J. Dodd.

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PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 12, 1913

VALUE OF THE INVENTORY.

No better resolution can be made now than to resolve to take stock at the first of the year, if you have not already been accustomed to doing so. Some men have been able to make probably a little more than a living from year to year without going to the trouble of stocktaking. But seldom, if ever, has a merchant been found who has neglected doing so, and who has made an outstanding success.

Resolve then to take stock. The time of year does not matter so much. Get the inventory when you can. The information it supplies is invaluable to one who wants to know where he is at and what he is doing. Read the article elsewhere in this issue on how one Canadian dealer goes about this work. The knowledge he gets from this inventory includes the cost value of not only the total amount of stock carried but the cost of each individual line. For instance, he knows the amount and value of canned goods, preserved fruits, tea, flour, spices, etc., in stock. This information is all placed in his stock book and is a guide to future buying from the standpoint of both quantity and cost.

When the total actual cost of the goods in stock is found, it is of course compared with the quantity existing the year previous. Almost every merchant knows his total sales for the year and with a knowledge of his expenses and depreciation of fixtures and equipment (if any), he is in position to determine just what he is worth. This is knowledge every dealer should have. In case of fire it is invaluable. It saves time, money, work and worry.

Resolve now to take stock.

"BUSINESS IS ALWAYS GOOD."

How pleasant it is to run into one of those cheerful, bright-eyed optimists after talking to the man who has a frown against everything in the world! The other day the writer met a salesman on the road who was such a

stranger to pessimistic ideas, that one would think he had the earth to sell and no competition.

"Is business good? Why, business is always good with me," he replied to a question. "I never tell anybody that business is bad—for it isn't. Business is just what you make it. If you think it's going to be bad, the chances are it will be; but if you are always looking forward to better sales, and you have something worth selling, why business will always be good"—and he placed the emphasis on the always.

This man was given to no grouching or grumbling. He believed in his goods, in the existence of a market for them, and in himself. What more was necessary?

Here is a splendid little lesson for us all. The dealer who goes about his business as if he had something to do; who works with a smile and a pleasant word for everyone and who talks cheerfully of the past and the prospects for the future, is bound to find business good. But the man who grumbles from morning till night and looks as if the world owed him a living,—well, how could business be anything else but bad?

THE STRENGTH IN BROOM MARKET.

As broom manufacturers view the situation, present prices are certain to remain, if, indeed, a further advance is not deemed necessary early in the New Year.

The shortage of corn in the States works in a double direction. Not only has it forced up prices of brooms, but the quality has deteriorated, so that shipments of medium are elevated to choice, and common to medium. Two advances have been noted in Canadian Grocer in the past three months, making a total advance of 50 to 60 cents, or above 75 cents retail. On finer grades this will amount to fully one dollar a dozen.

Going back to "primary" markets, broom corn which cost per ton \$40 to \$60 early last summer, has advanced to \$160 and first-grade quality has reached \$220. No relief will be in sight until about next June when a large visible supply of corn might make it advisable for a decline in brooms, to work off the stock on hand, against possible lower prices the following fall.

Manufacturers of woodenware state that brooms have proved the single exception to a satisfactory year's business. Owing mainly, it is thought, to the higher prices, the demand has fallen off to a remarkable extent, and it would appear that stubs of brooms must be a common sight in many Canadian homes.

REMOVAL OF WHEAT DUTY?

From milling interests The Financial Post is given to understand that the Dominion Government has practically made up its mind to accede to the demands of the West for the removal of the duty on wheat so as to gain free admission into the United States for Canadian grown wheat. This action is regarded as being detrimental to the milling interests by some millers and by others as an advantage. In so far as the east is concerned the plants will not suffer by open competition with the United States except so far as their plant has been more costly because of the duty that had to be paid on it. To establish free trade in wheat products is unfair to this extent.

Most of the Canadian mills are equipped with United States milling machinery on which duty has had to be paid, and that duty of course is charged to capital, whereas in the United States no such charge has to be made. This is a considerable item in mill capitalization as so large a proportion of the actual plant is milling machinery.

TO STANDARDIZE EGG CASES.

It is probable that a standard case of 30 dozen will be agreed on for the shipment of eggs as a result of conferences that are taking place between representatives of the railway companies and the produce men of Canada.

The companies proposed to compel a stronger case than is in common use at present declaring that much of the breakage was due to the poor quality of the package. The produce men in reply, claim that more careful handling will get rid of the difficulty, provided due care is exercised by the shipper in seeing that the package starts out in good shape. This point may be conceded by the transportation companies.

As to the size of case, there is likely to be an agreement. Two have been used, the 36- and the 30-dozen. Lately, however, the producers have been going in more for the smaller size and it has been adopted in the United States as the standard. The probability of heavy shipments from the States in the next few weeks or even months, has created a stronger feeling in favor of the 30-dozen case.

The alternative presented by the railways is a higher charge for an inferior case.

THE EFFECT OF ENVIRONMENT.

Perhaps you have and perhaps you haven't heard the story about the meeting of the parson's and his brother's parrot. The brother, let it be known, was a sailor who had two parrots. After a lengthy absence he was coming ashore to visit the parson, so he decided to bring one of the birds along as a gift to the minister, not knowing the latter was already an owner of a fine specimen of this garrulous bird family.

On arrival the new bird was put into the cage with the other. After the visitor had been looked over carefully he was asked, "What must you do to be saved?"; back came the answer from the sailor parrot in a flash: "Pump hard, and work like the devil."

This little story which may or may not be true, exemplifies clearly the various aspects men take of life who are placed in different environments. This is why we have so many opinions on subjects connected with the grocery trade. Merchants in different cities and towns have varied views on the same question, according to the class of trade to which they cater and according to the nature of the occupations of the people. That is why one merchant has to handle his credit customers differently from others. It explains why credit may be extended to one applicant and not to another.

Environment is responsible for a multitude of our virtues and shortcomings. This fact must be borne in mind by every dealer when he is figuring on a new business connection. While environment doesn't always decide the character of the man, it can be relied upon in the majority of cases.

So in The Canadian Grocer from week to week appear methods and ideas of many men. Some of these methods and ideas can be used by you. In other cases applications of the principles expressed can be carried out to suit your business if you think any change is required. Every dealer in reading his trade newspaper should say to himself: "What is there in this article for me," or "How can I apply that principle to my business?"

What is useful to one merchant is often, of course, of no value to another. Great good can invariably be accomplished by studying the other fellow's viewpoint and adopting what is valuable and rejecting what is not.

BANKING ON CHRISTMAS EVE.

BUSINESS transacted on Christmas eve is so heavy that the question of the disposal of the cash taken in becomes a serious problem. A few banks remain open for the accommodation of the merchants, but the number doing this is comparatively small. The merchant has the alternative, therefore, of leaving the cash in the store safe, or carrying home as much of it as he can manage in order to have it in his own safekeeping. In either case, he is bound to be the prey of anxiety until such time as he can get the money safely to the bank on the morning after the holiday.

The bank owes it to the merchants to relieve them of this anxiety and a little pressure judiciously brought to bear should result in a general decision to have branches open for a certain period at least on Christmas eve. If the merchants doing business at each bank were to get together and put the matter before the local manager, he would almost certainly recognize the justice of their claim.

EDITORIAL COMMENTS.

Just 10 more days left.

Make one article sell another.

Let us have your views on the proposed International Conference.

Three cheers for the optimist. Business is always good with him.

Only a lap and a half more and the Christmas selling race will be over.

Get in the money now before it all goes for useless Christmas presents.

Reports from the West indicate that the retail business is much brisker.

What is needed now is a touch of what is usually called "real old winter weather."

The good that is got from the inventory is worth a hundred times the work of getting it.

A man who doesn't pay his debts is, says the Christian Guardian, a sponge. He gets, but does not give.

And still the upward advance in eggs is unabated. If it weren't for the aeroplane how would we ever reach them?

The poor "hawg" is being overshadowed by the turkey. But after the New Year he will have his innings again.

Hetty Green attributes her longevity to eating onions. They carry off the impurities, she says. Here's to Hetty for the discovery!

There are three words which sum up the qualities most essential in business and they all start with B—Brains, Backbone and Ballast.

Selling maple syrup or sugar as it really is, should be made easier for the retail dealer. The present marketing and inspection system requires revision.

Wholesaler Recalls Incidents 20 Years Ago

He Did Business With All Grocery Brokers Mentioned in a Recent Issue — First Met Henry Wright on a Northern Canoe Trip — Dearth of Canadian Canned Goods in Old Days.

A wholesale grocer of a large Canadian city was looking over the story of men in the business twenty years ago, in a recent issue of Canadian Grocer.

"Yes, I remember them all," he said, in a reminiscent tone. "I knew Henry Wright more than twenty years ago. It was in 1890 I first met him, away up on a canoe trip on the Magnetewan. He was manager of Michie's then, and I remember when he started in the brokerage business shortly afterwards. I had left another wholesale firm some time before to go into business for myself.

Did Business With All.

He looked again over the faces and names, twenty years ago, and now.

"I did business with them all in those days—J. H. Magor, A. P. Tippet, Henry Wright, J. C. Rose, and Emil Poliwka—but"—breaking off suddenly, "don't go and say I was a figure of twenty years ago. Why, they'd think I was an old man. They'd say, 'There's old —; I never thought he was getting up in years.'"

"Not those who know you, Mr. —," returned Canadian Grocer.

"No, I don't look as if I had been in business over 25 years, but those who don't know me will think me old. So neither name nor photograph, please, Canadian Grocer."

In the words of the old song, "What was I to do in such a sad and sorry plight?" Sadly and sorrowfully Canadian Grocer gave its promise, and with that terrible nightmare removed, Mr. — chatted for a few minutes of business conditions and methods in the early nineties.

"Except in farm produce there has been little advance in prices in that time, and some goods are cheaper now," he began.

Canned Goods Scarce Then.

"Canned goods will average pretty much the same. I remember we paid about \$2 for a salmon in those days and \$1 for lobsters. Now lobsters are up to \$3 and the same salmon down to \$1.

"All the canned fruit and vegetables I sold then I had to import, chiefly from the States. I thought an order for 10 cases of canned peaches was a big thing, where I think nothing of 1,000 now. But then there was very little sale for those goods. People were not getting big salaries then, and nearly every woman did her own preserving. They used the greatest odds and ends of bottles you could imagine, all shapes and sizes.

There were few gem jars bought at that time. Some salmon was being packed in Canada then, but not much.

"I never thought, of course, of doing business out West, though I had travelers in Ontario.

Change in Credit Limits.

"Credit terms have been drawn much more tightly since these years. It used to be four months, with 3 per cent. off for cash, and two months for sugar, with 1½ off. Now, of course, it is a case of 30 days' net.

"But no names Canadian Grocer, I'm not growing old."

And he laughed a hearty laugh, and Canadian Grocer trusts that in 1933 the photograph of Mr. — will adorn its pages.

Now, we have not told his name, his age, nor whether he used to wear a moustache, and is now clean shaven, nor even the city where he lives.

THREE GENERATIONS OF MAGORS.

In the original article on the men engaged in the grocery brokerage business twenty years ago, some references were made to the firm of Magor Son & Co. which did not create exactly the correct impression so far as the history of this firm is concerned. The following will be clearer:—

Three generations of Magors are or have been connected with the grocery brokerage firm in Montreal, now known as Magor, Son & Co., Limited. J. H. Magor, the present head, is the connecting link between the first and third, he having been a part of the Magor firm since 1880.

J. H. Magor, whose old and new photographs were reproduced among the others, came from England in 1880 to accept a position with his uncle Frank Magor. After his uncle's death in 1893 he became sole proprietor. Until 1910 the name of the firm was Frank Magor & Co. Then it was changed to Magor, Son & Co., and finally in 1913 to Magor, Son & Co., Limited. At the latter date Mr. Magor's son, Norman A., came into the firm as vice-president. Thus there are the three generations of the Magor family associated with the firms J. & J. Colman, Ltd., & Keen, Robinson & Co., Ltd., in the sale of the products of these two firms in Canada.

The firm of Magor, Son & Co., Ltd., and their predecessors were the original

agents for Keen's mustard in Canada, having sold the first consignment in 1870; and in 1902 when an amalgamation of the two mustard firms took place, the sale of Colman's products was also entrusted to Messrs. Magor. Magor, Son & Co., Ltd., hold several other agencies of Old Country firms, among them Cadbury Bros., Ltd.; A. Bird & Sons, Ltd.; Bryant & May, Ltd., and Tom Smith & Co.



Following items are from Canadian Grocer of December 15, 1893:

"The premises of the Anglo-British Columbia Packing Co., formerly in Bell-Irving and Patterson's office, at the corner of Cordova and Richards Streets, have been removed into the offices next door, where H. O. Bell-Irving, the agent, will henceforth conduct his own and the company's business."

Editorial Note.—Both "Anglo-British Columbia Co. and Bell-Irving" are today familiar names in Vancouver in connection with the salmon industry.

"The Hamilton, Ont., Retail Grocers' Association has elected the following officers for next year: President, A. Ballentine; vice-president, J. Main; second vice-president, E. Hazell; secretary, W. R. Harvey, treasurer, C. Bremmer; auditors, C. Holt, G. Powell; executive Committee, J. O. Carpenter, C. H. Peebles, T. Hazell, J. Ronan and J. C. Boligan."

Editorial Note.—Although this was 20 years ago, several of the above mentioned are still Hamilton grocers and connected with the association.

CATALOGUES AND BOOKLETS.

The Orrin Thacker wholesale grocers' directory for 1914, has come to hand. It contains 5,137 names and intimates that there are 3,053 exclusive wholesale grocers in the U.S., and 244 in Canada. It is published in Columbus, Ohio.

A LEADING BUSINESS JOURNAL.
The MacLean Publishing Co., Ltd.—Please find enclosed the amount of two dollars in full payment of one year's subscription to The Canadian Grocer to Sept., 1914.
I have the pleasure to congratulate you on the perfect organization you have made to put The Canadian Grocer one of the best leading business journals in Canada.
Wishing the very best success, I remain,
C. A. PARADIS.

Quebec, Dec. 5th, 1913.

How Other Grocers Do Things



CO-OPERATIVE ADVERTISING.

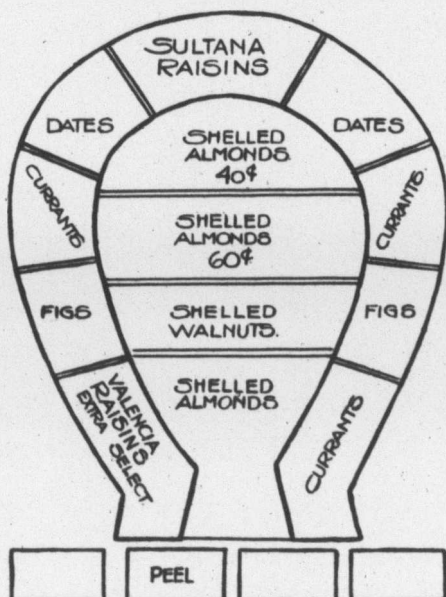
Under the signature of The Retail Merchants' Association, an advertisement appeared recently in a Macleod, Alta. newspaper advertising co-operatively a special shopping week. The ad. ran as follows:

"THE MACLEOD RETAIL MERCHANTS' ASSOCIATION.

desires to draw the attention of the buying public to the buying advantages which our members offer during the week Nov. 10 to 15 when very special prices will prevail in every line. Practically every retailer in Macleod is doing his utmost to demonstrate the superiority of his wares and is anxious to form a closer bond of business friendship with the buyer. We firmly believe that money spent locally will be directly advantageous to the buyer and will help everyone whether in business or not. Money spent out of town is a loss to the community. This association through its members stands for reasonable and fair profits, for just and honest dealing."

A HORSESHOE WINDOW TRIM.

This year a great many dealers aimed to sell Christmas baking materials early by means of advance window displays. Many a variety was noticed,



Horseshoe shaped window recently used by T. Rowat & Co., London.

among the more appropriate being that recently used by T. A. Rowat of London, Ont. This was in the shape of a "good-luck" horseshoe trim as per the accompanying drawing. The horseshoe was made with strips of cardboard bent into the proper shape. The drawing shows how the horseshoe was apportioned off into sections in which the various dried fruits and nuts were shown. This made quite an appealing trim.

CHRISTMAS ADVERTISING.

Although the method adopted by Goodwin's, Limited, one of Montreal's largest department stores, to advertise their sale of articles for Christmas purposes, may not be original, it is the first time it has been introduced to a Canadian public.

Last Saturday afternoon at 2.30 Santa Claus went to Fletcher's field, on Park Avenue, via the "air line route." All last week the big store had been receiving wireless messages direct from the airship, which was supposed to have started from the North about one week ago. These messages appeared each day in all Goodwin's advertisements, and to say that it instilled as much excitement in the children of Montreal as Christmas Day festivities generally do, is putting it mildly. Every child for miles planned a visit to Fletcher's field for Saturday afternoon. Those who could not go alone depended on their older sisters or brothers, while a host of parents were obliged to suspend their duties or cancel other arrangements in order to take the "kiddies" down to the big show.

It was planned to meet Santa Claus with a brass band and then form a procession and march to the store on St. Catharine street. Can you imagine about half of the Montreal children in that parade?

This firm has also decorated the exterior of their store on St. Catherine street and the effect is very striking. All around their store they have their own electric lights. The poles are about 15 or 20 feet apart, each pole bearing five globes, one at the top and the other four, one on each side. They

have placed red globes on the top lamp and with the other four white lights, it proves very striking. The effect is added to greatly by what might be termed a canopy over the sidewalk along the front of their building made of evergreen. Above this again, between the third and fourth floors, they have placed a couple of signs trimmed with evergreen and illuminated with electric lights of different colors, which bear seasonable greetings.

GETTING ACQUAINTED.

How to become acquainted and to get the public acquainted with you, has been a great problem in the business life of many a merchant. Particularly

526 St. Clair Ave. W., Toronto
(Corner Bathurst Street)



Dear Madam:—

I beg to announce that I have opened a branch store at the above address with a new and up-to-date stock of

**High Class Groceries, Foreign and Domestic
Fruits, Fish, etc. in season**

and respectfully solicit a share of your esteemed patronage.

I trust that with careful attention to all orders entrusted to me, together with goods of highest quality at lowest market prices, to merit a continuance of same.

As our new telephone number does not appear in the current issue of the directory, please find enclosed small card which could be hung in close proximity to your phone.

Thanking you in anticipation for your early favors, and assuring you of my best services.

Sincerely Yours,

W. C. Miller

Wording of letter announcing opening in new district.

is this the case when a man moves into a new district or a new town.

W. C. Miller, a Toronto grocer, some few weeks ago opened a new store in a new district. To let the people of the surrounding neighborhood know of his move he had printed a neat circular letter. The wording of this letter may be seen in the cut herewith.

Coffee Grinding and Making for Best Results

Address Before National Coffee Roasters' Association Which is Full of Ideas—An Important Matter for the Retailer, for, the Better the Coffee is Made, the More Will be Consumed.

How to make good coffee has been more or less of a controversial problem for a good many years. Coffee experts agree and disagree as to the proper modes of grinding and preparation. A recent address given by Edward Aborn, of New York city, before the National Coffee Roasters' Association seems to have created much comment among Canadian coffee men, one of whom has given Canadian Grocer a copy of the address. It reads in part:—

"The range of the research may be stated as follows:

Granulation.

"Samples obtained from roasters' indicate that very little coarse ground coffee, such as would go through a No. 6½ or No. 7 sieve, is being used by roasters. Many do not put out any coarse ground coffee.

"From samples and observations from about 100 grocery stores in city and country districts in different States adjacent to New York, I estimate that about 85 per cent. of the ground coffee sent out is so-called medium ground, ranging say from No. 5 to No. 6 sieve standard in its coarsest grains. Evidently the grocer grinds a little coarser than the roaster.

"Cup tests show a remarkable increase of brewing efficiency as coffee is more finely ground. The structure of the coffee granule consists of minute compartments or containers which are broken into more and more as the berry is more finely ground. Apparently each compartment yields its elements of flavor and color according as it is opened up. The coarser the grind the less the yield. The finer the grind the quicker, the better and the purer the yield. The evidence is that strength is obtained from the roasted berry by grinding, opening the containers, not by boiling, which adds the fibrous containers to the liquor, resulting in the consumption of the 'package' as well as its contents.

Efficiency of Granulation.

"From cup tests for comparative efficiency of granulations in drawings, I estimate the following:

"Medium granulation sifted through a No. 6 sieve, 25 per cent. efficient.

"Medium granulation, not sifted, 50 per cent. efficient.

"Pulverized, 100 per cent. efficient.

"That is, I found that one part of pulverized coffee will produce as much color and strength as two parts of medi-

um ground, not sifted, and as much as four parts of the medium ground sifted. It is plain that sifting out the fine grindings, leaving only the coarser particles, decreases the extraction to a very important degree, and that pulverized coffee has double the drawing efficiency of the unsifted medium ground, so universally used.

"Fresh granulation is vitally important. My experiments show that ground coffee depreciates in flavor very fast. Coffee, pulverized fresh each day for four days, was packed in tin and on the fourth day tested blind. Each day's grinding was identified readily, the flavor having lost in brightness each day and showing a slightly reduced aromatic character for each day of time ground.

Efficiency of Water Temperatures.

"In considering the various methods of brewing coffee, the temperature of the water is an important factor. I made comparative cup tests of water at a temperature of 150 degrees fahrenheit, and at the boiling point 212 degrees fahrenheit. Pulverized coffee was used and the water was allowed to stand on the coffee, also poured through it by the filtration process. Results showed that water at 150 degrees was very inefficient. It extracted comparatively little of the flavor, the liquor obtained with boiling water being far superior. I estimate that with boiling water one part of pulverized coffee produces as much color and strength as two parts of pulverized coffee with water at 150 degrees. It seems clear that water at the boiling point is a necessity to economical and effective extraction, and that water at 150 degrees is but 50 per cent. efficient in extracting color and has much less efficiency in obtaining flavor.

Comparative Tests of Four Methods.

"Four representative methods of brewing have been considered and tested in various ways. The cup test results, of course, represent individual judgment and are so submitted. Four recipes were decided upon as representative and used in all tests.

"Recipe No. 1, Boiling—Coffee placed in cold water; brought to a boil, boiled five minutes, settled with a dash of cold water. Poured off, medium granulation used.

"Recipe No. 2, Steeping.—Coffee placed in cold water and allowed to come to a boil. Taken off. Settled with dash of cold water. Poured off. Medium granulation used.

"Recipe No. 3, Percolator.—Printed

directions followed. Different timings of the process tried. Fine granulations used.

"Recipe No. 4, Filtration.—Place pulverized coffee in a close mesh muslin bag and pour through it water at the boiling point (not repeating the process.)

Boiled Coffee.—Boiled coffee is so fast relegated to the "dark ages" of coffee that it scarcely deserves mention. I have made cup tests, however, in comparison with other methods and with various granulations. The idea that the strength can be boiled out, using coarser grinding, rather than ground out by fine granulation, is an old and very mistaken theory. Boiling coffee is spoiling coffee. It is wasteful of quality and of quantity. It should for the good of coffee be discouraged in every possible way.

Steeped Coffee.

"Repeated tests of this recipe indicate that the principal extraction of value takes place the instant the water boils. That soaking in cold water is useless in extracting flavor and that the briefer the boil the better the coffee. Medium granulation is necessary to a degree of clearness and is universally advised for this method. From cup tests of this method against the filtration method with pulverized coffee, I estimate that this steeping method using the grocers' average medium grind, requires twice the quantity of coffee for the same color and strength as the filtration of pulverization produces. The steeping method does not produce the full aromatic flavor. A test was made with a group of 10 persons, drawing the coffees blind. The verdict was unanimous in favor of the filtered coffee.

"The use of eggs to settle the coffee is common to boiling and steeping recipes. The custom is crude and has no value. The liquor can be better cleared by straining off and the egg adds a foreign matter to the coffee, which is no improvement to flavor.

Study of Percolators.

"The percolator, by which the coffee is held in a glass container, and water pumped and sprayed over it through a tube and the liquor continuously thus circulated, is becoming an important issue in the future of coffee. A study was made of percolators of several types most widely in use. It was found that the temperature of the water coming up through the tube and spraying over the coffee varied with different makes. The highest temperature stated by a manufacturer was 150 degrees fahr. Others

stated the temperature as averaging from 100 degrees to 130 degrees fahr. One of the leading advertisers claims the low temperature of the water as a merit and advertises that as the water never boils no tannic acid is extracted. The chemical analysis of percolator coffee, mentioned later, is in striking contradiction to this claim. Cup tests of percolator coffee confirm the tests previously mentioned of the efficiency of water at different temperatures. The aromatic flavor is not well extracted. The water at an efficient temperature flowing continuously extracts more and more of the undesirable elements.

"Cup tests of percolator coffee with coffee filtered through pulverized grounds show that the filtered coffee has much greater aromatic flavor and is very decidedly preferable in taste and character. The percolator liquor with the same quantity of coffee is also weaker in color. From tests made I estimate that four parts of pulverized coffee filtered will produce as much color and strength, with better flavor, than six parts of fine ground made in a percolator. A menacing feature of the percolator is the metal tube and sieve through which the coffee passes constantly and which is inaccessible to thorough cleaning and subject to corrosion."

LOPPING OFF SERVICE THAT DOESN'T PAY.

(Continued from page 25.)

serve that the account was now closed by our action and not hers.

As I had started, I thought I might as well clean up a few more. I, therefore, called up three others and told them we could no longer supply them with cream, since it was evident from our long-continued efforts that they did not care to buy other things off us. They were "hot" all right, but we got out of the work.

One Repentant Sinner Returns.

Now the interesting thing is that ONE came back—within a week. I was truly astonished to see her in the store. But her order—a nice one—was given, and then she looked me up and asked on what terms she could get her cream again; said she had been thinking over things and, aside from the fact of her wanting the cream very badly, she thought I was mostly right about the stand I had taken. I took pleasure in saying that I was just awfully glad to hear her say that, because I did not want to seem unreasonable, or unaccommodating, or discourteous; but that dollars and cents—expenses, etc.—precluded a continuance of a service such as we had been extending—and we must simply stop unless we could get the rest of the business. "You know, Mrs. Karker," I said smiling,

"after all you simply cannot get anything bad out of this store! And you surely need not hesitate to send your orders by phone, because the most particular people in this town deal with us that way—we are trained to render the best service that way." So she started over—and you can safely bet that there is nothing—NOTHING—too good for her, and nothing within reason we will not gladly do for her. In fact, we are going to be so fond of her that we shall probably strain reason a trifle any time she seems to want us to do it! What? Thus was the repentant sinner received with greater rejoicings than any number of new converts to the faith!

Was it good business? Economically, yes. We have eliminated waste labor, and we are rendered more capable of giving due service where service is properly due. Hence, I think we score here.

Must Overcome Loss of Good Will.

Good will—dangerous, very dangerous. Only most painstaking service of those who play fair will enable us to live down and override the wrong impression passed from talker to talker in this matter. It is astonishing how even the "best" people will talk about their grocer. Here, however, we have the advantage that people who are well served and satisfied naturally sympathize with the abused absent one; and no talk will turn a satisfied customer away—the abuse must come home to herself first.

Educating the Public—undoubtedly we score there, for those women will be better grocers' customers in all their future experience. But only a trifle of reflex benefit will accrue to us. The best feature here will come through a growing impression that we will not be imposed upon and many housewives will avoid giving us nagging trouble.

Finally, twenty per cent. reform—good profitable reform—among customers who were only an expensive luxury—that was better than I had dared hope for.

So what is your idea? Do you agree that the action was justifiable? Better yet, and more important. Do you believe it was GOOD BUSINESS?

TAKING INVENTORY BY LOOSE-LEAF SYSTEM.

(Continued from page 23.)

has gone up or down since purchased?" was asked.

"I know that's a controversial question," he replied, "but in my case I give the invoice price always, except where I know the article has depreciated in value. If it has gone up, well and good; I'm better off than what my stock book will show. However, as long as I take off sufficient on articles that have slumped in value, then I'm always

playing safely. I would certainly," he added, "like to know what others think of this point."

Inventory on Selling Price.

"Would you suggest that as well as the cost price, the selling value of the goods be also included in the inventory?"

"That would," he replied, "mean considerably more work, but it probably would be worth while. Once you had the cost and selling price of entire departments such as canned goods, produce, flour, dress goods, etc., you could determine your average percentage of gross profit. If this was found to be short of what you expect you would know just where to apply the remedy. I'm rather inclined to think that would be a good scheme."

In this store a stock of some \$20,000 is carried. It takes the staff about five or six days, working between times, getting everything weighed, measured and counted but only a short time to record the amounts and costs in the loose-leaf stock book. This book being loose leaf, sheets can be added at will, and being indexed any page desired can be quickly found. This dealer does not believe in taking stock promiscuously—that is putting everything down as it is reached and having canned goods, spices, tea, nails, and shovels all on the one page. When this is done only the total stock is known. When the indexed book is used the total cost of each line of goods is known as well as the total, and this is valuable information in more ways than one.

Stock is also taken of the goods in the barn such as delivery wagons, horses, hay, oats, etc.

Grocers' Letter Box

The Canadian Grocer.—Can you put us in touch with the firm that supplies an air machine for keeping the shop windows from freezing up. This information would be appreciated.—W. R. B. Bank Street, Ottawa.

Editorial Note.—An electric fan has been found effective for this purpose. This can be secured from manufacturers such as Fisher Electric & Manufacturing Co., Limited, 43 Brittain street, Toronto; Chapman & Walker, Ltd., 118 Richmond St. West., Toronto; Canadian Westinghouse Co., Hamilton; Canadian General Electric Co., Peterborough, Ont., or from almost any retail dealer in electrical supplies.

Canadian Grocer wishes to thank those dealers who were good enough to send us the copies of June 7, 1912, asked for in last week's issue. Our request was splendidly responded to.

Fish Business Must be Built up Gradually

Experience of One Large Store That Finds This Department a Very Important One—Peculiarities of Human Nature—Methods of Two Stores Contrasted—Old Country People Found to be Good Fish Buyers.

(Third article of series. No. 2 appeared on Nov. 7, and No. 1 on Oct. 24.)

One of the charms of the fish business is the nice problems that confront the merchant, with "nice" used in the sense of "ticklish." Everyone likes solving a knotty question, and the sale of fish combines good profits with interesting tests for the wide-awake salesman.

Such a one confronted the manager of the Wm. Davies retail store on Queen Street West, Toronto (near Yonge), and is well worth the telling. One day, feeling that he had over-estimated the buying tendencies of the public, and not wishing to hold over much stock until the following day he started to apply the "bargain sale" idea that usually stimulates buying in most lines of merchandise. So he marked down the prices of all his fresh fish a couple of cents or more a pound, and with a confident feeling, attended to his other managerial duties, and awaited developments.

Lower Prices Killed Sales.

These turned out to run in a negative rather than a positive direction. In place of crowds of eager buyers, snapping up the "bargains," there was a sudden, inexplicable lull in sales. They had been

slow before, but now, not enough to pay for the ice around the fish.

What was the matter? A little investigation showed. People do not want "bargain sales" in fish. And why? Because they are afraid that something must have affected the delicate mechanism of the fish: in other words, the blight of age was upon them! Else why, they argued, would the store be selling them far below regular prices?

Mr. Harding, the manager, wasted no time in restoring the prices. The response was almost magical. From then until the close of the day sales were steady and he finished at six o'clock with little of the stock left over.

Saturday Night vs. Mid-week.

It might be well to link with this experience that of F. Simpson & Sons, Yonge street, Toronto, narrated in the issue of Canadian Grocer of two weeks ago, where Mr. Simpson stated that it was his regular habit to place on sale at reduced prices any surplus stock he had. But note the difference his "bargain sales" took place on Saturday night, when the public accepted them as a nat-

ural incident, like reduced prices on fruit, etc., and other lines of perishable goods.

What works well on a Saturday night proved fatal in the middle of a week-day, with the quality of the fish in both cases the same. What an interesting study is the public that passes by our stores!

Why Department was Started.

The story of the building up of the fish trade in this particular store on Queen street is the story of a big retail business in fish. The store itself is the largest of the Davies branches in the city, and fish for long, was a very diminutive companion of fresh and prepared meats, poultry and game, butter, eggs, cheese, tea, coffee, fruit and condiments in bottled or bulk form. The idea of adding fish to the business was suggested, it is said, by the example of a firm that did an extensive fish trade. So, as any grocer might find it profitable to ask, "If so-and-so can make more money out of selling fresh and prepared fish, why cannot we?" The first experiment did not last long. There was an idea, it seems, that a large trade should be built up in the twinkling of an eye, and this is hardly ever the experience of a seller of fish. It must needs be so, for it takes time to persuade people to adopt any new line of diet. Conversely, in this lies the best reason for persevering in fish selling, for if the education in the use of fish is not given rapidly, the taste does not depart rapidly. Build up a fish business, and it remains with you, year in and year out. It is quite worth the effort.

It was on the basis of a steady growth that the Davies Co. began the second experiment. More patience, it would appear, was put into it so far as immediate results are concerned. On this line is has succeeded, and has justified many times over those who stood back of it.

Increasing "Old Country" Demand.

It should be pointed out here, as Mr. Harding explained, that there is in Canada now a growing section of people whose fish education is already completed: in England, and Scotland and Ireland fish was valued as an important element in their diet. These Old Country people want fish, and many do not buy it only because they cannot get it. This has been the experience of the Davies store.

Background of Prepared Fish, Piles of Oysters in the Shell, Lobsters, Prawns, Etc.

| | | |
|-----------------------------------|--------------------------------|-----------------------------------|
| Smelts 16 cents a lb. | Flounders 14 cents a lb, | Salmon Trout 12 cents a lb. |
| Lake Herring 12 cents a lb. | Perch 15 cents a lb. | Haddock 12 cents a lb. |
| Mackerel 25 cents each. | Whitefish 15 cents a lb. | |

This is a diagram of a typical window display of fish by the Wm. Davies Co., at their branch on Queen Street west, near Yonge, in which 8 or 10 varieties of fresh fish usually are shown, with the varieties and prices clearly marked on cards. The background is arranged on inverted fish boxes, and often consists of piles of shell oysters, lobsters, live and prepared, and cured fish. The fresh fish are placed on a bed of ice.

Current News of the Week

Quebec and Maritime Provinces.

Marcil & Lamarre, manufacturers of brooms and brushes, St. Michel, Que., have registered.

W. J. Roberts, Furuya & Nishimura, Montreal, has sailed for England to spend Christmas.

Augustin Compte & Cie Ltee, Montreal, have moved from 23 St. Urbain Street to 686 Notre Dame St. East.

Breault Gill & Co. have opened new premises at 622 St. Paul St., Montreal, and are manufacturing pickles, etc.

The Eastern Wholesale Co., Ltd., Sydney, C.B., has been taken over by the Cape Breton Wholesale Grocery Co., Ltd.

J. C. Rose, Rose & LaFlamme, Ltd., Montreal, left this day a week ago for Lincoln, England, where he will spend a couple of months with his family.

Zeph. Hebert, president Hudon Hebert & Cie, Ltee, Montreal, will sail on 16th instant for France where he will enjoy a holiday with his family who have been abroad for some time.

Jas. Campbell, formerly senior partner of The Acme Can Co., Montreal, and Hamilton, who in May, 1908, sold out to the American Can Co., has resigned his position as Montreal sales manager and will leave shortly on a business trip to England returning to Montreal after about a fortnight's absence.

Ontario.

David Darling, grocer, Gananoque, Ont., has sold to Kelly & Bullock.

F. C. Knight, grocer, Toronto, is succeeded by A. Vanderwater.

Fisher & Strait, grocers, Port Arthur, Ont., have sold to Ambrose Ferguson.

R. S. Evans, of Evans Bros., general merchants, Corinth, Ont., died recently.

P. G. Flanagan, general merchant, Armstrong, Ont., has succeeded Flanagan & Brown.

R. D. Ramsay & Co., general merchants, Plattsville, Ont., have sold to The J. B. English Co.

The Computing Scale Co., Toronto, have opened a show and sales room on Yonge St., a couple of doors below Carlton Street.

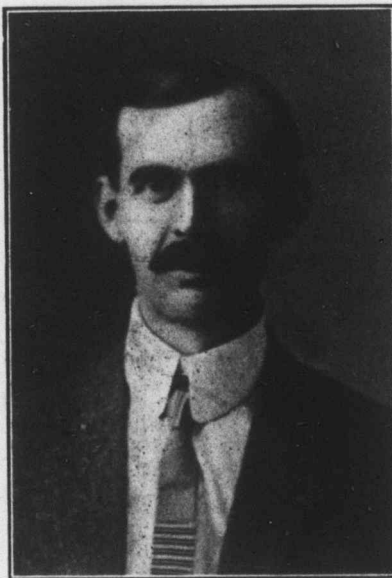
Mr. McVicar, Gunn's, Limited, West Toronto, has just completed a month's business trip in Quebec Province and Maritime Provinces.

J. Martin Lee, who has been in Canada in the interests of O. T. for some time has gone back to England. He will return here early in the New Year.

A. G. McCormick, who for many years represented the Lake of the Woods Milling Co. in Ottawa, died recently in his 65th year.

The R. M. A. of Hamilton held a banquet last night. The provincial branch was represented by E. C. Matthews, Toronto grocer, the Ontario president.

Frank Taylor's new store was opened at Niagara Falls, Ont., last week under auspicious circumstances. A five-piece orchestra provided the music and from 5.30 until 7.00 during the afternoon, a dance was held inside of the store which was attended by about thirty-five couples. Several demonstrators were present.



CHAS. McCAUSLAND, Paris, Ont. Mr. McCausland represented the Paris trade at the London R.G.A. banquet. He is a member of the executive of the Ontario R.G.A.

The medical health department of Toronto is behind a movement to separate meats from groceries. That is, it is their desire to see fresh meats sold in a separate store with a separate door, similar to the present regulation covering sale of groceries and liquors. In this the health officials have a pretty difficult nut to crack. If grocers cannot sell meats, why should butchers sell canned goods, tea, pickles? The definition of a "grocery store" will be the big point involved, and if the proposed legislation comes before the council there will be many strenuous objections.

Western Canada.

Stock of Alex. MacDona'd, grocer, Winnipeg, has been sold to J. A. McDowell.

Frank Renough, general merchant, Bowsman River, Man., has succeeded Geo. Bradley & Son.

A. & H. Vansickle, general merchants, Swan River, Man., are succeeded by Alex. Vansickle.

E. W. Lewarton, general merchant, Brooking, Sask., is succeeded by Lewarton Bros. & Johnston.

D. D. Campbell, Kelowna, B.C., who, until the time that Lequime Bros. sold to Richmond's was then manager, having been employed there for several years, is launching out for himself in the grocery business on or about the 1st of the year.



To W. R. SPOONER, Montreal, sales manager, North Atlantic Fisheries, Limited, of Halifax, N.S. Mr. Spooner was born in Glenburnie, Ont. (Frontenac County), on December 15, 1873. He has been five years with the above mentioned company, prior to which he was fourteen years with the Dominion Express Co.

* * *

To W. F. MORLEY, vice-president Canada Brokerage Co., Ltd., Toronto. Mr. Morley was born at Cooksville, Ont. (County Peel), on December 14, 1868. He has been ten years in the present business, and before that time was seven years in business for himself in the brokerage line.

* * *

To CECIL A. JENKINS, secretary-treasurer Litster Pure Food Co., Ltd., Toronto. He was born on December 3, 1877, and has been with the above company since its inception, 4 years ago. Previously he was 18 years with Gowans, Kent & Co.

* * *

To G. BENSON, Montreal, president and managing director of the Canada Starch Co., Ltd. Mr. Benson was born in Montreal on December 12, 1864. Since the organization of The Canada Starch Co. in 1906, he has been president and managing director of it. He was president of the Edwardsburg Starch Co. since January, 1894, and also managing director since 1901.

Sugar Makes Unexpected Decline of 10 Cents

Due to Weakness in Raws and Dull Market—Almonds, Walnuts and Filberts Advance — Peels Scarce and Half Cent Up — Sardines Very Scarce and Orders Subject to Supplies.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—

Fresh killed hogs decline 50c per cwt. Less demand for eggs expected in Western Canada. Belief general that cheese will go higher, as stocks are very low.

FISH AND OYSTERS—

Cod and haddock advance 1c per lb., N. S. herring 25c per bbl., and B. C. salmon 3c per lb. Clams are up \$1 per bbl. Lobsters declined 5c for live and 4c for boiled.

FRUIT AND VEGETABLES—

Cranberries decline 50c per bbl. Potatoes down 10c a bag. Valencia oranges on market, at \$4.25-\$5.50. Red danver onions drop \$1, and turnips 25c a bag.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Many carloads of eggs being imported from Chicago, and advance in storage prices has been checked.

Fresh creamery and separator advance 1 to 2c.

Poultry probably has reached lowest point. Hogs at \$7.90 lowest since early in present year.

FISH AND OYSTERS—

Wholesalers decide to make no advance in oysters until after Christmas, some opposing it even then. B. C. salmon, cod steak and Labrador herring advance.

FRUIT AND VEGETABLES—

California navels decline 50c a case, and are below last year's prices. Floridas drop in sympathy. Lemons are easier. Potatoes drop 5c a bag.

FLOUR AND CEREALS—

Demand for flour, Manitoba and Ontario, is dull. Very little Ontario wheat being milled yet. Advance in cornmeal in New York not reflected in Canadian quotations.

GENERAL GROCERIES—

Sugar declines 10c per cwt. Almonds again advance. Peels scarce and 1/2c up. Much anxiety over working out of new cartage rates.

QUEBEC MARKETS.

Montreal, Dec. 11.—The weather is much more seasonable at time of writing than it has been for past month. Thermometer is down below freezing, and a little snow is on the ground. However, the weather has not had much effect on the amount of business carried on by the grocers this fall, with the exception, perhaps, of the different qualities. One wholesaler remarked to-day that there was quite a difference in the quality of goods being purchased this year from those purchased last season, claiming that a cheaper quality was in demand. This was contradicted by another firm immediately after, as they claim that the higher quality goods were much more prominent this year than ever before.

Collections are very good in the East, while they are showing improvement every day out West.

First want supplies are being neglected, as the grocer has been forced to give all his attention to seasonable lines, with the result that staple lines are being left till after the demand for Christmas supplies has been satisfied. The demand for "dainties," or seasonable lines, such as dried fruits and nuts, has been so great that from present outlook it appears as if there would be a famine.

There has been an exceptionally strong market for Canadian sardines, and, although there has not been an ad-

vance in price recently, it seems that in such an event packers would be justified.

SUGAR.—A reduction of 10 cents per 100 pounds has taken place during the past week, and is said to be caused by the fact that the market for raw sugar is easier with prices down a little.

The demand is normal for granulated, while fancy sugars are in good demand.

| Extra Granulated Sugars— | Per 100 lbs. |
|-------------------------------|--------------|
| 100 lb. bags | 4 35 |
| 20 lb. bags | 4 45 |
| 2 and 5-lb. cartons | 4 65 |
| Second grade, in 100 lb. bags | 4 20 |
| Extra Ground Sugar— | |
| Barrels | 4 75 |
| 50 lb. boxes | 5 05 |
| 20 lb. boxes | 5 15 |
| Powdered Sugars— | |
| Barrels | 4 75 |
| 50 lb. boxes | 4 95 |
| 25 lb. boxes | 4 95 |
| Paris Lump— | |
| 100 lb. boxes | 5 10 |
| 50 lb. boxes | 5 30 |
| 25 lb. boxes | 5 40 |
| Crystal Diamonds— | |
| Barrels | 5 15 |
| 100 lb. boxes | 5 30 |
| 50 lb. boxes | 5 40 |
| Cartons and half cartons | 7 05 |
| Crystal Dominoes, cartons | 7 15 |
| Yellow Sugars— | |
| No. 3 | 4 40 |
| No. 2 | 4 40 |
| No. 1 | 4 00 |

cwt. above bag prices.

MOLASSES AND SYRUP.—This market shows no change from last week, with a fair volume of business passing. Prices remain the same.

| Barbados Molasses— | Prices for Island of Montreal. |
|--------------------|--------------------------------|
| | Extra Fancy. Fancy. Choice |
| Punchons | .44 .41 .38 |
| Barrels | .47 .44 .41 |
| Half Barrels | .49 .46 .44 |

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal. Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

| Corn Syrups— | Barrels, per lb. | 3/4c | 1/2c | 1/4c | 1/8c |
|--------------------|------------------|---------|------|------|-------|
| Barrels, per lb. | 3/4c | 1/2c | 1/4c | 1/8c | 1/16c |
| Pafts, 30 1/2 lbs. | \$1.85 | 25 lbs. | 1 35 | | |

| | |
|--|-----------|
| Cases, 2 lb. tins, 2 doz. in case | 2 80 |
| Cases, 5 lb. tins, 1 doz. in case | 2 85 |
| Cases, 10 lb. tins, 1/2 doz. in case | 2 75 |
| Cases, 20 lb. tins, 1/4 doz. in case | 2 70 |
| Maple Syrups— | |
| Pure, per 8 1/2 lb. tin | 0 75 |
| Pure, in 15 gal. kegs, 8c. per lb., or per gal | 1 00 |
| Maple Sugar, pure, per lb. | 0 10 0 11 |

DRIED FRUITS.—The amount of business passing in this market has set a record for all previous years in the history of most wholesale houses of Montreal. All lines are in great demand, and some repeat orders have been received. Stocks in some cases are completely exhausted, while the rest are very low; in fact, one dealer said to-day that he has never seen them so low. Prices have not changed, as they are all quite high at present. It is not wondered at, though, in view of the steady demand and low stocks.

| EVAPORATED FRUITS. | 1'er lb. |
|----------------------|---------------|
| Apples, 50-lb. boxes | 0 09 |
| Nectarines, choice | 0 11 |
| Peaches, choice | 0 10 1/4 0 13 |
| Pears, choice | 0 13 0 14 |
| Apricots | 0 16 0 20 |

| DRIED FRUITS. | |
|------------------------|-------------------|
| Candied Peels— | |
| Citron | 0 16 |
| Lemon | 0 10 |
| Orange | 0 11 |
| Currants— | |
| Amalias, loose | 0 07 |
| Amalias, 1-lb. pkgs. | 0 07 1/2 0 08 1/2 |
| Filiatras, fine, loose | 0 06 1/2 0 07 |

| Dates— | |
|------------------------------------|----------|
| Dromedary, package stock, per pkg. | 0 07 1/4 |
| Fards, choicest | 0 11 |
| Hallowee, loose | 0 06 |
| Hallowee, 1-lb. pkgs. | 0 07 1/4 |

| Figs— | |
|--|----------|
| Finest, 6 crown, about 12 pounds | 0 13 1/4 |
| Same fruit, 5 and 4 crown, 1 and 2 cents less. | |

| Prunes— | |
|-----------------------------------|-------------------|
| 40 to 50, in 25-lb. boxes, faced | 0 11 1/4 0 13 |
| 50 to 60, in 25-lb. boxes, faced | 0 10 1/4 0 11 1/4 |
| 60 to 70, in 25-lb. boxes, faced | 0 09 0 10 1/4 |
| 70 to 80, in 25-lb. boxes, faced | 0 09 1/4 0 09 1/4 |
| 80 to 90, in 25-lb. boxes, faced | 0 09 |
| 95 to 100, in 25-lb. boxes, faced | 0 08 0 08 1/4 |

| Raisins— | |
|--|-------------------|
| Malaga table, box of 22 lbs., according to quality | 2 75 6 00 |
| Muscatsels, loose, 3 crown, lb. | 0 08 1/4 |
| Sultana, loose | 0 10 |
| Lower grades Sultana, 1 lb. pkgs. | 0 11 |
| Valencia, new | 0 06 1/4 0 07 1/4 |
| Seeded, fancy | 0 10 1/4 |
| Seeded, choice | 0 10 |

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

RICE AND TAPIOCA.—The demand at all times in this market is very steady, with a fair amount of business passing. Prices very seldom change, and this week has been no exception.

| Rangoon Rice— | Per cwt. |
|-----------------------------------|-------------------|
| "B," bags, 50, 100 and 250 lbs. | 3 30 |
| "B," pockets, 25 lbs. | 3 40 |
| "B," pockets 12 1/2 lbs. | 3 50 |
| "C.C.," bags 50, 100 and 250 lbs. | 3 30 |
| "C.C.," pockets 25 lbs. | 3 30 |
| "C.C.," pockets 12 1/2 lbs. | 3 40 |
| India bright | 3 45 |
| Lustre | 3 55 |
| Fancy Rices— | Per cwt. |
| Polished Patna | 4 40 |
| Pearl Patna | 4 60 |
| Imperial Glace | 4 90 |
| Sparkle | 5 10 |
| Snow, Japan | 5 30 |
| Ice drips, Japan | 5 45 |
| Crystal, Japan | 5 10 |
| Carolina head | 7 10 |
| Imported Patna— | Per lb. |
| Bags, 224 lbs. | 0 05 1/4 0 05 1/2 |
| Half bags, 112 lbs. | 0 05 1/4 0 05 1/2 |
| Quarter bags, 56 lbs. | 0 05 1/4 0 05 1/2 |
| Velvet head Carolina | 0 09 0 10 |
| Sago, brown | 0 04 1/2 0 05 |

NUTS.—The demand has been greater this year than ever before, and stocks are the lowest they have been for years;

THE CANADIAN GROCER

in fact, a famine would not be any great surprise to some of the local dealers, as they claim that they have never before experienced the same demand that has been in evidence on local market this season. Prices in most lines are high, caused by this demand and low stocks. They have, however, remained the same as last week's quotation.

| | |
|--|----------|
| Shelled walnuts, per lb. | 0 34 |
| Shelled almonds, 28 lb. boxes, per lb. | 0 40 |
| Finest filberts | 0 13 |
| Brazils | 0 22 1/2 |
| Pecan | 0 20 |
| Almonds | 0 18 1/2 |
| Walnuts | 0 17 |
| Peanuts | 0 13 |
| Peanuts (G) | 0 09 |

TEAS.—There is the same steady feeling in the market that is in evidence mostly all the time. There are no features to report, with prices remaining the same. Stocks are a little lower than usual.

| | | |
|-------------------------------|----------|----------|
| Japan— | | |
| Choicest | 0 40 | 0 50 |
| Choice | 0 35 | 0 40 |
| Fine | 0 30 | 0 35 |
| Medium | 0 25 | 0 30 |
| Good common | 0 18 | 0 25 |
| Common | 0 15 | 0 18 |
| Yamashiro | 0 75 | 1 00 |
| Ceylon— | | |
| Broken Orange Pekoe | 0 30 | 0 40 |
| Pekoes | 0 20 | 0 22 |
| Pekoe Souchongs | 0 20 | 0 22 |
| Garden grown | 0 75 | 1 00 |
| India— | | |
| Pekoe Souchongs | 0 19 | 0 20 |
| Ceylon Greens— | | |
| Young Hysons | 0 34 | 0 35 |
| Hyson | 0 22 | 0 22 |
| Spanish No. 1 | 0 13 1/2 | 0 13 1/2 |
| Virginia No. 1 | 0 13 1/2 | 0 13 1/2 |
| Gunpowders | 0 19 | 0 35 |
| China Greens— | | |
| Pingsuey gunpowder, low grade | 0 14 | 0 18 |
| Pingsuey gunpowder, pea leaf | 0 20 | 0 30 |
| Pingsuey, gunpowder, pinhead | 0 30 | 0 50 |

COFFEE.—There is no special feature to report on the local market for the week. The demand is quite steady, and seems satisfying to the trade. Coffee is one of the few articles which is in steady demand, as it has no seasons.

| | | |
|------------------|------|------|
| Coffee, Roasted— | | |
| Bogotas | 0 27 | 0 28 |
| Gautemala | 0 26 | 0 28 |
| Jamaica | 0 24 | 0 25 |
| Java | 0 32 | 0 35 |
| Maricaibo | 0 25 | 0 26 |
| Mexican | 0 27 | 0 28 |
| Mocha | 0 30 | 0 32 |
| Rio | 0 22 | 0 20 |
| Santos | 0 22 | 0 23 |
| Chicory, per lb. | 0 10 | 0 12 |

SPICES.—The local market is featureless, and, although a strong, steady demand is always in evidence, the Christmas trade does not affect the market to any extent worth mentioning.

| | | | |
|--|---------|-----------|-----------|
| 5 and 10 lb. 1/4 lb. 1/2 lb. | | | |
| Tins, pkgs., doz. tins, doz. | | | |
| Allspice | 14-17 | 60-0 70 | 70-0 80 |
| Cassia | 22-27 | 72-0 90 | 80-0 90 |
| Cayenne pepper | 23-28 | 72-0 90 | 90-1 15 |
| Cloves | 30-35 | 1 08-0 95 | 1 00 |
| Cream tartar | 27-33 | 1 00 | 1 00 |
| Curry powder | — | — | — |
| Ginger | 22-27 | 65-0 85 | 75-0 85 |
| Mace | 75-1 00 | — | — |
| Nutmegs | 25-30 | 90-0 00 | 1 00-2 50 |
| Peppers, black | 18-20 | 67-0 75 | 80-0 90 |
| Peppers, white | 28-29 | 95-1 10 | 1 10-1 20 |
| Pastry spice | 20-27 | 65-0 95 | 75-1 10 |
| Pickling spice | 14-18 | 65-0 00 | 75-0 00 |
| Turneric | — | — | — |
| Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins. | | | |
| Cardamom seed, per lb., in bulk | 1 80 | 2 25 | |
| Caraway— | | | |
| Canadian, per lb. | — | 0 10 | |
| Imported, per lb. | — | 0 15 | |
| Caraway, per lb. | — | 0 12 | |
| Cinnamon, Ceylon, per lb. | — | 0 50 | |
| Mustard seed, per lb., in bulk | — | 0 10 | |
| Celery seed, per lb., in bulk | — | 0 30 | |
| Shredded cocconut, in pails | — | 0 18 | 0 20 |

ONTARIO MARKETS.

Toronto, Dec. 11.—The last lap of Christmas trade and the looming up of

cartage rates after 1st of January divide interest at this time, and of the two, probably the latter unknown situation excites most attention. Some wholesalers at present do not see yet how they can avoid bearing expense of carting goods to station on all shipments to out-of-town customers. Even if they maintain cartage service of their own at present, big additional expense would be involved. Figuring this out for each load would be an endless task, and few care to contemplate addition of item to end of each invoice: "Cartage, ———."

"Guess it will be another chip taken off the jobbers' profits," remarked one with a professed feeling of resignation.

While business in most lines cannot be called brisk, season on whole appears to be turning out, in the main, satisfactory.

SUGAR.—Decline of 10 cents caused scarcely a ripple on the market, as business now and for a few days past has been rather dull. One broker said that refiners in lowering—a step, by the way, which was unexpected locally—had simply followed raws down and reflected actual condition of market at a time when it made little difference which price ruled. He thought such a move, with prices very low as it was, would have effect of increasing confidence in refiners and cause more buying next time there was a rise.

New crops of raws are coming in fairly freely, and at a time when refiners are independent of supplies. At the same time decline in raw values has been very rapid, and indications are that they are scraping on bottom, as prices for both cane and beet sugars are believed to be now close to cost of production. Future course of market seems dependent on Europe, where 88 per cent. of beet for January shipment is quoted fully 60 cents per cwt. above New York parity on recent sales for 96 test Cubas for January clearance from the Island. It will not be possible to maintain this disparity in prices, and we may look to see values equalized in near future. Such a difference in price, it is expected, will bring European speculators as well as refiners into market for Cubans at around 1.85 to 1.90 f.o.b. Cuba, which will be about equivalent of New York c.i.f. basis.

This, in conjunction with closeness to cost production, is considered one of strongest features in present situation, though it is generally believed that prices will continue on or about present low level for some weeks to come, while new Cuba crop is being rapidly harvested. At last advices there were fourteen central factories in operation, and crop is now making fast.

American refiners, however, are indifferent, as they have ample stocks in

hand for immediate requirements, especially at a time when factories are closing down. Moreover, prevailing low prices deprive operators of any incentive to rush their sugars to market.

| | | |
|---|-------|--------------|
| Extra Granulated Sugars— | | Per 100 lbs. |
| 100 lb. bags | | 4 40 |
| 20 lb. bags | | 4 50 |
| 2 and 5 lb. cartons | | 4 70 |
| Second grade granulated, in 100 lb. bags | | 4 25 |
| Extra Ground Sugars— | | |
| Barrels | | 4 25 |
| 50 lb. boxes | | 5 00 |
| 25 lb. boxes | | 5 20 |
| Powdered Sugars— | | |
| Barrels | | 4 60 |
| 50 lb. boxes | | 4 80 |
| 25 lb. boxes | | 5 00 |
| Paris Lumps— | | |
| 100 lb. boxes | | 5 15 |
| 50 lb. boxes | | 5 25 |
| 25 lb. boxes | | 5 45 |
| Crystal Diamonds— | | |
| Barrels | | 5 20 |
| 100 lb. boxes | | 5 15 |
| 50 lb. boxes | | 5 25 |
| Crystal Dominoes, cartons | | 7 20 |
| Yellow Sugars— | | |
| No. 3 | | 4 25 |
| No. 2 | | 4 15 |
| No. 1 | | 4 05 |
| Barrels granulated and yellow may be had at 5c per cwt. above bag prices. | | |

NUTS.—Market was very firm this week with advances of about one cent in almonds, in shell and shelled, Grenoble walnuts and filberts. Stocks have gone out freely as demand has been well maintained. Whole tendency apart altogether from stiffening natural at Christmas is for higher prices.

| | | |
|-------------------------|----------|----------|
| In shell— | | Per lb. |
| Almonds, Tarragona, new | 0 17 | 0 18 |
| Brazils | 0 21 | 0 22 |
| Chestnuts, peck | 1 75 | 1 90 |
| Filberts, Sicily, new | 0 13 | 0 13 |
| Peanuts, green, per lb. | 0 08 1/2 | 0 10 1/2 |
| Peanuts, roasted | 0 10 | 0 13 |
| Pecans | 0 17 | 0 18 |
| Walnuts, Bordeaux | 0 13 | 0 13 1/2 |
| Walnuts, Cornes, new | 0 14 | 0 15 |
| Walnuts, Grenoble, new | 0 15 | 0 17 |
| Walnuts, Marbots | 0 14 | 0 15 |
| Shelled— | | |
| Almonds | 0 41 | 0 45 |
| Filberts | 0 27 | 0 27 |
| Peanuts | 0 11 | 0 12 |
| Pecans | 0 50 | 0 50 |
| Walnuts | 0 33 | 0 35 |

COFFEES.—Effects of recent failures in Brazil have disappeared, and market is stronger again. Mild grades are quite high, and are being very closely held. New development that is likely to have considerable effect on future supplies is action of Government in planting 24,000,000 trees of "robusta" type in Java and Sumatra. These have been taken from Malabar Coast, but, as in previous experiments in other countries, this brand, known to trade at present as low grade, is expected to improve greatly from nature of new soil. Locally prices are unchanged.

| | | |
|------------------|------|------|
| Coffee, Roasted— | | |
| Bogotas | 0 27 | 0 28 |
| Gautemala | 0 26 | 0 28 |
| Jamaica | 0 24 | 0 25 |
| Java | 0 32 | 0 35 |
| Maricaibo | 0 25 | 0 26 |
| Mexican | 0 27 | 0 28 |
| Mocha | 0 30 | 0 32 |
| Rio | 0 18 | 0 20 |
| Santos | 0 22 | 0 23 |
| Chicory, per lb. | 0 10 | 0 12 |

DRIED FRUITS.—With Christmas business in full swing and quotations generally known, prices tend to remain steady in dried fruits. However, scarcity of peels, due, it is said, to under-estimate of demand, has made prices about 1/2 cent firmer this week. Currants are reported 6d. up in Greece, but this has not had any effect on local prices. Cables report statistical position in

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Greece on currants much better than last year, as there are fewer available, and quantity of good quality is very limited. Prunes are still firm, with supply of large sizes still below demand.

| | | |
|--|----------|----------|
| Apples, evaporated, new, per lb. | 0 09 | 0 09 1/2 |
| Apples, evaporated, old, per lb. | 0 08 | 0 08 |
| Apricots— | | |
| Standard, 25 lb. boxes | 0 15 1/2 | 0 16 1/2 |
| Choice, 25-lb. boxes | 0 18 | 0 18 1/2 |
| Fancy | 0 22 | 0 24 |
| Candied Peels— | | |
| Lemon | 0 10 1/2 | 0 11 1/2 |
| Orange | 0 11 1/2 | 0 12 |
| Citron | 0 16 1/2 | 0 16 1/2 |
| Currants— | | |
| Filigras, per lb. | 0 08 1/2 | 0 08 1/2 |
| Amalas, choicest, per lb. | 0 07 | 0 07 |
| Patras, per lb. | 0 07 1/2 | 0 07 1/2 |
| Vostizas, choice | 0 09 | 0 09 |
| Vostizas, shade dried | 0 10 1/2 | 0 11 |
| Cleaned, 1/2 cent more. | | |
| Dates— | | |
| Faris, choicest, 12-lb. boxes | 0 08 1/2 | 0 08 1/2 |
| Faris, choicest, 60-lb. boxes | 0 08 | 0 08 1/2 |
| Package dates, per bag | 0 07 1/2 | 0 07 1/2 |
| Hallowees | 0 06 1/2 | 0 06 1/2 |
| Figs— | | |
| 3 crown layers | 0 10 | 0 11 |
| 4 crown layers | 0 10 1/2 | 0 11 1/2 |
| 5 crown layers | 0 11 1/2 | 0 12 1/2 |
| 6 crown layers | 0 12 1/2 | 0 13 1/2 |
| 7 crown layers | 0 14 | 0 15 |
| Fine pulled | 0 14 | 0 14 |
| Natural figs, in bags, lb. | 0 05 | 0 07 |
| Comadre figs, in taps, per lb. | 0 04 1/2 | 0 04 1/2 |
| Prunes— | | |
| 30-40s, regons, new crop, 25 lb. boxes | 0 12 | 0 12 1/2 |
| 30-40s, Californias, 25 lb. boxes | 0 15 | 0 16 |
| 40-50s, 25 lb. boxes | 0 12 | 0 12 |
| 50-60s, 25 lb. boxes | 0 11 | 0 11 |
| 60-70s, 50 lb. boxes | 0 10 | 0 10 |
| 70-80s, 50 lb. boxes | 0 09 1/2 | 0 09 1/2 |
| 80-90s, 50 lb. boxes | 0 09 | 0 09 |
| 90-100s, 50 lb. boxes | 0 08 1/2 | 0 08 1/2 |
| 25 lb. boxes 1/4c more. | | |
| Peaches— | | |
| Standard, 50-lb. boxes | 0 08 1/2 | 0 08 1/2 |
| Choice, 50-lb. boxes | 0 09 | 0 09 |
| Choice, 50-lb. boxes | 0 08 1/2 | 0 08 1/2 |
| 25 lb. boxes 1/4c more. | | |
| Raisins— | | |
| Sultana, choice, new | 0 08 | 0 10 |
| Sultana, fancy, new | 0 10 | 0 12 |
| Valencia, new stock | 0 06 1/2 | 0 08 1/2 |
| Seeded, fancy, 1 lb. packets | 0 10 | 0 10 |
| Seeded, choice, 1 lb. packets | 0 09 1/2 | 0 09 1/2 |
| Seeded, choice, 12 oz. | 0 08 | 0 08 |
| Seedless, 16 oz. packets | 0 09 1/2 | 0 10 |
| Seedless, 12 oz. packets | 0 07 1/2 | 0 08 |

HOLLY.—Although out of usual line of groceries, holly is an important item to trade at this season. Dealers report good holly as scarce this season. Frosts in Carolina and Virginia in early season destroyed most of the berries. Prices as result run from 25 to 50 cents higher, about \$4.25 to \$4.50 per case, and quality at that is not as good as last year.

CANNED GOODS.

Toronto, Dec. 11.—Sardine situation shows no improvement so far as quantity is concerned, and stocks all over world are reported very light. Winter catch of Norwegians is now on, but these are regarded usually as record grade. Even at that all orders are being executed subject to confirmation of price and to pack. Summer catch has been almost absolute failure, and no run of better grades can be secured until next July. Same condition prevails in North Sea, and catch of English sprats has been affected. Domestic sardines are in same position, and orders are subject to catch and confirmation of price.

MANITOBA MARKETS.

POINTERS:—
Rio Coffee—Roasted, 1 cent advance.
Evaporated Fruits—Advancing.
Winnipeg, Dec. 11.—Wholesale grocers report an active demand for staples and Christmas specialties. Confidence is

expressed that at close of year inventories will show that business of 1913 has been quite up to that of last year.

Outside of a temporary firmness in coffee and an advance of 1/2 cent per lb. on evaporated peaches and 3/8 cents on evaporated pears, there are no changes announced in prices of staple lines.

The general business situation is considered satisfactory and collections are fair. It must not be forgotten, however, that the crop is now nearly all out, and that the money is in rather free circulation just now, but it is likely to be somewhat scarce in country districts before the next crop comes in. It is satisfactory to note that money is easier, and capital for Western development is likely to be forthcoming without necessity of paying exorbitant prices.

SUGARS.—There is nothing new in the sugar situation. There has been a good demand in conjunction with other holiday trade.

| | |
|---|-------------------|
| Sugar, Eastern— | Per cwt. in bbls. |
| Extra standard granulated | 4 95 |
| Extra ground or icing | 5 65 |
| Powdered | 5 35 |
| Lumps, hard | 5 85 |
| Montreal yellow | 4 85 |
| Sugar, B.C.— | |
| Extra standard granulated | 4 85 |
| Yellow sugar, No. 1 | 4 65 |
| Yellow sugar, No. 2 | 4 40 |
| Yellow sugar, No. 3 | 4 30 |
| Bar sugar | 5 10 |
| Icing sugar | 5 30 |
| Powdered sugar | 5 10 |
| H. I. lumps | 5 80 |
| Sugar packed in 100 lb. sacks 5c per 100 lbs. less. | |

SYRUPS.—Molasses has been in a little better demand during past week. Corn syrup is also selling better. Indications are for higher prices, as corn is firm, and in the opinion of many in the trade is likely to be firmer.

| | |
|--|----------|
| Corn Syrups— | |
| Barrels, per 100 lbs. | 4 25 |
| Cases, 20-lb. tins, 1/2 doz. in case | 2 77 |
| Cases, 10-lb. tins, 1/2 doz. in case | 2 76 |
| Cases, 5-lb. tins, 1/2 doz. in case | 2 88 |
| Cases, 2-lb. tins, 2 doz. in case | 2 48 |
| B. C. Cane Syrups— | |
| 2 lb. tins, 2 doz. to case, per case | 2 85 |
| 5 lb. tins, 1 doz. to case, per case | 3 20 |
| 10 lb. tins, 1/2 doz. to case, per case | 3 00 |
| (These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.) | |
| Molasses— | Per gal. |
| Barbadoes | 0 45 |
| New Orleans | 0 33 |
| Maple Syrups— | Per case |
| Imperial quarts, case 2 doz. | 5 20 |
| Imperial 1/2 gals., 1 doz. | 4 75 |

DRIED FRUITS.—There has been a very active trade in dried fruits, with plenty of sorting trade going on. Prices on all lines are steady.

| | |
|----------------------------|----------|
| Apricots— | Per lb. |
| Extra choice | 0 15 1/2 |
| Choice | 0 15 |
| Standard | 0 17 |
| Slab | 0 15 |
| Currants— | |
| Dry clean | 0 07 1/2 |
| Washed | 0 07 1/2 |
| 1 lb. package | 0 08 1/2 |
| 2 lb. package | 0 17 1/2 |
| Figs, Cooking— | |
| Choice, boxes | 0 05 1/2 |
| Half boxes | 0 05 1/2 |
| Half bags | 0 05 1/2 |
| Nectarines | 0 11 |
| Prunes, in 25-lb. boxes— | |
| 90 to 100 | 0 08 |
| 80 to 90 | 0 08 1/2 |
| 70 to 80 | 0 09 |
| 60 to 70 | 0 09 1/2 |
| 50 to 60 | 0 10 1/2 |
| 40 to 50 | 0 12 |
| Raisins, Valentias— | |
| Fancy, stalk, 25s. per box | 2 20 |
| 4 crown layers, 25s. box | 2 40 |
| 4 crown layers, 14s. box | 1 25 |
| 4 crown layers, 7s. box | 0 65 |
| Raisins, Sultanas— | |
| California | 0 12 |
| Smyrnas | 0 10 |

| | |
|-----------------------------|----------|
| Raisins, Muscatels— | |
| 3 crown, loose, 50s | 0 07 1/2 |
| 3 crown, loose, 25s | 0 08 1/2 |
| Choice seeded, package | 0 09 |
| Extra fancy seeded, package | 0 10 |

TEAS AND COFFEES.—Coffee generally is weaker, but all depends upon the growing crop in Brazil. Roasted Rio is up 1 cent per lb.

| | |
|--------------------------|----------|
| Coffee— | Per lb. |
| Rio, No. 5, green | 0 14 |
| Rio, roasted | 0 18 |
| Santos, green | 0 16 |
| Santos, roasted | 0 21 |
| Chicoiry, per lb. | 0 11 1/2 |
| Teas— | |
| China, blacks, choice | 0 25 |
| India and Ceylon, choice | 0 32 |
| Japans, choice | 0 35 |

BEANS.—Continued mild weather and consequent delay of work in the woods has been unfavorable to much activity in beans. Prices are steady.

| | |
|---------------------------|------|
| Beans— | |
| Austrian, hand picked | 2 65 |
| 3 lb. picker | 2 25 |
| Peas— | |
| Split peas, sack, 96 lbs. | 3 85 |
| Whole peas, bushel | 2 75 |
| Barley— | |
| Pot, per sack 96 lbs. | 3 45 |
| Pearl, per sack 96 lbs. | 4 75 |

NUTS.—There is a good holiday demand for nuts of all kinds, and new season's stuff is now mostly on the market. Prices on all lines are firm.

| | |
|--------------------------|----------|
| In shell— | Per lb. |
| Almonds, Tarragona | 0 15 1/2 |
| Brazils | 0 22 |
| Filberts, Sicily | 0 12 1/2 |
| Peanuts, Jumbos, roasted | 0 14 |
| Peanuts, choice, roasted | 0 11 |
| Pecans | 0 22 |
| Walnuts, Grenoble | 0 16 |
| Walnuts, Marbot | 0 13 1/2 |
| Shelled— | |
| Almonds | 0 41 |
| Walnuts | 0 33 |
| Chestnuts, per lb. | 0 20 |

WINNIPEG.

FISH.—There is a good demand for all the lines of fish on the market here. Western poultry is fairly plentiful. Prices steady.

| | |
|-------------------------|----------|
| Fish— | |
| Codfish | 0 10 |
| Halibut | 0 12 |
| Pickarel | 0 08 |
| Salmon | 0 14 |
| Trout | 0 12 1/2 |
| Whitefish | 0 08 1/2 |
| Oysters— | |
| Imperial gallon | 2 85 |
| Large tins, 4 1-6 gals. | 10 50 |
| Cured— | |
| Kipper herring, box | 1 75 |
| Holland herrings, keg | 0 65 |
| Salt mackerel, kits | 2 75 |
| Poultry (live)— | |
| Chickens, per lb. | 0 12 |
| Turkeys | 0 14 |
| Geese | 0 16 |
| Ducks | 0 10 |
| Poultry (dressed)— | |
| Fowl, per lb. | 0 13 |
| Chickens, per lb. | 0 16 |
| Turkeys, per lb. | 0 20 |
| Ducks, per lb. | 0 13 |
| Geese, per lb. | 0 14 |

PRODUCE AND PROVISIONS.—

Prices on hams and bacon are down. Lard is also quoted at a reduction, and mess pork at \$1.00 per barrel cheaper. Prices on butter are steady, and eggs are firm, but unchanged. It is not likely that reductions in the provision market will hold for long.

| | |
|---------------------------|----------|
| Cured Meats— | |
| Hams, per lb. | 0 15 1/2 |
| Shoulders, per lb. | 0 14 |
| Bacon, per lb. | 0 19 |
| Long clear, D.S., per lb. | 0 13 |
| Mess pork, bbl. | 27 00 |
| Lard— | |
| Tierces, per lb. | 0 13 |
| 50 lb. tubs | 6 57 |
| 20 lb. pails | 2 78 |
| 3 lb. tins, cases | 8 40 |
| 5 lb. tins, cases | 8 32 |
| Butter— | |
| Creamery, per lb. | 0 30 |
| Dairy, per lb. | 0 24 |
| Cheese— | |
| Ontario, large, per lb. | 0 15 1/2 |
| Ontario, twins, per lb. | 0 15 1/2 |
| Eggs— | |
| Good eggs | 0 30 |
| Fresh gathered | 0 35 |

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SASKATCHEWAN MARKETS.

By Wire.

Regina, Dec. 11.—Mild weather continues throughout the West. Business is good, and Christmas trade opening brisk. The poultry market easier, with geese at 19c, chickens 23c, and fowl 17c per lb.

| Produce and Provisions— | | |
|--|----------|----------|
| Bacon, breakfast, per lb. | 0 21 | 0 22 |
| Butter, creamery, per lb. | 0 30 | 0 33 |
| Cheese, per lb. | 0 16 | 0 15 1/2 |
| Eggs, per doz. | 0 34 | 0 34 |
| Lard, 5's, per case | 8 55 | 8 55 |
| Lard, 5's, per case | 8 45 | 8 45 |
| Lard, 10's, per case | 8 35 | 8 35 |
| Lard, 20's, each | 2 70 | 2 70 |
| Flour and Cereals— | | |
| Cornmeal, 24s, 57 1/2c; 28s, \$1.20-\$1.25; | | |
| 10-10s, \$2.55-\$2.75; 49s, \$1.35; 98s | 2 44 | 2 44 |
| Flour, 24s, \$2.55-\$3; 49s, \$2.40-\$2.55; 98s | 2 75 | 2 90 |
| Rolled oats, 10-8s, \$2.35-\$2.36; 20s, \$2.66; 40s, 99c-\$1.00; 90s | 2 05 | 2 10 |
| Dried Fruits— | | |
| Apricots, choice | 0 19 | 0 19 |
| Coffee, whole, roasted, Rio | 0 19 | 0 19 |
| Currants, gulf cleaned | 0 08 1/2 | 0 08 1/2 |
| Figs, natural 6's | 0 06 | 0 06 |
| Evaporated apples, per lb. | 0 09 | 0 09 |
| Dried peaches, 25s | 0 09 1/2 | 0 09 1/2 |
| Dried peaches, choice, 25s | 0 09 1/2 | 0 09 1/2 |
| Prunes, 70-80, 25s | 0 08 1/2 | 0 08 1/2 |
| Raisins, muscatels, 50s | 0 08 1/2 | 0 08 1/2 |
| Raisins, muscatels, 25s | 0 08 1/2 | 0 08 1/2 |
| Raisins, Valencia, select, 28s | 2 35 | 2 65 |
| Raisins, seeded, choice | 0 07 1/2 | 0 09 1/2 |
| Green Fruits and Vegetables— | | |
| Apples, Wash., box | 2 00 | 2 50 |
| Apples, B.C., box | 2 25 | 2 50 |
| Cranberries, bbl. | 11 00 | 11 00 |
| Grape fruit, Florida | 6 50 | 7 50 |
| Lemons, Messina | 9 00 | 9 00 |
| Lemons, California | 11 00 | 11 00 |
| Oranges, navel | 4 50 | 5 50 |
| Onions, Val. | 3 85 | 4 00 |
| Nuts— | | |
| Almonds, whole | 0 17 1/2 | 0 18 1/2 |
| Brazil | 0 15 | 0 21 |
| Pilberts | 0 14 | 0 14 1/2 |
| Walnuts | 0 15 1/2 | 0 15 1/2 |
| General— | | |
| Potatoes, per bushel | 0 07 | 0 07 |
| Beans, Ontario, per bushel | 2 00 | 2 50 |
| Beans, Hungarian, per bushel | 2 45 | 2 55 |
| Rice, per cwt. | 4 35 | 4 40 |
| Sugar, standard, gran., per cwt. | 8 27 | 8 27 |
| Sugar, yellow, per cwt. | 8 27 | 8 27 |
| Canned Goods— | | |
| Apples, gals., case, \$1.61-\$1.91, doz. | 3 82 | 3 82 |
| Corn, standard, per 2 dozen | 2 21 | 2 21 |
| Peas, standard, per 2 dozen | 2 00 | 2 05 |
| Plums, Lombard | 2 10 | 2 21 |
| Peaches | 2 91 | 2 91 |
| Strawberries and raspberries | 4 20 | 4 20 |
| Tomatoes, standard, per dozen | 2 55 | 2 55 |
| Salmon, Sockeye, 4 doz. case, 1s. | 7 35 | 7 60 |
| Sockeye, 1/2s | 9 80 | 9 80 |
| Red springs, 1s | 6 70 | 6 70 |
| Cohoos, 1's, \$5.50; hump back 1's. | 3 60 | 3 60 |

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Dec. 11.—Business is still bright, with sales encouraging. Collections are fair, up to average of the past three years. November was a particularly heavy selling month. Feature of markets this week was drop of 10 cents in sugar of all grades, following weakness in raw sugar market. Dealers expect no change in flour till after New Year, then higher. Corn and oats are firmer. Some expect a possible advance in cornmeal and rolled oats. Provision market is strong. Supplies of pork are fairly scarce. Lard is a little easier. Eggs are very scarce. Butter is slightly higher.

| Produce and Provisions— | | |
|--------------------------------|----------|----------|
| Bacon, breakfast, per lb. | 0 20 | 0 22 |
| Bacon, roll, per lb. | 0 17 | 0 19 |
| Beef, barrel | 23 75 | 25 00 |
| Pork, American clear, per bbl. | 27 00 | 28 00 |
| Pork, American, mess, per bbl. | 29 00 | 29 00 |
| Butter, dairy, per lb. | 0 25 | 0 25 |
| Butter, creamery, per lb. | 0 25 | 0 31 |
| Cheese, new, per lb. | 0 15 1/2 | 0 15 1/2 |
| Eggs, in case, 30c; henery | 0 45 | 0 55 |
| Lard, compound, per lb. | 0 11 1/2 | 0 11 1/2 |
| Lard, pure, per lb. | 0 15 1/2 | 0 15 1/2 |
| Flour and Cereals— | | |
| Buckwheat, W., grey, per bag | 3 25 | 3 50 |
| Cornmeal, gran. | 5 50 | 5 50 |
| Cornmeal, ordinary, bags | 1 75 | 1 75 |
| Flour, Manitoba, per bbl. | 6 25 | 6 25 |
| Flour, Ontario, per bbl. | 5 25 | 5 25 |

| Rolled oats, per bbl. | 5 40 | 5 40 |
|------------------------------|----------|----------|
| Oatmeal, standard, per bbl. | 5 95 | 5 95 |
| Fresh Fruits and Vegetables— | | |
| Lemons, Messina, box | 3 80 | 4 00 |
| Potatoes, barrel | 1 40 | 1 80 |
| Sugar— | | |
| Standard granulated | 4 50 | 4 50 |
| United Empire | 4 40 | 4 40 |
| Bright yellow | 4 20 | 4 20 |
| No. 1 yellow | 4 00 | 4 00 |
| Paris lumps | 5 65 | 5 65 |
| Molasses, Barbados, fancy | 0 38 | 0 38 |
| Currants, 1s, per lb. | 0 08 | 0 08 1/2 |
| Raisins, California, seeded | 0 09 1/2 | 0 10 1/2 |
| Rice, per cwt. | 3 60 | 3 70 |
| Beans— | | |
| Canadian white | 2 30 | 2 35 |
| Yellow eye | 3 50 | 3 55 |
| Canned Salmon— | | |
| Pinks | 4 00 | 4 25 |
| Cohoos | 6 00 | 6 25 |
| Red spring | 7 35 | 9 00 |

ANALYSIS OF MILK POWDER.

In a recent Inland Revenue Bulletin, Chief Analyst A. McGill deals with analysis of a number of milk powder samples. In 1910 he defined milk powder as the soluble powder product made from milk, and contains, unless otherwise specified, not less than 95 per cent. solids and not less than 26 per cent. of milk fat.

All samples obtained by our inspectors appear to be the products of one manufacturer, and to be sold under two brand names, the first being a whole milk product, the second a skimmed milk. A single sample sold as modified milk powder presents as intermediate product the result of drying a partly skimmed milk.

Ten samples sold and guaranteed as whole milk powders average 26.76 per cent. of fat, and vary among themselves as follows:—28.10, 27.61, 27.63, 27.48, 27.36, 27.23, 26.84, 26.61, 25.66, 23.22. With the exception of the last two samples they meet the requirements of the standard and the deficiency in the ninth samples is less than one-half of 1 per cent.

One sample only falls more than 1 per cent. below the standard (deficiency, 2.78 per cent.) and was evidently manufactured from a milk of inferior quality.

The skimmed milk powder appears to be a very uniform quality, and is true to the claims made for it.

WILL GROCER GET BLAMED FOR THIS?

According to reports from Waukegan, Ill., seven preachers have resigned their pastorates there since May 1, giving as their reason the high cost of living.

One has become a travelling salesman, another has gone to an Eastern church where the salary is larger, a third has taken an executive position in the business society of his church, a fourth is an instructor in a Western college, a fifth is manager of a charitable institution, another has gone into the newspaper business, and the seventh has become a real estate agent.

The pastor of another church who re-

signed recently, asserting he could not live upon his stipend, announced he was going to run a country newspaper. Will the grocer be blamed for putting these men out of business?

CUSTOMERS CHOOSE FROM LIVE BIRDS.

Frank H. Taylor, a Niagara Falls, Ont. grocer, always sells large numbers of turkeys, geese, ducks, etc., every December. His method is to show in one of his large windows the live fowl. The customer then has the privilege of selecting the bird she desires when it is killed, plucked and dressed before being delivered. This window full of live fowl keeps up a continual interest in the Taylor store and it is seldom that there is not a crowd around.

The window is enclosed at the rear, has a zinc floor which is easily washed and which is covered with sawdust while the birds are in it.

Mr. Taylor does a large trade in game as well as in domestic fowl. Whenever opportunity affords itself he shows live rabbits, raccoons, foxes, etc., and one time when a circus visited the Falls he secured the loan of one of the bears for the window.

PLAIN HIGH COST OF LIVING REASONS.

When the editor of a Missouri newspaper was asked for the reasons for the high cost of living, he wrote the following:—

"A gentleman requested that we publish the cause of the high cost of living. Our views in a condensed form are that we've let a lot of timber go to waste and are now buying wire fences and lumber from foreign countries; we throw away our grease and ashes and buy our soap; we raise too many dogs and buy too many hogs; we raise too many weeds and buy too many vegetables; we catch a 5-cent fish with a \$4 rod; we build a schoolhouse and send our children off to be educated; we send our boys out with a \$40 gun and a \$10 dog to hunt 5-cent rabbits and 10-cent birds, and lastly we mortgage our homes to buy four-priced automobiles that we don't know how to operate or keep up. It is the cost of 'high living,' and not the high cost of living, that ails this country."

SITUATION WANTED

A YOUNG MAN, WITH THOROUGH GROCERY experience in the East and West, seeks position as manager or head clerk in a "Good Store." Or would consider a good line on the road. Can furnish best of references. Apply Box 2A, c/o Canadian Grocer.

FLOUR and CEREALS

Flour Markets Dull, Both Local and Export

Millers Continue to Blame High Freight Rates for Small Exports
—Little Ontario Wheat Being Milled—Mill Feeds Firmer.

MONTREAL.

FLOUR.—There is little or no change in local market conditions, as it appears that the same business is in evidence this week as was mentioned in our last report. The volume of "small" business is good; in fact, one dealer said that it passes all records for twenty years and more. Orders being received are simply to fill actual wants, but they seem to be all the millers have to depend on now, as most large buyers appear to have stocked up and are not making any enquiries.

| | Small lots, in bags, per bbl. | Car lots. | Small lots. |
|--|-------------------------------|-----------|-------------|
| Manitoba Wheat Flour— | | | |
| First patents | 5 40 | | |
| Second patents | 4 90 | | |
| Strong bakers' | 4 70 | | |
| Flour in cotton sacks, 10 cents per barrel more. | | | |
| Winter Wheat Flour— | | | |
| Fancy patents | 4 60 | 5 00 | |
| 90 per cent. | 4 30 | 4 50 | |
| Straight roller | 4 10 | 4 30 | |
| Blended flour | 4 60 | 4 80 | |

CEREALS.—This market is much the same as last week, with a good demand ruling for rolled oats, especially in the package goods, as the buyers seem to be stocked up pretty well with bulk goods. Prices remain the same with a seasonable demand.

| | Per 98-lb. sack |
|--|-----------------|
| Cornmeal— | |
| Kiln dried | 2 40 |
| Softer grades | 2 05 |
| Rolling Oats— | 90s, in jute. |
| Small lots | 2 22½ |
| 25 bags or more | 2 12½ |
| Rolling oats in cotton sacks, 5 cents more. | |
| Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute. | |
| Rolling wheat— | 100-lb. bbls. |
| Small lots | 2 85 |
| Hominy, per 98-lb. sack | 2 40 2 75 |

MILL FEEDS.—Colder weather has brightened up the market to some extent, although it is not yet what it was at this time last year. Enquiries have been received from local and out-of-town buyers, as well as from across the frontier, and sales of some round lots have been reported.

| | Car lots, per ton |
|--------------------|-------------------|
| Mill Feeds— | |
| Bran | 21 00 |
| Shorts | 23 00 |
| Middlings | 26 00 |
| Wheat moulée | 27 00 |
| Feed flour | 34 00 |

TORONTO.

FLOUR.—No improvement can be recorded in flour market. Bakers and grocers continue to order for temporary needs only still holding to idea of a reduction in spite of steady firming of wheat market. Although decline looked certain four or five weeks ago when wheat was sagging chances are rather of movement in opposite direction now, with wheat fully recovered from its tendency

to drop. Export offers usually are below Canadian market and millers, large and small, continue to blame steamship rates as favoring wheat export and milling abroad rather than in Canada. Amount of Ontario wheat being ground is still very small as farmers are holding for an advance, but there is more than enough for sluggish demand. In world's markets wheat fluctuates slightly on changing Argentina and other reports but shows no decided tendency either way. Quoted prices remain unchanged.

| | Small lots, per bbl. | Car lots, per bbl. |
|---|----------------------|--------------------|
| Manitoba Wheat Flour— | | |
| First patent | 5 30 | 5 00 |
| Second patent | 4 70 | 4 50 |
| Strong bakers' | 4 50 | 4 30 |
| Flour in cotton sacks, 10c per bbl. more. | | |
| Winter Wheat Flour— | | |
| Fancy patents | 4 70-4 90 | 4 40 |
| 90 per cent. | 4 50 | 4 00 |
| Straight roller | 4 40 | 3 90 |
| Blended flour | 4 80 | 4 35 |

CEREALS.—Cornmeal prices have not been advanced in spite of rise by New York millers. Business is fair, but still good in rolled oats. Buckwheat and graham flour continue very firm, but no change in prices has been made this week.

| | |
|-------------------------------------|------|
| Barley, pearl, 98 lbs. | 4 50 |
| Barley, Dutch pearl, 98 lbs. | 4 50 |
| Barley, pot, 98 lbs. | 3 00 |
| Buckwheat flour, 98 lbs. | 4 25 |
| Buckwheat grits, 98 lbs. | 4 50 |
| Corn flour, 98 lbs. | 3 00 |
| Cornmeal, yellow, 98 lbs. | 2 35 |
| Graham flour, 98 lbs. | 2 60 |
| Hominy, granulated, 98 lbs. | 2 90 |
| Hominy, pearl, 98 lbs. | 2 90 |
| Oatmeal, standard, 98 lbs. | 2 47 |
| Oatmeal, granulated, 98 lbs. | 2 47 |
| Peas, Canadian, boiling, bush. | 2 25 |
| Peas, Chili, boiling, per lb. | 0 06 |
| Peas, split, 98 lbs. | 3 65 |
| Rolling oats, 90 lb. bags | 2 25 |
| Rolling wheat, 100 lb. bags | 2 85 |
| Rye flour, 98 lbs. | 3 00 |
| Wheatlets, 98 lbs. | 2 95 |
| Whole wheat flour, 98 lbs. | 2 55 |

MILL FEEDS.—Demand improves slowly with weather driving cattle from fields, but price-cutting keeps up to certain extent. If anything, shorts are easier this week and some are quoting below \$23.

| | Car lots, per ton. |
|---------------------------|--------------------|
| Mill Feeds— | |
| Bran | 21 00 21 50 |
| Shorts | 23 00 23 50 |
| Middlings | 25 00 26 00 |
| Wheat moulée | 27 00 |
| Feed flour, per bag | 1 60 |

WINNIPEG.

FLOUR AND CEREALS.—Millers here report an excellent domestic demand for flour and mill feeds. There is some improvement in export enquiry.

| | Per bbl. |
|-------------------------------|----------|
| Flour, Manitoba Wheat— | |
| Best patents | 5 30 |
| Second patents | 4 60 |
| First clear | 4 50 |
| Low grade | 3 10 |
| Jute bags, 10 cents less. | |
| Cornmeal, 90s | 1 95 |

| | |
|-----------------------------------|------|
| Rolling oats, 80s | 1 80 |
| Oatmeal, granulated, 98s | 2 30 |
| Wheat granules, bale, 15-60 | 3 25 |

CALIFORNIA TUNA.

Fish Caught in Launches When Preying Upon the Little Sardines.

The entry of the California tuna fish into the Canadian market in the form of tins like salmon, suggests an interesting story of the capture and preparation of this fish. It is not the well-known "leaping tuna" but a more demure relative. The former, when impaled on a hook, will fight the sportsman for hours, the latter, the Albacore, as it is called, is a much tamer little fellow to handle. San-Pedro, or Los Angeles harbor, has a fleet of gasoline launches, whose only business is to catch this fish. Long before daylight they are chugging down past the two-mile breakwater, to scatter east and west in search of a "school" of tuna. This is indicated by a great churning of the water, where the tuna are busy preying on the tiny sardines. The fishermen at once ride in among them and begin to throw overboard—handfuls of sardines from barrels. In a few minutes the tuna become so excited that they leap from the water within a few feet of the boat. Then heavy lines are baited with sardines, and as they hit the water the fish rise to them and are hauled in without trouble.

Often the boats are loaded to the gunwale in a few hours. Sometimes a "bone jig" hook is fastened to a line and the fisherman spends a day trolling, the lines running from outriggers at each side of the boat, a favorite occupation of the Japanese. Some days the launches are compelled to go as far as 75 miles to discover a school.

As the fish are caught they are hung up by the tails for hours so that every drop of blood may drain out. Then they are placed on wire trays and stacked into the rolling racks ready for the cookers, steam tight chests holding a ton of fish. After being taken out and cooled women remove the skin and bones, leaving the fish in large chunks of white meat which is cut up and canned in salad oil. Once more they are steamed, to cook fish and oil together, and a vent is made to allow the extra steam to escape. Finally they are soldered up, cleaned and labeled.

FRUIT & VEGETABLES

Navels 50 Cents Lower Than Last Christmas

Quality Said to be Better Than Ever Before at Early Period —
Lemons Easier in Toronto—Valencia Oranges Arrive in Montreal
—Potatoes Decline 5 to 10 Cents.

MONTREAL.

GREEN FRUITS.—Market this week has been normal for this time of year with only a quiet business doing. Demand for Christmas supplies has not yet made much difference but most firms are preparing their Christmas price lists for distribution this week. Very few changes have taken place since last week although following list will show one or two additional items. Valencia oranges have been received and are quoted at \$4.25 for 420 size while 714 size are quoted at \$5.50. Quite a demand has been created for cranberries in boxes with the result that they are now being quoted at \$3.00. California pineapples are quoted at \$4.50 for crate of 24 to 30. Nova Scotia apples are still rather scarce in this market.

| | |
|--|------|
| Apples— | |
| Baldwins, Greenings and Russets, No. 1's | 5 50 |
| Baldwins, Greenings and Russets, No. 2's | 4 25 |
| Mackintosh Reds | 7 00 |
| In boxes | 3 00 |
| Mackintosh, No. 2 | 6 00 |
| King | 5 00 |
| No. 2s, all grades, 75¢ less than No. 1s. | |
| Fameuse, bbl. | 7 00 |
| Spies, No. 1 | 6 50 |
| Spies, No. 2 | 4 50 |
| Bananas, crate | 2 00 |
| Cranberries, bbl. | 8 50 |
| Cranberries, box | 3 00 |
| Almeria grapes— | |
| Extra fancy heavyweights | 7 00 |
| Fancy, heavyweights | 6 00 |
| Medium quality, for immediate use | 5 50 |
| Grapes, Emperor, 4 bkt. crate | 3 00 |
| Grapefruit, Jamaica, case | 4 50 |
| Lemons— | |
| Extra fancy, 300 size | 4 75 |
| Fancy, 300 size | 4 25 |
| Oranges— | |
| Valencias— | |
| 420 size | 4 25 |
| 714 size | 5 50 |
| Floridas, 150-176-200-216-250 | 3 50 |
| Mexicans, 126-150-176-200-216-250 | 2 50 |
| California navels, 126-150-176-200-216-250 | 3 50 |

VEGETABLES. — Business in evidence on local market is simply sufficient to fill actual wants. It is featureless other than a few changes in prices. California wax beans have been received and are quoted at \$6.50 per crate while string beans are quoted at \$7.00. Brussels sprouts sell at 25 to 30 per quart. Potatoes have dropped to 90 cents per bag, while turnips have also taken a drop of 25 cents and are now quoted at \$1.00. Red danver onions have been reduced \$1.00 per bag of 75 pounds. Cucumbers are now quoted from \$1.75 to \$2.25 per dozen, while hot house tomatoes have been reduced to twenty cents per pound.

| | | |
|--------------------------------|------|------|
| Cabbage, per doz. | 0 25 | 0 80 |
| California celery, crate | 6 50 | |
| Cucumbers, Boston, doz. | 1 75 | 2 25 |
| Egg plant, crate, 2 doz. | 5 00 | |
| Garlic, per lb. | 0 10 | |

| | | |
|--|------|------|
| Onions— | | |
| Spanish, per case | 3 00 | |
| Spanish, half case | 1 75 | |
| Red Danvers, 75-lb. bag | 2 50 | |
| Peppers, green, 11-qt. bkt. | 1 00 | |
| Peppers, red, 11-qt. bkt. | 1 50 | |
| Potatoes— | | |
| Green Mountains and Quebecs, bag. | 0 90 | |
| Potatoes, sweet, per bbl. | 4 25 | |
| Potatoes, sweet, Jersey, hpr. | 1 25 | |
| Turnips, Quebec, bag | 1 00 | |
| Tomatoes, hothouse, per lb. | 0 20 | |
| California wax beans, crate | 6 50 | |
| California string beans, crate | 7 00 | |
| Brussels sprouts, quart | 0 25 | 0 30 |

TORONTO.

GREEN FRUITS.—California navels are arriving in larger quantities and most shipments in better shape than has ever been known and business is brisk, many carloads arriving in city daily. A few lots of navels were reported damaged by warm weather but in color and flavor they are beyond average by far. Greater stringency in demanding color on part of state authorities has resulted in fruit leaving in better shape. But with improved quality has come at same time lower price, owing to larger shipments compared with one year ago. Quotations are \$3.00 to \$3.25 compared with \$3.50 to \$3.75 one year ago, a difference which is expected to help Christmas trade materially. Low price of navels has forced Floridas down below \$3.00, and Mexicans are selling at \$2.25 and \$2.35 per case.

Lemons with good supplies are down 25 to 50 cents, and pineapples are also lower. Both naturally suffer, with bananas, at this season, when in competition with oranges.

| | | |
|---|------|------|
| Spies, hand picked, barrel | 4 00 | 5 00 |
| Other varieties, winter apples, No. 1s. | 3 00 | 4 00 |
| Other varieties, winter apples, No. 2's. | 2 50 | 3 00 |

IMPORTED.

| | | |
|---|------|-------|
| Apples, Jonathans, case, fancy, \$2.50; | | |
| extra | 2 75 | |
| Bananas, per bunch | 1 65 | |
| Cranberries, early blacks, box, \$3.25; bbl. | 9 00 | |
| Cranberries, long keepers, box \$3.75, bbl. | 9 75 | 10 50 |
| Grapefruit, Jamaica, case | 4 00 | 4 25 |
| Grapefruit, Florida, case | 4 50 | 5 25 |
| Grapes, Almerias | 6 00 | 7 30 |
| Grapes, Emperors, choice, case | 2 75 | |
| Grapes, hot house, lb. | 75 | |
| Oranges— | | |
| California navels, 126's-216's | 3 25 | |
| California navels, 216's-250's | 3 00 | |
| Floridas, 126's-200's | 3 00 | |
| Floridas, 200's-216's-250's | 2 75 | |
| Jamaicas, 200's-216's | 2 65 | 2 75 |
| Mexicans | 2 25 | 2 35 |
| Limes, box of 100 | 0 75 | 1 00 |
| Lemons, Messina, 300's, new | 3 50 | 4 00 |
| Pineapples, Florida | 3 50 | 4 00 |
| Pomegranates, doz. | 0 75 | 0 80 |

VEGETABLES.—Potatoes, not being among those articles that are specially sought after at this festive period, and as retailers are pushing fruit, nuts, etc., in preference, have dropped about 5 cents a bag this week, Delawares being as low as 85 to 90 cents per bag by car load, and \$1.00 to \$1.05 by small lots,

although some wholesalers are getting \$1.10 for finest quality. Prices are likely to continue where they are until early in New Year. Where they will go then no one ventures to prophesy. Sweet potatoes took a tumble from \$1.25 to 90-\$1.00. Kiln dried will arrive in a few days and will be quoted about \$1.25. Beets are rather higher, selling up to \$1.00, but carrots are easier.

| | | |
|------------------------------------|------|------|
| Beets, Canadian, per bag | 0 85 | 1 00 |
| Brussels sprouts, quart | 1 25 | 0 20 |
| Cabbage, case | 1 50 | |
| Carrots, Canadian, bag | 0 75 | 0 85 |
| Cauliflower, dozen, large | 1 50 | 1 75 |
| Celery, domestic, doz. | 0 30 | 0 50 |
| Squash, bbl. | 1 50 | |
| Parsnips | 1 00 | 1 10 |
| Potatoes, New Brunswick, bag. | 1 00 | 1 05 |
| Sweet potatoes, hamper | 0 90 | 1 00 |
| Mushrooms, per lb. | 0 75 | |
| Onions— | | |
| Spanish, crate | 3 00 | 3 25 |
| Large cooking, bag | 2 00 | |
| Tomatoes, hothouse, lb. | 0 25 | |
| Turnips, bag | 0 50 | 0 60 |

WINNIPEG.

GREEN FRUITS AND VEGETABLES.—Potatoes are up in price 5 cents per bushel. Navel oranges are lower, 50c to 75c per case. Ontario apples and grape fruit are firm, and slated to go higher. There is a better demand and more active trade since last report.

| | | |
|--------------------------------------|-------|------|
| Florida grape fruit, case | 5 00 | 6 00 |
| Apples, box | 2 50 | 3 25 |
| Apples, Ontario, bbl. | 5 00 | 6 00 |
| Cranberries, Cape Cod, bbl. | 11 00 | |
| Potatoes— | | |
| Farmers' loads, per bushel | 0 65 | |
| Car lots | 0 60 | |
| Emperor grapes | 3 25 | |
| Malaga grapes, kegs | 6 50 | 8 00 |
| Cocoanuts, dozen | 1 25 | |
| Washington pears, crate | 3 25 | |
| Bananas, per bunch | 2 50 | 3 50 |
| California lemons, crate | 11 00 | |
| Messina lemons | 7 00 | |
| Evaporated cranberries | 3 50 | |
| Imported honey, box | 1 25 | |
| Valencia onions, 140-lb. crate | 3 75 | |
| Navel oranges, case | 4 25 | 4 50 |
| Japanese oranges, case | 0 85 | |

How He Lost \$1,500

A country shipper in an Ontario town had a doleful look as he passed by a carload of eggs at his home station.

"What's the matter?" asked a city friend who was with him.

"Do you see that car? Well that represents the last of my storage stock, and the worst of it is, the order was given weeks ago. Do you know what that means to me—compared with what I would get now?—Just \$1,500 net loss. Why didn't I have sense enough to hold them?"

PRODUCE & PROVISIONS

Importation of Chicago Eggs Checks Advance

Carloads Being Brought in to Supplement Vanishing Supplies—
Fresh Creamery Butter Advances One Cent in Toronto—Poultry
Believed to Have Reached Lowest Point.

After advancing regularly for five or six weeks, eggs were stationary this week, for a new condition had entered into the situation. Forced, it is said, by some by a boycott, storage eggs in Chicago dropped a few days ago to 27-27½ cents, and at once Canadian storage men, where stocks were depleted entirely or were almost cleaned out, took advantage by ordering extensively carload after carload. Allowing 3 cents for duty and half a cent for freight, the eggs could be brought to Toronto for about 31 cents. As storage "straights" were selling at 34 cents, this left a margin of 3 cents for shrinkage and profit, and under the circumstances the hard-pressed provision men were content. Entry of large supplies in this manner checked any further increase in storage prices. This will be the result, it is expected, so long as eggs remain down at 27 cents in Chicago. Any increase will mean a rise in Canadian storage; and a drop there means a corresponding decline over here.

Fresh laid may be said to be stationary also this week, partly owing to fact that public are declining to go any higher, and partly because pullets eggs are coming in a little more freely; not sufficient to cover even small percentage of demand, but enough to ease situation somewhat. Mild weather will mean an increase in this supply.

MONTREAL.

PROVISIONS.—The market is quiet here, with only an everyday demand passing, but this is quite seasonable. A fair demand is in evidence for medium weight hams and breakfast bacon. Lard is in good demand, especially small packages. Live hogs are quoted same as last week, while abattoir fresh killed have dropped 50 cents, and are quoted to-day at \$13.50 per cwt. Country dressed hogs sell \$1.00 cheaper, or \$12.50 per cwt.

| | | |
|---------------------|-------|---------|
| Hams— | | Per lb. |
| Light, per lb. | 0 19 | |
| Medium, per lb. | 0 18½ | |
| Large, per lb. | 0 18 | |
| Bacon— | | |
| Plain, bone in | 0 23½ | |
| Boneless | 0 25 | |
| Peameal | 0 25 | |
| Bacon— | | |
| Breakfast | 0 20 | 0 21 |
| Roll | | 0 17 |
| Shoulders, bone in | | 0 15 |
| Shoulders, boneless | | 0 16½ |

| | | |
|-------------------------------------|-------|----------|
| Cooked Meats— | | |
| Hams, boiled, per lb. | 0 28 | 0 28½ |
| Hams, roast, per lb. | 29 | 0 30 |
| Shoulders, boiled | | 0 26 |
| Shoulders, roasted | | 0 27 |
| Dry Salt Meats— | | |
| Long clear bacon, 50-70 lbs. | 0 15½ | |
| Long clear bacon, 90-100 lbs. | 0 14½ | |
| Flanks, bone in, no. smoked | 0 15½ | |
| Barrelled Pork— | | Per bbl. |
| Heavy short cut mess | 30 00 | |
| Heavy short cut clear | 28 00 | |
| Clear fat pork | 26 50 | |
| Lard, Pure— | | Per lb. |
| Tierces, 375 lbs. net | 0 14½ | |
| Tubs, 50 lbs. net | 0 14½ | |
| Boxes, 50 lbs. net | 0 14½ | |
| Pails, wood, 20 lbs. net | 0 15 | |
| Pails, tin, 20 lbs. gross | 0 15 | |
| Cases, 10-lb. tins, 60 in case | 0 15½ | |
| Cases, 3 and 5-lb. tins, 60 in case | 0 15½ | |
| Bricks, 1 lb. each | 0 16 | |
| Lard, Compound— | | |
| Tierces, 375 lbs. net | 0 10½ | |
| Tubs, 50 lbs. net | 0 11 | |
| Boxes, 50 lbs. net | 0 11 | |
| Pails, wood, 20 lbs. net | 0 11½ | |
| Pails, tin, 20 lbs. gross | 0 11½ | |
| Cases, 10-lb. tins, 60 in case | 0 12 | |
| Cases, 3 and 5-lb. tins, 60 in case | 0 12 | |
| Bricks, 1 lb. each | 0 12½ | |
| Hogs— | | Per cwt. |
| Live, f.o.b. | 8 90 | |
| Live, fed and watered | 9 20 | |
| Dressed, abattoir killed | 13 50 | |
| Dressed, country | 12 50 | |

BUTTER.—Orders from Middle West are reported to be scarce. Cargo of New Zealand butter on the way to Vancouver is expected to take care of the Western wants for some time, as it consists of some 17,000 boxes. It is said that New Zealand butter laid down in Vancouver would cost about 32 cents.

Exports for past season were 1,728 packages, as against 410,000 in the year 1901, or a decrease of 408,000 packages in 12 years.

Locally trade is about the same, with same prices ruling. Demand is only to fill actual wants.

A report is in circulation in this city to the effect that a couple of large butter factories in eastern townships have been purchased by Americans, supposedly to make butter for American markets.

| | | |
|-----------------------------|-------|---------|
| Butter— | | Per lb. |
| Creamery prints, fresh | 0 31½ | |
| Creamery solids | 0 30 | |
| Dairy, prints or solids | 0 25 | |
| Separator, prints or solids | 0 24½ | 0 25½ |

EGGS.—Locally tone of market remains firm, with supply sufficient to fill active wants. Prices remain same as last week, and it is thought that very little change will take place until new production starts in, as stocks are very low, and it is not likely that prices will drop any until a more plentiful supply is on hand. At present time it is claimed, stocks on hand are smallest on record for some time, and although price asked by retailers has had quite an effect on demand, it is not worrying produce merchants much in view of small stocks.

A report from New York has been received here to effect that a consignment of 7,500 cases of foreign eggs received there last week has had a very unsettling effect on that market.

| | | |
|-------------------------|------|------------|
| Eggs, case lots— | | Per dozen. |
| New laid | 0 55 | 0 60 |
| Selects | | 0 38 |
| No. 1's | | 0 34 |
| No. 2's | | 0 28 |
| Splits | | 0 25 |

CHEESE.—Stocks on hand are low, and market, although rather quiet, is firm, with same prices ruling. It was whispered by one large firm that holders of cheese seem to be quite content with demand in view of small stocks, and it was quite evident by their tone that they looked for an advance in price before long. It is also said that enquiries are still being received from across the water for Canadian cheese.

| | | | |
|----------------------------------|------------|-----------|------|
| Cheese, White or Colored— | | New. | Old. |
| Large | 0 14 | 0 15 | |
| Strong | | 0 16-0 17 | |
| Twins | 0 15½ | 0 15 | |
| 20 lb. new | 0 15-0 15½ | | |
| Stilton | | 0 17 | |

HONEY.—Demand is much the same as in previous weeks, quite seasonable. At this time of the year this market is always quiet, and not much change is looked for by local dealers. Prices remain unchanged.

| | | | |
|-------------------------|-------|--------------|-----------|
| Honey— | | White Clover | Buckwheat |
| Barrels | | per lb. | per lb. |
| Tins, 60 lbs. | 0 12 | 0 09 | |
| Tins, 30 lbs. | 0 12½ | 0 09½ | |
| Comb, 13-14 oz. section | 0 20 | 0 15-0 16 | |
| Tins, 5 and 10 lbs. | 0 13 | 0 10 | |

POULTRY.—According to local dealers, price of turkeys will not likely come down any more before end of the year; or, in other words, not until after Christmas demand is over. Market is rather quiet here, with only a quiet demand in evidence. This, however, is expected to pick up as soon as enquiries begin to come in for Christmas supplies. All prices remain unchanged.

| | | | |
|---------------------|-----------|-----------|----------|
| Fresh stock— | | Live. | Dressed. |
| Broilers, per lb. | 0 22-0 24 | | |
| Broilers, per pair | | 1 55 | |
| Ducks, milk fed | 0 16-0 18 | 0 22-0 24 | |
| Ducks | 0 13-0 15 | 0 14-0 17 | |
| Fowl | 0 11-0 12 | 0 17-0 18 | |
| Geese | 0 12-0 13 | 0 14-0 16 | |
| Turkeys, spring | 0 18 | 0 20-0 24 | |

TORONTO.

PROVISIONS.—When hogs went down this week to \$7.90 f.o.b., they had reached lowest point since last winter, but this is still slightly above figure of one year ago. Provision men express surprise that advances of beef and lamb have not kept pork firmer in sympathy.

but for months buyers have been struggling against what they considered excessive prices, and a drop of 25 cents this week was their reward. Pork products are much easier, and will be due for decline in a few days if hogs do not regain position of one week ago.

| | | |
|--------------------------------------|-------|-------|
| Hams— | | |
| Light, per lb. | 0 20 | |
| Medium, per lb. | 0 19 | |
| Large, per lb. | 0 18 | 0 18½ |
| Bacon— | | |
| Plain, per lb. | 0 23 | |
| Boneless, per lb. | 0 25 | |
| Pea meal, per lb. | 0 24 | 0 25 |
| Bacon— | | |
| Breakfast, per lb. | 0 19½ | 0 20 |
| Roll, per lb. | 0 15½ | 0 16 |
| Shoulders, per lb. | 0 14½ | 0 15 |
| Pickled meats—ie less than smoked. | | |
| Dry Salt Meats— | | |
| Long clear bacon, light | 0 15½ | 0 16 |
| Long clear bacon, heavy | 0 15 | 0 15½ |
| Cooked Meats— | | |
| Hams, boiled, per lb. | 0 28½ | 0 29 |
| Hams, roast, per lb. | 0 29 | 0 30 |
| Shoulders, boiled, per lb. | 0 22 | |
| Shoulders, roast, per lb. | 0 23 | |
| Barrelled Pork— | | |
| Heavy mess pork, per bbl. | 24 00 | 25 00 |
| Short cut, per bbl. | 22 50 | 23 00 |
| Lard, Pure— | | |
| Tierces, 400 lbs., per lb. | 0 14½ | |
| Tubs, 60 lbs., per lb. | 0 14½ | |
| Pails, 20 lbs., per lb. | 0 14½ | |
| Tins, 3 and 5 lbs., per lb. | 0 15½ | |
| Bricks, 1 lb., per lb. | 0 15½ | |
| Lard, Compound— | | |
| Tierces, 400 lbs., per lb. | 0 10 | 0 10½ |
| Tubs, 60 lbs., per lb. | 0 10½ | 0 10½ |
| Pails, 20 lbs., per lb. | 0 10½ | 0 11 |
| Hogs— | | |
| F.O.B., live, per cwt. | 7 90 | |
| Live, fed and watered, per cwt. | 8 25 | |
| Dressed, per cwt. | 11 50 | 11 75 |

BUTTER.—Market for fresh stock is firmer this week, and creamery prints advanced 1 cent to 31-33c, and separator sold up as high as 29c for choice stock. Supply has fallen very low, and will continue in that way until about beginning of March with chances, buyers say, for some advance. Stocks of storage, however, are still heavy, and these are not looked on to go up to any extent.

| | | |
|----------------------------------|------|------|
| Butter— | | |
| Creamery prints, fresh made | 0 31 | 0 33 |
| Creamery prints, storage | 0 28 | 0 29 |
| Creamery solids, storage | 0 26 | 0 27 |
| Dairy prints, choice | 0 23 | 0 25 |
| Dairy solids | 0 20 | 0 22 |
| Separator prints | 0 26 | 0 29 |

EGGS.—All eyes have been turned towards Chicago egg market during last few days, and it will be scanned eagerly for balance of present year, as any fluctuations there will be felt immediately on Toronto market. The Street does not know just to what extent importations are being made, as points of storage vary from West Toronto to the Don, but it is known from individual cases that amounts are very large, and will be for weeks to come. There does not seem much anxiety over Chicago men's supply.

Interesting stories are told of efforts of some outside shippers of eggs to divert a portion of the big prices to themselves. One sent in case of 30 dozen to dealer at end of week invoiced as "fresh laid" and marked 50 cents. Wholesale dealer sent them to be candled, and the 30 dozen were tabulated according to quality. The shipper happened in couple of days later and was shown list with "all that was coming to him" totalled at bottom.

With fine scorn he exclaimed: "And

do ye? mane there were actually two fresh laid eggs in the lot!"

That was it; two eggs out of 360 were fresh; rest were seconds, black rots, splits, etc.

But what a waste through careless, unintelligent handling.

| | | |
|-------------------------------------|------|------|
| Eggs, case lots— | | |
| Strictly new laid, in cartons. | 0 50 | 0 55 |
| Storage, selects | 0 36 | 0 38 |
| Storage, No. 1 stock | 0 33 | 0 35 |
| No. 2's | 0 23 | 0 25 |
| Splits | 0 27 | 0 28 |

CHEESE.—Demand is improving steadily, and with export continuing good, prices are very firm, though no further advance has been made since fortnight ago.

| | | |
|-----------------|-------|--|
| Cheese— | | |
| Old, large | 0 15½ | |
| Old, twins | 0 15½ | |
| New, large | 0 14½ | |
| New, twins | 0 15 | |

HONEY.—Present season has been unsatisfactory one both for producers and buyers. Prices fixed by Association at beginning of season were too high, considering large crop, but this was not known to either party until weeks afterwards. Trouble was that production was unequal, heavy here, light there, and until shipments were made later in season, no one seemed able to forecast exact conditions. Result was some wholesalers bought at higher prices; others waited and secured, often at 1 to 2 cents below. Former have been waiting for market to improve, but vainly, and now are forced to get rid of part of stock at lower level, in some cases, than they bought. For instance, one wholesaler paid \$3.00 for comb honey, and is selling it at \$2.40 and \$2.42½ per dozen. Demand will naturally not improve until after first of year.

| | | |
|---------------------------------|-------|-------|
| Clover, bbls., per lb. | 0 09½ | 0 10 |
| 50, 30-lb. tins, per lb. | 0 09½ | 0 10 |
| 10, 5-lb. tins, per lb. | 0 10½ | 0 11 |
| Blackwheat, bbls., per lb. | 0 06½ | 0 07 |
| Blackwheat, tins | 0 07 | 0 07½ |
| Comb | 2 50 | 3 00 |

POULTRY.—Turkeys and chickens declined 1 to 1½ cents since last week, and at this point it seems safe to predict that market has reached lowest level. Demand is very limited this week, while supplies are beginning to come in plentifully. Next week, however, demand will be very heavy and able, it is thought, to take charge of most of stock arriving, so that unless supplies are far beyond what are anticipated natural result will be some stiffening of prices. Quality of birds has improved, and most of skimpy, rough stuff seems to have been disposed of. In last three weeks turkeys have declined on average at least 3 cents, and at present figure demand should be heavy, with most fresh meats advancing as they have been since new U. S. tariff went into effect.

| | | |
|-----------------------|------------|--------------------|
| Fresh Stock— | | |
| Broilers, spring | Live. 0 13 | Dressed. 0 14-0 16 |
| Ducks, spring | 0 11-0 12 | 0 12-0 15 |
| Fowl | 0 10-0 11 | 0 12-0 13 |
| Chickens, lb. | 0 12-0 13 | 0 13-0 17 |
| Geese, spring | 0 10-0 12 | 0 12-0 14 |
| Turkeys, spring | 0 15 | 0 19-0 30 |
| Turkeys, old Tom | 0 14 | 0 16-0 18 |

INTERNATIONAL CONFERENCE OPINIONS.

J. D. WISDOM, Allandale, Ont. — I am in sympathy with any conference which is in the best interests of the public, and the retail trade in general.

• • •

HARRY RANAHAN, London, Ont. (President London R.G.A.).— I do not think that we should attempt this international conference now. We should give our best energies first to building up our Ontario R.G.A., and make it of greater value to us before launching out on anything larger. I can scarcely see that the problems of the various countries are sufficiently common to make it a success.

• • •

W. J. McCULLY, Stratford, Ont.—I consider a conference of this kind will be a capital idea for the retail trade. We have only to look at our brothers the labor people, who have an organization that is second to none in the country, for demanding their wants. I would consider that a conference of the retail trade the world over would be a great act if it was only to draw our trade together and get them to know that we were all working for one object,—that is to do the best possible for ourselves and serve those whom we call our customers.

I think one of the great faults our retail trade has, especially in Canada, is that we do not get together enough to know that we are not all "cut-throats" to one another.

There are a good many laws that we can successfully demand if we were a combined body, while individually, we have practically no resources. I feel very much in sympathy with the movement and would like to hear of its success.

PICKED NOT PICKLED.

On page 8 of the Nov. 28th issue there appeared a full page advertisement of Harvest Brand products made by Fretz Limited, of Hamilton, Ont.

Owing to a typographical error the word "picked" appeared twice as "pickled." Once in the slogan "picked ripe, canned right," and once in "Made From Freshly Picked Fruit and Vegetables."

Fretz Limited do not put up pickles of any description, nor have they any intention of so doing.

The Canadian Grocer wishes to correct the wrong impression this error has created and takes this opportunity to make amends.

FISH AND OYSTERS

No Local Advance in Oysters Yet; Fish Higher

Some Wholesalers in Quandary as to Changing Opening Prices
—Cod, Haddock, B. C. Salmon and N. S. Herring up in Montreal,
While Lobsters Decline.

MONTREAL.

FISH.—Continuous mild weather has depressed frozen fish market to great extent with the trade. Situation is, every season, summarized this way: Early winter and early Lent is biggest factor for distribution of frozen fish, consequently, late winter and late Lent would work opposite way. This year evidently will be a poor one and already large holders of frozen fish are feeling a little uneasy about prospects. With very large supplies on the Pacific coast of halibut, and salmon, which have not all been contracted for early in the season, the question remains how will it affect the prices for the future? Some of the large dealers are of the opinion that at the beginning of the year, when one-half of the fish that should have gone into consumption are still on hand, there will be a tendency to ease off on the prices. When a disposition of this kind sets in it makes the market rather pessimistic all over and there is sometimes an easing off in prices. It is true that fish as a commodity should be in favor more than ever just now, on account of prices of fresh meats, eggs and so forth which ought to help situation.

Regarding actual prices feeling in general in frozen and pickled lines is rather easy. In anticipation of holiday trade, bulk and shell oysters are a little more active and prices will remain the same. A light Advent might be expected in bulk oysters.

Cod fish, in all shapes and forms, are still scarce and in good demand. A big cargo is expected to land at lower ports this week and will fill immediate wants.

| Fresh Fish— | |
|--|-------|
| Bluefish, per lb. | 0 18 |
| Carp, 100 lb. boxes, per lb. | 0 10 |
| Cod, market, 250 lb. cases, per lb. | 0 06 |
| Dorset, 100 and 150 lb. cases, per lb. | 0 11 |
| Flounders, per lb. | 0 08 |
| Frog legs, large, per lb. | 0 07 |
| Frog legs, small, per lb. | 0 05 |
| Haddock, per lb. | 0 06 |
| Herring, per 100 fish, large | 3 00 |
| Mackerel, lb. | 0 15 |
| Perch, dressed, per lb. | 0 09 |
| Pike, dressed, per lb. | 0 07 |
| Salmon, B.C., per lb. | 0 15 |
| Salmon, Gaspe, per lb. | 0 18 |
| Steak, cod, per lb. | 0 07 |
| Smelts, per lb. | 0 12 |
| Sword fish, per lb. | 0 10 |
| Turtles, small, per lb. | 0 15 |
| Whitefish, per lb. | 0 12 |
| shell Fish, Fresh— | |
| Clams, per barrel | 8 00 |
| Lobsters, live, per lb. | 0 25 |
| Lobsters, boiled, per lb. | 0 25 |
| Oysters, bulk, standards, per gal. \$1.40. | |
| Selects | 1 70 |
| Oysters, solid meat, standards, per gal., \$1.70; select | 1 90 |
| Oysters, Cape Cod, shell | 9 00 |
| Oysters, Malpeques, shell | 10 00 |

| Periwinkles, per bushel | 2 50 |
|--|-------|
| Prawns, per gal. | 2 00 |
| Scallops, per gal. | 3 00 |
| Shrimps, per gal. | 2 00 |
| Frozen Fish— | |
| Haddock, per lb. | 0 04½ |
| Halibut, per lb. | 0 09 |
| Herring, per 100 fish | 1 60 |
| Pike, per lb. | 0 07 |
| Smelts, fancy, per lb. | 0 12 |
| Trout | 0 11 |
| Smelts, No. 1, per lb. | 0 08 |
| Salmon, fancy, Spring, per lb. | 0 14 |
| Salmon, Gaspe, per lb. | 0 15 |
| Salmon, Qualla, per lb. | 0 07½ |
| Whitefish, per lb. | 0 11 |
| Prepared Fish— | |
| Boneless fish, 20 lb. boxes | 0 06 |
| Cod, boneless, 20 lb. boxes, 2 lb. blocks | 0 07 |
| Cod, pure, 3 lb. box, per lb. | 0 15 |
| Cod, boneless strip, 30 lb. box, lb. | 0 10 |
| Cod, skinned, box of 2 doz. | 1 80 |
| Cod, skinless, per 100 lb. box | 6 50 |
| Cod, dried, per 100 lb. bundle | 7 00 |
| Pollock, dried, per 100 lb. bundle | 6 50 |
| Salted and Pickled Stock— | |
| Cod, green, ordinary, per 200-lb. bbl. | 9 00 |
| Cod, green, white napas, per 200-lb. bbl. | 9 50 |
| Haddock, No. 1 green, per 200 lbs. | 8 50 |
| Herring, Gaspe, No. 1, ¼ bbls., \$2.75; bbls. | 5 00 |
| Herring, N. S., per ¼ bbl. | 3 00 |
| Herring, N. S., per bbl. | 5 75 |
| Herring, Holland, per keg, 75¢; per ¼ bbl., \$5.50 to \$6.50; per bbl. | 9 00 |
| Herring, Labrador, ¼ bbl., \$3.25, bbl. | 6 75 |
| Herring, Scotch, keg of 12 lbs. net, \$1.25 to \$1.35; ¼ bbl. | 7 50 |
| Mackerel, No. 1, 20 lb. kits, \$1.75, ¼ bbl., \$7.00; bbl. | 12 00 |
| Salmon, Labrador, ¼ bbl., \$8.00 to \$9.00, bbl. | 14 00 |
| Trout, lake, kegs | 7 00 |
| Smoked Fish— | |
| Haddies | 0 07½ |
| Fillets of haddie | 0 10 |

TORONTO.

OYSTERS.—Local jobbers and wholesalers are still in a quandary over advance of 10 cents per gallon on oysters by growers on Atlantic coast. Some are unwilling to go up even 5 cents as they feel there was somewhat of an understanding with some retailers that opening prices would stand for whole season. One wholesaler says he has decided to make some advance by end of year, but owing to differences of opinion will keep quotations as they were until after Christmas. Further explanations have come from Atlantic Coast as to present scarcity, one being that several firms have been shipping young oysters to Pacific coast for immediate profits, instead of letting them mature where they were. This has lessened output this year and ill-effects will continue for couple of years to come. Had it not been for long stretch of open weather which permitted dories to be used for securing a supply, scarcity would have been more pronounced. With colder weather this week business took on new life and many new orders were received from outside points, as there was an impression that favorable weather conditions at last had arrived.

FISH.—Scarcity is reported this week

of cod, B.C. salmon, Labrador herring, and flounders. Cod steak advanced from 8½ to 9½¢, and half barrels of Labrador or herring from \$3.25 to \$3.50. Demand is very brisk for finnan haddies, fillets of haddie, and halibut. Clams will be brought in when steady cold weather sets in. As in oysters lower temperature has caused considerable increase in local fish business.

| Frozen Fish— | |
|------------------------------------|-------|
| Roe shad, weight 3 lbs., each | 1 00 |
| Whitefish, per lb. | 0 12 |
| Sea herring, large, each | 0 02½ |
| Halibut | 0 09 |
| Salmon, Qualla | 0 09 |
| Salmon, Cohoe | 0 12 |
| Fresh Caught— | |
| Blue fish, lb. | 0 14 |
| Frog legs, lb. | 0 05 |
| Haddock, per lb. | 0 08 |
| Herring, per lb. | 0 07 |
| Lobster, live, lb. | 0 45 |
| Lobster, boiled, lb. | 0 45 |
| Mackerel, weighing 1½-3 lbs., each | 0 15 |
| Perch, lb. | 0 06 |
| Pickeral, yellow, per lb. | 0 12 |
| Pike, per lb. | 0 08 |
| Salmon, B.C., per lb. | 0 15 |
| Smelts, per lb. | 0 12 |
| Steak, cod, per lb. | 0 09 |
| Flounders | 0 08 |
| Smoked— | |
| Ciscoes, basket | 1 25 |
| Fillets of haddie | 0 12 |
| Finnan haddie, per lb. | 0 09 |
| Halibut, 25 lb. boxes, per lb. | 0 20 |
| Kippers, new, box of 40 and 50 | 1 25 |
| Bloaters, box of 50 | 1 25 |
| Digby herring, per bundle | 0 75 |
| Digby fillets, 10 lb. boxes | 1 5 |
| Prepared— | |
| Shrimps, 1 gal. cans | 1 25 |
| Shrimps, 2 gal. cans | 2 40 |
| Shrimps, 4 gal. cans | 4 50 |
| Cod, quail on toast | 0 07½ |
| Cod, steak | 0 09½ |
| Cod, Imperial, 25 lb. pck. | 0 07 |
| Salted and Pickled— | |
| Herring, Holland, new— | |
| Milkers, 85¢; mixed | 0 80 |
| Herring, Labrador, bbl. | 6 25 |
| Herring, Labrador, half barrel | 3 50 |
| Herring, sea, pails | 1 25 |
| Mackerel, pail | 2 25 |
| Oysters, bulk— | |
| New York counts, gal. | 2 00 |
| Extra select, gal. | 1 90 |
| Straights, gal. | 1 80 |
| Oysters, Shell— | |
| Malpeques, bbl. | 11 00 |
| Torbays | 11 00 |
| Rockaways | 8 50 |
| Blue Points | 8 50 |
| Oyster Bay counts | 8 00 |

HALIFAX, N.S.

FISH.—There was considerable falling off this past week in receipts of fresh fish. Weather conditions along coast were not favorable for operations, and only small catches were made. Halibut is scarce, and small quantity marketed found ready sale. Smelts are scarce, supply not being equal to demand. Good orders are being received for smoked fish from Upper Canadian points.

SITUATION WANTED

TEA SALESMAN REQUIRES POSITION IN brokers or wholesale firm; twenty years' experience; nine years with present employers Box 37, Canadian Grocer.

The Christmas Window Contest

¶ Around Christmas every good Canadian grocer excels all past year's efforts in window display. The Christmas window must be the best on the street and if possible in the town.

¶ Why not have the Christmas window photographed? Each year for a good many in the past Canadian Grocer has offered \$20 in prizes to the best dressed windows sent it. There are always six fortunate winners. If you have never yet done so, come in this year on the contest.

¶ The contest is divided into two classes, A and B. Class A includes cities with population over 10,000, and Class B, all places under 10,000. The first three winners in each class receive prizes of \$5, \$3, and \$2, respectively, making a total of \$20.

¶ The only conditions are that the windows be dressed with Christmas goods, by dealers or clerks and that photographs be mailed before December 31. A description in brief of each window entered is required. This may be written on back of photo or on separate sheet. Mounted picture not necessary.

¶ Windows will be judged from standpoints of Selling Power, Attractiveness and Originality.

¶ Get your Christmas window photographed and enter it in the contest.

Address:

The Editor, The Canadian Grocer

143-149 University Avenue, Toronto

Jackson's Real English Camphorated Wax Polish

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind and wherever refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS—and all kinds of LEATHER it gives a BRILLIANT and WATERPROOF POLISH and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent Double Lidded Air-tight Tins,

5 SIZES.

Decorated enamel finished, Yellow, Blue and Black.



NO PAPER LABELS USED.

NO SOILED LABELS.

Will keep fresh and good for any length of time.

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T. S. JACKSON & SONS, Corner Wharf, Malt St., London, S.E.

Contractors to H.M. ADMIRALTY, WAR OFFICE, CROWN AGENTS to the COLONIES, etc. ESTABLISHED 1852.

Messrs. B. R. HARRISON & CO., 505 Welton Building, VANCOUVER; Messrs. HARRISON, WHITE & BARKER, 439 Lougheed Building, CALGARY, will furnish PRICE LISTS, SAMPLES, etc., or direct correspondence to JACKSON & SONS' WORKS will receive prompt attention.



"Harvest Brand" Jams and Catsups

are made from the choicest fruits and vegetables grown in the famous Niagara fruit belt. They are "picked ripe and canned right." Every ounce in every package is full flavored and absolutely pure.

There is no delay from tree to can, for our factory is located in the very heart of Niagara's finest orchards. Be wise and stock "Harvest Brand." It sells.

Watch for our full page announcement of two new lines next week.

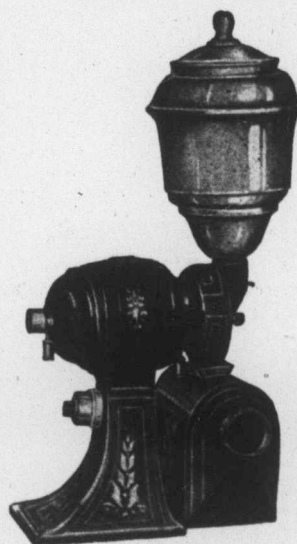
FRETZ, LIMITED

HAMILTON,

ONTARIO

Carried in stock by the following:
Kirkland & Rose, Vancouver, B.C.
J. E. Carswell, Edmonton.
Richards & Brown, Winnipeg.
Marks, Clavet, Dobie Co., Port Arthur.

The Latest Improved Coffee Mill for the Up-to-Date Grocer



An Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee, has also a Fan connecting with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customer their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

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11 Market Street

HAMILTON, ONT.



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THE BARR ACCOUNT REGISTER — the latest and best.
THE BARR ACCOUNT REGISTER—requires less space than other systems.
THE BARR ACCOUNT REGISTER—is quicker to operate and more convenient.
THE BARR ACCOUNT REGISTER—is built in two styles from 100 accounts up.

Eliminate

THE BAD ACCOUNTS
 THE GUESSING
 THE NIGHT WORK
 THE WORRY
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Increase

YOUR COLLECTIONS
 YOUR SATISFIED CUSTOMERS
 YOUR LEISURE TIME
 YOUR STORE EFFICIENCY
 YOUR NET PROFITS

The Barr Register will do this for you.

Special Notice: The Barr Register is a bona fide Canadian invention never has been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary.
 We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.
 Signed, BARR REGISTERS, LIMITED.

Write to-day for more information, which places you under no obligations.

Barr Register, Limited
TRENTON ONTARIO

MINCE MEAT

WE are putting up a line of fine **OLD ENGLISH MINCE MEAT** in quart self-sealing glass jars that can be sold retail at 35c. each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs.
 40-lb. Kegs.
 20-lb. Kegs.
 5-lb. Tins.

F. W. FEARMAN CO., Limited
 HAMILTON

MINCE MEAT

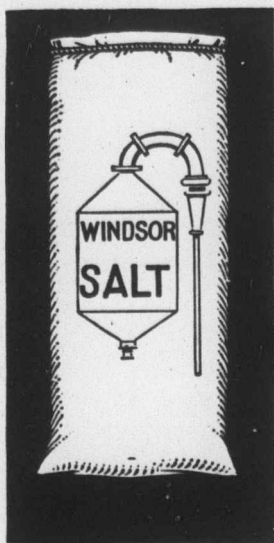
It is impossible to make anything better than

Wethey's
"Home-Made"

It is positively the highest grade mince meat on the market and is sold at a most reasonable price.

We are pleased to quote.

J. H. WETHEY, Limited
 St. Catharines, Ont.



Ninety-nine people out of a hundred in Canada use **WINDSOR** Table Salt. Isn't it better for you to make ninety-nine sales, than only one?

The Brantford

SHOWALL

Window Fixtures

beat the world for grocery selling

WRITE NOW FOR MEASUREMENT FORM & FULL PARTICULARS

Brantford Showall Window Fitting Co

BRANTFORD ONTARIO

COCOA AND CHOCOLATE.

THE COWAN COA., LTD.

Cocoa—

| | |
|--------------------------------------|------|
| Perfection, 1-lb. tins, doz. | 4 50 |
| Perfection, ½-lb. tins, doz. | 2 40 |
| Perfection, ¼-lb. tins, doz. | 1 25 |
| Perfection, 10c size, doz. | 0 90 |
| Perfection, 5-lb. tins, per lb. | 0 35 |
| Soluble, bulk, No. 1, lb. | 0 20 |
| Soluble, bulk, No. 2, lb. | 0 18 |
| London Pearl, per lb. | 0 22 |

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

| | |
|--|---------|
| Supreme chocolate, ½'s 12-lb. boxes, per lb. | 0 35 .. |
| Perfection chocolate, 20c size, 2 doz. in box, doz. | 1 80 |
| Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. | 0 90 |
| Sweet Chocolate— Per lb. | |
| Queen's Dessert, ¼'s and ½'s, 12-lb. boxes | 0 40 |
| Queen's Dessert, 6's, 12-lb. boxes | 0 40 |
| Vanilla, ¼-lb., 6 and 12-lb. boxes | 0 35 |
| Diamond, 8's, 6 and 12-lb. boxes | 0 29 |
| Diamond, 6's and 7's, 6 and 12-lb. boxes | 0 25 |
| Diamond, ¼'s, 6 and 12-lb. boxes | 0 26 |

Icings for Cake—
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 0 90

Chocolate Confections— Per lb.

| | |
|---|------|
| Maple buds, 5-lb. boxes | 0 27 |
| Milk medallions, 5-lb. boxes | 0 37 |
| Chocolate wafers, No. 1, 5-lb. boxes | 0 31 |
| Chocolate wafers, No. 2, 5-lb. boxes | 0 26 |
| Nonpareil wafers, No. 1, 5-lb. boxes | 0 31 |
| Nonpareil wafers, No. 2, 5-lb. boxes | 0 26 |
| Chocolate ginger, 5-lb. boxes | 0 21 |
| Milk chocolate wafers, 5-lb. boxes | 0 27 |
| Coffee drops, 5-lb. boxes | 0 27 |
| Lunch bars, 5-lb. boxes | 0 27 |
| Milk chocolate, 5c bundles, 3 doz. in box, per box | 1 36 |
| Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box | 0 85 |
| Nut milk chocolate, ¼'s, 6-lb. boxes, lb. | 0 37 |
| Nut milk chocolate, ½'s, 6-lb. boxes, lb. | 0 37 |
| Nut milk chocolate, 5c bars, 24 bars, per box | 0 85 |
| Almond nut bars, 4 bars per box. | 0 85 |

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.
In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb. 0 35
10c tins, 3 doz. in box, dozen 0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.
Elite, 10c size (for cooking), doz. 0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. 0 85
Nut milk bars, 2 dozen in box 0 80
Nut milk breakfast cocoa, ¼'s and ½'s 0 30
Nut milk No. 1 chocolate 0 30
Nut milk Navy chocolate, ¼'s... 0 26
Nut milk Vanilla sticks, per gr. 1 05
Nut milk Diamond chocolate, ¼'s 0 24

Nut milk plain choice chocolate liquors 20 30
Nut milk sweet chocolate coatings 0 20

WALTER LAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ¼ and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¼ and ½-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcen cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocos, ¼-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved— Per case

| | |
|------------------------------------|---------|
| Eagle Brand, each 4 doz. | \$ 6 00 |
| Reindeer Brand, each 4 doz. | 6 00 |
| Silver Cow Brand, each 4 doz. | 5 40 |
| Gold Seal Brand, each 4 doz. | 5 25 |
| Mayflower Brand, each 4 doz. | 5 25 |
| Purity Brand, each 4 doz. | 5 25 |
| Challenge Brand, each 4 doz. | 4 75 |
| Clover Brand, each 4 doz. | 4 75 |

Evaporated (Unsweetened)—

| | |
|--|------|
| St. Charles Brand, small, each 4 dozen | 2 00 |
| Peerless Brand, small, each 4 doz. | 2 00 |
| St. Charles Brand, Family, each 4 doz. | 3 90 |
| Peerless Brand, Family, each 4 doz. | 3 90 |
| Jersey Brand, Family, each 4 doz. | 3 90 |
| St. Charles Brand, tall, each 4 doz. | 4 50 |
| Peerless Brand, tall, each 4 doz. | 4 50 |
| Jersey Brand, tall, each 4 doz. | 4 50 |
| St. Charles Brand, Hotel, each 2 doz. | 4 25 |
| Peerless Brand, Hotel, each 2 doz. | 4 25 |
| Jersey Brand, Hotel, each 2 doz. | 4 25 |
| St. Charles Brand, gallons, each ½ doz. | 4 75 |
| "Reindeer" Coffee & Milk, each 2 doz. | 5 00 |
| "Regal" Coffee and Milk, each 2 doz. | 4 50 |
| "Reindeer" Cocoa and Milk, each 2 doz. | 4 80 |

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

| | |
|--------------------------------|------|
| 1-lb. decorated tins, lb. | 0 36 |
| Mo-Ja, ¼-lb. tins, lb. | 0 32 |
| Mo-Ja, 1-lb. tins, lb. | 0 30 |
| Mo-Ja, 2-lb. tins, lb. | 0 30 |

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

| | |
|-----------------------------|-----------|
| Ground or bean— W.S.P. R.P. | |
| 1 and ¼ | 0 25 0 30 |
| 1 and ½ | 0 32 0 40 |
| 1 and ¾ | 0 37 0 50 |

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

| | |
|--------------------------------|------|
| 1 oz. (all flavors) doz. | 1 35 |
| 2 oz. (all flavors) doz. | 2 00 |
| 2½ oz. (all flavors) doz. | 2 50 |
| 4 oz. (all flavors) doz. | 3 50 |

Your Plans



After the Christmas rush—your plans for the future. When planning for next year's expansion, would it not be a good idea to include a McCaskey Account Register? You know that the McCaskey curtails all the expenses of bookkeeping, that it eliminates bad debts, mistakes in accounts, and brings before your customer at every purchase the exact amount that stands to his credit.

The McCaskey One-writing Account System

Makes every salesman a bookkeeper without his knowledge—It brings the whole day's transaction before you at a glance. Its simplicity, Reliability and Economy has helped many merchants to a greater business expansion.

As a suggestion, why not a McCaskey Account Register as a Christmas present to yourself and your business and increase your profit for the year 1914?

Our booklet—"Bookkeeping without Books" will be of value to you—you can have a copy on request—write for it to-day.

Dominion Register Co., Limited

90-98 Ontario Street, Toronto, Canada
Trafford Park, Manchester, England

THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD

Xmas **Fish** **Xmas**

Turkey is not the only form of food at Christmas. Many a table would not be considered complete without

Fish

We can supply your fresh fish needs and would also seriously recommend you to stock up on

Ocean Brand
Haddies, Kippers, Bloaters, Fillets.

Their high grade of quality simply moves them out itself.

North Atlantic Fisheries
LIMITED
MONTREAL

| | |
|--------------------------------|-------|
| 5 oz. (all flavors) doz. | 4 50 |
| 8 oz. (all flavors) doz. | 6 50 |
| 16 oz. (all flavors) doz. | 12 00 |
| 32 oz. (all flavors) doz. | 22 00 |
| Discount on application. | |

CRESCENT MFG. CO.

| | |
|---------------------------------------|----------|
| Maple— | Per doz. |
| 2-oz. bottles (retail at 50c) | 4 50 |
| 4-oz. bottles (retail at 50c) | 6 50 |
| 8-oz. bottles (retail at \$1.50) | 12 50 |
| 16-oz. bottles (retail at \$3) | 24 00 |
| Gal. bottles (retail at \$20.) | 15 00 |

GELATINE.

| | |
|--|------|
| Knox Plain Gelatine (2-qt. size), per doz. | 1 30 |
| Knox Acidulated Gelatine (2-qt. size), per doz. | 1 30 |

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

| | |
|-----------------------------------|----------|
| | Per doz. |
| No. 1, 4 doz. in case | 0 60 |
| No. 2, 2 doz. in case | 0 95 |
| No. 3, flats, 2 doz. in case | 1 15 |
| No. 3, talls, 2 doz. in case | 1 35 |
| No. 5, 1 doz. in case | 1 00 |
| No. 12, 1/2 doz. in case | 6 50 |

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

| | |
|--|-----------|
| Ammonia Powder— | Per case. |
| 5c cases, 6 doz. | \$ 2 40 |
| 10 cases, 3 doz. | 2 40 |
| 5 case lots, freight prepaid, Ontario points | 2 25 |
| Baking Powder— | Per doz. |
| 4 oz. tins, cases 4 doz. | 0 67 1/2 |
| 6 oz. tins, cases 4 doz. | 0 90 |
| 8 oz. tins, cases 3 doz. | 1 20 |
| 12 oz. tins, cases 3 doz. | 1 65 |
| 16 oz. tins, cases 2 doz. | 2 00 |
| 2 1/2 lb. tins, cases 1 doz. | 4 50 |
| 5 lb. tins, cases 1 doz. | 8 40 |

| | |
|------------------------------|------|
| Chocolate—Unsweetened— | |
| 10c cakes, boxes 2 doz. | 0 90 |

| | |
|----------------------------------|---------|
| | Per lb. |
| 1/2 lb. cakes, boxes 6 lbs. | 0 32 |

| | |
|-----------------------------|----------|
| Cocoa— | Per doz. |
| 10c tins, cases 4 doz. | 0 90 |

| | |
|-------------------------------|---------|
| | Per lb. |
| 1/4s, tins, cases 4 doz. | 0 36 |
| 1/2s, tins, cases 2 doz. | 0 35 |
| 1s, tins, cases 1 doz. | 0 35 |

| | |
|---|---------|
| Coffee— | Per lb. |
| 1 lb. tins, whole or ground, es., 30 lb. | 0 33 |
| 2 lb. tins, whole or ground, es., 30 lb. | 0 32 |

| | |
|---|----------|
| Cream of Tartar— | Per doz. |
| 10c pkgs., boxes 4 doz. | 0 95 |
| 1/2 lb. pkgs., boxes 4 doz. | 2 10 |
| 1/2 lb. screw top tins, boxes 4 doz. | 2 40 |
| 1 lb. screw top tins, boxes 2 doz. | 4 40 |

| | |
|------------------------------|------|
| Custard Powders— | |
| 10c pkgs., cases 3 doz. | 0 90 |

| | |
|------------------------|-------|
| Flavoring Extracts— | |
| 10c bottle | 1 00 |
| 2 1/2 oz. bottle | 2 30 |
| 4 oz. bottle | 3 50 |
| 8 oz. bottle | 6 50 |
| 16 oz. bottle | 12 00 |
| 32 oz. bottle | 24 00 |
| 64 oz. bottle | 48 00 |

| | |
|-------------------|----------|
| Flour—Potato— | Per doz. |
| Cases 2 doz. | 1 20 |

| | |
|------------------------------|------|
| Icings, Prepared— | |
| 10c pkgs., cases 3 doz. | 0 90 |

| | |
|-----------------------------|------|
| Mustard, D.S.L.— | |
| 5c tins, boxes 4 doz. | 0 45 |
| 10c tins, boxes 4 doz. | 0 90 |

| | |
|----------------------------------|----------|
| | Per lb. |
| 1/4s, tins, boxes 12 lbs. | 0 38 |
| 1/2s, tins, boxes 12 lbs. | 0 37 |
| 1s, tins, boxes 12 lbs. | 0 36 |
| Rice, Special Grain— | Per doz. |
| Cases 2 and 4 dozen. | 0 90 |
| Shaker Table Salt, free running, | |

| | |
|--------------------------|----------|
| | Per case |
| cases 2 doz., case | 1 60 |

"GOLD MEDAL" BRANDS COFFEE.

| | |
|----------------------------------|---------|
| Whole or Ground— | Per lb. |
| 1/2 lb. tins, cases 30 lbs. | 0 34 |
| 1 lb. tins, cases 30 lbs. | 0 33 |
| 2 lb. tins, cases 30 lbs. | 0 32 |

ROLLED WHITE OATS.

| | |
|--------------------------------|-----------|
| | Per case. |
| 25c pkgs., cases 12 pkgs. | 2 40 |
| 5c pkgs., cases 50s | 1 90 |

"KING" NAPHTHA BORAX WASHING COMPOUND.

| | |
|------------------------------|------|
| 5c pkgs., cases 100s | 3 75 |
| 10c pkgs., cases 3 doz. | 2 50 |

"KOLONA" BRAND CEYLON TEA.

| | |
|---|---------|
| | Per lb. |
| 25c black, green or mixed, 1 lb. | 0 20 |
| 25c black, green or mixed, 1/2 lb. | 0 21 |
| 30c black, green or mixed, 1/2 and 1 lb. pkgs. | 0 24 |
| 40c black, green or mixed, 1/2 and 1 lb. pkgs. | 0 30 |
| 50c black, green or mixed. | 0 35 |
| 60c black, green or mixed. | 0 42 |
| 80c black, green or mixed. | 0 55 |

"Meat of Wheat" Breakfast Food,

| | |
|-------------------|------|
| cases 2 doz. | 1 45 |
|-------------------|------|

"Wheat-Os" Breakfast Food,

| | |
|-------------------|------|
| cases 2 doz. | 1 45 |
|-------------------|------|

LAPORTE, MARTIN, LIMITED. Montreal Agencies.

BASIN DE VICHY WATERS.

| | |
|----------------------------------|------|
| L'Admirable, 50 qts., case | 5 00 |
|----------------------------------|------|

VICHY LEMONADES.

| | |
|---------------------------------|------|
| La Savoureuse Champenoise Cork. | |
| 50 qts., case | 8 00 |
| 50 pts., case | 5 00 |
| La Savoureuse "Claret Crown." | |
| 100 pts., case | 9 00 |
| St. Nicholas Champenoise Corks. | |
| 50 qts., case | 7 50 |

CASTILE SOAP.

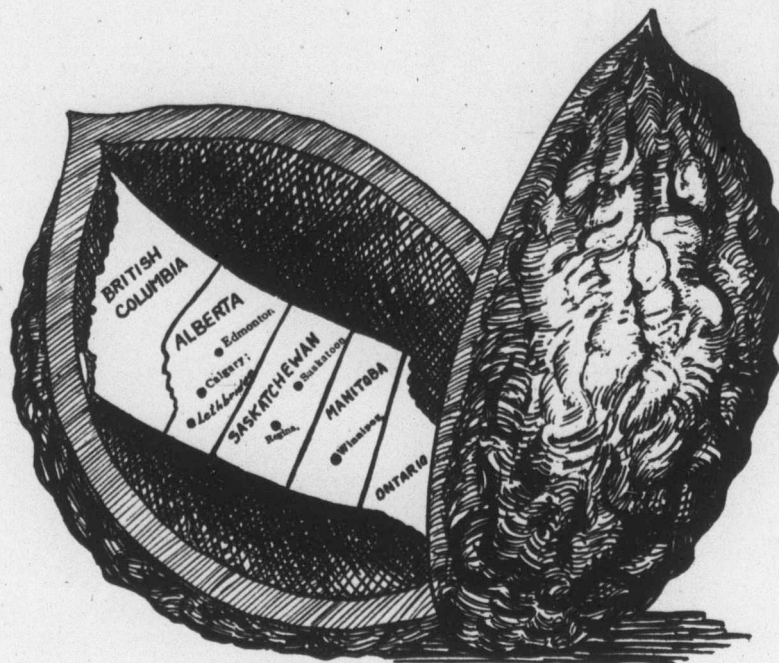
| | |
|------------------------------------|----------|
| "Le Soleil," 72 p.c. Olive Oil. | |
| Cs. 25 11 lb. bars, lb. | 0 68 1/2 |
| Cs. 200 3 1/2 lb. pieces, es. | 4 25 |
| Cs. 12 3 lb. bars, lb. | 6 00 1/2 |
| Cs. 50 1/2 lb. pieces, es. | 4 00 |
| Cs. 50 1 lb. sq. pieces, es. | 4 75 |
| Cs. 50 1 lb. long pieces, es. | 4 75 |
| Cs. 200 200 grs. pieces, es. | 7 75 |
| Cs. 100 300 grs. pieces, es. | 6 00 |
| Cs. 200 300 grs. pieces, es. | 12 00 |

ALIMENTARY PASTES. BLANC & FILS.

| | |
|---|------|
| Macaroni, Vermicelli, Animals, Small Pastes, etc. | |
| Box, 25 lbs., 1 lb. | 0 08 |
| Box, 25 lbs., 1c case | 0 07 |

DUFFY & CO. BRAND.

| | |
|--------------------------------|------|
| Grape Juice, 12 qts. | 4 75 |
| Grape Juice, 24 pts. | 5 00 |
| Grape Juice, 36 splits | 4 75 |
| Apple Juice, 12 qts. | 3 75 |
| Apple Juice, 24 pts. | 4 50 |
| Champagne de Pomme, 24 p. | 5 90 |
| Motts Golden Russett. | |
| Sparkling Cider, 12 qts. | 4 50 |



The meat of the nut

Here it is, all ready for you to share, the meaty, profitable deliciousness of the best portion of all the Western Hemisphere—reached through the Nicholson & Bain sales forces.

We help Manufacturers and shippers to get a big share of the big business doing in this large and profitable country.

Our sales forces, well distributed warehouses and unsurpassed shipping facilities enable us to place your goods on this large market, to even better advantage than you could with your own travellers.

Our travellers call personally and cover the entire Western territory regularly, and the strategic location of our large warehouses insures prompt service to your customers.

Write us for terms and particulars and let us know your lines. We will crack the nut for you and help you get a big share during 1914.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

IRISH MILK

From Ireland
a 10 cent line

50 thousand cases Swiss Dairy Brand (Sweetened). At \$3.85 per case of four dozen one-pound tins. Delivered any point east of Port Arthur for import order of not less than 25 case lots, quality guaranteed. Send for sample.

Terms 60 days from date of shipment. We always carry a large stock at Toronto.

Kirkwood & Sons

176 Dupont St., Toronto,
For all of Canada

LITSTER'S QUALITY CAKE ICINGS



Very superior in flavor and quality, and an easy seller wherever introduced. You can judge the entire Litster line by the way we make our Icings. Nothing in sight to equal them for the money.

"Anything Litster's is good."

THE LITSTER PURE FOOD CO., Ltd.
TORONTO

Sparkling Cider, 24 pts. 4 75
Sparkling Cider, 36 splits 4 90
Extra Fins, 100% 16 00
Apple Vinegar, 12 qts. 2 40
These prices are F.O.B. Montreal.
Imported Peas "Soleil"

Per case
Sur Extra Fins, 40 Flacons, cs. \$10 00
Sur Extra Fins, 100 1/4 cs. 15 50
Extra Fins, 50 1 kilo, cs. 14 50
Extra Fins, 100 1/4 kilo, cs. 15 00
Tres Fins, 100 1/2 kilo, cs. 13 50
Fins, 100 1/4 kilo, cs. 11 50
Mi Fins, 100 1/2 kilo, cs. 11 00
Moyens No. 1, 100 1/2 kilo, cs. 10 00
Moyens o. 2, 100 1/2 kilo, cs. 9 50
Moyens No. 3, 100 1/4 kilo, cs. 9 00

MINERVA PURE OLIVE OIL.

Case—
12 litres 8 00
12 quarts 6 00
24 pints 6 50
24 1/2 pints 4 25
Tins— Gall.
5 gals. 2s 2 00
2 gals. 6s 2 05
1 gal. 10s 2 10
2s, 1/2 gal. 2 00

CANNED HADDIES "THISTLE"

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

INFANTS' FOOD.

Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces 0 10 1/4
Tubs, 60 lbs. 0 10 1/4
Pails, 20 lbs. 0 10 1/4
Tins, 20 lbs. 0 10 1/4
Cases, 3 lbs., 20 to case 0 11 1/4
Cases, 5 lbs., 12 to case 0 11 1/4
Cases, 10 lbs., 6 to case 0 11

F. O. B. MONTREAL.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case) \$1.90 \$1.80
2 lb. glass (1 doz. case) 2.80 2.70
4 lb. tin (1 doz. case) 4.80 4.65
7 lb. tin (1/2 doz. case) 7.75 7.50

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins
D. S. F., 1/4-lb. 1 40
D. S. F., 1/2-lb. 2 50
D. S. F., 1-lb. 5 00
F. D., 1/4-lb. 0 85
F. D., 1/2-lb. 1 45
Per jar.
Durham, 4-lb. jar 0 75
Durham, 1-lb. jar 0 25

VERMICELLI AND MACARONI

C. B. CATELLI CO., LIMITED.

Hirondelle Brand.

1 lb.
pkgs. Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases 7 6 1/2
Egg noodles, case 10 lbs. loose; case 60 pkgs., 1/2 lb. each. 7 1/2 7

Marguerite Brand.

Same assortment as above... 6 1/2 6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., 1/2 lb. each 7 6 1/2

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose) . . . 5 1/2
30 lb. cases, 1 lb. pkgs. 6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets, 30 lb. case. 7 6 1/2
Spinelli Brand.

Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose) 5 1/2
30 lb. cases, 1 lb. pkgs. 6

Terms, et 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz. 1 80
Straight.

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

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50
Straight.

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

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box 3 60
6 dozen to box 7 20
30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), \$1.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap.

GENUINE. Packed 100 bars to case.
PELS NAPTHA.
Prices—Ontario and Quebec:
Less than 5 cases \$ 5 00
Five cases or more 4 95

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS

and

BRANTFORD BRANDS.

Boxes Cents
Laundry Starches—
40 lbs. Canada Laundry06
40 lbs., Boxes Canada white gloss
1 lb. pkgs06 1/2
48 lbs., No. 1 white or blue, 4 lb. cartons07
48 lbs., No. 1 white or blue, 3 lb. cartons07
100 lbs., kegs, No. 1 white06 1/2
200 lbs., bbls., No. 1 white06 1/2
30 lbs., Edwardsburg silver gloss,
1 lb. chrome pkgs07 1/2
48 lbs., silver gloss, in 6-lb. tin canisters08
36 lbs., silver gloss 6-lb. draw lid boxes08
100 lbs., kegs, silver gloss, large crystals07
28 lbs., Benson's satin, 1-lb. cartons, chrome label07 1/2
40 lbs. Benson's Enamel (cold water), per case 3 00
20 lbs. Benson's Enamel (cold water), per case 1 50
Celluloid—boxes containing 45 cartons, per case 3 60
Culinary Starch.
40 lbs. W. T. Benson & Co.'s prepared corn07 1/2
40 lbs. Canada pure corn starch. .06

California Navel Oranges

First car of season arrived last week. Another car due Monday. Remember, we are the leaders in high-class Navel Oranges.

For Xmas and present selling, quality and color perfect. Also Florida, Mexican and Jamaica Oranges.

Fresh car Cocoanuts.

California Emperor Grapes

White & Co., Limited

TORONTO and HAMILTON

For Your Xmas Trade

Extra Fancy California Navels

Good color, sweet, juicy fruit, all sizes.

Grape Fruit, Malaga Grapes,

Nuts, Figs, Dates

Holly and Evergreen

Wreathing.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

Guelph and North Bay

HIRONDELLE

(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg
Toronto, Can., Agent for Province of Ontario



Repeat - order Soups

Edwards' Soups are repeat - order soups. They are soups that please the grocer because they sell so quickly, soups that please the customer because they are so good. Edwards' Soups mean a brisk turnover because they are widely advertised and because your customers use them in the kitchen practically every day.

EDWARDS'
DESICCATED
SOUPS

The soups with the dollars in them?

Edwards' desiccated Soups are made in three varieties — Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from beef and fresh vegetables. The other two are purely vegetable soups.

Write for full particulars of trade terms to

MONTREAL—Wm. H. Dunn, 396 St. Paul Street. (For Quebec & Maritime Provinces)
TORONTO—W. G. Patrick & Co., Limited, 77 York Street. (For Ontario and British Columbia). WINNIPEG—W. H. Escott Co., Limited, 181 Bannatyne Avenue (For Prairie Province).

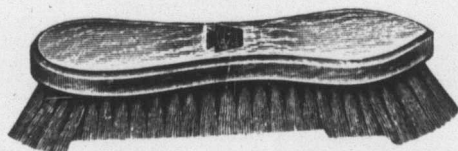
Get the better satisfaction from your tobacco business

There is just one way you can be sure of getting all the trade and profits that should be coming your way, and that is by stocking the three favorite tobaccos.

"Master Mason" "King George's Navy" "Rose Quesnel"
 SMOKING CHEWING PLUG SMOKING

The Rock City Tobacco Co.

QUEBEC Limited WINNIPEG



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

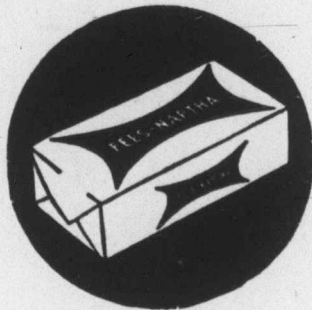
Stevens-Hepner Company
 Limited
 Port Elgin, Ontario,

| | |
|---|---|
| (20-lb. boxes ¼c higher.) | BEAVER BRAND CORN AND MAPLE SYRUP. |
| Casco Potato Flour, 20-lb. boxes, per lb.10 | Quart tins (wine measure), 2 doz. in case, per case 4 70 |
| BRANTFORD STARCH. Ontario and Quebec. | MOLASSES. THE DOMINION MOLASSES COMPANY, LTD. Gingerbread Brand. 2s, Tins, 2 doz. to case. |
| Laundry Starches— | Quebec, per case\$ 1 85 |
| Canada Laundry— | Ontario, per case 1 50 |
| Boxes about 40 lbs.06 | Manitoba, per case 2 30 |
| Acme Gloss Starch— | Saskatchewan, per case 2 60 |
| 1-lb. cartons, boxes of 40 lbs. 06½ | Alberta, per case 2 79 |
| First Quality White Laundry— | British Columbia, per case 2 40 |
| 3-lb. canisters, cs. of 48 lbs.07 | DOMOLCO BRAND. 2s, Tins, 2 doz. to case. |
| Barrels, 200 lbs 06½ | Quebec and Ontario, per case... 2 60 |
| Kegs, 100 lbs. 06½ | Manitoba, per case 3 00 |
| Lily White Gloss— | Saskatchewan, per case 3 20 |
| 1-lb. fancy cartons, cases 30 lbs. 07½ | Alberta, per case 3 30 |
| 8 in case 07¾ | British Columbia, per case 3 10 |
| 5-lb. toy trunks, lock and key. | SAUCES. PATERSON'S WORCESTER SAUCE. |
| 6-lb. toy drum, with drumsticks, | ½-pint bottles 3 and 6 doz. cases, doz. 0 70 |
| 8 in case08 | Pint bottles, 3 doz., cases, doz. 1 75 |
| Kegs, extra large crystals, 100 lbs.07 | H. P. Per doz. |
| Canadian Electric Starch— | Cases of 3 dozen 1 90 |
| Boxes containing 40 fancy pkgs., per case 3 00 | H. P. Pickles— |
| Celluloid Starch— | Cases of 2 doz. pints 3 25 |
| Boxes containing 45 cartons, per case 3 00 | Cases of 3 doz. ½-pints 2 25 |
| Culinary Starches— | STOVE POLISH. JAMES DOME BLACK LEAD. |
| Challenge Prepared Corn— | 6a size, gross\$ 2 40 |
| 1-lb. pkts., boxes of 40 lbs.06 | 2a size, gross 2 50 |
| Brantford Prepared Corn— | NUGGET POLISHES. |
| 1-lb. pkts., boxes of 40 lbs. 07½ | Doz. |
| "Crystal Maize" Corn Starch— | Polish, Black and Tan 0 85 |
| 1-lb. pkts., boxes of 40 lbs. 07½ | Metal Outfits, Black and Tan 3 65 |
| (20-lb. boxes ¼c higher than 40's.) | Card Outfits, Black and Tan 3 25 |
| OCEAN MILLS, MONTREAL. Chinese starch, 48, 1 lb., per cs., \$4.80: | Creams and White Cleanser 1 10 |
| Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; | TOBACCO. IMPERIAL TOBACCO COMPANY OF CANADA. |
| 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., \$4; | Chewing—Black Watch, 6s 45 |
| Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60. | Black Watch, 12s 45 |
| SOUPS—CONCENTRATED. CHATEAU BRAND. | Bobs, 5's and 10's 59 |
| Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato. | Bully, 6's 44 |
| No. 1's, 95c per dozen. | Currency, 6's and 12s 59 |
| Individuals, 45c per dozen. | Stag, 5 1/3 to 1b. 50 |
| Packed 4 dozen in a case. | Old Fox, 6 lb. boxes 40 |
| SYMINGTON'S SOUPS. | Pay Roll Bars, 7½s 59 |
| Quart packets, 9 varieties, doz. 0 50 | Pay Roll, 7s 59 |
| Clear soups, in stone jars, 5 varieties, doz. 1 10 | War Horse, 6s 42 |
| SODA—COW BRAND. | Plug Smoking, Shamrock, 6s, plug or bar 45 |
| Case of 1-lb., containing 60 packages, per box, \$3.00. | Rosebud Plug, 7s 50 |
| Case of ½-lb., containing 120 packages, per box, \$3.00. | Empire, 6s and 12s 41 |
| Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00. | Ivy, 7s 50 |
| SYRUP. THE CANADA STARCH CO., LTD. CROWN BRAND CORN SYRUP. | Starlight, 7s 50 |
| 2-lb. tins, 2 doz. in case 2 50 | Cut Smoking—Great West |
| 5-lb. tins, 1 doz. in case 2 85 | Pouches, 8s 35 |
| 10-lb. tins, ½ doz. in case 2 75 | Regal Cube Cut, 9s 70 |
| 20-lb. tins, ¼ doz. in case 2 70 | TEAS. THE SALADA TEA CO. East of Winnipeg. |
| Barrels, 700 lbs. 3½ | Wholesale Retail |
| Half barrels, 350 lbs. 3¾ | Brown Label, 1s and ½s 25 30 |
| Quarter barrels, 175 lbs. 4 | Green Label, 1s and ½s 27 35 |
| Pails, 38½ lbs. 1 35 | Blue Label, 1s, ½s, ¼s, and 1/8s 30 40 |
| Pails, 25 lbs. each 1 35 | Red Label, 1s and ½s 36 50 |
| LILY WHITE CORN SYRUP. | Gold Label, ½s 44 60 |
| 2-lb. tins, 2 doz. in case 2 85 | Red-Gold Label, ½s 55 80 |
| 5-lb. tins, 1 doz. in case 3 20 | LUDELLA. In 30, 60 and 80 lb. cases. |
| 10-lb. tins, ½ doz. in case 3 10 | Black, Green or Mixed. |
| 20-lb. tins, ¼ doz. in case 3 05 | Blue Label, 1s 0 20 |
| (5, 10 and 20-lb. tins have wire handles.) | Blue Label ½s 0 21 |

Prominence of

the red-and-green Fels-Naptha soap trade mark in your stock is one sign to women that *dependable* goods are sold at your store.

The quality of Fels-Naptha is high and its popularity results simply because the soap *does* everything claimed. And that without hot water.



For Big and Little Appetites.

Jell-O fits all kinds of appetites. Children love it, and grown-ups have adopted it as the representative American dessert.

Probably there is nothing else that is good to eat that furnishes so many good reasons for being popular.

JELL-O

is made in seven delicious flavors, it is inexpensive, and can be prepared for the table in a minute by anybody.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.



EVERY POUND OF
ANCHOR BRAND FLOUR

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about Anchor Brand Flour, they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba



Our New Container
Watch others copy it



This is the simplest yet the most efficient and serviceable container ever used in packing jams.

LINDNER'S JAMS

will be packed in these now in addition to the screw-top jars, because they lend themselves to daily use in the household. Send for Sample Order.

LINDNERS LIMITED
340 Dufferin St., Toronto
Phone Parkdale 2985

REPRESENTATIVES:

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; Lyne Usher, Halifax, Nova Scotia, and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary; Western office at Winnipeg.



**Superlative
Quality
Consistently
Maintained**

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50¢ per 100 lbs.

St. George Evaporated Milk, 4 doz. in case \$3.90
Princess Condensed Milk, 4 doz. in case.. 4.50
Banner Condensed Milk, 4 doz. in case... 5.25

J. Malcolm & Son, St. George, Ont.



**ROYAL
Salad Dressing**
is queen of the
Christmas Feast



Any Christmas dinner will be the better for having the presence of a salad, permeated with the delicate, irresistible flavor of Royal Salad Dressing. This dressing will be found in the best homes and cafes at all times. Put it on display and push it during Christmas trade. It has unlimited keeping qualities.

Sold only by

**The Horton-Cato
Mfg., Company**
WINDSOR, ONTARIO

NATION'S SPECIALITIES

Egg Powder
Custard Powder
Jelly Powder
Health Saline

Agents required where
not already represented

**E. J. NATION & CO.,
LIMITED**

Bristol, England

APPLES

Before purchasing write
for our quotations on the
famous **Georgian Bay**
apples. We will be pack-
ing from five to ten thous-
and barrels.

LEMON BROS.

Owen Sound, Ontario

The
general satisfaction
given by

St. Nicholas
Home Guard
Queen City
Puck
Kicking

makes the Lemon Business
the ideal feature of the Re-
tailer's Fruit Department.

J. J. McCABE

Agent

Toronto, Ont.



Length, 425 feet.

Height, 115 feet.
Capacity: 200,000 Barrels a year.

Depth, 120 feet.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Convinced that the time has come for Canada to possess a large, modern Brewery, equipped for the production of beer to equal the best imported beers—a group of Canadian business men—after devoting three years of study and effort—helped by experts and with large Capital at their disposal—have erected and equipped the monumental brick, steel and cement brewery buildings, located opposite Mile End Station—which will be known as

THE FRONTENAC BREWERIES

This model Brewery, in charge of expert brewers, now produces

FRONTENAC BEER

The Peer of the best Imported Beers.

Domestic in price—Imported in quality.

Frontenac Beer on sale October 21st.

THE FRONTENAC BREWERIES LIMITED, MONTREAL



Orinoco TUCKETT'S SMOKING Tobacco

The Christmas Smoke

A jolly good smoke



Every Christmas order sent out from your store should contain a package or two of "Orinoco" Smoking Tobacco for the man of the house, if he is a smoker and appreciates a delightful, cool, non-biting smoke. "Orinoco" drowns a peck of troubles and makes Christmas merry for the work-tired man. Your wholesaler can supply you.

Write for a trial order to-day.

Tuckett Limited
HAMILTON, ONTARIO



Proof No. 1

That "Pride of Canada" Is The Pure Maple Syrup
The Government Says So

Watch for our fortnightly reports taken from Govt. Bulletin.
Ask Inland Revenue for No. 259.

| Date | Maple syrup or sugar | Name of store | Manufacturer | What label says | What Chief Analyst Says |
|----------|----------------------|--------------------|--------------|--|-------------------------|
| Jan. 4th | Maple Syrup | Church St. Toronto | Montreal | Selected maple syrup guaranteed not only pure but of high grade. | Adulterated |

These are reports on samples picked up at random by inspectors.

| Date | Maple syrup or maple sugar | Name of store | Manufacturer | What label says | What Chief Analyst Says |
|---------------|----------------------------|-----------------------|--|---|-------------------------|
| Dec. 28, 1912 | Maple syrup | Wellington St. Ottawa | Maple Tree Producers Assoc., Ltd. Montreal | Pure maple syrup made from the sap of the maple tree and is absolutely pure | Genuine |

You Boost the Pure. The Pure Boosts You and keeps you free from fines.

Maple Tree Producers Association, Limited, Montreal

AGENTS: S. H. P. Mackenzie, 32 Church St., Toronto. W. L. Mackenzie & Co., Ltd. Winnipeg. Oppenheimer Bros., Vancouver.

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

TWO CENTS PER WORD

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

Quality Counts

DO YOU KNOW THAT
OUR

BROOMS

ARE MADE TO BRING
REPEAT ORDERS, AND
THEY DO.

TRY THEM!

Walter Woods & Co.
Hamilton and Winnipeg

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen
Halibut and Salmon for next Winter's
requirements from

**The Canadian Fishing
Company, Limited**
VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of
Pacific Coast Fish—Fresh—Frozen
—Salt—and Smoked.

Quality and Service Unsurpassed

ARE YOU THE MAN AT THE HELM?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full page illustrations, and 13 chapters. \$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

Absolutely New

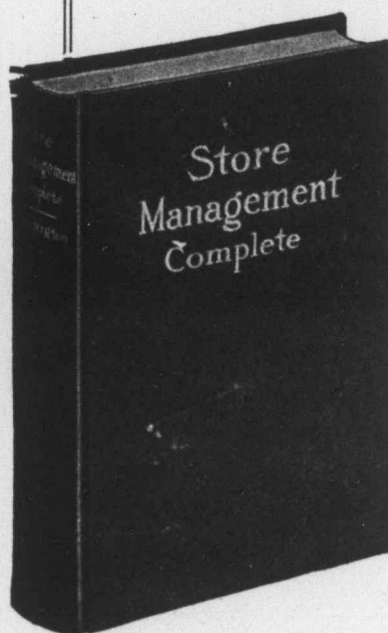
Just Published

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.

143-149 University Avenue

TORONTO



Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, Ontario.
Established 1886.

FRUIT PULPS

OF ALL KINDS
FRESH BITTER ORANGES and LEMONS
PEELS IN BRINE.

F. KESSELL & CO.
7-8 The Approach
London Bridge, London, Eng.

ALLISON COUPON BOOKS

cost so little that we can't send a salesman to see you about them. That means, however, that you have nothing to pay but the actual cost of the books, AND THEY PAY FOR THEMSELVES MANY TIMES OVER. So Allison Coupon Books are not an expense. Rather it costs you money if you DON'T have them.



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 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 the Jobbing Trade Everywhere.

Manufactured by
ALLISON COUPON CO.,
Indianapolis, Indiana U.S.A.

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL
COFFEES

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced

"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Write us for New Price List of

WINDSOR SALT

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

AGENTS

BUTTER Here's a line that will prove profitable. It is 100% pure vegetable fat; never goes rancid. More economical than butter and lard, and IT IS LIKED.

COLONIAL COCO-BUTTER LIMITED
MONTREAL

WRITE TO

10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

**Irish Grocer, Drug, Provision
and General Trades' Journal**

If you are interested in Irish trade.

GRATTAN & CO., LIMITED
ESTD. 1825

The Original Makers of
BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

The
CONDENSED AD.

PAGE
WILL INTEREST YOU

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

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



TWO CENTS PER WORD

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

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.

WANTED

WANTED — EXPERIENCED WHOLESALE Grocery Travellers, for a long established house; live connection necessary. Apply stating territory covered, length of connection, salary wanted, age, married or single. Box 41, Canadian Grocer.

APPLES — WANTED, A GOOD APPLE agency for Newfoundland. Quote prices f.o.b. Halifax or Montreal. Can satisfy you as to connection and references. Advertiser, Box 1131, St. John's, Newfoundland.

WANTED—BY AN OLD ESTABLISHED packing house, travellers on commission, on ground north of the old Grand Trunk, Toronto to Sarnia, to Owen Sound, and between Toronto and Lake Huron, and ground east of Belleville to Montreal and north of Pembroke with the exception of the city of Kingston. Apply Box 40, Canadian Grocer, 143 University Avenue, Toronto.

FOR SALE

WELL ESTABLISHED GROCERY AND meat business for sale—Owner retiring from business. Turning stock twice every month. Trade rapidly increasing. Catering to high-class residential trade. One of the best cities in Western Canada. Population over 60,000. This is golden opportunity. Address Box 38, Canadian Grocer, 143 University Ave., Toronto.

FOR SALE—GENERAL STORE, ESTABLISHED 52 years, new store, new barn, good house. Stock \$3,000, turnover \$12,000, post office over \$100, 4½ miles to M.C.R., 7 miles to Hagersville. Book accounts always under \$500. Possession given at once. R. J. Thomas, Hartford, Ont.

SITUATIONS WANTED

SPECIALTY SALESMAN WITH LARGE connection in Maritime Provinces open for engagements. Apply Box 39, Canadian Grocer, 143 University Avenue, Toronto.

AGENCIES WANTED

NEWFOUNDLAND — MANUFACTURERS' agent with first-class connection and references requires agencies for groceries, food stuffs, jams, jellies, etc. Want particularly agency for canned blueberries. Can place your goods if prices are right. Address, in first instance, with full particulars, Advertiser, Box 1131, St. John's, Newfoundland.

AGENT WANTED TO REPRESENT AN old established firm of English confectionery manufacturers for Montreal. Write, stating what agencies same line (if any) at present held. Reply Box 110, Canadian Grocer, 88 Fleet Street, London, England.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

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

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

BUSINESS-GETTING TYPEWRITTEN LET- ters 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 St., Toronto.

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

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

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

Pascall's
ENGLISH
Confectionery
and **Chocolates**

Quality: The Purest
and Best
Variety: The Largest
Prices: Right

AGENTS—

Toronto: Charles H. Cole
122 Wellington St. West.
Winnipeg: Ruttan & Chipman, Fort Garry Court.
Vancouver: C. & J. Jones.
New Brunswick: J. E. Angevine and Mc-Lauchlin, St. John, N.B.

CIGAR EXCELLENCE
BEN BEY

10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

AS A STEADY SELLER
MAPLEINE



is classed with the staple flavors. It ranks high in popularity.

Order from your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.; Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE - WASH.

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

Don't be satisfied
with selling ordinary
Pot and Pearl Barley—

Ordinary barley will not give that high degree of quality or satisfaction to the customer, or the good profit and good selling satisfaction to the dealer. Why then bother with the ordinary? Get a stock of the real John MacKay Medicated Pot and Pearl Barley, the Standard of the World.



Every bag bears the name John MacKay, with the Highlanders' Head. Accept no other. Order from your wholesaler or direct. Every bag guaranteed or your money back.

John Mackay, Ltd.
Bowmanville, Ont.

53 Highest Awards in Europe and America

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



Registered Trade-Mark

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

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

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

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

**Give Your Friends
This Handsome Xmas Gift**

It gives pleasure the whole year round and is a constant source of delight, instruction and interest.

All the anxiety and trouble of searching for a valuable and appropriate gift for our friends is simply overcome by giving them a year's subscription of MacLean's Magazine—*Canada's National Monthly Magazine for the business, professional man and his family.*

This makes a gift that is not soon forgotten like an ordinary gift is apt to be—The coming of this distinctive Canadian Magazine each month will recall your graciousness throughout the whole year.

Send in the name or names of your friends with \$2.00 for a year's subscription and we will forward them the January issue—the first of the strong one's that will follow each month—The January copies will be ready for mailing on the 15th of December, and will reach your friends amid the Yule-tide Festivities.

The excellent nature of the subjects contained each month will be noted from these features which appear in January:—

CHARMING CHARACTER SKETCHES.

Each Issue portrays one or more snappy articles on Men of to-day.

MEN AROUND THE KAISER.

F. W. Wile's German sketches continue in Each Issue.

MONEY AND AFFAIRS.

Jno. Appleton, Associate-Editor, Financial Post analyses each month the financial outlook.

BEST BOOK OF THE MONTH.

Findlay I. Weaver, Editor Bookseller and Stationer, gives a racy account of successful books and authors.

THE UNUSUAL IN CANADA.

Always Some Interesting Articles on Other Topics.

SHORT STORIES AND SERIALS.

From 4 to 6 Best Short Stories and a laughable serial in each issue.

REVIEW OF REVIEWS.

Herein the Busy Reader can have the Best from Current Magazines condensed for him. This Feature excels in Interest.

Altogether don't you think that this is the Biggest Gift that you can give your friend. Try it.

Send the names of your friends in to-day to catch the early Christmas mail.

The MacLean Publishing Co., Ltd.

143 University Avenue, Toronto, Ont.

Ad. Writing Contest For Dealers and Clerks

For the best written Christmas newspaper advertisement sent to Canadian Grocer, a prize of \$5 will be given.

Each contestant must make the ad. refer to Christmas goods and all entries must be mailed on or before Dec. 31st.

This contest is open to Canadian and Newfoundland grocers and clerks.

Decide now to come in. Enter as many ads. as you desire.

Address:

The Editor, The Canadian Grocer

143-149 University Avenue, Toronto

\$SALES\$

COME TO THE



TRADE MARK

DEALER

BECAUSE CONSUMERS
KNOW THAT

Anything That's



TRADE MARK

Is Safe To Buy.

**H. J. HEINZ COMPANY
PITTSBURGH**

BUY
"Redona" and "Matador"
SHELLED

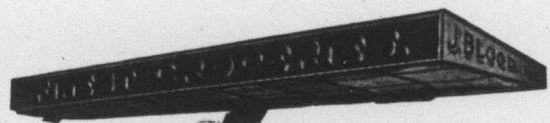
ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulp.

Monument Buildings, London, England



THE MCGREGGOR PAPER BAG HOLDER.

**HOLDS EVERY SIZE BAG
FROM 1/4 TO 10 LBS.**

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
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21-3 Wellington St. W., Toronto

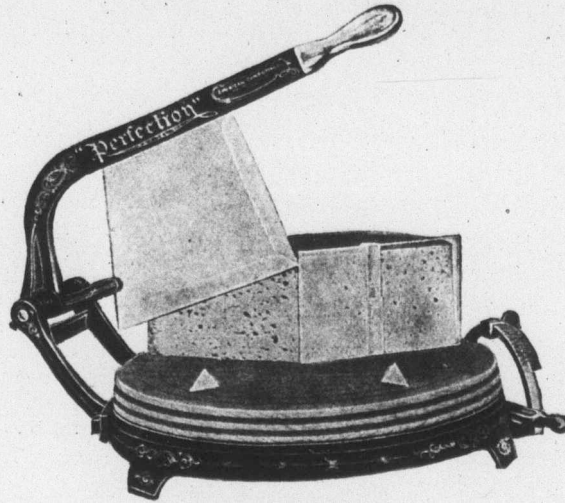
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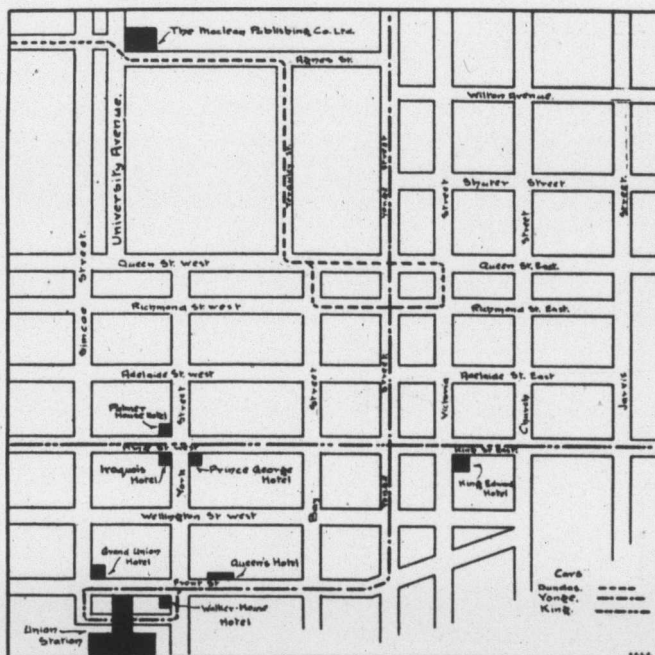
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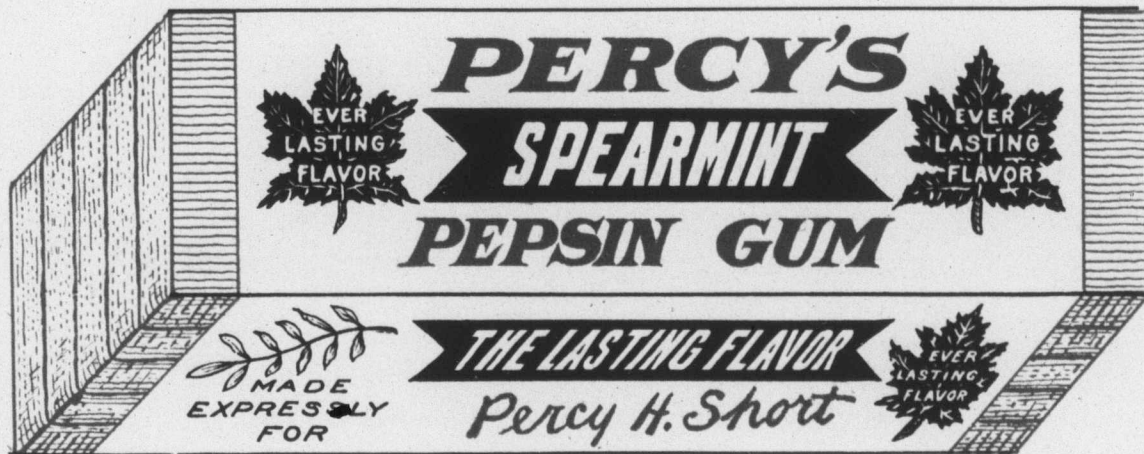
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