

CANADIAN GROCER

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

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

Toronto: 10 Front St. East.
New York: Rooms 1109-1111, 160 Broadway.

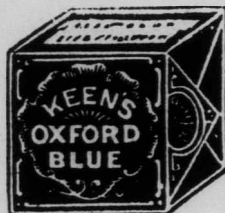
Winnipeg: 511 Union Bank Building

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, JANUARY 28, 1910

NO. 4

KEEN'S



BLUE

OXFORD

has for years proved the easiest seller in blue, owing to the uniform excellence of its quality. Every jobber sells it.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

There Are Syrups and Syrups

and when purchasing such a consistently rapid selling line as syrup, be sure you buy right.

"Crown Brand" Table Syrup

is made from the finest selected white corn only, and is more healthy and nourishing. Order through your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal



BE WISE



Sell Them

EAT MORE CHEESE

Sell Them

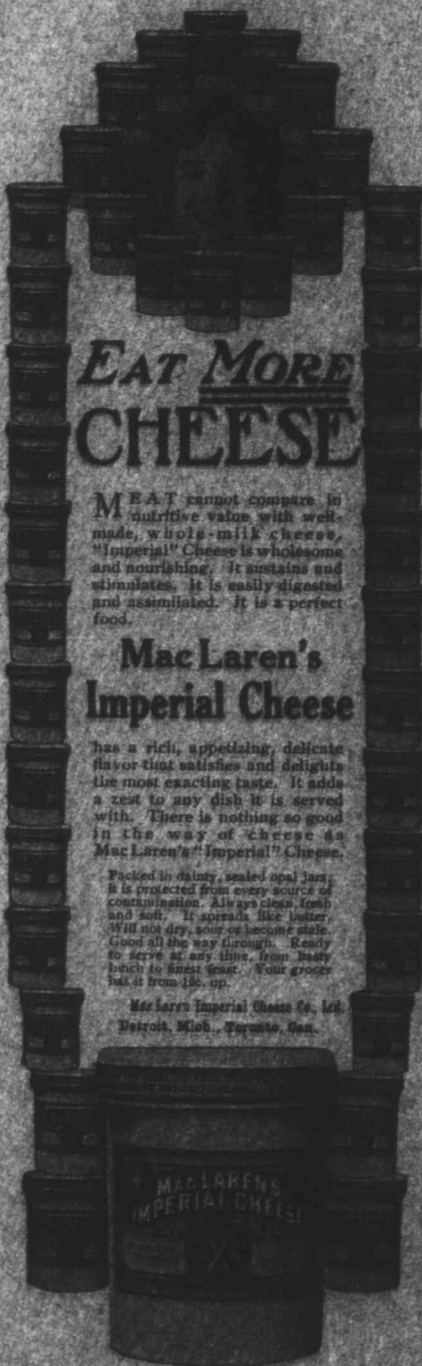
MEAT cannot compare in nutritive value with well-made, whole-milk cheese. "Imperial" Cheese is wholesome and nourishing. It sustains and stimulates. It is easily digested and assimilated. It is a perfect food.

MacLaren's Imperial Cheese

has a rich, appetizing, delicate flavor that satisfies and delights the most exacting taste. It adds a zest to any dish it is served with. There is nothing so good in the way of cheese as MacLaren's "Imperial" Cheese.

Packed in dairy, sealed opal jars. It is protected from every source of contamination. Always clean, fresh and soft. It spreads like butter. Will not dry, sour or become stale. Good all the way through. Ready to serve at any time, from heavy lunch to breakfast. Your grocer has it from 15c up.

MacLaren Imperial Cheese Co., Ltd.
Detroit, Mich., Toronto, Can.



Manufactured and Guaranteed by
MacLaren Imperial Cheese Co., Ltd., Toronto

Profits from Purity

The satisfied customer assures a *permanent* customer, yet without purity satisfaction of the lasting sort is not possible—or probable. Profits from Purity, therefore, command regular trade. *Profits from the articles advertised below are business builders.*

Made pure for sixty years—as pure as pure oil and skill and experience can make it. The most sensitive complexion or most delicate lingerie is safe with “Shell” Soap. Antiseptic, sanitary, clean. Not a Pure Oil “tallow soap”—no decaying animal matter in it. Absolutely pure.

**“Shell”
Soap**

Bramwell’s Epsom Salts show a noteworthy absence of moisture from top to bottom of package. They are absolutely free from foreign substances. They never have been and never will be classed with ordinary “salts” “Bramwell’s” of commerce. They are in a class by themselves.

**Epsom
Salts**

Pastacaldi’s Peel is prepared from the finest Corsican Citrons and you get what you pay for every time. No excess of sugar, but highest quality selected “Peels” peel—drained. Pastacaldi’s name on every box.

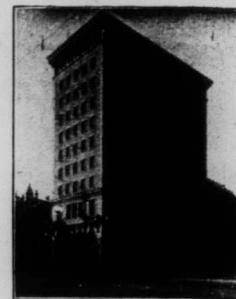
**PASTACALDI’S
Leghorn
CITRON PEEL**

ARTHUR P. TIPPET & CO., AGENTS
Montreal, Canada



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

Face-to-Face Business

Are you satisfactorily represented in this district.
If not, write?

G. WALLACE WEESE

Manufacturers' Representative 30-32 Main East
HAMILTON

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery
Brokers

WAREHOUSEMEN

can give close attention to few more first-class
agencies. Highest references.

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

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

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.
Pork and Lard—Finest Quality

WAREHOUSE ACCOMMODATION IN OTTAWA

Largest warehouse in Ottawa Valley, Fireproof;
low insurance rates; direct connection all railways.
Convenient to navigation. Centrally located.
Write for rates.

Special rates for large quantities

Dominion Warehousing Co., Ltd.

52 Nicholas Street, Ottawa

J. R. Routh, Manager.

CLARE, LITTLE & CO.,

WESTERN DISTRIBUTORS

Wholesale Commission Merchants and Manu-
facturers' Agents. Cars Distributed, Warehoused and
Forwarded. Warehouse on Transfer Track. Busi-
ness solicited. Our position is your opportunity.

SASKATOON,
Western Canada

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

E. H. BOWEN
Manufacturers' Agent and Broker
SHERBROOKE, QUE.

Solicits representation of another first class
firm putting up high grade goods. Eastern
Townships thoroughly covered by three
travellers. Highest references. Write im-
mediately if you desire to have your line well
introduced.

E. T. BUSINESS.

Are you getting your share of trade from the rich
Eastern Townships of Quebec, Mr. Manufacturer?
If not, you should. To get it you need a good
agent, one with a strong connection. We are the
brokers you require—15 years on the ground.
Write us about your line.

S. ROBITAILLE & CO., Sherbrooke

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery
Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Finest

Fraser River Sockeye Salmon

On Spot

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS

and COMMISSION MERCHANTS

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

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

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1886.

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

SPOT GOODS

Muscavado Sugar Sultana Raisins
Two and Three Crown Shelled Almonds
Rolled Oats Flaked Wheat Split Peas
Pot, Pearl and Pinhead Barley

Prices on Application

DOMINION BROKERAGE CO.

73 Front St. E. - - - Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

Canadian Agencies Wanted

E. SAVILLE WEBB

7 St. Stephens Street

BRISTOL, :: ENGLAND

TO

Brokers and Man- ufacturers' Agents

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

Write for particulars to

The Canadian Grocer

Montreal Toronto Winnipeg

A Splendid Opportunity to Fight the Meat Trust

Retailers should sell

"Meat of Wheat"

A more nourishing, delicious and wholesome food than MEAT

THE WESTERN MILLING CO.

Selling Agents : : : TORONTO

A SNAP—

A well made and particularly heavy bodied, flavory

JAPAN TEA—

Half chests, 80 lbs., to retail for **25c lb.**

Get Samples and Quotations

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

A PHENOMENAL SELLING LINE



40c.	Grade costs you	30c.	per lb. in lead packages.
50c.	" " " "	35c.	" " " "
50c.	" " " "	35c.	" in 5lb and 3lb fancy tins.
50c.	" " " "	36c.	" 1lb and 1/2lb " "
60c.	" " " "	42c.	" in lead packages
75c.	" " " "	50c.	" " " "
1.00	" " " "	70c.	in 1/2lb fancy tins
1.00	" " " "	72c.	" 1/4lb " "

In the 40c and 50c grades (lead packages only) we can supply you in Black, Green or Mixed; other grades all Black.

A card to us will bring you all the information required.

RAM LAL'S PURE TEA CO., Limited

266 St. Paul St., MONTREAL

**OLD
HOMESTEAD
BRAND**

**Canned Fruit and
Vegetables**

FOR

Unequaled
PURITY

All-round
SATISFACTION

DO YOU KNOW

that the Canned Goods you stock have a mighty large influence on the general trade of your store? They can literally make you or break you. Be on the safe side by selling

Old Homestead Brand

the kind that is of unimpeachable quality and uniform excellence. The freshest of choice fruit and vegetables only employed. All canning done in an up-to-date, sanitary factory by the highest-skilled workmen.

ORDER TO-DAY

Old Homestead Canning Co.

Picton, - Ontario

Our Advertising and Its Relation to You

We want you to be in touch with our plans Mr. Dealer---we want you to know them as intimately as we do ourselves. Co-operation is the only possible way to success for both of us.

Now the sooner you know our plans the sooner you will put in your stock of

Pure Gold Goods

(Trade Mark Registered)

The sooner you put in this stock the sooner you will begin getting your profits on the sale of the goods.

Frankly, we don't care how small your initial order is. In fact, we don't want you to load up on the goods at the start---it's a poor way to prove our case by trying to fill your shelves.

Make your order small---but make your order. What we want is that you be in a position to deliver the goods when they are called for.

We will trust to the quality of the goods, the advertising and your good judgment as to what quantity will constitute an active stock to bring us repeat orders---larger and larger as time goes on.

And this leads up to our original point---*write* us for sheet illustrating and describing our advertising campaign. Ask us any questions you will about our plans---we will gladly inform you.

These goods can be had of all jobbers and can be shipped from Pure Gold stocks at Victoria, Vancouver, Winnipeg, Montreal, Toronto and Calgary.

PURE GOLD MANUFACTURING CO., Limited, Toronto

We pave your way to greater profits

Apart from the undoubted excellence of

"E.D.S." Brand Jams and Jellies

you must realize how profitable it is to handle a line of goods backed by regular consumer advertising. This is what we are now doing—creating a demand for you.

Any proposition that brings trade to your store is worth investigating, isn't it? Give "E.D.S." Brand a trial. There's money in it for you.

Made by **E. D. SMITH** at his fruit farm
WINONA - ONTARIO

Stock our newest line—UNFERMENTED GRAPE JUICE

MONEY TALKS

You can give your customers better satisfaction and make more money by stocking

KITCHENER BRAND PORK and BEANS

Quality guaranteed. If you are not satisfied, return the goods at our expense.

This is the best value in canned beans on the market to-day. Write us direct if your wholesaler cannot supply you. Put up in 1, 2 and 3 lb. tins, and 3-lb. Flats—Plain or Tomato Sauce.

THE OSHAWA CANNING CO., Ltd.
OSHAWA, ONT.



White Moss Cocoanut

Is the acme of purity in cocoanut manufacture. It is known to be such from coast to coast and is consequently highly thought of by every housewife. So it pays the grocer to sell this brand.

The Canadian Cocoanut Co.
MONTREAL

HONEST TOIL

means soiled hands, and hands dirty with grease, tar or paint can be instantly cleaned with

SNAP

THE MAGIC HAND CLEANER

Luckily there's a good deal of honest toil, which accounts for the enormous demand for SNAP. It is antiseptic and beneficial to the skin. See you are ready to supply the demand.

Buy from your jobber.

SNAP CO.
LIMITED
MONTREAL



The easy seller and the steady profit maker

Quaker Oats

The leader of all oatmeals

The family size package of Quaker Oats is the only advertised family size package; that's why it sells so easily.

No grocer who wants easy and steady profits will be without a full line of Quaker Oats.


Pure

Clean

Wholesome

Made in the finest mills in the world.

"Worth Crowing About."



"A Quick Seller."

BAIRD'S SAUCE

SOLE PROPRIETORS -
JOHNSTON, BAIRD & CO., GLASGOW, Scotland.

COUNTER CHECK BOOKS

F. N. BURT COMPANY, Limited

Successors to

THE CARTER-CRUME COMPANY, LIMITED

Better Service.

No Advance in Price.

Write for samples, or telephone repeat orders at our expense.

TORONTO

and

MONTREAL

Phone Main 2511

Phone Main 2511

To the Trade:

You Should in Stocking

**CEYLON
TEA**

Be Ever Careful to Buy
The Better Grades.

IT IS

**The Most Profitable
Policy in the Long Run.**

**Selling Cheap Teas at Fine Tea Prices Might Show Big
Profits Temporarily, but It Would Eventually Kill Trade.
and It Would Discourage Growing Fine Teas.**

Government analyses prove its superiority. Every test showed absolutely pure maple syrup.



Order "Pride of Canada" New Maple Syrup at Once

You will ensure prompt delivery of your NEW "PRIDE OF CANADA" Maple Syrup in the Spring by ordering immediately.

You gain absolutely nothing by waiting. You may be unable to secure "PRIDE OF CANADA" if you order late.

This year "PRIDE OF CANADA" will be as notable for its purity as in the past.

It is the genuine, pure article—the true sap of the maple tree—bought and bottled in the Eastern townships, where the best maple syrup in Canada is secured.

Will be packed in usual attractive bottles and tins.

Let us know your requirements NOW. Write if you want information.

Above all things, ACT AT ONCE.

Maple Producers Association, Ltd. - Waterloo, Que.



Every farmer is compelled to give a guarantee of purity of the syrup he sells us. In return, we guarantee the purity of the goods to you.

Montreal Office : 58 Wellington Street

There Are 24 Reasons Why You Should Handle
Cook's Friend Baking Powder



A LEADER FOR 50 YEARS

ONE IS:—Because it is made from absolutely pure ingredients and contains no alum or other harmful acids.

That's Enough Without the other 23.

MANUFACTURED BY

W. D. McLAREN, LIMITED

BAKING POWDER SPECIALISTS

MONTREAL

“Keep up with the Twins”



“Keep up with the Twins”

Handle

**GOLD DUST
WASHING POWDER**

It will give satisfaction to your customers and satisfactory profits to you.

One-half case free with every five cases assorted Soap and Gold Dust Washing Powder.

THE N. K. FAIRBANK COMPANY, Montreal

JAPAN TEAS

Closing-out prices on our balance of stock will be interesting to Jobbers.

S. T. NISHIMURA & CO.
MONTREAL

See Samples

HOW MANY CUSTOMERS HAVE YOU

who have not asked for H.P. Sauce? Our new extensive advertising is exciting a large demand, and your customers are buying it — SOMEWHERE.

WIDE-AWAKE GROCERS ARE MAKING A LEADING LINE OF

H.P. SAUCE

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seaton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
The Midland Vinegar Co., Birmingham, Eng.



St. Lawrence

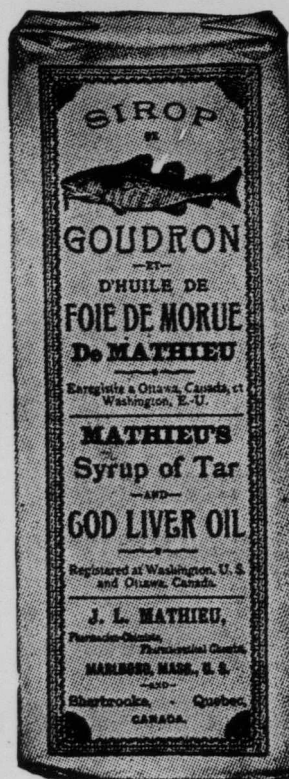
GRANULATED

and

GOLDEN YELLOWS

Made only from Pure Cane Sugar

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil
AND

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock

They afford dealers a good profit

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.

**J. L. MATHIEU CO., Props.,
SHERBROOKE, P.Q.**

Distributors for Western Canada:

Foley Bros. Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

GOOD COFFEE

Coffee better than the average. Coffee superior to others. Coffee so exquisite in flavor.

That people want it again—and again. That's what

AURORA COFFEE

is. The best that money can buy. It retails at 40 cents and leaves you a margin for yourself that is worth while—something to justify your buying the brand and introducing it to your customers. Don't lose this chance.

W. H. GILLARD & CO. Wholesale Grocers Coffee Importers **HAMILTON**

BRANCH HOUSE: SAULT STE. MARIE

OLIVES!! ONCE A LUXURY, NOW A NECESSITY

OUR LINES ARE:

Manzanillas, Queens, Club House, Nutoliv
Pitted, Celery Stuffed, Pimento Stuffed

SELECTED FIRST QUALITY FRUIT ONLY.

PACKED TASTILY IN NEAT GLASS PACKAGES AND IN BULK

FOR SALE BY ALL JOBBERS FROM COAST TO COAST.

GORMAN, ECKERT & CO., Limited

LONDON

LARGEST PACKERS OF OLIVES IN THE BRITISH EMPIRE.

WINNIPEG

QUAKER SALMON

Certainly, in the end,
you will stock, and
make your leader, this
most famous of all
salmons.

WHY NOT NOW ?

**MATHEWSON'S
SONS--Montreal**

When You Buy

Redpath

Extra Granulated Sugar, you secure the
results of the latest process, of modern
machinery, and of years of experience.

Manufactured by

**The Canada Sugar Refining
Company, Limited, Montreal, Que.**



It is to your own profit and credit

to handle a superior brand of Jelly Powders, and you have solved this
problem of what to stock if your shelves hold

SHIRRIFF'S JELLY POWDERS

This well-known brand is always reliable, easy and quick to handle, and
retains in a large degree the natural flavor of the fruit.

ORDER FROM YOUR JOBBER

Imperial Extract Co., 8, 10, 12 Matilda St., Toronto

1910
Tartan
BRAND

Our Annual Tea Sale

January and February Bargains

Black Tea, 14c to \$1.00 per lb.

Green Tea, 14c to 60c per lb.

Samples mailed on application. See our travellers.

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

The Grocer's Big Seller

There's a reason for the
 large sale reached by

**STERLING
 BRAND
 PICKLES**

They're good pickles—a pickle that pleases
 the customer, and when you please your
 customers you're well on the road for
 good business.

See that your stocks are well assorted
 and always nicely displayed.

Made in Canada by
THE T. A. LYTTLE CO., LTD.
 Sterling Road, TORONTO



FINE OLD ENGLISH
Pure Orange Marmalade

SEASON 1910
 NOW READY FOR DELIVERY

100% PURE

No color or preservative used. Finest Seville Bitter
 Oranges and best granulated sugar only.

WAGSTAFFE, Ltd.
 PURE FRUIT PRESERVERS
 HAMILTON, - ONTARIO

EWING'S HIGH GRADE HERBS

It is ever your aim to please your customers—it is
 most profitable for you to do so. By selling EWING'S

Sage, Savory, Thyme, Mint, Marjoram

you please the most critical users of herbs. Do not
 wait until you are out before stocking up again.

S. H. EWING & SONS
 Montreal Toronto

From COW to CAN, the preparation of

CANADA FIRST EVAPORATED CREAM

is one long tale of care and cleanliness. Each can is guaranteed pure and fully sterilized.

THE FINEST SUBSTITUTE FOR FRESH MILK.

ORDER FROM YOUR JOBBER.

Children thrive on it. The best for invalids, convalescents and household use.

THE AYLMEER CONDENSED MILK CO., Limited, - AYLMEER, ONT.



THE MILK

Everywhere Acknowledged to be

Richest and Best



Reindeer Condensed Milk

The dealer wins customers by selling reliable goods that give satisfaction.

The Truro Condensed Milk Co., Limited, Truro, N.S.

EVERY GROCER
WHO HANDLES

WHITE SWAN

BRAND
OF

**COFFEE—SPICES
EXTRACTS
CEREALS OR LYE**

HANDLES

ABSOLUTE PURITY



Cafe Francais

- ☞ A quick seller and a repeater, a line that will bring you in more profit than almost any other grocery specialty.
- ☞ It is "coffee with the after-effects taken out."
- ☞ Write us to-day for a free sample.

Dominion Cereal Mfg. Company

Also Makers of Imperial Self-Raising Flour

VICTORIAVILLE, QUE.

ESTABLISHED OVER 200 YEARS

CHAMPION'S

MALT VINEGAR



LONDON, ENGLAND

IS THE BEST

Commands a Preference over all others.

Made from the finest malted barley.

W. S. Clawson & Co., South Wharf, St. John, N.B.
Green & Co., 25 Front Street East, Toronto

AGENTS

W. H. Escott, 141 Ballantyne Ave. East, Winnipeg
R. Robertson & Co., 25 Alexander St., Vancouver, B.C.

J. W. Snowdon, 413 St. Paul St., Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars

DID YOU EVER?

come across a woman who wasn't
glad to save labor on wash day?
Sell her

A SEPTO

Soap Powder The Enemy of Dirt

Asepto will lighten her labor and
earn for you the housewife's
goodwill.

Order from your jobber.

Asepto Manufacturing Co.
St. John, N. B.

Fire Protection

The Merchant Must
Have a
Register
That Will
Fit His Safe.



The interior of the Huber takes out and WILL
FIT ANY SAFE. Besides—it cuts out Book-
keeping; does your collecting; pleases your
customers and increases your trade. Hundreds
of Canadian merchants have used it for over
three years.

WRITE FOR PARTICULARS.

R. B. Belden & Co.,
Manufacturers

178-180 Victoria Street - - Toronto

The Successful Grocer knows that handling a full range of

RICHARDS PURE SOAP



means substantial soap profit for him. Follow the lead of those who have made
good, and stock

RICHARDS

QUICK NAPHTHA SOAP SNOWFLAKE SOAP CHIPS

AMMONIA POWDER

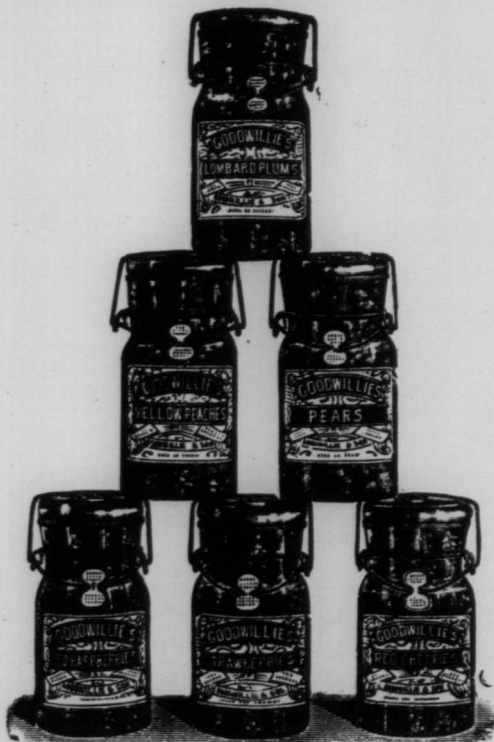
100% PURE LYE

TOILET SOAPS

CHEAP COFFEES

are dear at any price. They are usually made from screenings and poorly cured berries. All our standard grades of coffee are made from sound, properly cured berries and are sold at lowest possible prices consistent with quality.

Chase & Sanborn, Montreal



THEY STAND ALONE

Goodwillie's Pure Fruits
in Glass are Highest Quality Packed

Agents: ROSE & LAFLAMME, Limited, Montreal and Toronto

The Name of

JOSÉ SEGALERVA

MALAGA, SPAIN

Means that the goods bearing it are of superlative quality. It is also a guarantee of very attractive packing in

Malaga Table Raisins

Malaga Loose Muscatels

Jordan Shelled Almonds

Valencia Shelled Almonds

Each of these lines you can stock with the assurance that you are buying goods which will please your most particular customers.

We Shall Be Pleased to Furnish
Prices and Full Particulars.

Agents

ROSE & LAFLAMME, LIMITED

MONTREAL AND TORONTO

Please Your Customers

and they come back.

When they ask for Baked Beans, give them the kind that are really *baked*.

**HEINZ
BAKED BEANS**

(In the Heinz Improved Tin)

are oven baked, dry and mealy—like the Boston home-made kind. That's the reason there are more Heinz Baked Beans sold than any other kind.

Anything that's  is safe to sell.

H. J. HEINZ COMPANY.

New York Pittsburg Chicago London



MADE
IN
CANADA

**IS
YOUR
TIME
WORTH
MONEY?**

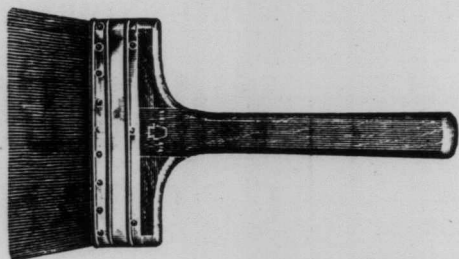
**DO
YOU**

?

Spend any time keeping books
Copy and post charges—one book to another
Make out statements at the end of the month
Spend any time trying to collect your accounts
Write up pass-books for your customers
Know how much you sell for cash
Know how much you sell on credit
Know how much you receive on account
Know how much stock you have on hand
Have disputes with your customers over accounts
Ever forget to charge goods sold
Ever forget to make proper credits

CAN YOU show a correct proof of loss in case of fire?
WOULD YOU investigate a system that will handle all accounts with only one writing, and eliminate the many losses of time, labor and expense?
The McCASKEY REGISTER SYSTEM gives you complete information.
Information is free—drop us a postal.

DOMINION REGISTER COMPANY, Limited
Successor to The McCaskey Register Co. in Canada
96-104 Spadina Avenue TORONTO, CANADA



The day of the leather-bound Whitewash Brush is past. When you can get
Metal-Bound Brushes

to retail at 15c. and 20c. there is no excuse for offering your customer old fashioned leather-bound Brushes. We have four lines which every dealer should handle:

- “POLAR”
- “ARCTIC”
- “KRACKER”
- “KLINKER”

Stevens-Hepner Company

Port Elgin Limited Ont., Can.

GINGERBREAD

BRAND

Creates the Demand

This well-known Molasses is packed in tins—2's, 3's, 5's, 10's and 20's; in pails—1's, 2's, 3's and 5's, 10 gallon kegs, half-barrels and barrels.

When ordering from your wholesaler mention the above brand.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA



UNSWEETENED

Borden's Brands are standard—

It takes goods of known quality - standard goods like Borden's---to build strength into a retail business---the sort of strength that endures throughout the years, and by means of which a large volume of profitable trade is attracted---and held.

Always give prominent display to Borden's Brands. They'll repay you handsomely for your attention.

Borden's Condensed Milk Co.

WILLIAM H. DUNN, Montreal and Toronto

Scott, Bathgate & Co., Winnipeg, Man.

Mason & Hickey, Winnipeg, Man.

Shallcross, Macauley & Co., Calgary, Edmonton, Vancouver and Victoria, B.C.

*A Leader in the
best stores—always*

CANADIAN PACIFIC WESTERN EXCURSIONS Single Fare

Plus \$2.00 for the
Round Trip

From all stations in Ontario, Port
Arthur and West, Manitoba, Saskat-
chewan and Alberta, to

VANCOUVER VICTORIA and WESTMINSTER

Also to OKANAGAN VALLEY and
KOOTENAY POINTS

Tickets on sale December 16, 17, 18,
1909; January 21, 22, 23 and 24; Feb-
ruary 15, 16, 17 1910; good to return
within three months.

BASKETS

You can make money as well as
oblige your customers if you handle
our

*Butcher Baskets,
Clothes Baskets,
Grain and Root Baskets
and Patent Strawboard
Berry Box.*

We can supply all your basket
wants and guarantee satisfaction
because we guarantee the goods.
Orders receive prompt attention.

The Oakville Basket Co.,
OAKVILLE, ONT.



CHINESE STARCH

Money Maker
Known Everywhere
Frequent Seller
Best Value

Get Prices

OCEAN MILLS
MONTREAL

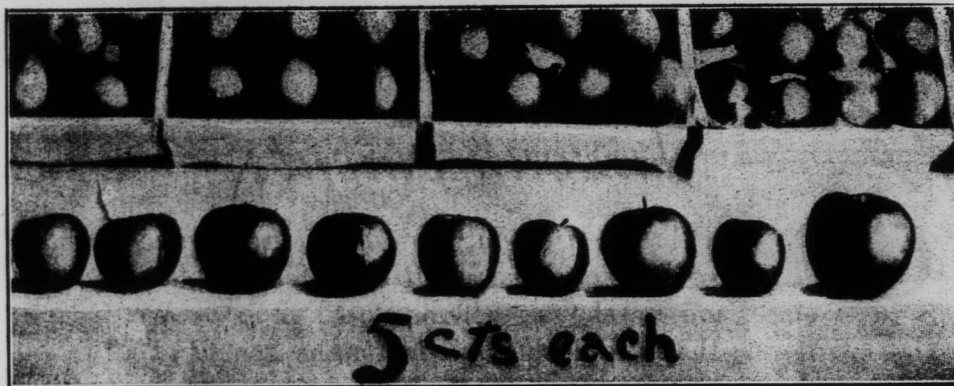
MONTHS YOU CAN SELL

White Dove COCOANUT

December
January
November
February
October
March
September
June
August
May
July
April

AND THEN SOME

W. P. DOWNEY
Maker MONTREAL



Which Would You Choose ?

IF you saw a row of apples, everyone differing in size, ripeness and color, and all for sale at the same price, wouldn't you choose the **BEST**.

Why not do the same then when you appoint **AGENTS** ? You require the best and we are at your service—the **Largest**

and **Most Progressive Wholesale Commission House in Canada.**

We reach all over the **GREAT WEST.**

Write us to Winnipeg, or at our branches at **REGINA, CALGARY** or **EDMONTON.**

Nicholson & Bain

Wholesale Commission Merchants and Brokers

WINNIPEG

REGINA

CALGARY

EDMONTON

FORT WILLIAM

Thurston & Braidich

128 William Street NEW YORK CITY

Direct Importers of

VANILLA BEANS

TONKA BEANS

GUM TRAGACANTH

GUM ARABIC

Winnipeg Representative,

W. H. Escott

Wholesale Grocery Broker

141 Bannatyne Ave., East

Are You Carrying the Empress Brand ?

Coffees, Spices, Flavoring
Extracts, Pure Jams
and Jellies

WE WANT YOU to do so.

IT WILL PAY YOU to do so.

YOU WILL do so if you try them once.

WRITE US

Empress Manufacturing Co.

Limited

VANCOUVER, B.C.

Bargains for Grocers!

Announcement:

OWING to February 1st being Civic Election Day, and further, in view of the fact that we will take stock on that day, our offices and warehouses will be closed all day. We wish to state, however, that the closing will be for the benefit of all retail grocers, for, as soon as we open, we are going to announce some bargains such as will be a surprise. Numerous lines that you require will be offered at enticing figures. So watch our advertisements.

Laporte, Martin & Co., Limited
 Montreal

Get the habit

of ordering from your wholesaler

Boston Brand Baked Beans

They are the very finest Canadian Beans grown, and are baked in a careful and scientific manner. Their flavor is exceptional and "Boston" Brand is a quick and ready seller throughout the year. Plain or with Tomato Sauce. Sample can free. The only "Boston" Bean on the market.

Eastern Canning Company

Port Canada, N.B.

CANADIAN AGENTS—C. A. Chouillou & Cie., Montreal; Green & Co., 25 Front Street East, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; H. M. McBride, 312 Ross Avenue, Winnipeg, Man.; Martin & Robertson, Vancouver, B.C.

Agents for Ontario:
 Messrs. W. B. Bayley & Co., Toronto

Agents for Quebec:
 Messrs. F. L. Benedict & Co., Montreal

SYMINGTON'S

COFFEE ESSENCE

ALWAYS READY!

ALWAYS PURE!

ONE STANDARD

QUALITY!

UNQUESTIONABLY THE VERY BEST

THOMAS SYMINGTON & CO.

EDINBURGH

**TO BE HAD OF ALL
 WHOLESALERS**

Adams
 Albert
 Allan,
 Allison
 Ameri
 Andre
 Asper
 Aylme

Baker,
 Balfou
 Bened
 Blue F
 Borden
 Bowen
 Brack
 Bristol

Califo
 Canad
 Canad
 Canad
 Canad
 Canad
 Canad
 Carr &
 Carter
 Ceylor
 Cham
 Chase
 Christ
 Clare
 Clark
 Claws
 Compu
 Conco
 Conno
 Consta
 Cowar
 Cox, J

Digna
 Domir
 Domir



ROWAT'S 2 WINNERS

Two time-tried, merit-proved staples of quite unparalleled popular favor, gained through many years of uniform satisfaction-giving.

The wise grocer, in business for profit, never lets run low his stock of

Rowat's Pickles and Olives and Paterson's Worcester Sauce

PROPRIETORS:

ROWAT & CO. - Glasgow, Scotland

CANADIAN DISTRIBUTORS:—Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, and Ontario; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.; Nicholson & Bain, Winnipeg, Edmonton, Calgary.



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Money Lost by Methods of Unscientific Grocers

How Two Grocers in One Town Made Different Profits on Their Yearly Tea Sales—The Business of One Decreases While That of the Other Increases, all of Which Depended on the Methods of the Two Men—One Specialized on a 25c and the Other on a 40c Tea—The Result in Dollars and Cents.

Jas. Smith, a retail grocer living in the town of X, has 100 customers representing the same number of households, to whom he sells tea. He is one of the many unscientific grocers so far as tea is concerned.

He tells his customers that his 25-cent tea is a fairly good one. He has a 40-cent tea as well, but he is desirous of garnering in as much of the tea trade in that town as he can and he sells a cheap tea at 25 cents per pound.

Smith's customers purchase on an average half a pound of tea each per week. That makes 50 lbs. of tea altogether during the week.

A simple calculation shows that in 52 weeks, or one year, Smith sells 2,600 lbs. of tea; at 25 cents per pound he receives for it \$650 during the whole year.

A tea that sells for 25 cents costs anywhere from 18½ to 21 cents.

Smith buys his tea at 20 cents per pound; therefore buys the 2,600 lbs. for \$520.

His outlay during the year for tea alone is \$520, and he sells it for \$650, making a gross margin of \$130; this is ¼ of his outlay or 25 per cent., without considering the cost of doing business.

While Smith made a profit on his year's sales of tea of \$130, he did not do as he expected—get a greater share of the tea trade than he had at the beginning of the year.

The fact was, the quality of the tea he sold did not satisfy many of his 100 customers; some of them had tasted teas sold by other grocers in the same town and at the end of the year they began purchasing tea from those other merchants.

The good-will of Smith's business was weakened; he lost custom because many of his customers did not like his tea.

To make it worse, Smith didn't understand anything about how tea should be kept in the store in order that its flavor should not be impaired to any appreciable extent.

He did not know that it readily absorbed the flavors of many articles in the store which spoiled it.

One week he would place it on the shelf next to soap, in fact with soap all around it, because he didn't know any better. The next week his tea display on the shelf would be next to a pile of matches.

Again he would have a quantity of tea piled near a box of lemons, a coal-oil barrel or coffee and spices.

All these things helped to destroy its natural flavor and some customers of Smith—they didn't like to tell him about it—stopped buying his tea.

He had never been educated to the fact that tea deteriorates with age and when he got in a new consignment of tea he used to push the old stock to the back of the shelf and pile up the new arrival in front.

Now and again he used to place a few samples of his tea in the window along with a dozen other articles; but it never entered his mind to occasionally put in a whole window display of tea in order to attract new business.

In short, Smith's methods of handling tea belonged to the past; they were unscientific because he was not a scientific grocer and he made little profit on his tea business and gradually lost custom.

In that same town of X., there is another grocer, Henry Hale by name, who does business two blocks away from Jas. Smith. He is one of those up-to-date merchants who applies scientific methods in selling tea.

Hale was desirous of getting as much of the tea trade in his town as possible. He wanted to make a good profit on his investment and decided to specialize on quality.

In order to do this he bought tea to retail at 40 cents per pound; that is, while he kept in stock some cheaper teas, he decided to advance the sales of the 40 cent tea as much as he could.

Mr. Hale had 100 customers to whom he sold his 40 cent tea. At the beginning of the year each of these customers purchased on an average a ¼ pound of tea per week.

Altogether this made 50 lbs. each week or an average of 2,600 lbs. per year.

At 40 cents per pound, Hale received \$1,040 for tea from those 100 customers during the year.

Tea that retails at 40 cents costs the retailer 30 cents, more or less.

The outlay for the 2,600 lbs. was \$780, since Hale purchased his tea at 30 cents per lb., his gross margin of profit was therefore \$260.

Since he did his business on a sound basis it did not cost him as much as it would an unscientific grocer to do business.

His gross profit was one-third of his outlay or 33 1-3 p.c.; it was just twice as much in money as if he had bought a 25 cent tea for 20 cents per lb.

Hale had figured on increasing his tea business by selling a good quality of tea—and he did.

He calculated like this: If I sell a good tea to these 100 customers—a better tea than they have been using—each member of the family will probably use more tea; they will probably drink two cups where formerly they drank but one. Some of them did.

The result was, Hale gradually increased his sales per customer and at the end of the year he was selling on an average ½ of a pound per week to each.

Besides being careful in buying his tea, he took pains to place it in proper places on his shelves and in his warehouse. None was left exposed to the air and never did he allow his salesmen to sell off new stock before all the old was disposed of.

He was careful not to place tea on the shelf near soap, coffee, spices, lemons or any other grocery article, the flavor of which was liable to be absorbed by the tea. By this precaution few of his customers found it necessary to complain about the flavor of the tea.

Combined with this, Hale carried on a systematic advertising campaign in the daily newspaper in his town and occasionally he advertised his tea and its quality.

This, together with tea window-displays at the same time, brought in new business.

At the end of the year Hale had 150 regular customers buying tea from him, and his profits were worth while.

He had handled his tea business scientifically and the results were just what could be expected.

Better Understanding Between Merchant and Farmer

**This is Needed if Mail Order Competition is to be Overcome—
Opinion of a Deputy Minister of Agriculture — Catalogue
Houses a Continual Drain on Wealth of Country Districts.**

It is admitted by the merchants in general that the greatest menace to the trade and the growth of our country is the mail order business from the departmental stores in large cities. It is also a well understood fact that the mail order business is not in the best interests of the country.

The remedy to correct this lies in a better understanding of the relation between the buyer and seller. Wherever there is a wrong that affects a community, it will always cure itself in proportion as the people understand the right.

It is for the merchants to take the lead in instituting an educational campaign that will enlighten the public on economical trade conditions. The object, however, must be mutual; any effort which is made to enhance the interests of retail merchants at the expense of the buying public is not sound and could not hope to succeed, but an effort to bring out the fairness, as well as the best advantages of the best system of mercantiling service, will meet with the desired response from the general public.

That the catalogue trade is contrary to the interest of the country is even admitted by those who deal with them, and the only reason is that they think they can save a little on some of their purchases. They do not take into consideration, neither do they understand, how the sending of their money away from home affects them in many other ways. They do know that they must have town stores for their convenience, but they do not know that by every dollar they send away they weaken the power of the local merchants to give them the best service.

The farmers have their institutes, through which they derive invaluable information and help; the merchants have their organization for their benefits, and the laboring people have their meetings for improvement, but the links which connect these different lines of industry have been entirely neglected.

While these institutions did wonders for their own classes, the time has come when the different organizations must work out harmonious relations to each other.

If this is done, then our country will assume its natural growth and instead of the money being sent to the large centres to make land worth four million dollars an acre, it will circulate in their own localities, make both town and farm property more valuable and bring back to them many times over what they are led to believe they make on the goods they buy.

Advice From Deputy Minister.

Speaking with C. C. James, Deputy Minister of Agriculture of Ontario, who fully realizes the immense drain on the

country through mail-order houses, endorses the idea that it would be well if the merchants would attend the "farmers' institutes" and secure permission to discuss trade matters and perhaps have a speaker who is prepared to go into the details of the relation of the farmer and the merchants. Farmers and the consuming public should sometimes be invited to the meetings of the merchants so that they will learn that their interests are mutual. If this question were fairly understood and the merchants gave the proper service the mail order business would decrease.

Institute meetings are reported by the district newspapers and these will be only too glad to give as much publicity to this phase of the question as possible. Some of them are slow to take the initiative by advocating home buying but will give plenty of space to any address along the lines of keeping trade at home.

In this way those farmers who do not attend the meetings will be given the proper education as well as the townspeople who read the reports.

Three things must be grasped about mail-order houses.

They are continually stretching out their arms for new business;

They employ legal, up-to-date methods which need energetic merchants to overcome;

Unless these methods are over-

come the country trade will gradually fall into their hands.

Why not adopt Mr. James' suggestion and meet their competition? If every farmer who attends the institute meetings can be won over—and there is nothing to prevent this becoming the case—there will be a mighty force working for the good of home-trade and against the catalogue competition. This force will increase of its own accord but every year the merchants should be alert to see that they are again represented at the farmers' meetings.

It is the business of the merchants to take the initiative.

PERSONAL NOTES.

R. A. Ross, a London, Ont., retail grocer has recently returned from a pleasure and health trip to British Columbia.

In connection with the Food Congress, which was held in Paris, France, in October last, a beautiful medal, from the design of Daniel Dupuis, has been presented by the White Cross Society of Geneva, to Loudon M. Douglas, of Edinburgh Scotland, who acted as Honorary Secretary to the English speaking section of the Congress.

A WOMAN ADMIRER.

Canadian Grocer, Toronto.

Gentlemen,—Enclosed please find money order for \$2, my subscription for Grocer up to April, 1910. I might say I enjoy The Grocer very much and could not get along without it. I remain.

MRS. C. E. HARKNESS.

Iroquois, Ont., Jan. 13, 1910.

Things That Shouldn't Be



A Grocer Behind the Counter With His Hat on Serving a Woman.

Wins Christmas Advertising Contest a Second Time

Prize Goes to Forsyth Jr., a Dartmouth, N.S., Grocer—Judges Consider His Ad-Copy a Model to go by—Several Splendid Runners-up and Others Deserving Special Attention—Increased Interest From a Year Ago.

The winner of the Christmas Advertising Competition of The Canadian Grocer and the five runners-up in their order of merit are:

FORSYTH JR., DARTMOUTH, N.S., written by Jno. Forsyth.

GEO. MABEN, ELORA, ONT., written by Geo. Maben.

THE W. H. STONE CO, WINNIPEG, MAN., written by A. E. White.

T. A. ROWAT & CO., LONDON, ONT., written by R. J. Donaghy.

KIRKUP & WILKIE, FORT WILLIAM, ONT., written by W. H. Thompson.

THE G. W. ROBINSON & CO., HAMILTON, ONT., written by A. P. Rogers.

Jno. Forsyth, of Dartmouth, N.S., evidently knows the fundamental principles of advertising. Last year he carried off the prize in the Christmas contest and now he duplicates the performance. In the contest ending 1907, his ad. was considered among the leaders, although first prize went to R. J. Donaghy with T. A. Rowat & Co., London, Ont. The honor this year therefore goes to Nova Scotia, and more particularly to Jno. Forsyth.

The number of advertisements received for the contest this time was beyond all expectations. They came, like the window photographs, from all provinces of Canada.

The pleasing feature of the competition to The Canadian Grocer was the evident increased interest that is being taken in retail store newspaper-advertising. This The Grocer has been advocating continuously and the results are plainly visible.

The judges, who by the way, are men doing nothing but writing advertisements for some of the most successful firms in business in Canada, and who judged last year's contest, maintain that generally speaking there has been a great improvement in the writing of copy, as well as in the type displays. They found merits in every ad. submitted, and many in some, and outside of the prize winner found difficulties in deciding the runners-up.

An advertiser in writing copy and displaying it, who is desirous of getting good results—and it is to be assumed that every advertiser works to that end—should ask himself the following questions:

Does it attract the attention of the reader?

Will it hold the reader's attention until it is carefully read?

Does it make the reader want to buy the articles advertised?

Unless the reader's mind passes through the three stages indicated above,

there is something lacking in the copy or its manner of display. These were the points upon which the judges based their decisions and upon these the prize was awarded to the ad. of Forsyth Jr.

Points About Winning Ad.

On reading this advertisement, which is here reproduced, one is struck with its educative and entertaining nature. You

down the left hand side, which begins: "At the first Christmas the grocer doubtless cut" This is all interesting, and if Jno. Forsyth writes this kind of copy all the time, one would think that the people of Dartmouth would watch for The Dartmouth Patriot and the ad. with every issue.

Then there is a little talk given before

CHRISTMAS COMES

but once a year, but

WHEN IT COMES

you know its here.

Editorial

At the first Christmas the grocer doubtless cut a very small piece. And in some things he was never known to be "big" on and Franklin and Myrtle belonged to the drug department.

But Christmas today with our grocery store would be unrecognizable. Not a single commodity except to make the "Christmas" Christmas functions more effective than they were a year ago.

Trade goods, dried and evaporated are in the pink of condition, not only plentiful and good, but chosen for the Turkey are excellent. Profits are plentiful and not to be despised, in fact every thing is abundant and considered the wages paid for labor not so very high. What better time could there possibly be than the present to turn our backs upon the stagnancy and stagnation of the last year or two, and look forward with hope to the progress time that is surely ahead for Canada.

Let us begin by enjoying Christmas to the full.

Let us begin by the progress, with the full intention that if we enjoy it there will be abundant opportunities during the coming year to fill it again, and let us not be with about it either.

Let us begin by helping you to fill some Christmas stockings this year. If you will begin on a dollar and the name of a dollar friend we will send them with your compliments a good dollar worth of groceries and a pound of dried nuts as our contribution, or have two dollars and we will add a dollar more as well.

Wishing You

A Merry

Christmas

We are yours truly,
FORSYTH JR.

Raisins

We mean that the best item on the average Christmas order is Raisins so we start with that

Valentias

Floury and juicy
per pound 25c
2 pound 50c

California Seeded

Right made for the cake or salad
10 lb. pkgs. 15c
12 lb. 2 pkgs. 25c

Sultanas

10 lb. pkgs. 15c

Table Raisins

Very attractive. Just the thing for the holiday dinner table or to play Santa Claus with.
Per pound 20c

Currants

Five large black ones, quite ready for the table
Five lb. pkg. 15c
2 pkgs. 25c

These Currants are equally suited "Fairy tale"

Candied Peel

Your ordinary operations will call for peel. Our price is
Lemon Peel, lb. 15c
Orange " lb. 15c
Citrus " lb. 25c
Mixed " lb. 25c

Extracts

The best and the cheapest in the long run and we recommend

Pure Fruit Extracts

Five lb. bottles 25c
For a cheap grade

Topical

2 lb. bottles 15c
1 lb. bottles 10c

Spices

There are various good brands of Spice but we are well recommended

Mott's

No doubt about it. None

Corn Starch

Figure largely in the home and we have it in great variety

Best quality 15c
New Brand 15c
St. Lawrence 15c
Flour 15c
Challenge 15c
Duckan 15c

Chocolate

For drinking or drinking why else but

Mott's?

Why say other? Made right in your own town.
Trade per cake 15c
No. 1 " 20c

Tea & Coffee

Suppose you had a rubbery prepared in perfection and the best and coffee were not good the rest of a failure. Yes a very great deal depends upon the beverage. Don't take any risks, there is no need to, just ask for

Forsyth Jr.
Famous 30c Tea

and genuine what you want

Coffee

1 lb. per pound
and the amount of the drink part of your meal is secured.

Mixed Nuts

There are probably more nuts eaten in December than in all the other eleven months together. We have a good stock

Per pound 17c

Flour

You can't get along without this event at Christmas

McLeods Special

5 lb. the best for all purposes in a variety

English 10 lb. bags 40c
Quarters " 15.00
Half barrels 2.00
Full barrels 2.25
Barrels 6.25

Baking Powder

English Cream Tinklers 3c
Wald's German 4c
Mayer 3c
"Art" brand 10c

a pound of mixed nuts with each pound.

Cheese

Each, Mellow, Apples, Cheddar, the kind that make in your mouth

Per lb. 15c

Vinegar

Quite necessary at the festive season

White Wine, per qt. 15c
Cider 15c

Malt

White, Cereals, English Malt to repeat your bottles 25c

Evaporated Fruits

Prunes
Small ones, Fresh and good 4 pound 25c
Large 2 " 35c
Peaches, California, lb. 15c
Apricot Flavour, lb. 25c
Pears, 2 lbs. 25c

Onions

To stuff the goose or to boil or to do any one of the thousand and one things that the roasts is best

Per pound 6c
2 pounds 12c
10 lb. pkgs. 55c

ANNOUNCEMENT

With each CASH purchase amounting to

Two Dollars and Fifty Cents

(\$2.50) we will give

FREE

a pretty decorated China Cake Plate

This offer is good until December 31st if the supply holds out that long.

Cocoa

Use the best and at the same time build up your own store by purchasing home products

Mott's Cocoa

Fine and strong Just Cream, Soluble
10, 15 and 25 lb. Tins 25c

Pulverized Sugar

A good heavy coating of being given a cake with a Christmas look, and it is not expensive either

10 lb. 25c, 20 lb. 50c

Milk and Cream

It may be that you will find it difficult at times to get all the milk and cream you need.

Have you ever tried the arrangement of "Milk" ready and come but little more than the fresh article. Better have a few cans with your order in case of emergency.

Breakfast Milk, per tin 15c
Jersey Cream 15c

Apples

A lot of apples would be a good thing to have on hand at Christmas time

\$1.00 to \$2.00 a barrel
10, 15, 20, a half part

FORSYTH JR.

The Man Who Makes Good His Ads.
EVEN AT CHRISTMAS TIME.

First Prize Advertisement Written by Forsyth Jr., Dartmouth, N.S.—The Original Newspaper Ad. Occupied a Full Page.

can tell from it that the writer puts his soul into the work, that he is a bright, observant man and that he gets close to his readers.

Take for instance the heading across the top and particularly the editorial

the price of each article is mentioned, which should hold the attention of the reader, and in fact, make her want to buy those articles. He begins with raisins, because raisins seem to have been first in the minds of purchasers of gro-

24

eries every time they gave their orders for Christmas goods.

Consider the talk on syrups. It reads, "Some people are slow to learn that you can drink one's health just as effectively, more so in fact, in syrup as you can in Mountain Dew. Try it yourself next time." This should create the desired effect upon a reader of this ad. who is kindly disposed to syrup, and who is out of a stock of it.

Nothing in the Christmas goods line seems to have been forgotten—not even the onions for stuffing the goose.

The wind-up in the words: "The man who makes good his ads. even at Christmas time," is convincing and gives the public confidence in the store.

Another good feature about this ad. is its size. The original from the Dartmouth newspaper occupied a full page space.

Sample of a Neat Display.

As an example of an ad. display pleasing to the eye, and with a small space used to the best advantage, the advertisement reproduced from the Elora Express, Elora, Ont., must be carefully considered.

A space 2-column in width and a third of a column in length was utilized. The general appearance, as the judges remarked, is artistic, the cut at the top is appropriate and artistically treated and the talks are good. For instance in speaking of icings it reads: "Our cake

to some others it is particularly attractive and well written.

A Western Winner.

The advertisement of The W. H. Stone Co., Winnipeg, Man., is attractively set up. The reading matter is suggestive of Christmas times and conducive to making a person purchase who reads the ad. A feature of this advertisement is the heavy type used in naming the prices. The holly border, emblematic of the season, is good. While the lists of articles mentioned are somewhat crowded, yet the many educative talks and the general appearance of the whole ad. should be sufficient to hold the attention of the reader. The original in the Winnipeg Telegram was 14" in length and 3-column wide.

T. A. Rowat & Co., London, Ont., always present splendid advertisements to the public and their Christmas ad. is no departure. It begins with reasonable display type: "It's the good things to eat that your grocer supplies — which helps so much to make the Christmas season the happiest of all the year, etc." The copy is good, the prices are named with black-faced type and the ad. is not over-crowded.

The advertisement of Kirkup & Wilkie, Fort William, Ont., was another well written one, and if it had been better displayed it might have been more effective. The contrast between the heavy black type at the top and the smaller type in the panels was probably a little too great. The catch lines read: "Get these with our Christmas groceries—quality service, satisfaction," with heavy black rules under the last three words. The ad. has a distinctive style and is effective from a selling standpoint once the attention of the reader has been riveted.

There is a unique feature about the ad. of the G. W. Robinson Co., which begins: "Old time Christmas grocery sale Thursday." This has the tendency of awakening an interest in the reader as to what an old time sale is, and induces her to study it more closely. In referring to plum duff, the old-time mother's cake, etc., it adds—that it always tastes better when kept for a while. It is well written and well displayed and according to the writer sold the goods well. It was written more than a month before Christmas, with a view to inducing purchasers to buy early.

Deserving of Special Mention.

Space does not permit going into the merits of the various others sent in for the competition, but special attention was given by the judges to the ads. of the following: Jno. O. Carpenter, Hamilton, Ont., small but well written; Thomas Lawson, Ltd., Kelowna, B.C., written by Geo. S. McKenzie, who sent five good samples of his work; Share & Campbell, Halifax, N.S., who advertised in one of

their six advertisements in the competition a unique bon-bon contest; Woodman & McKee, Coaticook, Que.; Robson, Lindsay, Ont.; C. A. Farmer & Son, Perth, Ont.; J. H. Fleury, Lindsay, Ont., who might have featured a new

Stone's Xmas Good Cheer. Hurray for Xmas with its turkey, plum pudding, mince pie, Xmas cake, and the many good things which round out the Xmas spread! Let us break the good news to you. For months past we have been laying our plans to make our Xmas stock of groceries the choicest, freshest and most complete in the history of our store. We have absolutely every requirement in Xmas eatables with which to make your Xmas dinner a perfect success. Quality and variety combined with reasonable prices has been our aim. Come and prove whether or not we have been successful.

One of the Runners-up in the Contest—An Ad. Written by A. E. White of the W. H. Stone Co., Winnipeg, Man.

idea to good advantage—bring us your recipe and we will weigh out each ingredient, which will save you the time; Geo. A. McCullough & Co., Stoughton, Sask., which by the way, advertised general store goods more so than groceries; Wm. T. Patterson, Belleville, Ont., and Prentice & Sproule, Collingwood, Ont.

A great improvement over previous years in writing copy was noticeable to the judges, which is a pleasing feature to The Canadian Grocer. It shows an appreciation of the efforts of this paper in its work during the year to give as many modern ideas on retail advertising as possible. This will be continued during the coming year, and it is hoped that the readers of The Grocer will continue to let us have their ideas on the subject and take a greater interest in it than they have done in the past.

M. S. Waters, formerly of Craven, Sask., has opened a grocery store on Hastings Street, E., Vancouver, B.C.

We Have a SMALL STORE With a BIG CHRISTMAS STOCK. HAVING made our purchases for our Christmas and Holiday Trade in the largest and best markets, and from the places of production we have secured every advantage, both as to Quality and Price, so that if favored with your orders we cannot be undersold in any line of equal quality.

An Attractive Ad. Written by Geo. Maben, Elora, Ont., and Reduced From Two-Column Space.

icings are absolutely pure and wholesome and cannot be equalled for quality, flavor and satisfaction." The ad. also shows an eagerness on the part of the grocer to give good service. While the Maben ad. may be small in comparison

which begins: the grocer " This is o. Forsyth l the time, ple of Dart- Dartmouth n issue. riven before you know its here. rups are able to have a drink when health is low, more so in fact you can in Mountain Dew. Try it yourself next time. sign s are, per bottle. 25c ng rty of dozens, per bottle. 25c Juice gn. glass 15c Quarts 25c Jams artleys ab Jams 1 pound 25c. ectionery and a supply of this of have a size height in at 10c. 3 in 25c. cream nutmeg 15c 2 in 25c. and Christmas Mattens, per lb 15c Toys 15c 2 pounds 25c 15c to 50c a box ily thern on't forget our thins and Glass epartment it is all stocked with goods suitable for Christmas pres- ents. But more that next week ds. —The Orig- is mentioned, ention of the her want to ins with rais- to have been asers of gro-

The Canadian Grocer

Established . . . 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN . . . PRESIDENT

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

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

OFFICES

CANADA—	
MONTREAL	Rooms 701-702, Eastern Town- ship Bank Building Telephone Main 1255
TORONTO	J. J. Gallagher 10 Front Street East Telephone Main 7324
WINNIPEG	W. H. Seyler, Manager 511 Union Bank Building Telephone 3726
VANCOUVER	F. R. Munro H. Hodgson, 11 Hartney Chambers
ST. JOHN, N.E.	W. E. Hopper
UNITED STATES—	
NEW YORK	R. B. Huestis Room 1109-1111 Lawyers' Title, Insurance & Trust Co. Building, 160 Broadway, New York, N. Y. Telephone, 1111 Cortland.
GREAT BRITAIN—	
LONDON	88 Fleet Street, E.C. Telephone Central 12960 J. Meredith McKim
FRANCE—	
PARIS	John F. Jones & Co., 31bis Faubourg Montmartre
SWITZERLAND—	
ZURICH	Louis Wolf Orell Fussli & Co.

Subscription, Canada and United States . . . \$2.00
Great Britain, Etc. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY

JOHN BULL'S BUSINESS.

The sunshine of prosperity seems to be rising above the horizon in Great Britain, if we can take the figures of its foreign trade for the last calendar year as a criterion.

It is true that there is not a great deal to boast about in these figures. Their importance chiefly lies in the fact that they indicate a recovery in trade.

Both in exports and imports increases are shown, the increase in the former being £1,275,620, and in the latter £31,787,000.

The chief increase in the imports is in raw materials, while in manufactured goods the appreciation is not so marked. In exports, on the other hand, raw materials show a decrease while in manufactured goods there is a slight increase. The chief increase in exports is in articles of food and drink.

The reason there is not much in the figures which permit of boasting is due to the fact that while the foreign trade increased over the previous year it is still a great deal smaller than that of 1907, which was the "top notch" year for the foreign trade of Great Britain, as well as other countries. The imports for 1909 were £21,000,000 less than in 1907, and the exports £47,655,000 less.

The trade of Canada has got back to the figures of 1907, and that of the United States is getting into line. It is to be hoped that during 1910 British

trade will also reach the pinnacle of 1907.

There are a good many people in Canada who think that tariff reform would help British trade somewhat, and judging by the elections some of the people in Great Britain are beginning to think so too. What gives the average man the most assurance, however, is the knowledge that when "John Bull" wakes up and decided to do something, he usually does it, no matter what the forces against him may be. He is evidently wide awake to the fact that his prestige in the commercial world has been waning. He now seems to be on the point of deciding that it shall wax, and we may expect to see him ultimately employing the aggressive methods which will bring this about.

If he adopts tariff reform it is to be hoped that he will not forget the still more important factor of judicious advertising.

THE GROCER AND THE FUR COAT.

Some time ago a letter was received by a Toronto gentleman from a friend who runs a grocery store in the country, and the largest portion of the letter was made up in complaining about the unfair competition from catalogue houses. He found a good deal of fault with the people for not supporting the stores at home. The next letter came with a request to find out the prices of certain lines of fur coats. His wife would like to get one, and she thought she could buy it cheaper in Toronto than at home.

This shows inconsistency as well as the unbusiness-like men who call themselves merchants. There is a good deal of talk about the farmers buying from catalogue houses, but if the truth were known, the townspeople and even the merchants would in this respect be great sinners as well.

Unless the retail merchant rises above this smallness, sets an example and shows the buying public that he actually believes it is to his advantage to buy at home, the general public will never be converted.

As is shown in this case, the merchants are to blame for losing business which naturally belongs to them. The country needs larger men, men who can see beyond their own petty selfishness, in order to hold and build up their rights.

It is up to the merchants to decide whether they will do the business, or allow it to go to the large catalogue houses. A merchant has no moral right to be in the retail business unless he takes an interest in the welfare of his own town.

A HAVANA POTATO TRUST.

The shipment of potatoes from the port of St. John, New Brunswick, for the Cuban market, has been the subject of many conflicting statements lately regarding the state of the market in Havana. It is claimed that a trust composed of wealthy Spanish firms has been seeking to control the market and New Brunswick shippers are finding it difficult to secure a foothold there. Some of the dealers assert that owing to the methods of the trust in manipulating the market, they have been forced to sell their shipments practically without profit.

Reports from the island also state that the trust has tried to oppose the importation of New Brunswick tubers, and it is claimed by some that it discriminates in the matter of steamship lines.

However, there seems to be a good market in Havana for potatoes arriving in good condition, and as there are reported to be about 100,000 barrels still available for export, and there are plenty of steamers sailing, the shippers are likely to close the season with good results.

From now until the first week in March there will be eleven sailings and indications are that all will carry full cargoes.

POWER OF THE WINDOW.

The average retail merchant has by this time learned that there are few adjuncts to his business more important than the window display.

There is possibly nothing which exercises such a potent influence in selling goods as the window display. Any thing that attracts attention, arrests the eye of the passer or of the prospective purchaser, is of inestimable value to the man who has merchandise to sell. This is true with reference to the man or woman who goes down town Saturday night for the express purpose of purchasing the Sunday dinner. The chances are very much in favor that the shopper will be attracted by the most appetizing display of goods in the market or in the store window, and that they will pass by the dark and unattractive window.

In every store of any importance there is always someone, some employee, if not the proprietor, who is up to date and quick to think and act. This is the man who can be depended upon to think of something new, original and up to date to place in the window, and of some original arrangement to make it effective.

The Weakness of the Combine Bill

The Bill is All Right as Far as it Goes, but it Does Not Go Far Enough---Should Provide for a Permanent Board such as the Railway Commission.

The bill introduced in the House of Commons by Hon. McKenzie King regarding combines, trusts, mergers and monopolies provides that six or more persons who are of the opinion that a combine exists which is detrimental to the public interests, can make an application to a judge of the High Court for an investigation. The judge having been convinced that a prima facie case has been made out reports to the Minister of Labor. The Minister in turn calls upon each party concerned to appoint a member to the board of investigation. The two members thus appointed select a third who must be a judge. The latter becomes chairman.

This board is to have all the powers of a court of record and can compel attendance of witnesses and the production of documents. The decision of this Board is to be published in the Canada Gazette, and in the newspapers. In addition to the publicity given the Bill further provides that the Governor-in-Council may either reduce or remove the duty on the article affected by the combine, trust or merger. A still heavier penalty is the provision which calls for a penalty not exceeding \$1,000 and costs for each day that the combine continues to offend. The expense of the investigation is to be born by the government.

Under the old law as it stands to day the aggrieved parties must first of all bring the matter before a judge, who in turn reports to the Government, which may, if it sees fit, order an investigation by a judge. All the costs of the subsequent investigation must be borne by the complainants, whether the case is decided in their favor or not.

That this is a costly undertaking to the parties who are suffering from the effects of the combination is quite obvious. It is a decided obstacle to investigation, no matter how illegal the combination may be. The newspaper publishers who caused the investigation into the paper combine a few years ago know this only too well. They won, but as they had to "foot the bill," it was at great cost.

The essential features therefore, in which the new Bill differs from the present Act is that it first of all simplifies the procedure, puts the cost of investigating on the government instead of on the complainant and in addition to the publicity given and the possibility of the tariff being either reduced or

removed altogether, imposes a financial penalty of \$1,000 a day should non-compliance with the law continue.

As far as it goes the bill is an improvement over the law which it is designed to supersede, but while that is so, it is to be regretted that the government did not go still further.

Every fair-minded man, every business man and every student of economics recognizes that one of the conditions of modern business methods is the development of mergers and combinations; in other words of agreements between various classes of mercantile enterprises.

Some combinations are no doubt based on illegitimate grounds. Their sole aim is to bleed the public. But they are not all of this type. On the contrary we believe that the majority of these mergers or agreements are not only based on sound business principles, but on sound moral principles as well. They are merely created with a view to rectifying evils or curtailing cost of doing business.

But as the law now stands the legitimate merger, combination, agreement, or whatever we may choose to call it, is subject to irritating, costly and unjust legal proceedings. This ought not to be, and could easily be obviated if the Government would provide proper safe-guards, and safe-guards which would at the same time protect the public as well as the members of the combinations which were legally and morally sound.

It appears to us that the most simple way of doing this would be for the Government to create a permanent board similar to that of the Railway Commission, which is doing such good work in the interests of the shippers and traveling public of the country. This board could make a tentative examination of any charges made, and if a prima facie case was made out take such steps as would lead to a thorough investigation and the punishment of the parties if found guilty.

No one denies to-day the right of labor to combine for legitimate purposes. No one would probably deny that in theory business men do not enjoy the same right. But in practice they do not enjoy the same right. Wherever and whenever business men combine, merge, or organize in any way the fact is heralded by the daily press as a menace to the public welfare, and

the authorities are forced to prosecute and the members at the combination to protect themselves in a costly, and usually long-pending, suit, whether they are innocent or guilty.

A permanent board such as suggested would protect the public, and at the same time prevent pernicious and unjust prosecutions of business men, whose organizations are founded upon equity and justice.

The weakness of the bill now before the House of Commons, is that it does not provide for this much needed machinery.

NEW IDEAS THE LIFE OF TRADE.

The man who "never did business like that" is gradually weeding himself from the mercantile field. When confronted with the problems of the present and having suggested to him certain courses to pursue, he puts up the plea that he has never done business that way, has heretofore been successful and sees no reason why he should modify, change, or add to that which has made him where he is. He keeps on for a while in the way he is going, and although he insists that he is doing good business, he knows that something is wrong, somewhere, but he still sees no reason for adopting newfangled ideas.

If we can't make up our minds to do the things of to-day as the necessities of the day demands and shape our methods according to the particular requirements of the present, we'll sooner or later find that he who has a way of his own of doing things, and persists in doing things that way under any conditions, will get left far behind in the race for business.

A man goes to bed with a clear conscience that he has fixed his business properly for the problems he has contended with during the day, but he wakes up to his business the next morning with some new series or sets of trouble confronting him that demand other treatments.

Ignoring or passing over won't rid his business of the annoyances, and because he didn't have them to contend with 10 or 20 years ago, he fools himself expensively if he attempts to let them go unnoticed and unconquered.

It doesn't make any difference how we did business some other day; the problems of to-day are the ones that demand our attention to-day, and if we don't know how to handle them, it is up to us to find out immediately.

Bear in mind that no manufacturer wants his goods lying on the retailer's shelves as dead stock. If he can make a live customer out of you by starting the goods, he wants to do it.

Practical Methods Used in Retail Grocery Stores

Winnipeg Grocer Evolves Profit-Sharing Idea With Customers—Advice on Handling Fish—Huckster Fined in London—A Day's Cash Sales Refunded to Promote Buying for Cash—Mid-week Business Improved by Guessing Device.

Profit-Sharing With Customers.

Winnipeg, Jan. 25.—A. Hendry, Winnipeg, celebrated the twentieth anniversary of his retail grocery business career on the New Year by adopting a profit-sharing plan for all his customers. His system is that six articles of daily use will be offered to customers at strictly cost prices, and these, with the prices will be printed on a circular issued each month for that purpose. At the end of each month the articles will revert back to their regular values, and a new reduced list issued.

Mr. Hendry claims that this is not price-cutting, but simply a profit-sharing idea which is a reward for past generous custom, and a means to solicit a larger patronage.

Advice on Handling Fish.

Bracebridge, Ont., Jan. 26.—Now that the fish season is here again some special attention should be given to the care and display of fish in the store. A grocer here believes in keeping the kegs of fish inside the store. He is opposed to the principle of piling up goods of any kind on the outside of the store in order to attract trade. They are left exposed to the sun, wind, rain and snow and often deteriorate in quality.

"Dressy windows are all that's needed," he says, "but, unfortunately, from now on in front of many grocery stores customers will be confronted with the annual barrel of salt herring, and the kegs of salmon and white fish. The way out of all the difficulties is to advertise that you handle all kinds of fish, but keep the fish in the background or else display them neatly and attractively."

Grocers Watch Huckster By-law.

London, Ont., Jan. 26.—The Retail Grocers' Association have the co-operation of the market clerk in trying to put down any infractions of the huckster by-law, and were successful last Friday. A man was fined \$2 and \$3.35 costs, with the option of a 10-days' sentence, for buying some potatoes on the market and selling them again. The case caused a great deal of interest in police court. The huckster bought four bags of potatoes at 60 cents and resold them to a grocer at 65 cents per bag, thus breaking the law.

One huckster here has a stall in the basement of the market house, for which he pays the "big" sum of \$4 per month. He, with others, bother the grocers a great deal by buying market produce one day, which he stores in the stall, and then brings it up for sale off his wagon a day or two later. The magistrate se-

verely criticized this method and likely the fine will have the effect of lessening infractions.

Refunding Full Day's Cash Sales.

Peterboro, Jan. 25.—An unique idea has been adopted by E. F. Mason & Co. to encourage cash payments. He advertises in his regular newspaper space that his customers will be refunded the amount of their cash purchases made on a certain business day in January and that the day will be announced after the first of February.

It will thus be seen that customers paying cash are sure to receive a rebate on some one day's cash purchase during January. All they have to do is present their bill for that day and the money will be refunded—a rather novel way of promoting cash sales.

Special Shelves for Canned Goods.

Toronto, Jan. 26.—Harry McClement, a West Toronto grocer, moves on the 29th inst. into new premises at 1717 Dundas Street. His new store is larger than the old one and fitted up in better shape. A metallic ceiling, newly papered walls and the fresh graining make a favorable impression. On the side wall Mr. McClement has a novel idea in the way of shelving for his canned goods. Shelves two tiers high are supported by brackets fastened to the wall, thus giving more room in the store and making a neater appearance. Mr. McClement has made careful selection in stocking his store.

When Patience Ceases.

Blenheim, Ont., Jan. 25.—Unique methods of "putting it up to" the delinquent debtor are many, but rarely if ever has it been told to that individual with more directness than in a little card recently published in a Blenheim paper by Geo. J. Gibb, a professional man here. Mr. Gibb's appeal reads thus

"Patience ceases to be a virtue when it allows people to impose on the patient one. I find myself in that position, and have therefore decided that after Jan. 31, the clerk of the court will be asked to interview all who have been imposing on my patience.—Geo. J. Gibb."

Getting Mid-week Business.

Leamington, Ont., Jan. 25.—S. G. Morse, a Leamington merchant, is giving considerable attention to the problem of getting customers out more in the middle of the week instead of on Saturdays. He has evolved an unique

idea to help. In his window he displays a clock and the customer who guesses nearest to the time the clock will stop is awarded a cash prize. The customer second nearest also secures a cash prize. These prizes are given away every Thursday afternoon. The experiment has proven so successful that Mr. Morse intends continuing it.

An Attractive Confectionery Window.

Guelph, Ont., January 26.—Some exceptionally attractive window displays and store decorations were to be seen in Guelph grocery stores during the weeks of Christmas and Yew Year's. One of the prettiest windows in the city was a candy window in Williams' store. The manager of the grocery department there distinguished himself in the display he made. Fancy confections of all kinds, with bonbons and "crackers" taking a prominent part, were shown in such a manner that the attractiveness of the assortment caused much favorable comment.

Have Customers Buy Within Their Means.

Montreal, Jan. 26.—"Do not try to oversell a customer; take for instance, a customer whom you know cannot afford many luxuries," said William Currie, a Montreal retailer. "Many clerks and even store owners will try to sell them, though they realize that financially they are not in a position to buy such things. Sell them only what they really want and as their means increase you can increase your sales. None of us are in business only for a year or two. It will pay to nurse such people along and help, rather than hinder, their financial well-being."

Q.—„uoBEM unP., a sry o.f

Doubles Sale of Fowl.

Guelph, Ont., Jan.—26. — One of the leading grocers of Guelph has during the past few weeks almost doubled his best records in the dressed fowl business.

"We find," he explained to The Grocer, who was asking how it had been accomplished, "that our customers greatly appreciate it when we draw the fowl they buy free of charge."

The grocer went on to state that they did not sell drawn fowl, but that they weighed and sold them as they were and only cleaned them free as an act of courtesy to the customers. They state that they had no idea when they commenced the practice, how popular it would be with their customers. Many new customers were secured also, as ladies would come in and ask if they were in the habit of cleaning fowl free and when they replied in the affirmative it nearly always meant a sale..

Lay Plans for Housecleaning Stock in February

Appliances for This Work Will be Required Soon and Stocks Should be Early Laid In—Lenten Fish Trade Needs Attention Next Month—A Good Time to do Some Interior Cleaning Up.

Toward the end of January the careful grocer begins to look forward toward his next month's business and to plan in advance as far as possible what should be done to aid matters along the proper path—the path of increased volume of paying trade.

January has come to be pretty generally recognized as set apart for stock-taking and general inventory work. December is too full of business to allow sufficient time for such a purpose. Thus we see the average grocer approaching February with a pretty complete knowledge of what is in his store.

During the course of a year's business there is necessarily quite a collection of odds and ends of various lines, which have either been handled too freely or become misplaced until too old to be readily saleable. Some are past the selling stage altogether and the wide-awake man should rid his store of such dead stock as soon as possible. February is about the best time for such procedure. Advertise sales of such articles at reduced prices and "get rid" of them. They take up valuable space and only decrease in value the longer they are held. Labels become torn, cans dented, and in a hundred different ways articles left too long on the shelves deteriorate.

Such sales will be found of great assistance in booming general trade after the dull January season. People need a stimulant to rouse them from the reactionary period after New Year's. Cut prices on standard slightly damaged goods will often start general buying, thus working a double benefit for the grocer progressive enough to use them.

Plan for House Cleaning Times.

Spring house cleaning for everyone is not far off and the grocer must see that his stock of brooms, mops, soaps, etc., is complete. It is better to be in the field early than late. Remember that house cleaning is somewhat of a germ disease. One housekeeper decides to start, and either the sound of beaten carpets or some occult influence spreads the disease through an entire community in short order. For this reason it will pay to look ahead and be ready for any emergency.

One of Canada's largest retailers has a series of special orange sales throughout February. He claims it needs just such a sale to bring people back to the idea of buying again. The sale need not be of oranges but a sale of some kind seems necessary, or rather a series of them.

Regarding the store itself in February, not only should it be cleared of dead stock, but it should undergo a thorough housecleaning at the same time. Always somewhat of a dull month, the time can be used to good advantage in this spring trade.

Lent is coming soon. Fish will be in large demand. Do not fail to see that the fish stocks are kept up. If you don't it simply means money lost. As sure

as Lent comes around the demand for fish of all kinds increases.

In general February should be made to open up the year's business with a clean store, a clean stock and an increasing trade produced by special sales.

Albert Hebert, of Hudon, Hebert & Co., Montreal, is back from Atlantic City, where he took his family for a holiday of a few weeks.

Tariff Changes Made by French-Canadian Treaty

General Effect is to Have Goods Coming From France Placed on Intermediate Tariff Basis—Peculiar Circumstances Under Which Duty on Shelled Almonds has Been Increased Instead of Being Decreased.

The French-Canadian treaty, which is soon to be enforced, with a view to bettering the trade relationship between Canada and the French Republic, shows some interesting changes in the tariffs on foodstuffs from France.

Among the most important in which the grocery trade is interested are macaroni and vermicelli, dates and figs, fruits in cans or bottles, various nuts, fish preserved in oils, castile soap, canned vegetables such as beans, anchovies, sardines, sprats and other fish and olive oil.

Speaking generally of the new tariff, it places these goods on what is termed the intermediate tariff, instead of on the general tariff. Strictly speaking, the new tariff will be known as the French treaty tariff.

The accompanying table shows the effect it will have on the above-mentioned articles:

apply more particularly to the French state of Tunis in Northern Africa.

The duty on fish preserved in oil and on olive oil, it will be noticed, is an ad valorem duty (according to the value).

A Peculiar Instance.

In discussing the tariff change with a Canadian broker, some interesting facts were brought out with regard to shelled almonds on which, he stated, there was no reduction on the duty. The reason for this was that they have been on a "false basis" and the duty, in order to bring it to the intermediate tariff, has had to be increased rather than decreased.

Originally the duty on shelled walnuts was 3 cents per lb. Under an old French treaty it was reduced to 2 cents, some ten years ago, and after that again the duty on shelled nuts generally was raised to 4 cents; but for some reason it could

	General Tariff.	French Treaty Tariff.
Macaroni and vermicelli	per 100 lbs. \$1.25	\$1.00
Dates and figs	per 100 lbs. .62½	.55
Fruits in air-tight cans or other air-tight packages, the weight of cans, etc., to be included in weight for duty	lb. .02¼	.02
Almonds, walnuts, shelled peanuts, etc..	lb. .03	.02
Nuts, shelled, n.o.p.	lb. .04	.03 1-3
Fish preserved in oil, n.o.p.	Ad. val. 35%	30%
Castile soap	lb. .02	.01
Vegetables, tomatoes excepted, including baked beans, in cans or other air-tight packages, n.o.p.; the weight of the cans or other packages to be included in weight for duty	lb. .01½	.01
Anchovies, sardines, sprats and other fish, packed in oil or otherwise, in tin boxes, the weight of the box to be included in weight for duty—when weighing over 8 oz., and not over 12 oz. each	Per box .03½	.02
Olive oil	Ad val. 20%	15%

Macaroni and vermicelli from France has been coming into Canada under the general tariff, which is \$1.25 per cwt. With the new treaty in force the duty will be \$1 per cwt. Dates and figs will

not over-rule the old French treaty, and shelled walnuts remained at 2 cents. The French-Canadian treaty places the duty at 3 1-3 cents, which, the broker explained, is an advance rather than a decrease.

Stores

ow he displays r who guesses lock will stop The customer s a cash prize y every Thurs- periment has Mr. Morse in

ery Window.

26.—Some ex ndow displays re to be seen es during the Yew Year's. ows in the city Williams' store ery department elf in the dis- confections of nd "crackers" t, were shown e attractiveness much favorable

Within Their

Do not try to e for instance, ow cannot af- d William Cur- "Many clerks ill try to sell ze that finan- a position to em only what their means in our sales. None y for a year or se such people than hinder,

unp., e sty of

Fowl.

— One of the has during the ouble his best owl business. ained to The ing how it had our customers en we draw the arge." to state that fowl, but that them as they hem free as an customers. They idea when they how popular it omers. Many eured also, as nd ask if they aning fowl free the affirmative a sale..

Farmers

ties that have a speculative appearance about it. The market opened low and it is admitted by all that after carrying them for so long, paying storage and insurance, a raise would be justifiable.

Beans.....	0 80	0 85	Red pitted cher-		
Corn.....	0 80	0 85	ries, 2's.....	1 75	
Peas.....	1 05	1 42	Gallon apples... 2 40	2 45	
Pumpkins.....	0 75	0 82	Bartlett pears—		
Tomatoes, 2's.....	0 80	0 85	Heavy syrups, 2's.....	1 65	
Strawberries, 2's 1 40	1 50		Light " 2's.....	1 15	
Raspberries, 2's 1 60	1 87		Heavy " 3's.....	2 40	
Peaches, 2's.....	1 65		Light " 3's.....	1 70	
" 3's.....	2 65		Lombard plums,		
Lawtonberries.....	1 65		2's.....	0 80	0 85

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen.....	1 90	Red Spring, doz.	1 55	1 65
1-lb. flats, dozen.....	1 25	Red Sockeye, dz.	1 65	1 70
1-lb. flats, dozen.....	2 12	Lobsters, halves,		
Other salmon prices		per dozen.....	1 85	2 20
are:		Lobsters, quar-		
Humpbacks, doz.....	0 95	ters, per dozen.....	1 40	
Cohoos, per doz.....	1 45			

ONTARIO MARKETS

POINTERS—

Beans—Prices higher.
Sugar—Advance maintained.
Evaporated Apples—Weak.
Dried Fruits—Firm.

The wholesale men report that business is rapidly improving and is quite satisfactory. Orders are up to their expectations and the good things expected after our bountiful harvest are materializing. Prospects are encouraging.

There have been few changes in prices since last week, the high price of beans being one of the features.

Sugar—The recent advance of 10c on sugar is maintained, but the market is easier and no further change is looked for, for some time. Cuban sugar, if the weather remains favorable, will be a big crop.

St. Lawrence "Crystal Diamonds," barrels.....	5 60
" " " " " barrels.....	5 70
" " " " " 100 lb. boxes.....	5 80
" " " " " 50 lb. boxes.....	5 90
" " " " " 25 lb. boxes.....	6 10
" " " " " cases, 20-5 boxes.....	6 65
" " " " " Dominoes, cases, 20-5 boxes.....	7 65
Paris lumps, in 100-lb. boxes.....	5 90
" " " " " in 50-lb. ".....	5 80
" " " " " in 25-lb. ".....	6 10
Red Seal.....	0 55
St. Lawrence granulated, barrels.....	4 95
Beaver granulated, bags only.....	4 65
Redpath extra granulated.....	4 95
Imperial granulated.....	4 65
Acadia granulated (bags and barrels).....	4 85
Wallaceburg.....	4 85
St. Lawrence golden, bbls.....	4 55
Bright coffee.....	4 85
No. 3 yellow.....	4 70
No. 2 ".....	4 69
No. 1 ".....	4 50
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrup and Molasses—There is nothing special in these lines. The trade is fair and steady.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.....		Gallons, 6 to case.....	4 80
in case.....	2 50	" " 12 ".....	5 40
5 lb. tins, 2 doz.....		Quarts, 24 ".....	5 40
in case.....	2 85	Pints, 24 ".....	3 00
10 lb. tins, 1 doz.....		Molasses—	
in case.....	2 75	New Orleans,	
20 lb. tins, 1 doz.....		medium.....	0 31
in case.....	2 70	New Orleans,	
Barrels, per lb.....	0 03	bbls.....	0 29
Half barrels, lb.....	0 03	Barbadoes, extra	
Quarter ".....	0 03	fancy.....	0 45
Full, 35 lb. ca.....	1 80	Porto Rico.....	0 45
" 25 ".....	1 30	Muscovada.....	0 30

Tea—The tea market is firm and active, but no material change is expected in the prices.

Coffee—The demand for coffee, which is always the case in winter, is good, and orders are satisfactory.

Rio, roasted.....	0 12	0 13	Mocha, roasted... 0 25	0 28
Santos, roasted... 0 15	0 17	Java, roasted... 0 27	0 30	
Maricao, "..... 0 16	0 18	Rio green..... 0 08	0 09	

THE CANADIAN GROCER

Spices—Spices are at this time of the year in little demand, and therefore receive not much attention.

Peppers, black... 0 15	0 18	Cloves, whole... 0 25	0 35
" white... 0 22	0 25	Cream of tartar... 0 22	0 25
" whole... 0 16		Allspice..... 0 14	0 18
black..... 0 16		Mace, ground... 0 14	0 18
Peppers, whole,		Mixed pickling	
white..... 0 23		spices, whole... 0 15	0 18
Ginger..... 0 18	0 25	Cassia, whole... 0 20	0 25
Cinnamon..... 0 5	0 40	Celery seed..... 0 24	
Nutmeg..... 0 20	0 30		

Dried Fruits—Peaches and apricots are tightening up a little, but they are still sold without an advance. All other dried fruit are firm and in good demand.

Prunes—	Per lb.
30 to 40, in 25-lb. boxes.....	0 11
40 to 50 ".....	0 10
50 to 60 ".....	0 08
60 to 70 ".....	0 07
70 to 80 ".....	0 07
80 to 90 ".....	0 06
90 to 100 ".....	0 06
Same fruit in 50-lb. boxes 1/2 cent less.	
Apricots—	
Standard.....	0 15
Choice, 25 lb boxes.....	0 15
Fancy.....	0 17
Candied and Drained Peels—	
Lemon..... 0 09	0 11
Orange..... 0 11	0 12
Citron..... 15	18
Figs—	
Elemes, per lb.....	0 08
Tapioca, ".....	0 03
Bag figs.....	0 04
Dried peaches.....	0 08
Dried apples.....	0 07
Currants—	
Fine Filiatras..... 0 06	0 07
Vostizzas..... 0 08	0 09
Patras..... 0 08	0 08
Uncleaned 1/2 cent less.	
Raisins—	
Sultana..... 0 05	0 05
" fancy..... 0 06	0 07
" extra fancy..... 0 08	0 09
Valencia, new..... 0 06	0 06
Seeded, 1 lb packets, fancy..... 0 08	
" 16 oz. packets, choice..... 0 07	
" 12 oz. "..... 0 06	
Dates—	
Halloweas..... 0 06	0 06
Fards choice..... 0 08	
Sais..... 0 05	0 07

Nuts—There is little call for nuts, and they are quiet, and prices unchanged.

Almonds, Formigetta.....	0 11
" Tarragona.....	0 12
" shelled.....	0 32
Walnuts, Grenoble.....	0 13
" Bordeaux.....	0 11
" Marbota.....	0 12
" shelled.....	0 29
Filberts.....	0 12
Pecans.....	0 16
Brazils.....	0 15
Peanuts, roasted.....	0 08

Rice and Tapioca—Nothing more than the usual regular trade can be reported in these lines with no change in prices.

Rice, stand. B.....	Per lb.
Standard B. from mills, 500 lbs. or over, f.o.b.,	0 03
Montreal.....	2 85
Rangoon.....	0 03
Patna.....	0 05
Japan.....	0 05
Java.....	0 06
Carolina.....	0 10
Sago.....	0 05
Seed tapioca.....	0 05
Tapioca, medium pearl.....	0 04

Evaporated Apples—It has often been demonstrated that every line of goods has a limit, beyond which it is impossible to boom it. An extra good demand sprung up, early in the season for evaporated apples and high prices were paid for them. Some held on for more, who would now be glad to take two cents less a pound for them if they could get it.

Evaporated apples.....	0 07	0 08
------------------------	------	------

Beans—It is difficult to secure enough beans to supply the demand. The crop is considered a good one, but the farmers are not in a hurry to sell. If the labor men put their heads together and abstain from eating beans, the farmers might find out that they made a mistake. Prices are about 10c a bushel higher.

Beans, per bushel.....	2 00	2 10
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FREE DEALS DISCOURAGED.

The question of "free deals" was one of the most important which came before the conference in Chicago last week among the manufacturers, jobbers and retailers of groceries, with a view of correcting abuses in the trade. It is claimed that these "free deals and schemes" of manufacturers are introduced with the result that the retailer is called upon to stock more goods than his legitimate demands require and force a monetary obligation on both retailer and jobber, thereby operating against the best interests of both retailer and jobber, without advantage to the consumer. A resolution was passed, opposing and denouncing what was termed the practice of subsidizing jobbers' salesmen as employed by some manufacturers, because in some States it is contrary to law, tends to demoralize salesmen and influences salesmen to further the sale to the retailer of products for which there may be no demand, causing obligations on both the retailer and jobber.

NO COAL OIL AFTER DARK.

Guelph, Jan. 26.—A Guelph grocery firm have announced to their customers that they have definitely decided not to deliver coal oil after eight o'clock on Saturday nights.

"We have several good reasons for taking this precaution," said the grocer in whose store the notice was displayed. "In the first place it is dangerous to handle coal oil after dark and while the insurance companies do not raise any serious objection to it, if we had a fire caused by that we could not collect any insurance. Then there is the danger of the delivery man setting fire to coal oil in his waggon, while lighting his lantern or striking a match to look at the names on orders. Even if he does not set the oil on fire he is very apt to spill some of it by having the can upset, and in this way we have, on more than one occasion, had the worth of a good many coal oil orders lost in the damage to groceries. And even if there are no upsets, or mishaps of that kind, the driver is apt to soil his gloves while handling coal oil in the dark and consequently he is likely to give the grocery orders he has to handle a disagreeable odor or flavor."

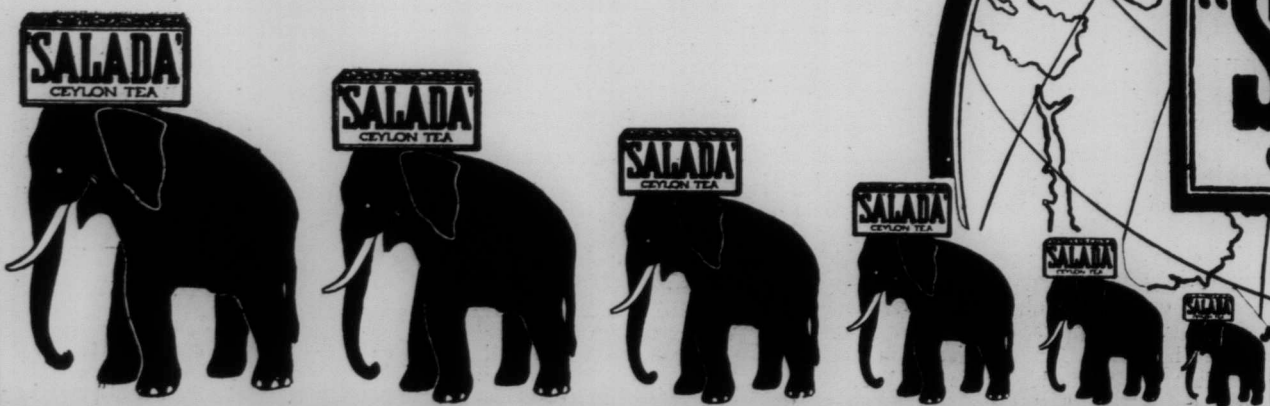
INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The board of directors of the Canada Brokerage Co. met at the head office, Toronto, on Jan. 17, and declared the following dividends: Preferred stock, 7 per cent.; preference stock bonus, 3 per cent.; common stock, 5 per cent.

Because February 1 will be civic election day in Montreal, and in order that they may take stock, Laporte, Martin & Co. will not open their warehouse and office on the first day of the coming month. As a result of stock-taking they state they will be able to offer some especially attractive bargains to retailers.

"SALADA" is sold only in sealed lead packages, proof against odors and dirt. It can't be contaminated. ∴ ∴ ∴



EAST and West—North and South, wherever you may go—you find "SALADA" Tea. It comes to you direct from the tea-gardens of Ceylon—all its garden freshness and native purity perfectly preserved in sealed "SALADA" packets. It reaches you just fifteen weeks after being picked in far off Ceylon—twelve thousand miles away.

DETERIORATION OF TEA.

In last week's issue of The Canadian Grocer the "Salada" Tea Co. asked the wholesale and retail trade to return any tea they had in stock over six months. A leading retailer called upon Mr. Larkin to ask for further information. He replied:

"Yes, we are losing the freight, which we prepay, and also the return freight; then we have to empty the cases, open the packages, and sell the returns as bulk tea for whatever prices it will fetch, because of the fact that all tea deteriorates in quality at least one cent per pound in six months, and from two to four cents in the first year. Take a very fine tea, for instance, that costs, let us say, 37c. at auction; this grade, especially in Ceylons, will during the first year lose at least five cents

per pound in quality. A tea costing 10d., i.e., 20 cents, will lose about 3 cents in quality, so that by holding tea one not only loses interest, storage and insurance charged, but it can be fairly estimated that the tea loses in value ten per cent. or over during the first year. During the second year it loses still more, probably 15 per cent., during the third year an equal amount; but after that it does not deteriorate, because, as a rule, it is about as bad as it can be.

"Tea is at its best the day it is fired in the gardens, and although in sealed lead packets tea keeps very much better than in bulk, still it does not retain its original flavor. The trouble lies in the fact that the flavor of tea is contained in an essential oil, which deteriorates and probably gets rancid no matter what precautions are taken with it. We consider it profitable, therefore, to have our tea go to the consumers as

fresh as it is possible to let them have it."

Mr. Larkin was asked how the "Salada" Tea Company was fixed for stock when the enormous rise in the prices of tea took place three or four months ago. He said: "We were fixed as we usually are. We had enough stock in Toronto to last us about two or three weeks, and the usual quantities on the road between Colombo, London and here. We did not have a stock to carry us over for months without buying, neither would we want to have. The trouble is, that if we had, we would not be serving the consumer well. We would be serving them with tea that was old, and which, therefore, had lost its flavor. If we were positive now that the market was going to advance another five cents per pound, we could not speculate for our wants; that is, for the tea that we put in our packages. It would not pay us. The quality

would not be is only one have more t tea in stock monsoon per ing forward in this case with stock s eight weeks. tant, and, t to speculate

"Many ret that the tea buy heavily the time tha tea of even pound, in t tea has det that extent, insurance, e was on the kin, "tea t retailers for it was posit



**"SALADA" is tea at its best
—in all its garden freshness.
You buy it in small quan-
tities as you require it. Al-
ways fresh. ∴ ∴ ∴ ∴ ∴**

"SALADA" is "hill grown" tea---grown on plantations high up on the hills of Ceylon. The leaves are small and tender with a rich, full flavor. "SALADA" is always of unvarying good quality. Will you be content to sell ordinary tea when you can get "SALADA"? A postal inquiry will bring samples and price lists by return mail.
THE "SALADA" TEA CO., TORONTO AND MONTREAL.

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would not be "Salada" quality. There is only one time in the year that we have more than our normal quantity of tea in stock, and that is during the monsoon period, when all the tea coming forward is comparatively poor, but in this case we only provide ourselves with stock sufficient to last us seven or eight weeks. Fresh tea is all important, and, therefore, we cannot afford to speculate and hold.

"Many retail grocers, if they hear that the tea market is likely to advance buy heavily of bulk teas, forgetting all the time that if there is an advance in tea of even three or four cents per pound, in the course of a year their tea has deteriorated in value to fully that extent, besides the loss of interest, insurance, etc. I have known when I was on the road," continued Mr. Larkin, "tea to be in stock with some retailers for six or eight years, when it was positively unfit to send out at

all. The moral is, speculate as much as you like in other goods, but buy your tea from hand to mouth, and the clever grocer always does this. He has no tea on hand to last him, at the outside, for more than three months. The grocer in England, as a matter of fact, seldom carries more than three weeks' supply."

AN UNPARALLELED RECORD.

An Extraordinary Increase in the Business of "Salada" and Why.

The "Salada" Tea Company, this city, point with justifiable pride to the steadily increasing trade in "Salada" tea. In 1892, the sales covered 63,290 packets, in 1900 there were 6,103,760 packets sold, in 1908 there were 19,146,505 packets, and in 1909 a total of 20,280,570, or over three times the volume of business done in 1900. Their claim that: "It has won its present

position solely on merit," is sustained by the record. And while this is flattering, they believe it would be tremendously increased were consumers to pay greater regard to the flavor of tea and discriminate in favor of the higher grades. There is no doubt that consumption would double, treble and quadruple in a few years were tea distributed on a fair margin of profit, which should apply to service at the fashionable hotels and tea rooms, where 10 to 25 cents is charged for a pot of tea costing the fraction of a cent. Every grocer who deals in superior tea, such as invariably pleases the palate, builds up a very profitable part of his business. Good quality fosters the larger volume of business in tea. A little more enthusiasm, closer study of the leaf, a good but not exorbitant profit, will send a retailer's trade forward by leaps and bounds.

THE CANADIAN GROCER
 DIRECTORY OF
**Manufacturers, Manufacturers' Agents,
 Brokers, Etc.**
BRITISH COLUMBIA

**W. A. JAMESON
 COFFEE CO.**

Importers and Roasters of High Grade
 Coffees.

Manufacturers and Proprietors of
 "Feather-Light" Brand Baking Powder
 We also carry a full line of TEAS,
 SPICES, etc.

Mail orders promptly attended to.

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 Wholesale Grocery Brokers and
 Manufacturers' Agents

Correspondence Solicited.

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 FRUIT GROWERS' ASSOCIATION**

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 class Fruits of all kinds in British Columbia.

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 mention having seen the advertisement
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 Agents
 144 WATER ST., VANCOUVER, B.C.
 Can give strict attention to a few first-class Gro-
 cery Agencies. Highest References.

Do you want live representation?
 We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and
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Codes—A B C 5th Edition, Western Union

140 Water St., Vancouver, B.C.

Correspondence
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Highest
 References

Nature has solved the
 problem of distribution.
 It uses a multitude of
 agents to effect the distri-
 bution of its products.
 Nature does not expect
 every seed to fall upon fal-
 low ground and to take
 root. But, it achieves a
 profitable percentage upon
 its distribution. This is all
 that an advertiser has to
 do to reap a profitable
 harvest on his outlay.

WANTED
 One **Wholesale Grocer**

in each city of the Dominion to handle

ST. VINCENT ARROWROOT

WRITE FOR PARTICULARS, PRICES, ETC.

WEST INDIA CO., Limited 305 St. Nicholas Buildings, MONTREAL

Canners' Merger Arousing Great Deal of Interest

Interview With Garnet P. Grant, the Promoter—His Statements as to Why the Amalgamation was Effected—Some Ambitious Projects of the New Company—Refers to References in Daily Press.

A great deal of interest has centred in the Canners' Merger since the publication in last week's issue of the announcement that it was a reality. Since that time some contradictory statements have been made in the daily press to the effect that the merger had not materialized, but according to Garnet P. Grant, the promoter, the information as given in *The Canadian Grocer* was correct. The details of the organization are now under way, states Mr. Grant, and he says they will be completed about March 1st.

"A great many different statements are being circulated," he said to *The Grocer*, "throughout the press but that outside of merely corroborating in a general way the announcement appearing in last week's *Grocer*, I have no details to the press at all."

Mr. Grant was pressed for a list of all factories joining the merger, but his statements were emphatic in this respect. "It is neither fair to the companies who are joining the merger nor to those who are not, that their names should be made public, until such time as the merger was in active operation, because it would merely serve to disturb the operation of their businesses in the interval. No list of any sort has been given out and any such lists appearing in the public press are unauthorized, and more than that, the lists are all mixed up.

"What effect will this merger have upon prices?" he was asked.

"My best answer to that question is to merely say, what has been the result of high prices in the past? It is not so very long ago that prices were very high, and the result was that the consumption of canned goods dropped off tremendously. The consumer has to have canned goods at a reasonable price and the minute they get above that price other foods take the place of canned goods. I know that the canned goods business is hardly back on its normal basis yet from the effects of high prices.

"What are the real objects of the merger?" was another query.

"The merger has many objects," he replied. "One is to arrange the canning business on such a basis that the output will be marketed on a fair manufacturers' profit basis. Then again to arrange a large number of factories under one control, in order to effect economies in almost every item of operation. One of the plans of the merger is to instal a laboratory under the charge of expert chemists to develop the various processes to as high a degree of efficiency as possible and to devise new methods for bettering the quality of the goods produced.

"Another plan is to have a special department to carefully look after the

propagation of seeds, etc., that will improve the quality for packing purposes of the produce from the grower. Many other plans along similar lines are being worked out and the adoption of these will, I maintain, result in the very natural increase in the consumption of canned goods. It will mean a steady improvement, if possible, in the quality of the goods, it will insure to the canning companies a steady and increasing output and will at the same time satisfy both the trade, the consumer and the grower."

Capital Not Yet Known.

When asked regarding the capital, etc., of the new company, Mr. Grant stated that it was impossible to say anything in this respect until all the appraisals were completed, etc. The Canadian American Appraisal Company were now appraising the various factories, and until these appraisals were completed the general financial plan could not be outlined. Mr. Grant said that the necessary financing for the merger will be in the hands of C. Meredith & Co., Ltd., of Montreal.

In conclusion he said that all the necessary details of organization were now being worked out and everything would be gotten into shape in the near future.

CANADIAN BUSINESS CHANGES.

Grocer Businesses Bought and Sold, Assignments Made and Losses by Fire.

Ontario.

A. E. Totterdell, grocer, Toronto, has sold to Jas. Brown.

The Wheat Nut Cereal Co., Ltd., has obtained a charter.

J. Read, general merchant, Dryden, Ont., has sold to D. W. Scott.

F. O. Diamond, general merchant, Queensboro, Ont., has sold to Sager Bros.

M. Karam, general merchant, Elk Lake, Ont., sustained loss by fire recently.

Geo. McDavid & Co., grocers, Port Arthur, Ont have assigned to J. C. Hunter.

A. S. Cain, grocer and crockery merchant, Dundas, Ont., is succeeded by Cain & Co.

G. A. Hicks & Co., general merchants, Ernestown Station, Ont., have assigned to R. E. Burns.

Quebec.

Morin & Frere, grocers, Montreal, has dissolved.

Assists of J. L. Ledue, grocer, Hull, Que., are to be sold.

A. Magnan, grocer, Hull, Que., is succeeded by Isidore St. Pierre.

Donat Charest, grocer, Hull, Que., has obtained an extension of time.

Assets of A. P. Chapleau, grocer, Montreal, are advertised for sale.

La Co-operative Societe de Shawinigan Falls, Que., has obtained a charter.

Alex Desmarteau has been appointed curator for A. P. Chapleau, grocer, Montreal.

Western Canada.

W. Wilson, grocer, Vancouver, has sold his business.

Ed. Maycock, grocer, Vancouver, has sold to Mary Hicks.

McPhee Bros., grocers, Vancouver, are selling to D. Finlay.

C. J. Logan, general merchant, Wilkie, Sask., has sold to A. Schaad.

S. J. Scovil, general merchant, Bethune, Sask., has sold to J. R. Duke.

Geo. Wood, general merchant, Killwood, Man., has been succeeded by A. A. Wood.

Geo. Peters, general merchant, Didsbury, Sask., has been succeeded by Rietzel & Calfeist.

Frank McPhee, general merchant, Carcross, Yukon Territory, sustained loss by fire recently.

J. M. Hill & Co., wholesale grocers and produce merchants, Vancouver, B.C., have discontinued.

A meeting of creditors of Hopper Bros., general merchants, Alameda, Sask., has been held.

RUMOR OF CEREAL MERGER.

Montreal, Jan. 27.—There was some talk during the early part of the week of a merger of cereal manufacturers, but definite information is not yet forthcoming. Among wholesalers, nothing has been heard which would lead them to believe such a step was contemplated by manufacturers selling to them. Representatives of cereal makers did not give out anything in regard to the story.

The annual banquet of the London Retail Grocers' Association will be held on Tuesday evening, February 1st.

The Toronto R.G.A. held their annual "At-Home" on Wednesday evening, January 26th.

Telegraph reports from Florida at the time of the "big freeze" a week ago were rather more serious than told by later reports, according to New York handlers of citrus goods from the southern peninsula. There is no doubt as to the fruit being damaged, say the later reports, but the proportion which is still available is greater than was indicated by first reports.

A RELIABLE TRADE PAPER.

Hodgson & Bedgood, Blyth, Ont., writing to *The Canadian Grocer*, in paying their subscription say: "We feel we could not do without *The Grocer* it is so reliable."

MANITOBA MARKETS

Corrected by Wire.

Advances—Rolled oats, beans, coffee.
Stronger—Sugar, syrup, honey.
Declines—Foreign dried fruits, evaporated apples.

Winnipeg, Jan. 27, 1910.

Markets suddenly became turbulent this week, owing to the fact that wholesalers are making re-adjustments in keeping with stocks and trade conditions generally. During December the demand for all lines was so great that prices were naturally forced up. Supplies at that time also were short on many lines, which have since come on the market in good quantities. The demand for goods in comparison to last month is light, and several reductions have taken place. Foreign dried fruits are the most interesting in this connection and nearly all prices have been quoted lower. Notwithstanding this, however, the trade is excellent for this season in all lines. Wholesalers were never so busy during January before and they are finding it difficult to take stock systematically and at the same time to look after the orders that are coming in. The traveling staffs are being enlarged, as territory had to be limited. One traveler that formerly worked in Brandon and Portage la Prairie, has been kept several days overtime in the former city and an assistant had to be despatched to Portage.

Wholesale confectioners are likewise busy, and in this department also there are strong indications of an exceptionally heavy trade all season.

Collections keep up fair, and wholesalers are gratified with the way back payments are being made.

Local retailers have noted recently the growing demand for the better and higher-priced goods from the trade. This is characteristic of western custom. People are willing to pay for a good article and merchants are forced to talk quality.

SUGAR—The market is fairly strong this week in all sugars, and quotations are higher than they have been for some time. There are no indications of lower prices in sight in the immediate future.

Montreal and B.C. granulated, in bbls.	5 40
" " " in sacks.	5 45
" " " yellow, in bbls.	5 00
" " " in sacks.	4 95
Icing sugar, in bbls.	5 75
" " " in boxes.	5 95
" " " in small quantities.	6 10
Powdered sugar, in bbls.	5 55
" " " in boxes.	5 75
" " " in small quantities.	6 40
Lump, hard, in bbls.	6 25
" " " in 1/2-bbls.	6 35
" " " in 100-lb. cases.	6 35

SYRUP AND MOLASSES—This market is quite unstable just now, and altogether one cannot quote higher prices. We may do so at an early date. The trade is heavy, as usual.

Syrup "Crown Brand," 2-lb. tins, per 2 doz. case.	2 25
" " " 5-lb. tins, per 1 "	2 75
" " " 10-lb. tins, per 1 "	2 55
" " " 20-lb. tins, per 1 "	2 60
" " " 1/2 barrel, per lb.	0 04
" " " Sugar Syrup, per lb.	0 03 1/2
Beehive Brand, 2-lb. tins, per 2 doz. case.	2 25
" " " 5-lb. tins, per 1 "	2 75
" " " 10-lb. tins, per 1 "	2 55
" " " 20-lb. tins, per 1 "	2 60
Barbadoes molasses in 1/2-bbls., per gal.	0 50
" " " gingerbread molasses, 1/2 bbls., per gal.	0 40
" " " New Orleans molasses, 7-gal. tins, per tin.	1 95
" " " hallerger, 6 1/2-lb. tins, per case.	2 15

HONEY—The demand keeps up well and the following prices are held strongly just now. It is reported that supplies are getting low.

Honey, 2 1/2 lb. tins, per tin.	0 37 1/2
" " " 5-lb. tins, per tin.	0 75
" " " 12 oz. jars, per dozen.	2 10
" " " 60-lb. tins, per lb.	0 12 1/2

FOREIGN DRIED FRUITS—There have been many changes going on in this market during the past few days. Prices are being adjusted according to stocks. A general decline has been made in the prices that were high owing to local shortages a few weeks ago; stocks are light on large size prunes; 30-40 and 40-50 are bringing stiff premiums.

Smyrna Sultana raisins, uncleaned, per lb.	0 08
" " " cleaned, per lb.	0 09 1/2
Valencia raisins, Rowley's, f.o.s. per case, 28's.	1 85
" " " selects " 28's.	1 95
" " " layers " 28's.	2 05
California raisins, choice seeded in 1/2-lb. packages	0 06
" " " per package	0 06 1/2
" " " fancy seeded, in 1/2-lb. packages	0 06 1/2
" " " per package	0 07 1/2
" " " choice seeded in 1-lb. packages	0 07 1/2
" " " per package	0 08 1/2
" " " fancy seeded in 1-lb. packages	0 08 1/2
" " " per package	0 09 1/2
Raisins, 3 crown muscatels, per lb.	0 06 1/2
Prunes, 90-100 per lb.	0 05
" " " 80-90 "	0 05 1/2
" " " 70-80 "	0 06
" " " 60-70 "	0 06 1/2
" " " 50-60 "	0 07
" " " 40-50 "	0 08 1/2
" " " 30-40 "	0 08 1/2
Silver prunes, acc. to quality.	0 09 1/2
Currants, uncleaned, loose pack, per lb.	0 06 1/2
" " " dry, cleaned, Filiatras, per lb.	0 06 1/2
" " " wet, cleaned, per lb.	0 07 1/2
" " " Filiatras, in 1-lb. pkg. dry, cleaned, per lb.	0 08 1/2
Pears, per lb.	0 09 1/2
Peaches, standard, per lb.	0 08 1/2
" " " choice, per lb.	0 09
" " " Apricots, standard, per lb.	0 15
" " " choice, per lb.	0 15 1/2
Plums, pitted, per lb.	0 11 1/2
Nectarines, per lb.	0 09 1/2
Dates, per lb., Hallows, bulk.	0 06 1/2
" " " Fard, 9 1/2 lb. boxes.	1 40
" " " packages, 30 in case.	0 07
Figs, per lb.	0 04 1/2
Peel, per lb., lemon.	0 09 1/2
" " " orange.	0 10
" " " citron.	0 13 1/2

ROLLED OATS—A slight rise in price is reported, but as yet only in the smaller lots.

Rolled oats, 80 lb. sacks, per 80 lbs.	1 85
" " " 40 " " " 40 "	0 95
" " " 20 " " " 20 "	0 50
" " " 80 (8, 10s), per 8 lbs.	2 20

BARLEY—Although there is little moving, prices are maintained rigorously. One wholesaler reported to-day that the barley market was as low as could be expected.

Pot barley, per bag, 100 lbs.	2 40
Pearl barley, per bag, 100 lbs.	3 50

CORNMEAL—Supplies on hand are quite heavy in anticipation of a revival in trade later on. The market is firm at the following quotations, and there is little indication of a decline:

Cornmeal, per sack.	2 05
" " " per 1/2 sack.	1 05
" " " per bale (10, 10's).	2 30

NUTS—Market is quiet in every respect and following prices are held to-day, with an inclination to weakness. Almonds may be quoted lower at any time:

Shelled Walnuts, in boxes, per lb.	0 27
" " " small lots, per lb.	0 28
" " " Almonds, in boxes, per lb.	0 35
" " " small lots, per lb.	0 36
Peanuts, Virginia, per lb.	10 0 13

FRESH FRUIT AND VEGETABLES—The demand for the following lines is excellent and prices are being forced up as supplies on hand are necessarily limited.

Carrots, per lb.	0 02
Potatoes, per bushel.	0 50
Cal. cauliflower, per crate.	3 75
Native cabbage, per lb.	0 60
Native cee.s., per bushel.	0 40
Native onions, per doz.	3 25
Oranges.	5 00
Lemons.	3 75
Apples, Ontario, per bol.	5 00
Grape Fruit, per crate.	5 00
Grapes, per keg.	5 00
Bananas, per lb.	0 06
Cranberries, per bbl.	9 00

BEANS—The demand continues good and prices are being held firm. U. S. is taking a considerable quantity and there is also some export demand.

3-lb. picker, per bushel.	2 35
Hand picked, per bushel.	2 35

TAPIOCA AND SAGO—Last week's prices are maintained strongly and there is a slight revival in the demand for both commodities.

Pearl tapioca, per lb.	0 04 1/2
Sago, per lb.	0 04 1/2

RICE—The advance of last week to \$3.75 per 100 lbs. is maintained, but not so strongly as at the time of the advance. It is expected that cleaners will endeavor to hold the market firmer.

COFFEE—Green Rio is going up. To-day the market is strong at 10 1/2 to 11 cents, an advance of 1/2-cent over that of one week ago.

EVAPORATED APPLES—According to quality, quotations stand to-day from 8 to 9 cents, being a decline. It is believed that the market cannot go lower at this centre.

MEATS—	
	Per dozen.
Veal, beef and pork, 1-lb. tins.	2 25
" " " 1/2-lb. tins.	1 30
Mutton, boiled, 1-lb.	2 10
" " " 2-lb.	3 45
" " " roast, 1-lb.	2 10
" " " 2-lb.	3 45
Ox tongue, 1 1/2-lb.	7 60
" " " 2-lb.	8 60
Pigs feet, 1-lb. boneless.	1 60
" " " 2-lb.	2 75
Sausage, Cambridge, 1-lb.	2 30
" " " 2-lb.	4 25
" " " Genova, 1-lb.	2 30
" " " 2-lb.	4 25
Tongue, lunch, 1-lb.	3 10
" " " potted, 1/2-lb.	0 55
" " " 1-lb.	1 05
Turkey, boneless, 1-lb.	2 50
Loaf beef, 1-lb. tins.	2 25
" " " 1/2-lb. tins.	1 30
Loaf chicken, 1-lb. tins.	3 00
" " " 1/2-lb. tins.	1 75
Loaf cottage, 1-lb. tins.	2 25
" " " 1/2-lb. tins.	1 30
Loaf ham, 1-lb. tins.	2 25
" " " 1/2-lb. tins.	1 30

CHARLOTTETOWN MARKETS.

Corrected by Wire.

Sugar, standard	4 90	5 00	Butter, dairy,	
granulated.	4 40	4 50	fresh, per lb.	0 22
Sugar, yellow.	6 40	6 50	" " " tubs, per lb.	0 20
Flour, Manitoba	5 50	5 70	" " " Eggs, per doz.	0 22
Flour, Ontario.	1 75	1 85	" " " Potatoes, per bus	0 22
Cornmeal, bags.	0 06	0 06 1/2	" " " Turnips, per bus	0 12
Raisins, Val.	0 07 1/2	0 08	" " " Beets and car-	
Raisins, Califor-	0 07 1/2	0 07 1/2	" " " rots, per bus.	0 40
nia, seeded.	0 03	0 03 1/2	" " " Parsnips, per bus	0 50
Currants.	2 00	2 10	" " " Cabbage, dozen.	0 25
Rice.	0 12	0 12 1/2	" " " Cranberries, lb.	0 04 1/2
Beans, new, bus	0 38	0 40	" " " Oats, bus.	0 38
Cheese.	0 16 1/2	0 16 1/2	" " " Hay, per ton.	9 00
Lard, pure.	3 00	3 25	" " " Straw, per ton.	5 00
Molasses, fancy	0 35	0 36	" " " Poultry—	
Barbadoes, gal	3 00	3 25	" " " Geese, per lb.	0 11
Oatmeal, 100 lbs	2 70	2 80	" " " Ducks, per lb.	0 11
Rolled oats, per	0 25	0 26	" " " Chickens, per lb.	0 10
bag 90 lbs.	0 09	0 10	" " " Fowl, per lb.	0 09
Butter, creamery	0 08 1/2	0 08 1/2	" " " Pork, medium, lb.	0 09
per lb.	0 08 1/2	0 08 1/2	" " " Pork, heavy, lb.	0 08 1/2

NEW BRUNSWICK MARKETS.

Corrected by Wire.

St. John, N.B., Jan. 27, 1910.
There has been little change in the markets since last report. Beans have

THE CANADIAN GROCER

advanced, and lard is quoted easier. Eggs are firm and butter shows a tendency toward higher prices.

Sugar—			
Standard gran.	4 95	5 05	
Austrian	4 85	4 95	
Yellows	4 45	4 85	
Flour, Manitoba	6 55	6 65	
Ontario	5 85	6 15	
Cornmeal, bags	1 57	1 60	
Rolled oats, bbls	5 35	5 40	
Buck wheat,			
west, grey, bag	2 90	3 00	
Val. raisins, lb.	0 05½	0 06½	
Cal. raisins, seed-			
ed	0 07½	0 08½	
Currants, lb.	0 07	0 07½	
Prunes, lb.	0 05½	0 09	
Rice, lb.	0 03½	0 03½	
Beans, hand			
picked, bus	2 25	2 30	
Beans, yellow			
eye, bus	3 60	3 75	
Cheese, lb.	0 13	0 13½	
Lard, compound			
lb.	0 14	0 14½	
Lard, pure, lb.	0 17½	0 17½	
Pork, domestic	28 50	29 00	
mess.			
Pork, Ameri-	28 00	28 50	
can clear.			
Pork, clear	28 50	31 50	
backs.			
Beef, Ameri-	17 00	18 00	
can plate.			
Beef, Canadi-	16 75	17 00	
an plate.			
Molasses, fcy.			
Barbados, gl	0 34	0 35	
Butter, dairy,			
lb.	0 25	0 28	
Butter, cream-			
ery, lb.	0 26	0 29	
Eggs, doz.	0 28	0 40	
Eggs, new laid	0 35	0 45	
Potatoes, bbl.	1 25	1 50	
Canned goods—			
Pears, doz.	1 10	1 50	
Corn, doz.	0 85	0 90	
Tomatoes, dz	0 95	1 00	
Raspberries,			
dozen	1 85	1 90	
Strawberries,			
dozen	1 55	1 60	
Salmon, case—			
Red spring	6 50	6 75	
Cohoos	6 00	6 25	
Peaches, 2s,			
dozen	1 70	1 80	
Peaches, 3s,			
dozen	2 70	2 80	
Baked beans,			
dozen	1 15	1 25	
Fish—			
Cod, dry.	2 75	4 25	
Herring, salt,			
half bbls	2 30	2 60	
Herring,			
smoked, box	0 11	0 12	

Sugar now sells at \$5.60, and the proposed increase is to \$5.75. In the meantime, sugar imported from Scotland enables the retailer to meet complaints of customers, for this still jobs at \$5.25.

Eastern eggs, which jumped to 35c, are back to 33c. Local dealers are fairly heavily stocked, and they cannot stand the higher figure if clearances are to be made before warm weather sets in, for a spring spell may come at any time now, and bring in larger quantities of locals.

Sugar, standard			
granulated	5 60		
Val. raisins, lb.	0 05½		
Cal.	0 07		
Prunes	0 05½	0 07½	
Currants	0 06½	0 07½	
Dried apricots	0 11	0 13	
Flour, Standard,			
bbl.	6 90		
Cornmeal, p. 100			
lbs.	2 60		
Beans, per lb.	0 03½	0 04½	
Rice, per ton	68 00	78 00	
Tapioca, per lb.	0 03½		
Evaporated			
apples	0 08½		
Butter, Eastern			
dairy in tubs	0 25		
Butter, Eastern			
dairy, choice	0 30		
Butter, local			
creamery	0 40		
Butter, Western	0 22	0 25	
Eggs, Eastern	0 33		
Eggs, local	0 55		
Cheese, per lb.	0 14½	0 15½	
Bacon, premier	0 29		
Lard, pure	0 18½	0 19	
Lard, compound	0 17½		
Potatoes			
Ashcroft's, ton	25 00		
Local, ton	20 00		
Canned Goods—			
Pears	1 30		
Tomatoes	1 27½		
Corn	1 00	1 10	
Apples	3 42½		
Strawberries	2 15		
Raspberries	1 65		

goods from wholesalers who sell to the trade only. It is not the intention of the society to antagonize the wholesalers, but to get together for the benefit of all.

Another important matter dealt with was the rapidly increasing trade of Upper Canadian mail order houses. Definite action will be taken in this matter in the near future.

A proposal was received from the Dominion Retail Merchants' Association, that the Nova Scotia association affiliate with them and referred particularly to the obtaining of legislation against the Co-operative Bill.

The officers elected were:
President—C. H. Clement, Port Medway.

Vice-president—A. S. Burgess, Canning.

Secretary-Treasurer—Isaac McDonald, Halifax.

Executive—R. M. Lamont, Kings Co.; F. E. Bentley, Annapolis Co.; L. Shatford, Halifax Co.; F. A. Carter, C. Layton, Colechester Co.; A. W. Shatford, Halifax Co.; G. W. Silver, Lunenburg Co.; A. A. Morris, Richmond Co.; F. A. Carter, Guysboro Co.; H. J. Smith, Cumberland Co.; A. D. McIsaac, Inverness Co.; A. B. Deane, Pictou Co.

CHANGES FROM CREDIT TO CASH.

Method of Doing This Was by Circular—Pleased With the Outcome.

Toronto, Jan. 26.—J. S. Adamson, 1914 Dundas Street, has decided to run his business on a strictly cash basis and as the outcome of this decision, the following was the circular in part sent to all his patrons.

"We trust you have received entire satisfaction at our hands in all your dealings with us, our one aim having been to please you, both as to the quality of our goods and the price you have paid for same.

"During the year we have been greatly handicapped in having to pay strictly cash for nearly all of our goods, and we have decided, commencing on January 1st to do a strictly cash business. This new policy ought not to work as a hardship to our customers, but will prove a benefit to them, as we will be able to sell even more reasonable than ever before.

"Hoping we will receive your patronage in the future, we remain, etc."

The scheme has now been on trial for nearly a month and so far Mr. Adamson is perfectly satisfied with it. He has, of course, lost some customers, and among these some of his good customers, but the quicker returns and the elimination of worry over uncollected accounts, fully recompenses him for his loss in this way, he states.

The Meat Trust is oppressive, help to break it up by selling "Meat of Wheat," a more wholesome and nourishing food.—Adv.

NOVA SCOTIA MARKETS.

Corrected by Wire.

Halifax, January 27, 1910.

The wholesale grocery trade is in a satisfactory condition, and there are good prospects for the spring trade. Some slight changes are noted in the price list. Sugars have been advanced 10 cents per hundred pounds all round, and rolled oats are up 25 cents, being now quoted at \$5.25 to \$5.40. Navel oranges are firmer and are now quoted at \$3.50. This is an advance of 50 cents over the last quotation. Collections are better than they were at the same time last year.

Potatoes are in good demand, and the quality of the stock now being marketed is better than that offered for sale earlier in the season. Several cargoes arrived here this week from Prince Edward Island and they found ready purchasers.

Prices rule about as follows.

Creamery prints	per lb.	0 26	0 27
Creamery solids			
per lb.	0 27	0 28	
Dairy, tubs, lb.	0 23	0 24	
Fresh eggs, doz.	0 32		
Case eggs	0 28		
Sugars—			
Extra Standard,			
granulated	4 95		
United Empire	4 85		
Austrian, bags,			
granulated	4 85		
Bright yellow	4 75		
No. 1 yellow	4 60		
Flour h. wheat			
per bbl.	6 40	6 50	
Flour, Ontario			
blends, bbl.	5 75	5 85	
Cornmeal, bag	1 70	1 75	
Oats	0 54	0 55	
Pork, American			
per bbl.	29 00		
Pork, clear bbl	31 00		
Beef, American			
plate per bbl.	16 50	17 50	
Beef, Canadian			
per bbl.	16 50		
Hams smoked	0 16½		
Pork, fresh	0 10	0 11½	
Codfish, quintal	5 50		
Herring, pickled			
per bbl.	5 00		
Apples, per bbl.	1 50	3 00	
Potatoes, P. E.			
Island, bag	1 25		
Onions, Spanish			
per lb.	0 02½		
Onions, Ameri-			
can, per lb.	0 02½		
Onions, Canad-			
ian, per bag	1 50		
Molasses, fancy			
Barbados, bbl.	0 38		
Molasses, fancy			
Barbados, pun	50 35		
Beans, bushel	2 20		
Rolled Oats, bbl.	5 25	5 40	

BRITISH COLUMBIA MARKETS.

Corrected by Wire.

Vancouver, B.C., Jan. 27, 1910.

The volume tendency of prices is still noted. Eastern butter in tubs, dairy, is now quoted at 25 cents, while choice eastern comes to the retailer at 30 cents.

There is talk of an increase in the price of sugar, following the advance in the east, but is has not yet been announced.

ALBERTA MARKETS.

Corrected by Wire.

Sugars—			
B.C. granulated	5 74		
Raymond	5 64		
Peels—			
Lemon	0 12		
Orange	0 13		
Citron	0 20		
Dried fruits—			
Apricots, choice	0 16		
stand-			
ard	0 15		
Peaches, choice	0 10		
stand-			
ard	0 09½		
Pears, choice	0 12		
Pitted plums	0 12		
Prunes, 40-50	0 08½		
" 50-60	0 07½		
" 60-70	0 07		
" 70-80	0 06½		
" 80-90	0 06		
" 90-100	0 05½		
Evap. apples, 50's	0 11		
Produce—			
Sugar cured ham			
10-12 average	0 18½		
Sugar cured ham			
picnic	0 16		
B. bacon bellies	0 21		
back	0 20		
Dry salt bacon	0 15		
Dry salt bacon,			
smoked	0 16		
Eggs, fresh, case			
30 dozen	9 50		
Butter—			
Alberta cream-			
ery bricks	0 30		
Alta. creamery			
solids	0 29		
Alta. dairy	0 25		
Alta. tubs	0 25		
Cheese			
Ontario, large	0 15		
" twins	0 15½		
" Stiltons	0 17		
Beans—			
Ontario, hand-			
picked, bushel	2 40		
California limas,			
per lb.	0 06½		
Canned fish			
B.C. salmon,			
sockeye, 48-1's	7 50		
B.C. cohoes,			
48-1's	6 25		
B.C. pinks, 48-1's	4 00	4 25	
Sardines, domes-			
tic, 100-4's	4 00		
Lobster, 48-1's	17 00		
" 96-2's	18 50		
Fin. haddie, 48-1	5 65		

SELL TO GENERAL PUBLIC.

Nova Scotia Wholesalers Accused of Doing This—Mail Order Competition to be Watched.

Halifax, N.S., Jan. 25.—The Retail Merchants' Association of Nova Scotia have the same grievance against the wholesalers as many individual grocers in various parts of Canada, viz., selling to the consuming public.

The association held its first annual meeting last week in Halifax. It has now a membership of over one hundred, which is likely to be doubled during the coming year.

The grievance against certain wholesalers and jobbers who sell to the general public as they do to the retailers was discussed at length. One of the main objects in forming the society was to bring about better relations between the wholesaler and retailer, and if the offending wholesalers persist in continuing their present course, the members of the association talk of purchasing their

TRADE NOTES.

W. J. Lappin, grocer, of High Park Avenue, Toronto, has assigned to N. L. Martin.

William Galbraith, of William Galbraith & Co., Montreal, was in Sherbrooke last week.

Walter J. Johnson has been appointed secretary to John A. Gunn, of Gunn, Langlois & Co., Montreal, taking the place of H. R. Gray, who has gone to Toronto.

The first annual banquet of the Hamilton District Fruit and Vegetable Growers' Association was held last week in Hamilton, Ont. Among the speakers were E. D. Smith and W. Wagstaffe.

Longeway & Christian have purchased the store formerly occupied by H. G. Smith, corner Fairmount and St. Urbain Streets, Montreal. They expect to equip it as a high grade retail grocery store.

Bullis & Co, Chatham, Ont., have purchased the grocery business of Wesley E. Parrott. P. B. McQueen, formerly manager for the Chatham branch of Bradley & Son., will manage the business.

Judgment for \$1,138.93 was given by Justice Britton in favor of F. J. Castle Co., Ltd., Ottawa, wholesale grocers, against R. Baird, retail grocer. Baird disputed the claim, alleging that he had sold out to W. A. Neelin, but his Lordship held that both Baird and Neelin were liable.

Harper R. Gray, who has until recently been secretary to John A. Gunn, of Gunn, Langlois & Co., Montreal, has been promoted to the post of local manager of Gunns' Ltd., Toronto. He will be in charge of the all city distribution. Mr. Gray has been in Montreal for the past four years.

H. Donkin & Co., of Vancouver, have opened a branch at Calgary, Alta. This branch office is in charge of Mr. Tait. The firm is considering having another office in Edmonton, but have not yet finally decided about this. Donkin & Co. have now offices in Vancouver, Victoria and Calgary.

After February 1, the wholesale produce firm of Geo. W. Prout, & Co., of Winnipeg, will be known as Prout, Simpson & Co., with branches at Winnipeg, Calgary and Vancouver. The change results from the entry of Kenneth R. Simpson into the company, who for the past few years has been with Gunns Limited, Toronto.

John W. Goddard, agent in St. John for McCormick's biscuits and confectionery, was burned out on Sunday last. About \$2,000 worth of stock was destroyed, against which there is \$1,000 insurance. The St. John Mercantile Co., wholesale grocers, suffered about \$1,000 damage to stock from water, but their loss is covered by insurance.

Timmins & Mitchell have opened a grocery store on Cordova Street, Vancouver, B.C. Mr. Timmins is known to

many in British Columbia as an insurance man. Harry Mitchell has been connected with the grocery trade in that province for twenty-five years. He was formerly a traveling salesman for the Brakman-Ker Milling Co., and has also held positions with Kelly Bros., Oppenheimer Bros., and with W. Templeman.

A joint meeting of Brantford and Hamilton retail merchants was held last Thursday night in Hamilton, for the purpose of discussing the co-operative bill that will be dealt with by the House at Ottawa. A resolution was passed that the bill granted special privileges to co-operative societies and should not be passed. Owing to lack of space a full report could not be made this week.

An order has been granted by Judge McLeod, St. John, N.B., of the Supreme court, winding up the Phillips & White Company, who have carried on a manufacturing confectionery business on Dock Street there. The application to place the company in liquidation was made by Ganong Bros., St. Stephen. W. S. Clowson has been appointed temporary liquidator. Liabilities are placed at \$18,000.

CALENDARS FOR 1910.

A pretty ocean scene is the illustration on the 1910 calendar of the T. Upton Co., Hamilton, Ont. It is attractively printed in colors and mounted on white cardboard making a calendar that will be a handsome wall picture in any home.

**A full-sized package of
Holland Rusk (The Dainty
Dutch Delicacy)
free to every grocer—**



Read what a Newfoundland firm has to say about HOLLAND RUSK, the Dainty Dutch Delicacy:—

"We beg to inform you that the first shipment of HOLLAND RUSK, which we have introduced on this market, has met with an exceptionally brilliant sale for a new article of its kind.

"Repeat orders are now rapidly coming in, and we venture to predict that in a very short time HOLLAND RUSK, aided by a little judicious advertising, will be the only Rusk sold on this market. Being a superior article at a very reasonable price, it appeals to every purchaser of table necessities.

A general campaign of advertising is now being arranged. Some experts have told us our copy is about the strongest and most attractive they have ever seen. Every grocer should be prepared for the demand which it will create.

First of all, we want every grocer—and every grocer's wife—to taste Holland Rusk. We know you will find it unique and delicious—different from anything you ever tasted before.

Write a post-card—now when you think of it—and a full-sized package, together with prices, will be forwarded immediately.

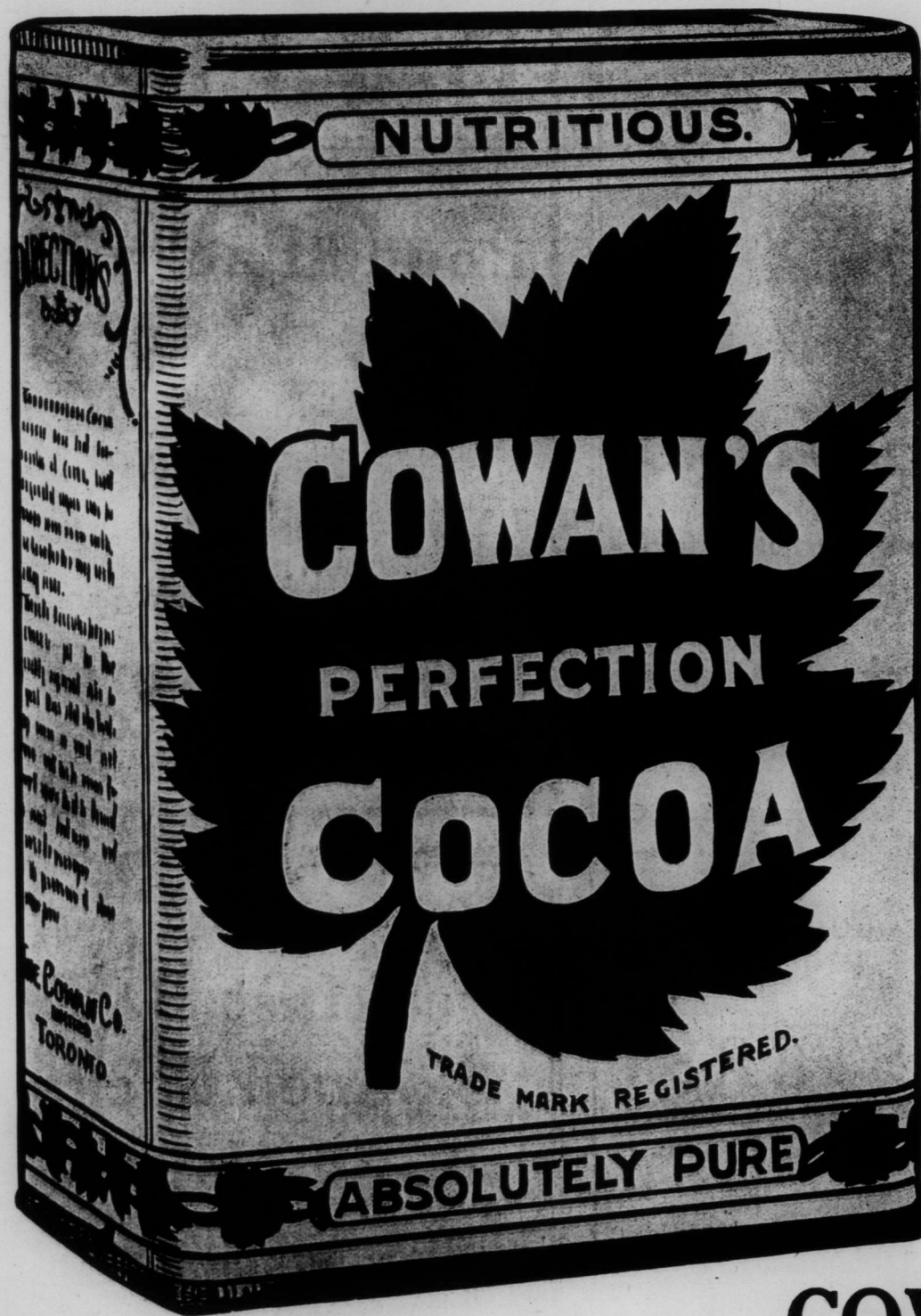
WRITE TO **MacGregor Specialty Co., Toronto** CANADIAN IMPORTERS

HOLLAND RUSK CO., Holland, Mich.

SOLE MAKERS OF HOLLAND RUSK IN AMERICA

**700 stores in
Toronto alone
are handling—
and pushing—
Holland Rusk.
Toronto people
are delighted
with**

**"The
Dainty
Dutch
Delicacy."**



The absolute purity—the uniformly delicious flavor and the economy of

COWAN'S

Cocoa Perfection

is made known by liberal advertising. It is the strongest and best seller throughout Canada.

You can, if you will, have a good and profitable trade in the "Cowan" line yourself.

Why not do it?

The Cowan Co., Limited, - Toronto

GUNNS
"EASIFIRST"



LARD COMPOUND

Will enable YOU to win first place for
QUALITY GOODS

Figure your saving compared with pure lard and
ORDER TO-DAY

GUNNS Pork and Beef Packers
LIMITED WEST TORONTO

Dried Peas

in
Pound Packages

We are sole agents for the sale of "Lucky Pod" Brand of English Dried Peas. We can recommend them to you as the very finest quality and a very useful line. These are put up in cases of 3 dozen and 6 dozen packages, and retail at 10c. per package. We shall be glad to furnish you with particulars or send you a sample shipment.

F.W. Fearman Co.
LIMITED
Hamilton

LOGGIE'S
LOBSTERS

There are no more wholesome, appetising and delicious brands of canned fish than

GOLDEN CROWN
and **GOLDEN KEY**

We only can the very finest and freshest of the fish, and pay every possible attention to sanitary details. These are lines to add to your reputation and increase your profit. Send for prices.

Sole packers

W. S. Loggie Co., Ltd.
CHATHAM, N.B.

MILD CURED

Breakfast Bacon
Skinned Backs
and Hams

Finest Quality. Made from Selected Hogs.
Made under Government Inspection.

The WM. RYAN CO.
LIMITED

PACKING HOUSE:

FERGUS, - - ONT.

HEAD OFFICE:

70 and 72 Front St. East, TORONTO

Who is Making the Money out of the Hog Industry?

Farmers Getting Between \$8 and \$9 Live Weight and More Than \$12 Dressed—Toronto Labor Men Talk of Boycotting Meat to Force Down Prices—Lay Blame to the Packers—The Butter and Egg Situation.

There is little Canadian bacon on the English market and as there is always some demand for our goods, it is expected that prices will go up to 68 or 70 shillings in the near future. But still at these prices there is nothing tempting to our packers when hogs are \$8.50 live weight at country points.

The anti-meat agitators are not considered seriously by the packers. When they think they can lower the prices of cured meats without lowering the prices of hogs they are entirely mistaken.

The margin now, for the packers, is so small that nothing can be cut out at that end, and the retail trade is not getting rich in profits. The plain reason for the high price of hogs is the fact that the production of hogs is not sufficient to meet the demand, and consequently the farmers can command the unusually high prices. This is not only the case in Canada, but particularly so in the United States, where comparisons show a remarkable decline from last year.

The butter market in England has no inducements to offer to us. Australia seems to be the ruling power in the butter situation there.

Cheese, on the other hand, is firm and in good demand at slight advances. There is, however, as far as can be ascertained, nothing that bears heavily on the holders.

MONTREAL.

Provisions—Prices for all lines are firm and goods are having a fairly free sale. The weather has been somewhat disappointing to dealers, and a few weeks of old-time cold weather would quicken trade materially.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 16½
Cases, tins, each 10 lbs., per lb.	0 16½
" " " " " " " "	0 16½
" " " " " " " "	0 17
Pails, wood, 20 lbs. net, per lb.	0 17
Pails, tin, 20 lbs. gross, per lb.	0 16½
Tubs, 50 lbs. net, per lb.	0 16½
Tierces, 37½ lbs., per lb.	0 16½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 12½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 12½
" " " " " " " "	0 12½
" " " " " " " "	0 12½
Pails, wood, 20 lbs. net, per lb.	0 12½
Pails, tin, 20 lbs. gross, per lb.	0 11½
Tubs, 50 lbs. net, per lb.	0 12½
Tierces, 37½ lbs., per lb.	0 12
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Heavy clear pork, bbls. 20-36 pieces	28 50
Clear fat backs	33 00
Heavy flank pork, bbl.	28 00
Plate beef, 100 lb bbls.	7 75
" " " "	15 00
" " " "	22 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14½
Long clear bacon, heavy, lb.	0 15
Long clear bacon, light, lb.	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 15
Large sizes, 18 to 25 lbs., per lb.	0 16
Medium sizes, 13 to 18 lbs., per lb.	0 16½
Extra small sizes, 10 to 13 lbs., per lb.	0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 17½
" " " " " " " "	0 18
" " " " " " " "	0 18
Breakfast bacon, English, boneless, per lb.	0 17½
" " " " " " " "	0 17½
Windsor bacon, skinned, backs, per lb.	0 18½
Spiced roll bacon, boneless, short, per lb.	0 15
Hogs, live, per cwt.	9 50
" " " " " " " "	13 50

Butter—Owing to the recent mild and unseasonable weather, there has been little activity in the butter market. Stocks are in small compass and there is a feeling that between now and April 1st there may be a pinch. Last year at this time stocks were reported larger, and a big break took place. This year, with reverse conditions, it is thought the market will continue upward. Receipts for the week are 1,780 packages, as against 1,215 same week 1909. For the season they are 394,941 packages, against 414,915 packages same season last year.

Fall creamery solids	0 26	0 26½
Fresh creamery solids	0 25½	0 25½
Fresh creamery prints	0 25½	0 25½
Dairy, tubs, lb.	0 21	0 22
Fresh dairy rolls	0 22½	0 22½

Cheese—Export cheese is active just at present, and dealers all agree that the end of this season will be a good one. An examination of recent sailing lists shows that many large exporters have gone to England to look the field over. Receipts for the week are 837 boxes, as against 165 same week 1909. For the season they are 1,968,437 boxes, as against 195,669 boxes same season last year.

Quebec, large	0 12	0 12
Western, large	0 12	0 12½
" " " " " " " "	0 12½	0 13
" " " " " " " "	0 12	0 12½
Old cheese, large	0 15	0 16

Eggs—There is little or no surplus stock reported in Montreal, and dealers claim that next week will see the supplies of stored and pickled eggs exhausted, and in view of further winter weather prices should go higher. New laids are coming forward more freely, but still not nearly sufficient for the demand. Receipts for the week are 506 cases, as against 35 cases same week last year. For the season they are 194,458 cases, as against 196,648 cases same season last year.

New laid	0 40	0 45
Selects, dozen	0 30	0 32
No. 1, dozen	0 27	0 28
No. 2, dozen nominal	0 25	0 26

Poultry—Business in poultry is now down to a more legitimate basis than during the holidays. Trade is good, with stocks continuing light. Prices are steady.

Chickens, per lb.	0 15	0 16
Hens, per lb.	0 10	0 11
Young ducks, per lb.	0 15	0 16
Turkeys, per lb.	0 19	0 20
Geese, per lb.	0 11	0 12

Honey—Honey is quiet at former quotations. Orders placed are only for immediate requirements and stocks appear ample.

White clover comb honey (nominal prices)	0 14	0 15
Buckwheat, extracted	0 08	0 09
Clover, strained, bulk, 30 lb. tins	0 11	0 11½

TORONTO.

Provisions—Receipts of hogs are fair this week and the prices are well main-

tained. In referring to the report in a local paper that the labor men were pledging themselves to abstain from eating meat in order to force lower prices, a packer stated that it would be a good thing for the industry. It would give a chance to get some stock in hand, and the retailers might be able to get some of the money for the meat that is already eaten and not paid for. To say, however, that the farmer is not getting a decent price for his animals, is ridiculous. Hogs at country points f.o.b. live weight are \$8.40 to \$8.50 per 100 lbs., and dressed, delivered in the city for \$12.25 to \$12.50. The demand for cured meats is brisk and at full prices.

Long clear bacon, per lb.	0 14	0 14½
Smoked breakfast bacon, per lb.	0 18	0 18½
Roll bacon, per lb.	0 14	0 14½
Light hams, per lb.	0 15	0 15
Medium hams, per lb.	0 14	0 14½
Large hams, per lb.	0 13	0 13½
Shoulder hams, per lb.	0 18	0 18½
Backs, plain, per lb.	0 18	0 18½
" " " " " " " "	0 18½	0 19
Heavy mess pork, per bbl.	27 00	27 50
Short cut, per bbl.	28 00	29 00
Lard, tierces, per lb.	0 16	0 16½
" " " " " " " "	0 16	0 16½
" " " " " " " "	0 16½	0 16½
" " " " " " " "	0 12½	0 12½
Live hogs, at country points	8 25	8 25
Dressed hogs	12 00	12 00

Butter—The local butter trade is moving along quietly. The supply is somewhat in excess of the demand, but not so much as to affect the prices, with the stock in cold storage and no export demand there is nothing here to point towards higher prices.

Fresh creamery print	Per lb.	0 28	0 29
Stored creamery solids	0 26	0 26½	
Farmers' separator butter	0 24	0 25	
Dairy prints, choice	0 21	0 23	
Tub butter	0 21	0 22	
Baking butter	0 19	0 20	

Cheese—The local cheese market is firm, but cheese is still selling in small lots to merchants at the same prices as last week.

Cheese, new, large	0 12½	0 12½
" " " " " " " "	0 12½	0 13

Eggs—While new laid eggs are easier to buy, they are, however, not in sufficient quantities to affect the prices of stored eggs, which are firm at last week's prices. The prices of eggs will depend entirely on what the weather will be during the next few weeks. A severe cold February would naturally stiffen the prices, but if the weather continues mild the receipts will likely increase.

Cold storage eggs	0 27	0 28
Select eggs	0 28	0 29
Strictly new laid	0 30	0 35

Poultry—Poultry is not coming in as freely, and the demand is also easier. The real season for poultry is practically over, and will be slack for some time. Farmers have only left what they intend to carry over, and the demand will have to be supplied from cold storage.

Spring chicken, dressed	0 16	0 18
Hens, per lb. dressed	0 11	0 12
Turkeys, per lb., large	0 18	0 19

Honey—The demand for honey keeps up well, which shows that honey is becoming more and more a common article of diet. Prices are unchanged.

Honey, extracted, 60 lb. cans	0 10½	0 11
" " " " " " " "	0 11	0 12
" " " " " " " "	0 12	0 12½
" " " " " " " "	2 50	2 75

M. S. Trusler, Camlachie, Ont., is opening a retail grocery business there.

SEIZURES BY HEALTH OFFICER.

Dr. A. J. Douglas, health commissioner, of Winnipeg, reported recently the following seizures under the pure food by-laws, covering a period of three weeks: Beef, 1,880 pounds; figs, 900 pounds; fruit, 840 pounds; vegetables, 450 pounds; pork, 170 pounds; veal, 158 pounds; candy, 85 pounds; poultry, 18 pounds; sausage, 4 pounds. Total, 4,505. There were also five prosecutions for keeping unsanitary premises and convictions obtained in each case.

It was also reported that some dealers were selling "pound pots" of butter that do not weigh sixteen ounces, and the health committee are taking steps to remedy the situation.

A TRAVELER AGAIN.

J. T. Poulin is again covering the Eastern Townships for Laporte, Martin & Co., Montreal. Mr. Poulin, for eight years travelled over that district for the Montreal wholesalers. He was for some time engaged in the wholesale grocery business in Sherbrooke, but gave it up and is now on the ground over which he has travelled in all, for 18 years.

Be loyal, sell "Meat of Wheat," grown and packed in Canada, admitted by experts to be more delicious than a similar imported cereal, and at less money and a better profit to all concerned.—Adv.

WARNING !

Your profits are in danger, Mr. Grocer, unless your credit customers pay up. And you can't jump on them "rough shod," because that will drive them away entirely. The safe way is to use.

Allison COUPON BOOKS

They systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a \$10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For Sale by the Jobbing Trade Everywhere.
Manufactured by
ALLISON COUPON CO., Indianapolis, Ind

Are your shelves

well stocked with Fels-Naptha soap? Is it well displayed in your store—so that those who but glance may know at once that they need not go elsewhere for Fels-Naptha soap?

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER, No. 138 Front Street, NEW YORK

Butter Dishes

Use Ovals. No seam. No wire. No leak. Tear out this ad. and mail it to your dealer for prices of Canadian-made.

Graham Bros. & Co., Kinmount, Ont.

Nation's Celebrated GUSTARD POWDER THE BIG 5c. PACKAGE

Just the thing
WHEN EGGS ARE SCARCE

We stock it. Write.

W. H. ESCOTT
Broker
Winnipeg, - - Man.

THE PEOPLE OF JAMAICA

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

KINGSTON "GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax



SUOHARD'S COCOA

This is the season to push SUOHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUOHARD'S cocoa against all other makes. Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal Agents.

WHITE SWAN
100%
PERFUMED POWDERED
LYE
BEST PROFIT MAKER FOR YOU
BEST VALUE FOR YOUR CUSTOMERS



Your Customers Know It!

☞ Magic Baking Powder insures such delightful results in baking that housewives most everywhere use it.

☞ The purity and wholesomeness of the ingredients that enter into its making have made it Canada's Standard Baking Powder.

Magic Baking Powder

is so splendidly advertised and yields such a lasting profit that it is everywhere sold by wide-awake Grocers.

☞ If you aren't handling it, hadn't you better begin now?



ESTABLISHED 1852.

Food products that are produced in clean factories are best.



Clark's =Ox= Tongue

"PARAGON" in tins
"INGLASS" in glass containers:
challenges comparison with the
very best imported tongues.
It is being extensively adver-
tised in high-class magazines.

This is one of the satisfying meats that
please the whole family—old and young.
It can be recommended by every grocer.

Wm. Clark Montreal

Manufacturer of high-grade
—Food Specialties—

"Turn Your Spare Time Into Money."

When you read this paper do you
ever think of the opportunity open to
you if you have spare time to look up
new subscribers.

We publish other trade papers and
require representatives to push circula-
tion.

If you show business-getting quali-
ties, we can always offer you promo-
tion. Consider the opportunity of fur-
ther extending your business education,
and adding to your income at the same
time; because, to be successful in can-
vassing for trade papers, you must
study and understand them; to study
and understand them is to absorb prac-
tical information, and to increase your
earning power, by getting a grasp of
every day actual business happenings
as they occur and are disposed of.

This work, while affording valu-
able experience in modern business me-
thods, will substantially increase your
income, as our commissions are liberal.

When applying give references and state your qualifica-
tions for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA

Grocers Have to Sell the Bacon Without a Profit

Situation in England Not at all Encouraging — Comparisons of Prices During Past Two Years—Decrease in the Bacon Going Into England From the Great Hog-producing Countries.

The position of bacon is a matter of gravest concern to all distributors, both wholesale and retail, and we are guilty of no exaggeration in stating that a very large proportion of retailers are selling the article without profit, and many at an actual loss, says the London, England, Grocer's Gazette. How seriously prices have advanced can only be appreciated by a comparison of the figures, and appended are the prices ruling in comparison with those of the previous year:

	1909.		1908.	
	s.d.	s.d.	s.d.	s.d.
Irish lean	67.0	72.0	54.0	58.0
Irish, stout and heavy	64.0	71.0	52.0	58.0
Continental, sizable	64.0	70.0	52.0	58.0
Continental, 6-sided	65.0	69.0	51.0	57.0
Cont., stout and heavy	65.0	69.0	51.0	58.0
Canadian Sides ..	64.0	68.0	47.0	58.0
U. S., Cumberland cut	63.0	65.0	42.0	48.0

The reason for this advance in prices is, as is well known, a decreased production all over the world, combined with an increased consumption, particularly in Canada and the United States, from

which centres the Old Country has been accustomed to draw large supplies, but from which it now receives comparatively insignificant quantities. The Old Country has also produced less pigs, as will be seen by the following statistics, extracted from an article in the Journal of the Board of Agriculture, of the pig population in Great Britain for the past three years, viz.:-

	1909.	1908.	1907.
England	2,046,284	2,439,087	2,257,136
Wales	204,784	240,611	232,996
Scotland	129,819	143,784	146,634
Gt. Brit.	2,380,887	2,823,482	2,636,766

100,000 Less Hogs.

According to the agricultural statistics returns for Ireland, the total number of pigs in Ireland in 1907 was 1,317,068, and in 1908, 1,217,840, a falling off of over 100,000. The total exports for the period from January 1 to November 20 of last year was 256,268, while the total for the corresponding period in 1908 was 318,905, a falling off in 1909 of 62,637. In 1907 the swine exported from Ireland numbered 481,907; in 1908 the number was 387,476, a falling off of 94,431.

The figures of the British imports of bacon for the last eleven months, compared with the same period of the two previous years, will enable our readers to thoroughly grasp the situation, and these are as follows:

	1909.	1908.	1907.
	Cwt.	Cwt.	Cwt.
Denmark	1,657,129	1,875,423	1,663,083
U. S. . .	2,005,598	2,618,555	2,446,602
Canada	405,720	633,549	801,061
Other C.	160,201	83,270	86,416
	4,228,648	5,210,797	4,997,162

The great reduction in the quantity of bacon sent from Canada in 1909 compared with that in 1907 demands attention. There were practically 400 cwt. less, showing that Canada is gradually losing her market for bacon in the Old Country.

What is the cause of this? It is the great reduction in the supply of hogs in Canada, the increased consumption in this country, and the high prices of the raw material, which scarcely allow the packers a profit at the present prices on the English market.

Canada's bacon is among the best produced in the world, and it is a pity that our connection with the best market in the world should be fading away, all because the production in a natural agricultural and hog-raising country is not competent.

J. H. VAVASSEUR & CO.
LIMITED

Ceylon House, 15-16 America Square

LONDON, E.C., ENG.

FACTORIES . . . CEYLON

MANUFACTURERS OF FINEST QUALITY

**DESICCATED
COCONUT**

AND

COCONUT FAT

TELEGRAMS---CITRONELLA, LONDON

Those Animal Biscuits

You would be astonished did you but know what a big demand there is for them. They come in the form of horses, cows, pigs, and are sold freely at a popular price to all classes. You surely should have SOME stock.

A FREE SAMPLE FOR THE ASKING

THE CANADIAN BISCUIT COMPANY, LIMITED
LA PERADE, QUE.

The causes which lie behind Christie reputation.

For over half a century our whole efforts have been concentrated in the making of better biscuits.

We have paid no attention to any side issue—all the ability we possess and every hour of our experience has been utilized for the purpose of bettering Christie biscuits.

Every ounce of raw materials is selected and tested—the flour used is a blend of the best flours milled—butter, eggs, sugar and lard must all be high-grade table quality.

Our factory is the biggest, brightest and cleanest in all Canada. Our employees are all healthy and happy and imbued heart and soul with Christie ideals.

Christie ideals—that's the real source of Christie reputation. It's this constant effort to better the product of yesterday—this striving after excellence that has made the name *Christie* a household word all over the Dominion.

Are you making the most of Christie reputation?

Remember, "*Christie biscuits do sell more than biscuits.*"

CHRISTIE, BROWN & CO., Ltd.



Good

Condition

is indispensable if your biscuit trade is going to be a live business. Carr's biscuits, whose unexcelled quality is well known, reach you in a crisp, fresh condition, because they are packed right.

These are the kind to handle.

Carr & Co., Carlisle, Eng.

Order from Agents—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg; L. T. Mewburn & Co., Ltd., Winnipeg; Standard Brokerage Co., Ltd., Vancouver, B.C.; T. A. McNab & Co., St. John's, Newfoundland.

PROGRESSIVE GROCERS HANDLE THIS MONEY-MAKER



Our
VILLAGE
Biscuit
retails
3 lbs. for
25c.

DIGNARD, LIMITED, Biscuit Manufacturers MONTREAL

Never had a can of milk returned to us yet

Banner and Princess Brands of Condensed Milks—and two brands of Powdered Milk—manufactured by J. Malcolm & Son, St. George, Ont., are the best brands that skill and science can produce. No dead stock on your shelves if you handle these lines.

Write for prices

John Malcolm & Son,
ST. GEORGE, - ONT.

Canadian made Licorice
Y&S BRAND
All Druggists.



Manufactured by
NATIONAL LICORICE CO.
Montreal.

Grocers,
Confectioners
and
Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

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

Write for price lists and illustrated catalogue

Send
To-day

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PROVINCE OF QUEBEC and MARITIME PROVINCES, W. H. Dunn, 394 St. Paul St., Montreal
MANITOBA, E. W. Ashley, 123 Bannatyne Ave., Winnipeg
BRITISH COLUMBIA, Shallcross, Macaulay & Co., Vancouver
PROVINCE OF ALBERTA, Tees & Perse, Calgary and Edmonton

M^cVITIE & PRICE

EDINBURGH and LONDON

BISCUIT MAKERS TO

H.M. THE KING
AND H.R.H. THE PRINCE OF WALES

The following kinds are specially recommended :

Digestive	The Premier Biscuit of the World.
Rich Tea	An Ideal Tea Biscuit.
Abernethy	The Scottish Favorite.
Breakfast	Finely Flavored, Exceptionally Light.
Rich Mixed	An assortment of Fine, Old-fashioned Biscuits.
Osborne	A Homely, Substantial Biscuit of the Highest Class.

AGENTS for Manitoba, Saskatchewan and Alberta :
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

By Royal



Letters Patent

NELSON'S POWDERED GELATINE

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

NELSON'S Gelatine and Licorice LOZENGES

Should be in your confectionery department.

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

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

CANADA :
No better
Country



MOTT'S :
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:
J. A. Taylor Montreal | R. S. McIndoe Toronto | Jos. E. Huxley Winnipeg | Arthur Nelson Vancouver
Arthur M. Loucks Ottawa | R. G. Bedington Calgary

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Winter wheat
Straight roller
Extra, bbl. . . .
Royal Househ
Glenora, bbl. . .
Manitoba spri
Five Roses, bb
Harvest Queen

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Fine oatmeal,
Standard oatm
Granulated
Golddust corn
Rolled cornm
Rolled oats, b

Flour—
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2nd Patent . . .
Strong bakers

Straight roller
Patents
Blended

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Flour Situation Firm with Probable Advance

Wheat Goes up 1½ Cents Per Bushel—Market More Settled Than Usual—Cereals Creating Good Demand in Small Quantities.

In our report last week we intimated that the flour market showed signs of an upward movement, and this week we can report a substantial raise of 1½ cents per bushel on wheat, with a firm market. This is more than a bid in options, but the actual wheat changed hands.

The market has now a more settled appearance, and dealers are more confident that prices will hold their own, if not gradually go higher. There is nothing now in sight that will cause any excitement in the flour market until about June, when farmers will be done sowing and the balance left on their hands and the new crop will be the principal features to be considered.

MONTREAL.

Flour—There is a strong local demand for flour and a steady flow of export trade. Prices are firm, with a tendency toward higher prices. No changes are reported as yet, however.

Winter wheat patents, bbl.....	5 45
Straight rollers, bb.....	5 20
Extra, bbl.....	4 80
Royal Household, bbl.....	5 80
Glenora, bbl.....	5 30
Manitoba spring wheat patents, bbl.....	5 80
" strong bakers, bbl.....	5 30
Five Roses, bbl.....	5 80
Harvest Queen, bbl.....	5 30

Oatmeal—Demand for all lines is large and steady. Orders are somewhat small, but in such quantity as to form an imposing total.

Fine oatmeal, bags.....	2 62½
Standard oatmeal, bags.....	2 62½
Granulated.....	2 62½
Gold dust cornmeal, 98-lb. bags.....	2 10
Bolted cornmeal, 100-bags.....	1 85
Roller oats, bags.....	2 40
" barrels.....	5 05

TORONTO.

Flour—The local flour market is still at the same old figures, but as flour is below the value of wheat to leave a margin for the miller, an advance would not be a surprise. In our opinion grocers will not make a mistake if they buy now.

Manitoba Wheat.	
1st Patent.....	5 60
2nd Patent.....	5 30
Strong bakers.....	5 00

Winter Wheat.	
Straight roller.....	5 40
Patents.....	5 50
Blended.....	5 50

Cereals—The demand for all kinds of cereals is good. This may be owing to the high prices of so many other lines of food.

Roller oats, small lots, 90 lb. sacks.....	2 40
" 25 bags to car lots.....	2 25
Roller wheat, small lots, 100 lb. brls.....	3 10
" 25 brls. to car lots.....	2 80
Standard and granulated oatmeal, 48 lb. sacks.....	2 65

USE MORE PRINTER'S INK.

It is observed in the Galt, Ont., Reporter, that if the local grocers would let the people know about the prices of their goods through printer's ink, as the

traveling grocers and foreign merchants do by flooding the country with price lists, catalogues, etc., there would not be so many duped farmers or complaining merchants. The advertisers, who put their goods before the people and keep them there are the ones who sell their goods. They say when too late. "I should have duplicated that bill of goods," but they should have let the farmer who sent away and bought advertised goods of a foreign merchant, know it before he bought. That's the business of it. The Galt Reporter is correct. If the merchants of any place want to keep trade at home in the face of the mail-order catalogue they have to keep busy and advertising is one of the most important aids at their command. The house that advertises carefully and consistently is the house that gets the business.

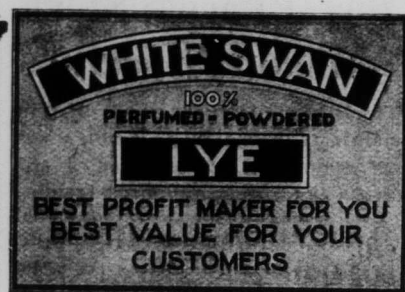
UPROOTING CURRANT VINES.

Writing from Patras, Greece, on the currant situation, W. Meyer & Co. refers to a new feature now tending to strengthen the feelings of the market outside of the statistical position, which shows a shortage of some 7,000 tons in comparison to last season. The Chartered Company, which holds the currants of the growers against cash advances, decided to increase their capital by 12,000,000 francs. This has been subscribed in full and principally for the purpose of doing away with the over-production by rooting out the vines.

Other matters are in progress, which, Mr. Meyer states, would safeguard the existence of the Chartered Company for a long time and would no doubt have an immediate stimulating effect on the market.

It will be remembered that some time ago The Canadian Grocer referred to the matter of uprooting the currant vines with a view to curtailing production and raising prices, which were considered too low, and evidently this will occur.

W. J. Daek, Toronto, representing the Maple Tree Producers' Association, visited the Montreal office of the concern on Monday.



Let us give you a pointer!

Your cracker trade is well worth looking after, is it not?

Sometimes you receive your crackers in a soggy condition. That's poor stuff to try and sell!

Ever tried

Mooney's "Perfection" Cream Cracker

the kind that always reaches you in the same crisp condition as it leaves our ovens?

Surely this is the kind to feature. Try it!

The "Mooney" Cracker has an individuality that guarantees "repeats."

The Mooney Biscuit & Candy Co., Limited

Stratford - Canada

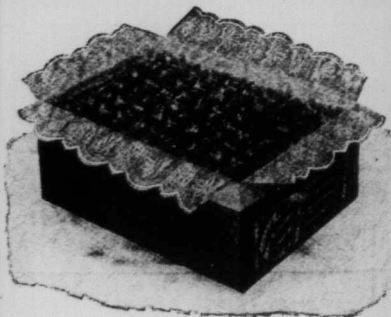
Cox's Gelatine



COX'S GELATINE is a STEADY SELLER; therefore should always be in your STORE

PURITY GUARANTEED BY THE MAKERS

Canadian Agents: **J. & G. Cox, Ltd.**
C. E. Colson & Son, Montreal
D. Masson & Co., Gorgie Mills
A. F. Tippett & Co., EDINBURGH



WHEN THEY SAY IT IS "GOOD BUSINESS" TO STOCK A CERTAIN LINE, YOU UNDERSTAND THAT REFERENCE IS MADE TO A PROFITABLE SELLER, AN ARTICLE OF QUALITY, POPULAR WITH THE CONSUMER AND A REPEATER.

Isn't That Right?

Well, when we say that it is "Good Business" to feature our

"CHOCOLATE BORDO"

You know that we are telling you in two words that your best interests will be served by selling the most saleable chocolate on the market — the confection with the 24-year reputation for originality and quality.

The Montreal Biscuit Company

Manufacturing Confectioners

MONTREAL

FREE—To all who inquire we will mail a neat 1910 Pocket Calendar.

TRUMILK MILKSTOCK

A full-creamed Milk in soluble powder form.

A separated Milk in soluble powder form.

These products are unequalled in quality by any other milk, whether in powder or condensed form. Pure, healthful, digestible, convenient. Guaranteed free from preservatives or adulteration. Dissolve easily in cold water and make perfect liquid milk.

MADE IN CANADA

Canadian Milk Products, Limited

Head Office: TORONTO.

Plant: BROWNSVILLE, ONT.

52 Highest Awards in Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered, U.S. Pat. Off.

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

Walter Baker & Co., Limited

Established 1780, Dorchester, Mass.

Branch House, 86 St. Peter St.

MONTREAL, CANADA

Mr. Merchant,

Are you handling

Royal Purple Stock and Poultry Specifics

the largest advertised goods of this nature on the market? If not, write us for price list and our plan of advertising to bring you direct results.

The W. A. Jenkins Mfg. Co.,
LONDON : : : ONT.

CIE FRANCAISE des PATES ALIMENTAIRES

Macaroni, Vermicelli, etc.

Strictly French Manufacture Guaranteed

Manufactured at

92 Beaudry Street

MONTREAL

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance.

WRITE TO

P. POULIN & CO.

39 Bonsecours Market, - Montreal

WE SELL FEATHERS TOO

SALT

Car Lots of Fine, Medium or Coarse, in Barrels, Sacks or Bulk.

TORONTO SALT WORKS, 128 Adelaide St. E., Toronto

G. J. CLIFF, Manager.

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.

Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

MAPLE SYRUP

"Your syrup is superior to anything I have seen on the market."—H. Mockford, Charlmond Road, London
It is STANDARD. Get Prices.

CANADA MAPLE EXCHANGE
Montreal



ABSORBINE



will reduce inflamed, swollen Joints, Bruises, Sore Bunches, Cure Boils, Fistula or any unhealthy sore quickly; pleasant to use; does not blister under bandage or remove the hair, and you can work the horse. \$2 per bottle at dealers or delivered. Horse Book 7 D free.

ABSORBINE, JR., for manking, \$1.00 per bottle. Reduces Varicose Veins, Varicocele, Hydrocele, Gout, Wens, Strains, Bruises, stops Pain and Inflammation.

W. F. YOUNG, P.D.F., 204 Temple St., Springfield, Mass.
LYMANS Ltd., Montreal, Canadian Agents.



PLEASE, Brother Grocer, let me relate to you what happened to yours truly once upon a time both sad and dreary. I put a hundred of the "hard earned" into the bank and got me a cheque book, so that I might draw it out as I wanted and wax important the while. ¶ How happy was I then with a fountain pen to liquidate at a scratch all my liabilities. ¶ Alas, one day, to me a cheque came back with this legend on it—*No funds*. ¶ And now, Brother Grocer, every day of your business life YOU are drawing something out of the Bank of Public Confidence. Just so certain as you *keep* drawing out of your bank without making *fresh* deposits, something is bound to happen, you know. ¶ Then, where would YOU be, Brother Grocer?

FIVE ROSES FLOUR

We want YOU to handle FIVE ROSES flour—to sell *satisfaction*. Every sale means *your* currency, Brother Grocer, *fresh* deposits in the bank of your customers' confidence. ¶ We don't want you to *overdraw that account*—to hear the fatal words, *No Funds*. Then think that when you join the clan who handle FIVE ROSES, *you* benefit by the efforts of *all* those countless others who are praising the good stuff, those *unpaid salesmen*—the consumers. ¶ All are increasing *daily* the FIVE ROSES deposits in the Bank of Confidence and Goodwill. ¶ You *cannot* overdraw that account, Brother Grocer. Go the limit in selling enthusiasm, yet you'll never hear the phrase, *No Funds*. ¶ So sell FIVE ROSES *soon*.

—E.M.E.

LAKE OF THE WOODS
MILLING COMPANY

LIMITED

MONTREAL
TORONTO
OTTAWA
LONDON
ST. JOHN
WINNIPEG
KEEWATIN
VANCOUVER

MAKERS OF FIVE ROSES

The Saving of Your Wages Produces No Sacrifice

President of a Large Company Advises His Employees to Put By Twenty Per cent. of Their Salaries—Advance Usually Comes to the Thrifty Man—The Wastes That Count.

By Edward D. Easton in N. Y. Commercial.

"Why don't you take a slip of paper now and write down something like this: 'Beginning to-day I'm going to put by twenty per cent. of my salary—that settles it!'"

In these words did the president of the Columbia Phonograph Company open a broadside upon his employees, recently, in the excellent and neatly gotten up little periodical called "The Columbia Salesman," issued by this company.

Mr. Easton, be it known, has taken this means of advertising his company to his own employees; and of preparing his employees to advertise their thrift and stability to the company,—a novel form of advertising that has been productive of remarkable results in this organization. Mr. Easton continues:

Try Writing it Down.

"I have noticed that it often makes a good decision ten times as good to get it down on paper. You try it.

"If you had done that three or four years ago, twenty per cent. wouldn't look like a hardship now—and you could have done it, you know you could.

"When you have stuck to it through the first straight year, that saving plan becomes an easy habit. You don't feel as if you had been denying yourself after all, when your savings have begun to accumulate.

"And you find you don't want some of those things that you would think you wanted if it were not for that bank book that stiffens your inside pocket. It makes you think twice to spend once, and the chances are you find yourself astonished to realize how many things you must have on first thought and wouldn't give a snap for on the second thought. But do your saving on a plan. Make it regular. Form the habit.

The Little Wastes That Count.

"It's the little wastes that count. Things like this have been said so often that they usually hit the extravagant man on a sore spot. Yet it is true the first time it was said, it's true now, and it will still be true later on when you are figuring how much you own, instead of how much you earn. You may say this is your private affair, not the company's affair; yes, but it is the company's concern, too.

"Every good manager of a corporation is sure to first demonstrate his fitness by a good management of his own affairs, and he cannot safely be trusted with the larger until he can master the smaller proposition. The same principles and the same methods are used in the successful management of a ten million dollar corporation as are employed in

the right handling of a ten dollar salary.

"Our company is advancing men all the time, and is keenly anxious to advance others. All other things being equal, the man who is able to conserve his own affairs must always be the one chosen to handle the company's affairs. The thrifty man, whose savings are regular, and whose employers know him to be steady in habits and never in debt, is sure to get ahead of the man of brilliance who cannot live within his income.

Extravagance Decried.

"This is true everywhere—and, perhaps, especially true in this company. There is hardly any one thing more distasteful to the heads of this enterprise than extravagance and thriftlessness. Our head men have reached the top on a rigid plan of keeping expenses inside of income—even from the first week's salary of a very few dollars.

"The future success of the company depends on the men now growing up in the service. Those who are wasteful, extravagant, living up to their utmost cent, will surely fail to do valuable work and the company cannot long continue to employ them.

"Those who are not only efficient but careful and economical will be advanced and share with the company in that prosperity which is thus assured; and this applies to everyone—from the stock boy just starting, all the way up to the most responsible manager."

STILL ANOTHER BRANCH.

Fort William, Ont., Jan. 24.—Nicholson & Bain, wholesale commission merchants and brokers, are again branching out; this time it is Fort William. E.

Nicholson has been here and states that definite arrangements have been made to locate and that work would be begun in the near future on the erection of a warehouse. He was much impressed with Fort William as an important business centre. This makes the fifth branch opened by this firm.

In connection with the Co-operative Bill being presented to the House of Commons, states the Ottawa correspondent, the Ottawa Retail Grocers' Association are not as yet taking any active part in opposition thereto, but have signified their willingness to lend all possible aid should the other associations desire their assistance.

**ALL ABOARD
GET READY TO SUPPLY THE
DEMAND FOR
GREAT WEST
CUT PLUG
SMOKING and CHEWING
TOBACCO
SALES INCREASING DAILY**

CLAY PIPES

None Equal. Insist upon McDougall's.
There IS a difference.

D. McDOUGALL & CO., Glasgow, Scotland

**SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.**

Black Watch

**The Big Black Plug
Chewing Tobacco**



"A Trade Bringer"

Sold by all the Wholesale Trade

Investigation Into Changes in Grocery Prices

**An Invoice of Goods Which Shows Little Change From 1890—
Sugar Much Lower and Farm Products Generally Higher — Is
the Retail Grocer to Blame for Any Increase in Cost of Food-
stuffs?**

At the conclusion of the article in last week's issue in which prices to the retail trade of 1865 were compared with those of the present day, it was stated that The Canadian Grocer intended going further into the question by taking a more recent date. This week prices existing in 1890, just 20 years ago, have been considered.

Since the article appeared last week, several merchants have referred to it, and some are desirous of sending in invoices of recent times and comparing them with present prices. These The Canadian Grocer will be pleased to receive, especially if there has also been given opposite, the prices which the grocers pay for the same articles now. In this way a comparison can easily be made which will prove profitable as well as interesting.

The Grocer during the week secured an old invoice, dated 1890, and from it the following prices were taken:

	1890	1910
Sago, per lb.	\$.041/2	\$.041/2
Rolled oats, per bag ..	2.50	2.25
Cheese, per lb.10	.121/2
Val. raisins, per lb.08	.051/2
Beans, per lb.021/2	.03
Rice, per lb.035/8	.031/8

Rolled wheat, per cwt.	2.40	3.15
Honey, per lb.09	.11
Butter, per lb.15	.26
Gran. sugar, cwt.	7.121/2	4.85
Ham, per lb.14	.15
Bacon, per lb.131/2	.18
Nutmeg, per lb.78	.25
Malt vinegar, per gal..	.35	.35
Cider vinegar, per gal.	.25	.23
XXX vinegar, per gal. .	.22	.23
XX vinegar, per gal. .	.17	.19
Seed tapioca, per lb. .	.055/8	.043/4
Blue, per gross ...	1.75	1.75
Shelled almonds, per lb.	.30	.33
Whole white pepper, lb.	.24	.22
Almonds, per lb.131/2	.12
Walnuts, per lb.16	141/2
Filberts, per lb.08	.091/2
Pearl tapioca, per lb. .	.05 1-3	.041/4
Whole black pepper, lb.	.19	.18
Cloves, per lb.201/2	.25
Macaroni, per lb.11	.09
Cream of tartar, per lb.	.30	.28
Potatoes, per bag75	.65
Canned corn, per doz..	.95	.871/2
Canned peas, per doz. .	1.06	1.05
Canned tomatoes, doz.	1.00	.871/2
Ceylon tea, per lb.45	.30
Assam tea, per lb.21	.20
Totals	\$22.60	\$20.19

Greatest Decline in Sugar.

It will be seen from the above figures that an invoice of goods mentioned would cost a little less to-day than in 1890. The difference would be only \$2.41, and outside of the sugar would be practically the same. Sugar has certainly become much cheaper than it was some years ago. Still more recent invoices, however will show the difference to be much less.

Rolled wheat, butter, ham and bacon show that prices have advanced since twenty years ago; these are all farm products and everyone knows that the retail trade has nothing to do with advances in them. They are the result of increased demand from both at home and abroad, overbalancing a heavier production, with the probable exception of ham and bacon.

With regard to imported articles, few changes of any importance have occurred. The prices of these are regulated from year to year according to the supply and demand.

As far as the present investigations have proceeded, there is nothing to indicate that the retail grocer is responsible for any increase in the cost of living.

An important factor to a merchant's success is a clean, bright, attractive window, which points to the stranger or customer that the interior is also clean and inviting.

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT ?

"Tuckett's Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured
from

Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Some Oranges Suffer from the Effects of Frost

Others Affected by too Much Rain—Plentiful Supply of Apples—Marmalade Oranges Among New Arrivals—Fish Trade Good, with Prices Firm.

MONTREAL.

Green Fruits — Marmalade oranges (Messina bitters) are now on the market, and appear to be of good grade. Prices are somewhat easier in some lines, and general market conditions show weakness. Trade is dull at present, though it is hoped by Feb. 1st, that there will be a decided improvement.

Apples—	Grapes, Almeria,
Baldwins, bbl. 4 00	per keg 5 50
Greenings, bbl. 4 00	Kumquats, qt. 0 25
Russets 4 50	Lemons—
Kings, No. 1 5 00	Verdillia, box 3 25
Spies, per bbl. 5 00	Maoris, box 3 25
Fameuse, bbl. 4 00	Limes, per box 1 50
Mackintosh reds. 5 00	Messina bitters. 2 50 3 00
No. 2 4 50	Oranges—
Tallman Sweets. 2 50	Late Valencias. 5 20
Wealthys, 1, bbl. 4 50	Floridas 4 50
2, bbl. 4 00	California navels 3 00 3 50
Bananas crated,	Porto Ricos. 2 50
bunch 1 50 2 00	Mexicans 2 40
Cranberries, bbl. 7 50 9 50	Jamaica, crate 4 10
Cocoanuts, bags, 4 25	Pineapples—
Grape fruit—	Floridas, box 4 00
Florida 4 50	Strawberries—
Jamaica 3 50 4 00	Florida, qt. 0 70
	Tangerines, strap 5 75

Vegetables — First class Brussels sprouts are on the market at 23c per quart. Lettuce is higher, latest quotations being from \$1.50 to \$2. A few cheaper cucumbers have appeared, selling at \$1 per doz. General market is quiet, and little change expected until February.

Beets, bag. 0 50 0 60	Spanish, cases
Brussels sprouts,	150 lbs. 2 75
per qt. 0 23	Spanish, ½ cases 1 65
Carrots, bag. 0 50 0 60	50 lbs. 0 90 1 00
Cabbage, bbl. 1 00 1 25	Potatoes—
Celery—	Montreal, bag. 0 65 0 75
Canadian, doz. 0 75 0 90	Sweet, per bbl. 2 50 3 50
California, crate. 5 50	" basket. 2 00
Cauliflowers, doz. 1 50 4 50	Parsley, dozen. 0 40 0 90
Cucumbers—	Parsnips, bag. 1 00
Boston, doz. 1 00 2 00	Rhubarb, doz. 1 25
Garlic, per lb. 0 17½	Spinach, bbl. 4 00
Green Peppers,	Tomatoes—
basket. 0 75	Floridas, crate 5 50
Lettuce—	Culans, crate 4 00
Curly, box. 1 60	Hot-house, lb. 0 35
Boston 1 50 2 00	Turnips, bag. 0 40 0 75
Onions—	Quebec,
Red, per bag 1 00	per ton. 7 50 9 00

Fish.—Market in general is active and prices in every line have a tendency to stiffen. The scarcity of frozen haddock and green cod has made the trade anxious, and inquiries are pouring out from dealers trying to locate stock. Haddies, on account of a scarcity of fresh fish, are in large demand. Western markets are depleted and trying to replenish again. Oyster trade is quiet, but steady, particularly in bulk. Shell oysters are quiet. Lent being so near at hand quite a busy time is expected.

FRESH

Market cod, lb. 0 05	Haddock, lb. 0 06
Steak cod, per lb. 0 06	

FROZEN

Dore, winter caught,	Pike, round 0 05½
per lb. 0 08	Steak cod, per lb. 0 05
Flounders 0 06	Salmon, B.C., red, lb 0 10
Haddock 0 04½ 0 05	Salmon, Gaspe. 0 18
Halibut, per lb. 0 09 0 10	Salmon, Qualla, lb. 0 08
Herring, per 100. 1 75	Smeits, 10 lb. boxes. 0 12
Lake trout. 0 08½	Tom cods, per bbl. 2 50
Mackerel 0 10	Whitefish, large, lb. 0 10
Market cod. 0 04	Whitefish small, lb. 0 06
Pike, headless and dressed 0 06½	

SALTED AND PICKLED

Green cod, No. 1 med-	No. 1 mackerel, bris. 19 00
ium, per bri 7 00	Salmon, B.C., ½ bbls. 8 00
Green cod, small, bri. 5 50	" bbls., red 15 50
Green cod, large, bri. 7 50	" pink 14 00
Labrador herring, bbl 5 25	" Labrador, bbl 18 00
" ½ bbl 3 00	" ½ bbls 9 50
Labrador sea trout,	" tros. 25 00
bbls 12 00	300 lb. 25 00
Labrador sea trout,	Salt cels, per lb. 0 08
half bbls. 6 50	Salt sardines, 20 lb. pl 1 00
No. 1 mackerel, pall. 2 25	Sardines, Quebec, bbl 5 50
" ½ bbls. 10 00	

SMOKED

Bloaters, large, per box. 1 10
Haddies, 15 lb. box, per lb. 0 07
Herring, new smoked, per box. 0 13
Herring, boneless, per lb. 0 10
Kipper herring, per box 1 20 1 25
Kipper herring, imported. 1 25
Smoked salmon, sugar cured, per lb. 0 25

SHELL FISH

Lobsters, live, per lb. 0 18
Lobsters, cooked 0 20
Oysters, choice, bulk, imp. gal. 1 40
" Sealight, standards, imp. gal. 1 75
" select 2 00
" shell, per bbl. 7 00 10 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5½, 6, 8, 9 & 10c. per lb.
Dry cod in bundles, per bundle. 5 50
Skinned cod, 100 lb. case. 5 50
Shredded cod, per box. 1 80

TORONTO.

Green Fruits—The market is gradually moving out of its after-holiday dullness and is assuming its regular active conditions. Apples are plentiful, and are easier to buy than to sell. They are sold from \$1.50 to \$4, but very good apples can be bought at \$2.50 to \$3. Farmers bringing in loads have some difficulty in selling them. Oranges are slow, with a good many damaged by frost, and some have also suffered from too much rain before they were picked, which causes them to be puffy and lacking in flavor. Marmalade oranges have arrived and are in cases of about 500 at \$5 per case.

Apples. 1 50 4 00	Oranges—
Bananas. 2 00 2 25	California navels 2 75 3 00
Cranberries, bbl 8 00 8 50	Floridas. 2 50 2 75
Grapes, Almeria	Mexican 2 00 2 25
per keg. 6 00 6 50	Marmalade 5 00
Grape Fruit. 4 50 5 00	Pears, Canadian
Lemons—	basket. 0 75 1 00
Messina 2 50 3 00	Pineapples, case 3 75 4 00

Vegetables.—The market is well supplied with all kinds of vegetables. California celery seems to take the lead in importance. New potatoes at \$8.50 a barrel, when common potatoes are only 60c a bag, do not appeal to the ordinary buyer, but that is just the reason why some will buy them. Cabbage is also plentiful and is bringing \$1.35 a barrel, which is 10c higher than last week. Fresh lettuce, onions, radishes, cucumbers, carrots, beets, etc., are all on the market.

Beets, bag. 0 70	Valencias, new,
Beets, new, doz. 1 00	crate. 2 75 3 00
Cabbage, Canadian, dozen. 0 35 0 40	Spanish. 2 50 2 75
Cabbage, Can.,	Grap, per doz. 0 50 0 60
per barrel. 1 35	Spanish, ½ cases. 1 50
Carrots, bag. 0 65 0 75	Parsnips, bag. 0 85 0 90
Carrots, new, dz 1 25	Potatoes—
Celery, Canadian, dozen. 0 30 0 35	Canadian, bag. 0 60 0 65
case. 5 00 5 50	Bermuda, new,
Cucumbers, doz. 2 00	per barrel. 8 50
Lettuce, hamper. 2 50	Sweet, hamper. 1 25 1 50
Lettuce, per doz. 0 30	" barrel. 3 50
Onions—	Radishes, doz. 0 85 0 40
Canadian, bag. 1 00 1 25	Spinach, hamper. 1 10
	Tomatoes, hot
	house, lb. 0 25
	Turnip, bag. 0 40

California Oranges

The prices are now low and they should be good sellers. California Celery is arriving in fine shape and demand is good. Marmalade Oranges, half chests and boxes, Grape Fruit, Lemons, Valencia Oranges (cases), Cuban Tomatoes, etc.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. - TORONTO

St. Nicholas

TRACUZZI, Packer

Always
Superfine

J. J. McCABE, Toronto
AGENT

Home Guard

Fish.—Toronto is, by no means, a fish-eating city, and yet it takes about a carload to supply the daily requirements. So far as prices are concerned, they seldom vary. Whether this is owing to the nature of the business or otherwise is not quite clear.

LAKE FISH (FROZEN)	
Goldeyes..... 0 05½	Pickeral yellow..... 0 09
Herring, Lake Erie... 0 06	Pike..... 0 06
" Lake Superior 0 05½	Perch..... 0 12
" Lake Ontario. 0 04	Trout..... 0 10
Pickeral, blue..... 0 05½	Whitefish..... 0 10
OCEAN FISH (FROZEN)	
Cod steak..... 0 07	Salmon, pink, per lb.. 0 09
Halibut..... 0 10	" red..... 0 10
Haddock..... 0 06½	" sea dressed... 0 13
Herring, per 100..... 3 00	Smelts, per lb..... 0 12
Mackerel, each..... 0 20	Shrimps, per gal..... 1 15
SMOKED, BONELESS AND PICKLED FISH.	
Acadia, per crate... 2 40	Herrings, Labrador, half barrels..... 2 90
" tablets, box... 1 60	Herrings, Digby, bundle 0 60
Bloaters, per basket.. 1 00	Herrings, Imported Loch Fyne, per kit.. 1 10
Codfish, shredded, box 1 80	Kippers, per box..... 1 25
" Bluenose, " 1 40	Quail on toast, per lb. 0 05½
Cod steak, per lb..... 0 07	Trout, pickled, 100 lb. barrels..... 6 60
Cod, Imperial, per lb.. 0 05	
Ciscoes, per basket.... 1 00	
Haddie, Finnan..... 0 08	
SHELL FISH.	
Oysters, standards, per gal..... 1 65	Oysters, selects, per gal 1 85
	Oysters, extra selects... 2 00

TRADE NOTES.

Jno. McCarthy, a grocer of St. John, Newfoundland, died recently.

G. Norman Willit, Brantford, Ont., has purchased the general store business of T. M. McEwan, of St. George.

The stock of A. L. Garland, general merchant, St. Thomas, Ont., is advertised for sale, an assignment having been made last November.

Roy Croft has opened a general store in Lindsay, Ont. He intends selling for cash only, believing that the goods are more valuable to him in his store than in credit on his books.

A. Allard, of Provost & Allard, wholesale grocers, Ottawa, is the liberal nominee for the Ottawa by-election, caused by the resignation of the seat by the Premier who will sit for his old Quebec constituency.

White & Co., wholesale fruit, produce and fish dealers, Toronto, are back in their old quarters, at the corner of Front and Church Streets. Their building has been entirely renovated and greatly improved, and presents a spic and span appearance. Only thirty-six days intervened since their fire.

Sunkist Oranges
Marmalade Oranges
New Lemons
Fancy Grape Fruit
Cranberries, specially low price
Fish of every kind for Lent

☐ We are back in our old quarters with greatly improved facilities

New Building New Goods Better Service

WHITE & CO., Limited

Phone Main 6565

Toronto and Hamilton

Fresh Arrivals

THIS WEEK

TWO FANCY NAVELS ALL SIZES

ONE CAR

Fancy Bananas, Lemons
Cranberries, Almeria Grapes, etc.

Phone or mail your orders

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

FLORIDA

FLORIDA

Oranges

FLORIDA CITRUS EXCHANGE

Grapefruit

Florida Oranges are the finest eating Oranges—we hear this general remark made by dealers—"When I want Oranges for my house I send Floridas." It is because they are sweet, juicy and of exceptionally fine flavor. Order the F. C. E. pack—see that every box you buy bears our mark.

FLORIDA CITRUS EXCHANGE, Tampa, Fla.

W. B. STRINGER, District Manager, Toronto

DEBT COLLECTOR IN UNIFORM.

Ottawa R. G. A. Now Take up Question of Establishing Collection System.

Ottawa, Jan. 25.—The matter of preventing the contracting of, and of collecting bad debts was the subject of an interesting discussion at the last regular meeting of the local Retail Grocers' Association. Many of the grocers have on their books accounts, the value of which are questionable, and in several instances these accounts are common to two or more grocers. This is, of course, caused by these poor-pay people running a credit with several grocers as long as the game can be worked and when the creditor ceases to accord credit, why they lie themselves to pastures new.

To overcome these impositions, for such they really are, a novel and apparently effective method was proposed. The scheme provides for the collector to be dressed in a very conspicuous uniform—something at once distinctive and demonstrative, and to have him call on these people who endeavor to exist on someone else's expense. The plan, which was suggested by a local collection agency, is said to have worked satisfactorily in other cities. Definite action has not as yet been taken, but it is the intention to arrange with the agency on a flat rate for the collection of all such accounts.

There are some 240 grocers in Ottawa, and thus it is an easy matter for a person so inclined to run a bill in one store and when pressed for payment transfer their patronage to some other unsuspecting merchant.

The credit system at best is a bad one in the estimation of many Ottawa grocers, and the day that business on a cash basis proves to be the motto of all merchants the better will be the general affairs of the country.

WANT RESIDENT COMMISSIONER.

The British Columbia Salmon Cannery Association has petitioned the Department of Marine and Fisheries at Ottawa to appoint a resident Fisheries Commissioner in Vancouver. The reason given for the request is the great distance separating this coast and the Federal Capital, on account of which it is impossible to secure quick response on matters needing immediate attention. The Minister is also reminded of the fact and asked to right the injustice of a weekly close season on the Fraser river of 42 hours, while south of the line the weekly prohibited period is only 36 hours. Another request is that the sockeye fishing season north of the 50th parallel open on June 15th, instead of on July 1st, as the fish appear earlier in the north than on the Fraser river.

CODFISH PRICES HIGHER.

Halifax, N.S., Jan. 26.—The stocks of bank codfish in the hands of fishermen

are about cleaned up, the last sales being at \$5.25 ex vessel. Holders of codfish are now expecting to realize good prices for the stocks that they have on hand. The prices now quoted are about one dollar higher than they were four weeks ago. The stocks on the foreign markets are reported to be small, and the shipments at the present are light from this port. Newfoundland is exporting large quantities of fish to the Brazils. The market for pickled fish is looking up, particularly mackerel, for which the demand is good. Dealers report some improvement in the market for butter and eggs.

WINNIPEG GROCERS ON THE WATCH.

Emma and Panaro, restaurant proprietors, of Winnipeg, were convicted of selling food to be eaten off the premises after 6 p.m., and had to pay the costs of the court. Mr. Emma stated that he was not aware that the sale of cooked foods in a restaurant was against the law. The complaint originated with the butchers and grocers, who stated that they were not allowed to sell foods after six o'clock and the restaurants did, and on this account they claimed that they lost a great deal of trade. The court deemed the argument a just one, and warned the firm not to infringe again.

Bananas bound for the Vancouver market have quite a time en route, says the Vancouver correspondent. They are grown in the revolution belt, and the people who grow them are liable to be shot up and their haciendas burned. Even after the shotgun quarantine is passed, their troubles are not ended, S.

K. LaRose, of New Orleans, who landed a large shipment in Vancouver last week, reports that the Northern Pacific ran them out of Billings, Montana, into a four-days' blizzard, and after the oil for the heaters ran out, he had quite a time taking care of his charges.

APPLE GROWERS SHIPPERS

Do you want a reliable address for making consignments of fresh apples? Please note:

**G. C. Koopman
AMSTERDAM
ROTTERDAM**

REFERENCES:

The California Fruit Cannery Association, San Francisco, Cal.

The W. A. Gibb Company, Hamilton, Ont.

and further where you like to inquire.

After new year our domestic stock will be cleaned up.

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE, Manager

Highest price paid for
DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular

Ask for

"ALBERT & CIE"

French Sardines



This popular and world renowned brand is packed in FRANCE from specially selected fish only.

AGENTS: The SMITH BROKERAGE CO., LTD., St. John, New Brunswick. J. L. WATT & SCOTT, Toronto, Ontario. WATT, SCOTT & GOODACRE, Montreal. O. F. LIGHTCAP, 214 Princess St. Winnipeg, Man., Can., G. A. STONE, Vancouver, British Columbia.

CALIFORNIA

THE HOME OF THE

SEEDLESS ORANGE

When the seedless orange was discovered it was mediocre, frail and undeveloped. In California, it found the climate, the soil and the husbandman that developed its latent qualities, until to-day it ranks as the choicest fruit of the citric-growing area of the world. Handsome in appearance, seedless and tasty, it has brought to the Golden West the reputation such a magnificent fruit must bring to its natural home.

The public do not appreciate the food and medicinal value of California oranges, because these qualities have not been called to their attention. The 5,000 orange farmers of California, who distribute their products under the name of the California Fruit Growers Exchange, developed the navel orange to its present high standard. Now they have decided to acquaint the public with the virtues of California oranges and lemons, to tell the millions that California oranges and lemons have a great food value, and medicinal value that they should learn about.

When these California orange farmers determined to acquaint the public with the value of their products, they decided to call the best grades of these fruits the "Sunkist," that the public might know when calling for the best fruit that they could get it by asking for "Sunkist" brand. The retailer and jobber can also identify the best product of the best fruit farms of California by the "Sunkist" wrappers on every piece of fruit.

"Sunkist" brand costs you no more than ordinary fruit. The advertising we are doing to educate the public to a greater use of oranges and lemons will bring customers to your store. Fruit buyers are also purchasers of other goods. You get your good margin on "SUNKIST" fruits and also the margin on other goods purchased. It is to your advantage to keep "Sunkist" brands in stock—to display them where the public can see that you are a "SUNKIST" dealer. You can derive great benefit from our advertising by letting the public know you sell "SUNKIST" oranges and lemons.

CALIFORNIA FRUIT GROWERS EXCHANGE

— DISTRIBUTING POINTS: —

TORONTO WINNIPEG MONTREAL CALGARY



It's knowledge that directs the successful grocer in stocking up with

Brunswick Brand Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that has "made good."

You will always be on the safe side if you sell "Brunswick Brand," because this is the "quality" brand, and we leave no stone unturned to maintain the high standard we have reached. Order to-day.

CONNORS BROS., Limited
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; D. Rattray & Sons, Quebec; Leonard Bros., Montreal; Arthur M. Loucks, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.



FISH

No matter what you want
we have it

Fresh, Frozen, Pickled, Salt or Dry

About 60 varieties of Fish, and when you consider the quality, we give you the best value for your money

Telegraph, Phone or Mail your Order.

The F. T. JAMES CO., Limited

Church and Colborne Sts.

TORONTO

THE CANADIAN GROCER

FISH

Lent Begins Feb. 9—Ash Wednesday

SOME SEASONABLE LINES :

FRESH
Cod
Haddock
Pike
Pickerel
Mackerel

FROZEN
Halibut
Salmon
Smelts
Whitefish
Herrings

SMOKED
Haddles
Fillets
Smelts
Kippers
Red Herring

PREPARED
Boneless Cod
Skinless Cod
Boneless Fish
Green Cod
Dry Cod

PICKLED
Labrador Herring
Labrador Salmon
B.C. Salmon
Sea Trout
Mackerel

Frozen Sea Herrings

Bulk and Sealshipt Oysters

GET OUR PRICE LIST

LARGEST FISH AND OYSTER WAREHOUSE IN CANADA

BRANCHES:

Montreal
St. John
Grand River
Gaspé

LEONARD BROS.

20 to 26 Youville Square (Near Customs House) Montreal

P. O. Box 639

4 Long
Distance
Telephones

FREEMAN & COBB CO.

INCORPORATED

Wholesale Commission Dealers and
Distributors of

Fresh, Frozen and Smoked FISH

ALL VARIETIES OF THE SEASON

Wachusett Brand Finnan Haddie

3 T Wharf - BOSTON

Lent begins February 9th. - Send for our quotations.

YOU, Mr. Retailer

are not in business for your health.

You doubtless want to "get yours" out of every sale.

You also without doubt want to make **more** sales to your trade.

And probably you would not mind getting a nice slice of somebody else's trade.

The question always is, how to get more good customers without such expense as will eat up all the profits.

The answer is: be-
come a SEALSHIPT
AGENT.

Write us to-day
and we will tell you
how it's done.

The Sealshipt
Oyster System,

SOUTH NORWALK, Inc.
Connecticut.



A Wholesale Grocer's Views on Prices and Profits

Thinks Every Member of the Trade Should be Free to Buy and Sell Independently—Moral Wrong for Any Business Man to Sell at Less Than it Costs to do Business—What Education on Co-operation Has Done.

By F. W. Hannahs, Pres. N.Y. Wholesale Grocers' Association.

We are engaged in the most important line of merchandising, the distribution of food supplies. There can be no more vital members of the commercial family than those who furnish the nation's food. The standing of our great branch of commerce must be equalled by the thought and energy we bring to its management. We must not proceed on narrow lines nor employ worn-out shortsighted methods of merchandising.

The scope and importance of the country's food trade requires the same high grade of executive ability, breadth of view and business sagacity that we find at the head of our railways and industrial corporations. We are not unimportant factors in the business community, to be ignored, or to be used as the tool of any manufacturer, or to be ground between manufacturers and retailers. We are not just to ourselves nor to our business when we submit to perform the service of distributing any staple or other article at a loss or even inadequate compensation.

Every individual member should, irrespective of the action of his competitor, have the courage, independence and pride on the one hand to demand of producers and manufacturers a fair, honest margin of profit for the service performed, and on the other, to decline to sell any article to anyone at a loss. In this matter every wholesale grocer must act independently and decide for himself how he shall conduct his business.

But in righting the illegal practices in the trade and long-standing abuses, our association has been and can be of the greatest help to all wholesalers, members and non-members, if we will put aside our minor differences and freely give our loyal support and unselfish efforts to the good of all. I hold that organizations of wholesale grocers, like our own, can be engaged in no better nor more profitable service to their members individually than by co-operating to correct wrongs that have crept in during the past years.

What Association Work Means.

In the words of a prominent retail grocer, in speaking of his own association work: "I find in the first place that the association did not attempt to regulate or fix prices. It was doing many things to alleviate the ordinary difficulties of the grocer's business, which were of more value to the trade than anything it could hope to do in the matter of prices. It was endeavoring to educate the grocers in the proper business meth-

ods and to protect them and secure favorable, and combat offensive legislation. The association was requesting and insisting upon fair and equitable treatment from manufacturers and wholesalers for all its members in their relations with them."

This, to my mind, exemplifies the correct idea of association work. I have endeavored to conduct the deliberation of this association in that spirit. To convince ourselves of the vast field for the legitimate endeavors of our association one has but to read thoughtfully our declaration of principles. Let me read you Article II of our Constitution, the objects of our endeavor:

"First: To foster and promote a feeling of fellowship and good-will among its members and on broad and equitable lines to advance the welfare of the wholesale grocery trade in the State of New York and vicinity.

"Second: to eliminate or minimize abuses, methods and practices inimical to the proper conduct of business.

"Third: To establish harmonious relations between manufacturer, jobber and retailer to the end that the jobber be universally recognized as the best channel through which the manufacturer should distribute his products to the retailer.

"Fourth: To assist in the enactment and enforcement of pure food laws, which in their operation shall deal justly and equitably with the interests of the consumer, retailer, jobber and manufacturer.

"Fifth: To have business conducted on legitimate lines; discourage 'deals,' 'schemes,' and subsidizing of jobbers' employes by manufacturers.

"Provided, that in the efforts of the association to accomplish these objects, no action shall be taken which will tend in any manner whatsoever to fix or to regulate prices, or in any way to co-operate in restraint of trade."

We can accomplish the greatest good to ourselves and to the entire trade and become an increasing power in our field only by continuing the strictest adherence to our objects and especially the final declaration of principles that we shall never take any action "which will tend in any manner whatsoever to fix or to regulate prices, or in any way to operate in restraint of trade."

Every wholesale grocer, every manufacturer and every retailer ought, under a perfect system of trade, to be free to buy and to sell, and to carry on his business independently, guided only by the

rule of fairness to his competitors and customers alike.

Is a Moral Wrong.

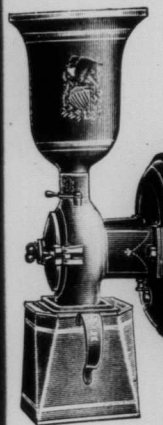
It has always seemed to me personally that for any merchant to sell a large per cent of his output at less than it costs him to do business is morally wrong and therefore not worthy the attention of the self-respecting merchant. This is a question you must each decide for yourself.

Most of the workers of our association have been ready to meet in committee meeting, or as a whole whenever called, and the attendance of meetings called has indicated much more interest in the year just past than for many previous years. My observation has been that, so far as the manufacturers are concerned, many of them have found that a fair and equitable sales policy was not only just and necessary in the interest of jobber and retailer, but was in the long run most profitable for themselves. This is the result of purely educational work and the outcome of associated co-operation along broad and fair lines, and not to the interest of any one distributor or manufacturer as against the other.

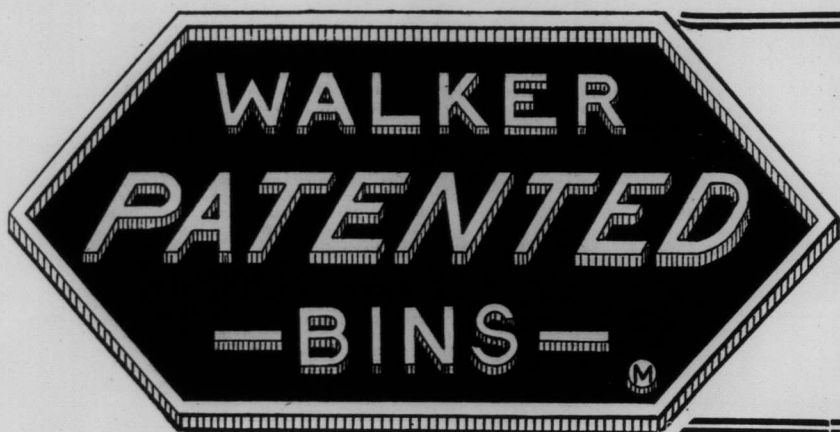
In other words, actual experience has vindicated us, has absolutely proven to many a manufacturer that, whatever may be the effect upon the jobber, it is for that very manufacturer's selfish, personal interest to adopt our principle of distribution.

Honesty as a business asset is fully recognized. If we would succeed in business we cannot afford to sell a man something he does not want. Neither can we afford to disappoint him in quality any more than in count. Other things being equal, the merchant who has the most friends will make the most money. The cutter, be he wholesaler or retailer, is a marked individual, and my word for it the time is not very far distant when the retail trade will make the acquaintance of the fact, that the merchant selling a large proportion of his output for less than the cost of doing business, will be avoided, and if they consult their own best interests his salesmen will be turned away.

Among the Canadian patents granted recently by the Canadian Patent Office of interest to the trade, is one to J. E. Cochran, Elkhart, Ind., U.S.A., for a weighing scale.

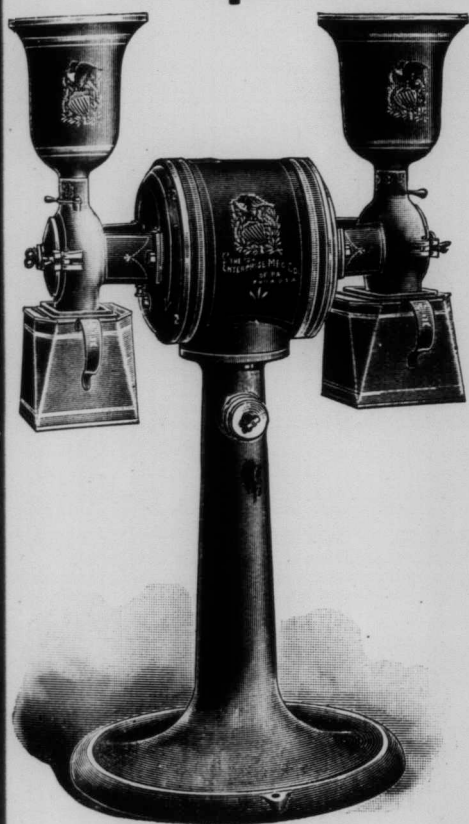


It
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If Interested in Modern Grocery Equipment write for Our Illustrated Catalogue.

The Walker Bin & Store Fixture Co., Ltd.
Berlin, - - - Ontario



The LATEST "Enterprise" Electric Mill

New ideas applied to rapid grinding of coffee by electric power make these new "Enterprise" Pedestal Mills *by far the best on the market to-day*. They are **Direct Connected**. They lose no power in transmission. The grinders are on the motor shaft. The double Mill shown here, No. 0852, is for alternating current; can also be furnished for direct current. One Mill is fitted with tooth grinders which *cut* the coffee, the other mill fitted with ribbed grinders for pulverizing. Each hopper holds six pounds. The Mill will granulate 3 pounds of coffee per minute, and pulverize $\frac{1}{2}$ pound per minute. The cans or receivers are enclosed as a protection against dust. The Mill is self-cleaning. This compact, graceful 1 H.P. Mill is already in great demand. We invite correspondence and will send facts, illustrations and prices of our 45 sizes and styles of Rapid Grinding and Pulverizing Mills on request.

We supply grocers also with Meat and Food Choppers, Self-Measuring Pumps and Faucets, Smoked Beef Shavers and other "Enterprise" Specialties. You should have our latest catalogue. If you haven't it, write.

The Enterprise Mfg. Co. of Pa. Philadelphia, U.S.A.
21 Murray Street, New York 544 Van Ness Ave., San Francisco

It is a genuine satisfaction

to sell an article with a guarantee behind it. Are you stocking

CONCORD NORWEGIAN SARDINES?

The brand with a guarantee on each tin. The extra care taken in the packing of these sardines preserves their natural delicate flavor in a remarkable manner. There is an extra cover for use after the tin has once been opened.

This high-class sardine will appeal strongly to your better-class customers. Send your order to any wholesale grocer.

AGENTS:—R. S. McIndoe, Toronto.

A. H. Brittain & Co., Montreal.

W. A. Simonds, St. John, N.B.

Watson & Truesdale, Winnipeg.

Radiger & Janion, Vancouver and Victoria, B.C.



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Yearly Contract Rates.

100 words each insertion, 1 year.....	\$30 00
" " " " 6 months.....	17 00
" " " " 3 months.....	10 00
50 " " " " 1 year.....	17 00
" " " " 6 months.....	10 00
25 " " " " 1 year.....	10 00

AGENCIES WANTED.

A WHOLESALE FIRM in Vancouver, B.C., with an established connection is open to handle one or two first-class agencies in the grocery and confectionery line. Highest references. Box 349, Vancouver, B.C. (9p)

WANTED—To secure connection with a first-class cheese and also creamery butter factory situated in western Ontario. Apply to 309 N. Vickers St., Fort William, Ont.

ADDING MACHINE.

ELLIOTT-FISHER Standard Writing-Adding Machines makes toil easier. Elliott-Fisher Limited, 513, 83 Craig St. W., Montreal and Room 314, Stair Building, Toronto.

BUSINESS OPPORTUNITY.

GROCERY BUSINESS FOR SALE IN TOWN of Berlin. Splendid location. Stock and fixtures \$2,000. Annual business \$12,000. Good reasons for selling. Box 331, CANADIAN GROCER, Toronto. (6)

WANTED—Good established grocery or general business in live city or town in western Ontario. S. G. Read & Son, Limited, Brantford, Ont. (6)

COUNTER CHECK BOOKS.

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

FOR SALE.

FOR SALE—Automatic Computing Scale. S. H. Fagan, Windsor Ont. (13p)

SITUATIONS VACANT.

GREAT OPPORTUNITY FOR SALESMAN visiting the drug or grocery trade in and west of Winnipeg. Firm established on eastern market several years wants salesman who can invest \$300. All profits from his territory will be turned over to him until his investment is paid back. Commission and half the profits thereafter. Profits very large. L.C.M. Co., 506 Union Trust Building, Detroit, Mich.

SITUATIONS WANTED.

SITUATION WANTED—Competent male grocery stenographer (employed) wants position offering better opportunity for advancement. A worker. "Steno," care H. Hodgson, 11 Hartney Chambers, Vancouver, B.C. (6p)

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy. The National Cash Register Co., 285 Yonge St., Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

BUSINESS MEN, Professional men, merchants, church workers, find innumerable uses for the Fulton Sign and Price Marker. The Fulton Rubber Type Company, of Elizabeth, N.J., are makers of Ink Pads, Daters and business outfits of high quality. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

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

MISCELLANEOUS.

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

DOES YOUR FIRE INSURANCE POLICY protect you? There are points in connection with fire insurance policies that need expert handling to secure proper protection. We are Fire Insurance Experts. We can safeguard your interests, and procure the lowest rates. Mitchell & Ryerson, Confederation Life Bldg., Toronto.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Toronto. (tf)

FIREPROOF WINDOWS AND DOORS made strictly to the fire underwriters' requirements reduce your insurance rates and protect your building. We are experts in this line and guarantee you really fireproof goods and the maximum insurance allowance. Let us give you our figure. A. B. Ormsby, Limited, Sheet Metal Workers, Factories—Toronto, Winnipeg.

GET the 1910 Canadian Almanac. Information on Customs Tariff; Bank Stocks; Foreign Exchange; Post Offices; Insurance; Assurance; Patents; Weights; Measures; Newspapers; Magazines; Succession Duties. Paper cover 50 cents; Cloth 75 cents. At all dealers or postpaid on receipt of price. Copp, Clark Co., Ltd., Dept. C., 68 Front St. West, Toronto.

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

INSURE HEALTH by installing Pullman system of natural ventilation. Simple, inexpensive. All foul air in room expelled through special outlets. Use in store, office and home. Send for free booklet. Wm. Stewart & Co., Saturday Night Building, Toronto; Board of Trade Building, Montreal. (tf)

JUST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remingtons, Oliviers, Empires, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Company, Limited, 98 King St. W., Toronto, Ont. (tf)

KAY'S furniture catalogue No. 36 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. It brings you into close touch with the immense stocks and splendid manufacturing facilities of John Kay Company, Ltd., 36 King St. West, Toronto. Write for a copy to-day. It's free. (tf)

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

SAVE 70% OF YOUR LIGHT BILL by using the "JUST" Tungsten Lamp. Fits any socket. Burns any angle. All candlepowers from sixteen up. Prices as low as 50 cents. Better write us TO-DAY. Sterling Electric Supply Co., Ltd., 369 Yonge St., Toronto, Ont.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Teruley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

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

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

USE the best carbon paper. Our "Klear-Kopy" carbon gives clear unsmudged copies of your letters and other documents. It has been selected by a leading government against 43 competitors. "Peerless" typewriter ribbons give clear letters and will not clog the type. Sold by all dealers. Write us for samples. Peerless Carbon and Ribbon Co., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

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

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

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725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

\$75 buys the best duplicating machine on the market. ACME will print anything a job printer can do. Complete outfit: Acme Duplicating Machine, one tubular stand fitted with type cases, compartments plainly lettered and arranged like universal keyboard of the standard make of typewriters, one drawer for accessories and forms, 20 lb. font of typewriter type, one chase, one Acme ribbon any color with typewriter ribbon to match, one pair tweezers, two quins, one key, one oil can and one set of reglets. Sold with a guarantee. Acme Duplicator Co., Baltimore, Md., U.S.A.

REPRESENTATIVE WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

EXPORT TRADE DEPARTMENT.

Messrs. Gordon, McDonald & Co., 6-7 Cross Lane, East, cheap, London, invites correspondence, either from Exporters of Canadian produce or Importers of general groceries. From their long experience in Glasgow, Liverpool, and London, they have a wide and comprehensive knowledge of both trades on every side. All goods imported paid cash against documents. References to Montreal firms with whom we have done business for many years. Cable address, "Donable." Codes "A B C," fifth edition, Everside and Adams.

Diamor
1-lb. tins,
1-lb. tins,
1-lb. tins.

Cases.
4-doz.....
3-doz.....
1-doz.....
3-doz.....
1-doz.....



CA
Aylm

Strawberry
Raspberry
Black curr
Red curr
Raspberry
currant
Raspberry
gooseb
Damson p
stonel
Greengage
stonel
Gooseberr

Strawberry
Black curr
Raspberry
Other vari
Freight
WHITE SW
White Sw
1-lb. tin
1-lb.
1-lb.



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



White Sw
White Sw
White Sw

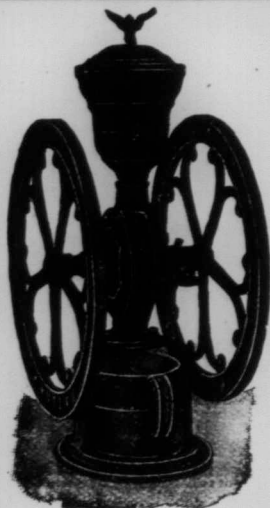
Keen's Oxt
In 10-box
Gillett's M

FRIENDS—NOT GROWLERS



RISING SUN Stove Polish in Cakes never comes back to you with growls from the housekeeper. It is always up to the same high standard maintained for forty years, and it is always just right. That's why we have the thousands upon thousands of grocers pushing it everywhere. Grocers don't wish to run the risk of losing a good customer by passing out an inferior stove polish, which is wrong more often than it is right. RISING SUN makes friends for you and for us in every household where you put it.

MORSE BROS., Props. - Canton, Mass., U.S.A.



See Here!

U We can tell you just what is needed to give the finishing touch to your grocery store — you want an

ELGIN NATIONAL COFFEE MILL

This mill is the easiest running and fastest grinding on the market and is well-built with steel grinders. Particular attention has been paid to its shape and finish, so that it is an ornament as well as an indispensable article in the store. *The cost is low.*

Ask any of the following Jobbers for our Catalogue:

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MONTREAL—The Canadian Fairbanks Co.

MANUFACTURED BY

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

Wanted Live Men

We need hustlers—men of energy.

Men who want to be No. 1, who wish to increase their earning capacity.

Who are too ambitious to drag along day after day in inferior positions.

This is the class of men we want as representatives of the Busy Man's Magazine.

Busy Man's is a high-grade publication, read by the most progressive people of this country.

To those capable of meeting this class of people, and who "make good," we will give entire charge of our dozen publications.

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123 Bannatyne Avenue East

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Reference—Bank of Ottawa, Winnipeg

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Best Incorrodible

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Manufactured by **ISLAND LEAD MILLS LIMITED,**

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We are proprietors of
"AFRODITE" brand, the best AMALIAS
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"NARCISSUS," fine FILIATRA currants,
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 highest grade PATRAS and VOSTIZZA
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We aim to give the trade the best grades
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 W. G. A. LAMBE & CO., Toronto
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GREEK CURRANT CO.
 95 Broad Street - NEW YORK
 THE LARGEST CURRANT HOUSE IN GREECE

Butter Tubs and Boxes

Best White Spruce
 STEEL WIRE HOOP

F.O.B. Factories at Manufacturers'
 Prices

CAR LOTS or SMALLS

Walter Woods & Co.
 Hamilton and Winnipeg

30-lb. wood pails..... Per lb. 0 06 1/2
 Pure assorted jam, 1-lb. glass jars, two
 dozen in case..... 1 75

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.



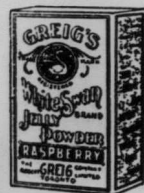
Assorted Case, Contains 4 doz. \$3.60
 Assorted Case, Contains 2 doz. \$1.80
 Lemon (Straight) Contains 2 doz. \$1.80
 Orange (Straight) Contains 2 doz. \$1.80
 Raspberry (Straight) Contains 2 doz. \$1.80
 Strawberry (Straight) Contains 2 doz. \$1.80
 Chocolate (Straight) Contains 2 doz. \$1.80
 Cherry (Straight) Contains 2 doz. \$1.80
 Peach (Straight) Contains 2 doz. \$1.80
 Weight, 8 lbs. to case. Freight, rate, 3rd class

Soap

The GENUINE. Packed 100 Bars to case.



Prices—Ontario and Quebec:
 Less than 5 cases..... \$5 00
 Five cases or more.... 4 50



WHITE SWAN SPICE
 AND CEREALS, LTD.
 White Swan, 15
 flavors. 1 doz. in
 handsome counter
 carton, per doz., 90c.



List price.
 "Shirriff's" (all
 flavors), per doz.
 Discounts on applica-
 tion.

Lard

M. K. FAIRBANK CO. BOAR'S HEAD
 LARD COMPOUND.



F.O.B. Montreal.



GUNNS
 "EASIFIRST"
 LARD
 COMPOUND.

Tierces.... 0 12 1/2
 Tubs..... 0 13
 20-lb. pails. 0 13 1/2
 20-lb. tins. 0 12 1/2
 10-lb. " 0 13
 5-lb. " 0 13
 3-lb. " 0 13 1/2
 1-lb. cartons 14

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb. \$0 40
 Fancy boxes (36 or 50 sticks), per box... 1 25
 "Ringed" 5-lb. boxes, per lb. 0 40
 "Acme" pellets, 5-lb. cans, per can ... 2 00
 (fancy box, 40) per box 1 50
 Tar licorice and tolu wafers, 5-lb. cans,
 per can..... 2 00

Licorice lozenges, -lb. glass jars..... 1 75
 " 20 5-lb. cans..... 1 50
 "Purity" licorice, 10 sticks..... 1 45
 " 100 sticks..... 0 73
 Dulc, large cent sticks, 100 in box.....

Lye (Concentrated)

GILLET'S PERFUMED Per case
 1 case of 4 dozen..... \$3 60
 3 cases of 4 dozen..... 3 50
 5 cases or more..... 3 40

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 doz. case... per doz \$1 00
 16-oz. glass jars, 2 doz in case " 1 40
 In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07
 Pint Sealers (24 oz.), 1 doz in case, per
 dozen..... 2 00



SHIRRIFF BRAND

"Imperial Scotch"—
 1-lb. glass, doz. 1 55
 2-lb. " " " 2 80
 4-lb. tins, " " 4 65
 7-lb. " " " 7 35
 "Shredded"—
 1-lb. glass, doz. 1 90
 2-lb. " " " 3 10
 7-lb. tins, " " 8 25



SPRATT'S PRICE LIST

Mixed Bird Seeds, 1-lb. pkts., 3 dozen
 cases per doz. \$0 95
 Parrot Food, 1-lb. pkts., 1 doz cartons 0 45
 Parrot Food, 2-lb. pkts. 1 35
 Bird Cage Sand, about 1 1/2-lb. bags, 1-
 gross cases, per doz. 0 30
 Bird Cage Grit, about 1 1/2-lb. bags, 1-
 gross cases, per doz. 0 30

Mince Meat

Webb's condensed, per gross, net... \$12 00
 per case of 3 dozen, net. 3 00



ST. CHARLES CREAM
 CONDENSING CO.

PRICES:

St. Charles Cream,
 family size, per case
 \$3.50
 Baby size, per
 case..... 2 00
 Ditto, hotel, 3.70
 Silver Cow Milk 4.55
 Purity Milk.... 4.25
 Good Luck.... 4.00

Mustard

COLMAN'S OR KERN'S
 D.S.F., 1-lb. tins..... per doz. \$ 1 40
 " 1-lb. tins..... 2 50
 " 1-lb. tins..... 5 00
 Durham 4-lb. jar..... per jar 0 75
 " 1-lb. jar..... 0 25
 F.D. 1-lb. tins..... per doz. 0 85
 " 1-lb. tins..... 1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen..... 0 45 dozen
 Medium, cases 2 dozen..... 0 90 "
 Large, cases 1 dozen..... 1 35 "

Olive Oil

LAFORTE, MARTIN & CIE., LTD.
 Minerva Brand—
 Minerva, qts. 12's \$ 5 75
 " pts. 24's 6 50
 " 1-pt. 24's 4 25

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PATERSON'S WORCESTER SAUCE
 1-pint bottles, 3 and 6 dozen cases, doz 0 90
 Pint bottles, 3 dozen cases, doz. 1 75

Soda

COO BRAND

DWIGHT'S
 SODA
 Case of 1-lb. contain-
 ing 60 packages, per
 box, \$3 00
 Case of 1-lb. con-
 taining 120 pkgs. per
 box, \$3.00
 Case of 1-lb and 1/2-lb.
 containing 30 1-lb.
 and 60 1/2-lb. pkgs. per
 box \$3.00

Case of 50. pkgs. containing 96 pkgs. per
 box, \$3.00

MAGIC BRAND

Per case
 No. 1, cases 60 1-lb. packages..... \$ 2 75
 No. 2, " 120 1-lb. " 2 75
 No. 3, " 30 1-lb. " } 2 75
 " 60 1-lb. " }
 No. 5 Magic soda—cases 100—10-oz. pkgs
 1 case 2 85
 5 cases 1 75



SELL SEEDS THAT FEED—

SPRATT'S MIXED BIRD SEEDS

Spratt's Patent Ltd., London, Eng. Montreal: 13, St. Therese Street, St. Gabriel's.

Comprise only such seeds as are known to be adapted for songsters to improve their health and develop their singing powers. They are properly cleaned and correctly balanced; always give the highest satisfaction, and the thoroughly satisfied customer is the most profitable one that a dealer can have.

Ask your jobber for them.

Packed in boxes containing 3 dozen 1-lb. packets.

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For Hand-Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc.,
Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Blackberries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"
"Bottom Like The Top"

Write for Samples

Sanitary Can Company, Ltd.
Niagara Falls, Ontario

Strength

Purity

Your guarantee for profit lies in

"COW BRAND" Baking Soda



because of its popularity with the housewife!

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CHURCH & DWIGHT

Manufacturers

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Reliability

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JOHN DAKEY & SONS, Limited
Manufacturers of
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and Flint Cloths and Papers, etc.

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The original and only
Genuine Preparation for
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from tardy debtors may be no easy task to you. But we make a specialty of the business. Our work during the year we've been in business has been (and is now) entirely satisfactory to our clients.

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313 New York Life Building - MONTREAL

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Montreal

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0 35
0 42
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90 cents
per doz.

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LTD

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Boston

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40 0 60
35 0 50
30 0 40
grades—either

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Per doz
e..... 0 90
e..... 1 80

Per case
ted..... 7 20

Per doz
4 doz. in 1 95
3 doz. in 3 75

Per lb
se..... 0 25
..... 0 25
..... 0 25
..... 0 25

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ANCH.

44
45
46
46
46
44
56
56
42
plug or bar. 45
44
50
50
ches, 8s.... 59

lies.
\$12 00
1 00

1 12
case.... 1 25
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☐ No trouble to keep you advised.

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MONTREAL

WETHEY'S CONDENSED MINCE MEAT

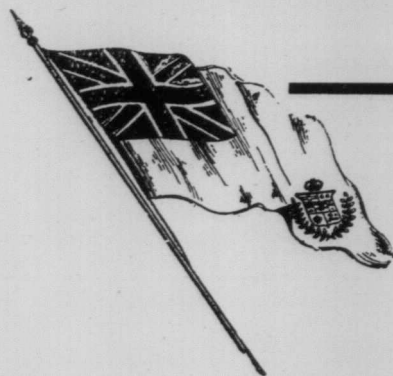
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