

**PAGES
MISSING**

THIS IS THE 1,310th ISSUE OF

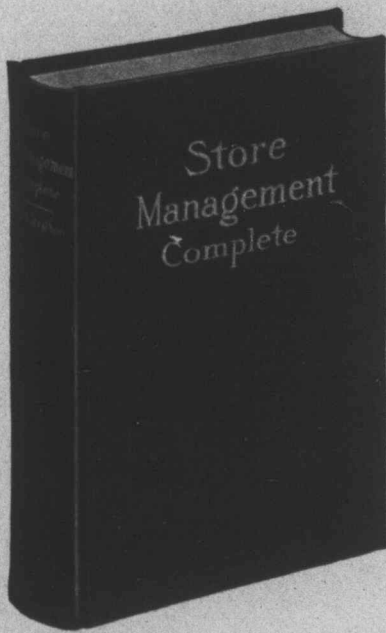
CANADIAN GROCER

PUBLISHED WEEKLY BY
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, JANUARY 17, 1913

No. 3



TO IMPROVE THE MANAGEMENT

the merchant must continually be on the lookout for new thoughts, ideas and schemes to get the maximum trade and profit out of his business.

Store Management—Complete

Another new book by Frank Farrington (a companion book to "Retail Advertising Complete") should be in every dealer's hands. It tells all about the management of a store and how the greatest sales and profits may be realized. "Store Management—Complete" is bound in cloth, contains 272 pages, 16 full page illustrations and 13 chapters. The following is a synopsis of one of them.

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

\$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.
Absolutely new. Just published.

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.
143-149 University Ave. TORONTO

\$1.00



SALES 1908



SALES 1909



SALES 1910



SALES 1911



SALES 1912

WE ARE OFF TO A GOOD START FOR 1913

It is with a feeling of pride that we publish these comparisons of sales.

Our success is mostly due to the fact that we advertise extensively. But we could not have shown these wonderful results without the full co-operation of the trade. This has been achieved by producing goods that give the greatest satisfaction to the consumers.

We are off to a good start for 1913 and we hope to show a much greater increase, but to do so we need your assistance. We know you are with us and wish to thank you for your help during the past five years.

**THE "NUGGET" POLISH
COMPANY, LIMITED**

9-13 Davenport Rd.

Toronto - - Ontario

11 GOLD MEDALS



YOU'VE GOT TO USE discrimination in buying soap — there are many brands, makes, imitations, etc., on the market, each claiming to be the best. The safest guide for you, Mr. Dealer, to get the best is to get the products of old reliable makers—soaps that have stood the test of the public for years past.

“LE CALICE” CASTILE SOAP

has stood the test for many years. It is *no* tallow soap, contains no corrupt animal fat, it is antiseptic, as pure as oil and skill can make it.

For a sensitive complexion, delicate lingerie, etc., soap must be produced with experience and honesty, linked with purity—the soap must be clean to wash clean.

Substitute no other, Mr. Grocer; “Le Calice” is what your customers are wanting. Made only by Srs. D. Leca & Co., Marseilles.
Good profits.



Arthur P. Tippet & Company

Agents

Montreal

:::

Toronto



Why Waste Your Energy Selling 30c Tea?

You can sell more 40c tea than you can 30c tea, because it will bring your customers back for "more of that tea." Forty cent tea means more business, larger profit, better satisfied customers. No other 40c tea in Canada compares with 40c RED ROSE TEA in quality—flavor and strength. It is ALWAYS worth the price.

RED ROSE TEA "Is good tea"

Head Office : ST. JOHN, N.B.

Branches:
WINNIPEG and CALGARY

T. H. Estabrooks Co., Limited
7 Front St. East, TORONTO

WAGSTAFFE LIMITED

NEW SEASON'S 1913

SEVILLE ORANGE MARMALADE

NOW READY FOR DELIVERY.

PREPARED IN
COPPER
KETTLES.
BOILED IN
SILVER PANS.



PACKED IN
GOLD LINED
PAILS
AND GLASS.

PUT UP IN THE MOST UP-TO-DATE FRUIT PRESERVING FACTORY IN CANADA.

Wagstaffe's celebrated Orange Marmalade has won for itself a great reputation in Canada as the best that is made here, because it is prepared in Copper Kettles, boiled in Silver Pans, Packed in Gold Lined Pails and Glass, therefore, retaining all its essential oil and delicate flavor. Mr. Grocer, it will pay you to push WAGSTAFFE'S.

THE CANADIAN GROCER



THE BEST THAT SCIENCE CAN PRODUCE

For over 56 years the Borden system for perfect milk production has been in progress—each year greater popularity, bigger sales and increased output is the result.

The system of producing Borden's milk products under the most sanitary conditions, reaches from the dairy to the home, the result is the best and purest milk products which receive the highest awards wherever exhibited.

BORDEN'S

Eagle Brand Condensed Milk (the original) is the standard of its kind. It is prepared with scrupulous care for use as an infant food, and at the same time it meets all the requirements for general use.

Reindeer Coffee is packed in one pound tins, containing milk and sugar. It is the most delicious, most compact, convenient and economical drink for anybody, anytime and any place. Can be made at a moment's notice by simply adding boiling water.

The large percentage of butter fat or cream in **St. Charles Brand Evaporated Milk** (unsweetened), permits satisfactory whipping. Is delicious with coffee, chocolate, fruits, puddings cakes, etc.

Can you, as an aggressive dealer, overlook the profits, sales, and trade the Borden lines will bring you?

Borden Milk Co., Limited

"LEADERS OF QUALITY"

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver



Well Advertised Goods Sell Best!

In strong, convincing ads., in newspapers, street cars and magazines we are telling the people of the superiority in flavor, quality and purity of

“E. D. S.” Preserved Fruits

Through good advertising the demand has been created — and through their excellent flavor and genuine goodness repeat sales follow with rapidity. E.D.S. Fruit Products are guaranteed 100 per cent. pure (see Government Bulletin No. 194), no preservatives or coloring matter are added whatsoever.

E. D. SMITH
WINONA, ONTARIO

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

CUTTING DOWN EXPENSES

Your patrons will welcome anything that will relieve them from some of the high cost of living. The prices of butter and lard are particularly high, and these commodities are used in baking and cooking to a great extent. Here is a lard that is very economical, pure and wholesome, being a vegetable product.



NUT-LARD

Free From Cotton Seed Oil

is a scientific preparation made from the oil of nuts. The product is a 100% pure fat, and is easily digested, and does the work better than animal fats and oils.

You cannot recommend “NUT-LARD” too strongly, both for efficiency of work in the kitchen, and for the reduction in cost of cooking.

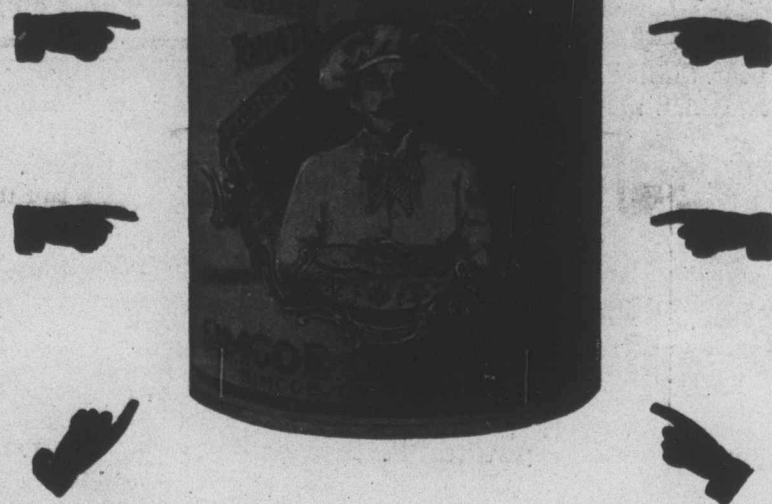
Bakers, confectioners and biscuit manufacturers find it preferable to other fats. Every package is guaranteed for purity.

There are better profits for you. Write to-day to agent.

Manufactured by
ROCCA, TASSY & DeROUX
MARSEILLES

Dominion Agent:
J. R. Murray - Montreal

KEEP
THEM
TO
THE
FRONT



Put **SIMCOE BAKED BEANS** in your window. The attractiveness of the display will increase your daily sales. For quality there is none better. Every tin is guaranteed. There are four sizes, and all good sellers, viz: One's, Two's Three's and the **BIG ORIGINAL** family tin that sells on sight.

Attractive stand-up advertising cut-outs for window displays, for the asking.

Drop a card to the

DOMINION CANNERS, LIMITED

Hamilton

:::

:::

:::

:::

Canada



LENT

Lent is earlier this year. Simply means that you'll make that extra profit earlier than you did in 1912, the year of big fish sales, which must sink into insignificance when turn-overs for 1913 are made up.

Haddie
Kippers
Bloaters
Fillets (Boutilier's)

OCEAN
 BRAND

All must sell
 freely. You
 have not
 even to make
 the demand.
 It's there for
 you to fill.

Canada Brand Pure Boneless Codfish

King in every respect. In the lead always.
 Buy. The reason will be evident.

BONELESS FISH.

- Canada Tablet 20 1 lb. Tablets
- Canada Crate 12 2 lb. Boxes
- Canada Strip 30 lb. Boxes, Whole Strips
- Atlantic Special 20 lbs., 1 lb. and 2 lb. Blocks
- Mariner Brand 25 lbs. Bulk
- Cod Bits 25 lbs. Bulk

SKINLESS FISH.

- Eastern Hundreds 100 lb. Boxes
- Eastern Fifties 50 lb. Boxes

LENT



NORTH ATLANTIC FISHERIES, Limited

MONTREAL

YOUR TRADE DEMANDS MELAGAMA

Tea and Coffee—The products that give your customers the utmost satisfaction and increase their confidence in you and your goods. Make "**MELAGAMA**" your leader, and watch your Tea and Coffee Department grow. It stands the test.

MINTO BROS.

45 Front St. E.

TORONTO

THE CANADIAN GROCER



CLARK'S PORK and BEANS

**Are indisputably the best
sellers on the market.**

CLARK'S ADVERTISING IS BOTH
EXTENSIVE AND EFFECTIVE
and is backed up by the very
HIGHEST QUALITY
Canned Foods on sale anywhere.

The DEMAND for CLARK'S Pork and Beans
is UNIVERSAL, and exceeds many times over
the demand for any other brand.

**Clark's Pork and Beans
are essential to you.**

W. CLARK - MONTREAL

Try Chateau Brand Concentrated Soups.

Every Variety.





No special recipe for making good coffee with "Kit"

A little coffee, boiling water, cream and sugar to taste, and that's all. Your customers can't go wrong even once. There is no knack, no fuss. It is always uniform, always ready to serve at a moment's notice.

Send for sample.

KIT COFFEE CO. GOVAN, GLASGOW
 ALEX. TYTLER, Temple Building, London, Ont.
 J. A. CROOKS, Bedford, Halifax, N.S.
 KIRKLAND & ROSE, 312 Water St., Vancouver, B.C.
 G. C. WARREN, Regina, Sask.
FREDERICK E. ROBSON & CO. TORONTO
 (SAMPLES FREE)

King Brand Jams

LET us hear from you. We can supply you with the best of Jams, all varieties, at unusually attractive figures. Our goods have been declared by many large wholesalers as excellent. You want these.

ASK FOR SAMPLES

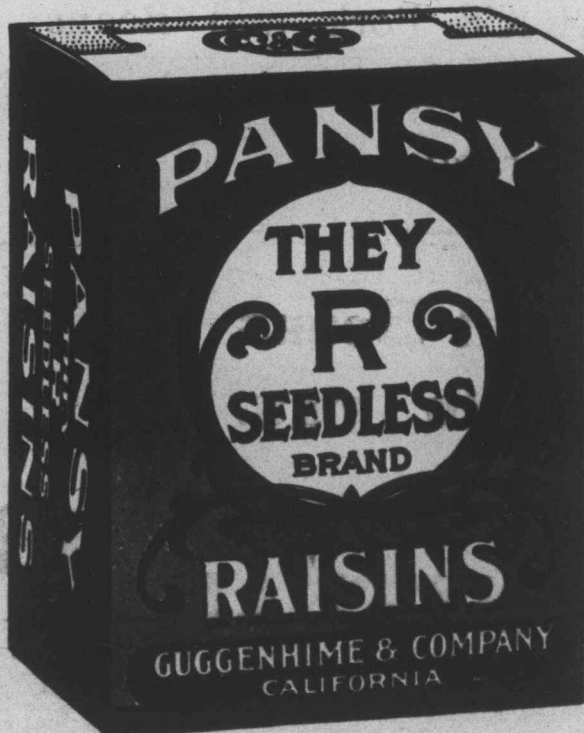
Labrecque & Pellerin
MONTREAL

Agents—

W. H. Escott & Co., Winnipeg
 MacGregor Specialty Co., Toronto
 J. Hunter White, St. John, N.B.

Quality at the Lower Price

Ask Your Wholesaler for this package



JUST A LITTLE PUSH

Meadow-Sweet Package Cheese.

Here is a package cheese unequalled for price and **QUALITY**. Has a piquant flavor peculiar to itself.

Every customer a possible purchaser and

10c

is all it costs. Yet your profit is good.

Saratoga Chip Potatoes.

A specialty which sells on sight.

Mere curiosity invites a test by consumer, while

The lasting taste of goodness ensures repeats.

Potatoes chipped and cooked in pure olive oil.

Write for Samples

The Meadow-Sweet Cheese Co.
MONTREAL

Western Agents: John J. Gilmer & Co., Winnipeg

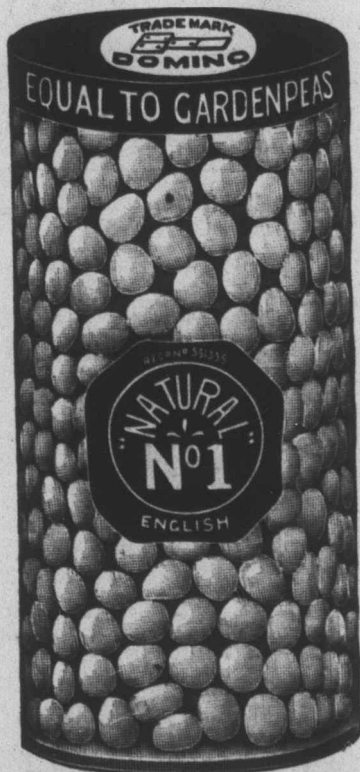
IF NOT—WHY NOT?

If you are not stocking the celebrated 'NATURAL' PEAS AND BEANS, THE ROUND AND SQUARE BOTTLE PACKETS, you are losing good business.

These peas are packed in Lincolnshire, England, oft described as THE PEA GARDEN OF THE WORLD. They are delicious in flavor, and as tender and mellow as PEAS just fresh from the PODS.

It is a fine proposition that we put to you, to stock, expose for sale, and build up a huge trade in

'NATURAL' PEAS



'NATURAL' NO. 1
THE ROUND BOTTLE PACKET

These brilliantly attractive designs make a smarter window and counter display than any other packeted goods on the market to-day.



'NATURAL' NO. 2
THE SQUARE BOTTLE PACKET

Write to our Selling Agents for Canada

THE MACLAREN IMPERIAL CHEESE CO., LTD.
TORONTO

for full particulars.

WILLER & RILEY (1910) LTD.

BOSTON, LINCOLNSHIRE, ENGLAND

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store—and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

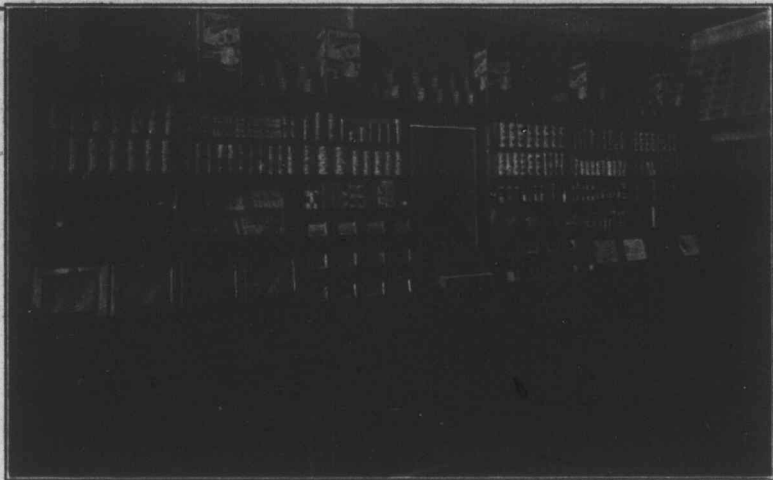
Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,

LIMITED

Berlin,

Ontario



REPRESENTATIVES,

Manitoba: Watson & Truesdale, Winnipeg, Man.
Sask. and Alta.: J. H. Smith, Box 805 Regina, Sask.
Vancouver: Western Plate Glass Co. 318 Water Street.
Montreal: W. S. Siscock, 33 St. Nicholas Street.
Maritime Provinces: R. D. Rankine, 4 Wright St., St. John, N.S.




TWO CENTS PER WORD

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



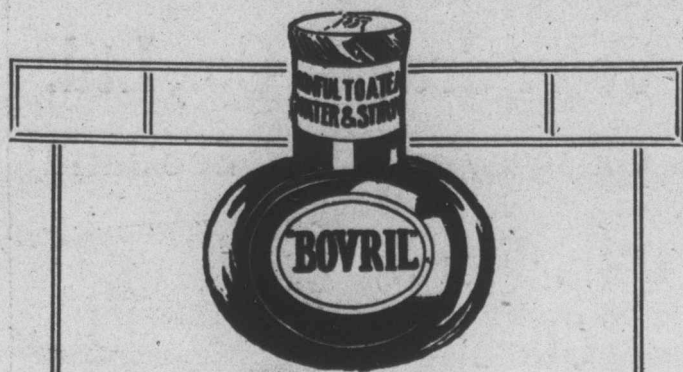
Sanitary Cans

"The Can of Quality"

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

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.



**EVERYBODY
IS A
PROSPECTIVE
CUSTOMER**

for Bovril. There is no one class of people who use this nutritious food more than another. It is the household word for beef extract and is consumed daily in enormous quantities. Are you selling your share? Introduce the 8 oz. and 16 oz. bottles to each of your customers. These sizes are cheaper for the consumer and they give you a larger profit.

BOVRIL, LIMITED, MONTREAL

**OLD MILL CANNED
... GOODS ...**

There is now a splendid demand for canned goods, and we are having many enquiries for Old Mill Brand. We still have a surplus of

- STRAWBERRIES - 2's H. S.
- RASPBERRIES - 2's H. S.
- RED PITTED CHERRIES 2's H. S.
- YELLOW PEACHES 2's H. S.
- GALLON and No. 3 PIE PEACHES
- GOLDEN WAX BEANS 2's
- REFUGEE BEANS 2's
- GALLON APPLES
- GALLON RHUBARB
- TOMATOES - 3's
- PUMPKIN - 3's

All goods packed in Sanitary Tins. Prices cheerfully quoted on application.

THE
W. H. Merriman & Co.
WHOLESALE GROCERS and CANNERS
St. Catharines, :-: Ont.

WHITE SWAN

YEAST CAKES

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

**ORDER FROM
YOUR WHOLESALE**

**White Swan Spices & Cereals
Limited**

SOLE DISTRIBUTORS :- TORONTO

John Gray & Co., Ltd.

Glasgow

Scotland

1 lb. Floral Glass

Samples and Prices
from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 47 Wellington St. East; Ottawa, E. M.

Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

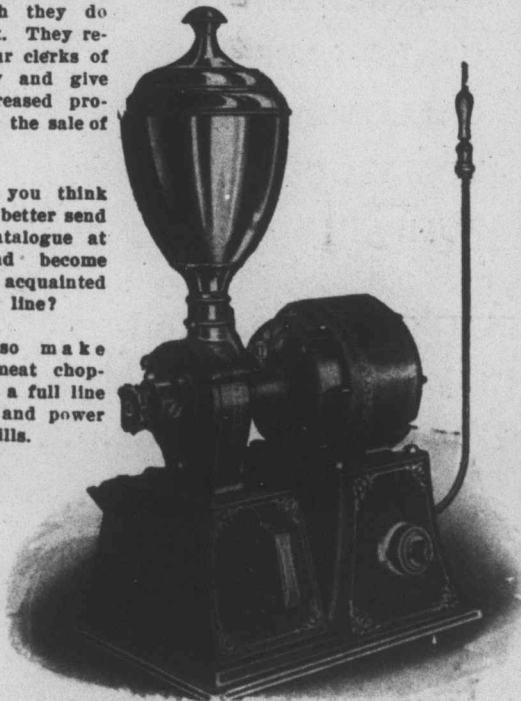


Pleasure and Profit

are both derived from the use of a Coles Electric Mill. They please your customers by the silent, satisfactory way in which they do the work. They relieve your clerks of drudgery and give you increased profits from the sale of coffee.

Don't you think you had better send for a catalogue at once and become better acquainted with our line?

We also make electric meat choppers and a full line of hand and power coffee mills.



Coles Manufacturing Co., 1615 North 23rd St., Phila., Pen.
AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Tedhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

No Disappointments

The housewife is never disappointed with her baking when *Forest City Baking Powder* is used and the Dealer is never disappointed with his sales—*Forest City Baking Powder* is recognized as the standard of purity and has been the standard for over 25 years. Sales are sure and profits good.



Gorman, Eckert & Co., Ltd.

London, Ontario

Western Selling Agents:
Mason & Hickey, Winnipeg

THE NAME "FAIRBANK" MEANS SOAP SURETY



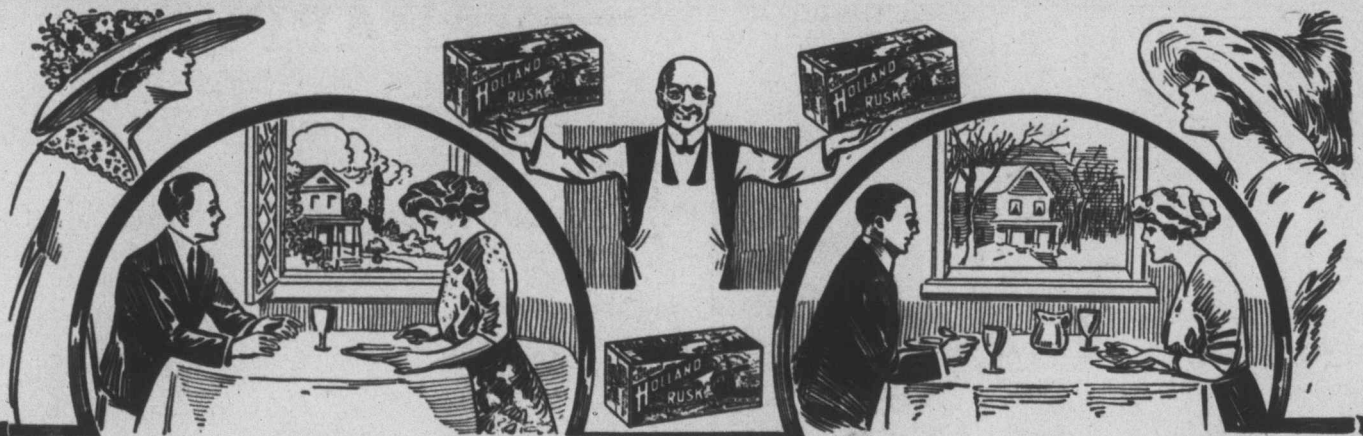
FAIRY SOAP

Make a prominent display of FAIRY SOAP at all times, because it's being extensively advertised at all times—connect YOUR STORE with OUR ADVERTISING.

The white, floating, oval cake of FAIRY SOAP at 5 cents is BETTER SOAP than any you can sell up to five times its price. It will please your customers better; it will SELL better. Women everywhere know the soap; grocers everywhere know its sale.

"HAVE YOU A LITTLE 'FAIRY' IN YOUR HOME?"

The N. K. Fairbank Company,
LIMITED, - - MONTREAL



AN ALL YEAR ROUND SELLER

The sale of HOLLAND RUSK has no season—winter or summer, spring or fall, there's always a demand for it because there are so many ways it can be eaten. It's delicious with berries or sliced fruit, either fresh or canned; with poached egg, with cheese, with jelly, with hot milk in cold weather, in fact with any meal, any time, HOLLAND RUSK is delicious. Infants, growing children, every member of a family eat HOLLAND RUSK; invalids find it highly nourishing and easy to digest. Put a dozen packages on your counter where your customers can see them. You'll be surprised how fast the sales come, once you start them, and you want them because of the good profit.

HOLLAND RUSK CO.
HOLLAND, MICHIGAN

Valuable premium coupons in every package increase sales. Send for list of gifts.

PINK'S



THE
MARMALADE
WITH THE ORANGE FLAVOUR

agrees with every palate.

THERE IS NO FEAR OF
DISAPPOINTING A CUSTOMER
IF YOU RECOMMEND.

PINK'S MARMALADE

NO OTHER MARMALADE
POSSESSES SUCH A DELIGHT-
FULLY FRESH ORANGE
FLAVOR.

WRITE NOW FOR PRICES TO OUR SPECIAL REPRESENTATIVES,
MR. BERNARD PINK, c/o CANADIAN GROCER,
E. T. BANK BLDG., MONTREAL,
Messrs. EMERSON, BAMFORD CO.,
VANCOUVER, B.C.,

OR DIRECT TO

E. & T. PINK LTD.

LONDON---ENGLAND

By Royal



Letters Patent

NELSON'S Crystal Leaf GELATINE

Unrivalled in the kitchen,
can be obtained from

W. G. PATRICK & CO.
LIMITED

St. Paul St. Montreal.
York St. Toronto.

PARAFFINE

Wax Candles

A Favorite Line for Staples

Made of pure paraffine wax, in all popular sizes. Specially desirable for home use. Our Paraffine Wax Candles are guaranteed to give satisfaction to your customers.

If you are not carrying them already, write to-day for complete list of prices.



The Imperial Oil Co., Limited

Toronto, Winnipeg, Montreal,
St. John, Halifax

Why not to-day?

THERE'S something amiss if to-day hasn't witnessed your introduction of "GIPSY" to at least one fresh friend.

GIPSY STOVE GLOSS

—able, and willing, to make short work of cleaning grimy stoves—and some busy woman of your acquaintance does'nt know it! Bring them together.

HARGREAVES, (CANADA) LIMITED,
33 Front Street E., TORONTO.

CAMP

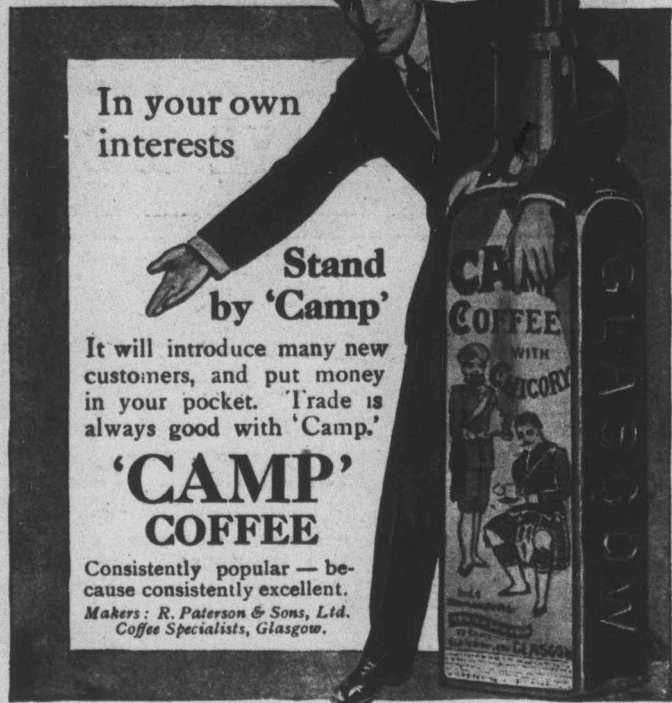
In your own
interests

Stand
by 'Camp'

It will introduce many new customers, and put money in your pocket. Trade is always good with 'Camp.'

'CAMP' COFFEE

Consistently popular — because consistently excellent.
Makers: R. Paterson & Sons, Ltd.
Coffee Specialists, Glasgow.



"Hirondelle Brand" (SWALLOW BRAND)

ALIMENTARY PASTES

are the best because the best elements unite in its production—the result being the height of perfection from every possible standpoint.

Vermicelli, Macaroni, Spaghetti, Macaroni short cut, Small Pastes.

Assorted Egg Noodles of the "Hirondelle" Brand are great favorites. Try them. You will appreciate their exquisite taste and profitable selling qualities.

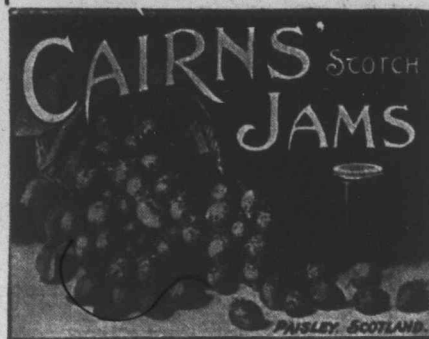
Liked Everywhere. Wanted by Everyone.

The C. H. Catelli
Company, Limited.
MONTREAL, CANADA

Every housekeeper who has tried different brands of Jam, including Cairns' knows that there is actually none other as good as Cairns' Fine Scotch Jams.

Even Royalty appreciates the Cairns' delicacies—having supplied the tables of Their Late Majesties Queen Victoria and King Edward, and are now catering to King George V. by special command.

This year will be a big year for Cairns' Jams, Jellies, and Marmalades. Stock now and get your full share.



Alexander Cairns
& Sons
Paisley, Scotland
Canadian Agents:
Snowdon & Ebbitt
Montreal

Tartan
BRAND
THE SIGN OF PURITY

TEAS, COFFEES, SPICES, EXTRACTS,
BAKING POWDER,
JELLY POWDER, SOAP.

Canned Vegetables, Fruits and Salmon, Syrup Etc.

All goods branded "TARTAN" ensures the handler
of the first quality, every package guaranteed.

'Phone Numbers—462 Long Distance. Free to Buyers; 3595, 3596, 3597
3598 Order 'Phones. 748 Shipping Office.

All orders shipped same day as received.

BALFOUR, SMYE & CO., Wholesale **HAMILTON**
Manufacturing Grocers



THE MCGREGOR PAPER BAG HOLDER.

Better Service Means More Trade

THE MCGREGOR PATENT BAG HOLDER
is the biggest step to quick service of your cus-
tomers, and quick service is probably the re-
maining thought of every trader to your store.
Make it a favorable one.

KILGOUR BROS.

21-23 Wellington St. West, TORONTO

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: **HUGH LAMBE & CO., TORONTO**
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

For
"Green Mountains" "Delawares"

or other varieties of

POTATOES

FOR SEED OR TABLE USE

Bags or bulk in cars

Write or Wire

CLEMENTS COMPANY, Limited

ST. JOHN

N. B.

BLACK JACK

**QUICK
CLEAN
HANDY**



TRY IT

**SOLD BY
ALL
JOBBER**

1/2-lb. tins—
3 doz. in case

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

THE CANADIAN GROCER

St. Lawrence

Granulated

It is interesting to note that the last figures give the total comparative Cane and Beet crops of the world as about equal to each other, giving a grand total of Cane and Beet for this current season of slightly over 18,000,000 tons. The Cuban crop this year nearly equals the British India crop, being 2,250,000 tons and 2,400,000 tons respectively. The latter crop is consumed locally and none of it is exported.



The Best Profits You Make

are the steady profits on the regular sellers. No line of Jams or Jellies sell so quickly and easily as

L. & B. BANNER BRAND

These Jams are high quality in every particular, Quality, Large Quantity, and Moderate Price being three outstanding features.

Neatly packed in 2, 5 and 7 lb. gold lacquered pails and 30 lb. wooden pails.

LINDNER & BENNER

291 ARTHUR ST.,

TORONTO

Phone Park 2985

REPRESENTATIVES:

The Amos B. Gordon Co.,

Toronto

WESTERN AGENTS:

W. L. McKenzie & Co., Grocery Brokers

Winnipeg
Manitoba

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

Everybody's Using It.

This is the season when every housekeeper is using stove polish.

James Dome Black Lead

is the most reliable and satisfactory stove polish that you can sell.

Pays well

Sells well

Works well

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

We have only a few lines remaining of
Second, Third, and Fourth Crop Japan
Teas of Last Season.

FURUYA & NISHIMURA

MONTREAL

NEW YORK

CHICAGO

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.



Have No Hesitation

in recommending to your best customer

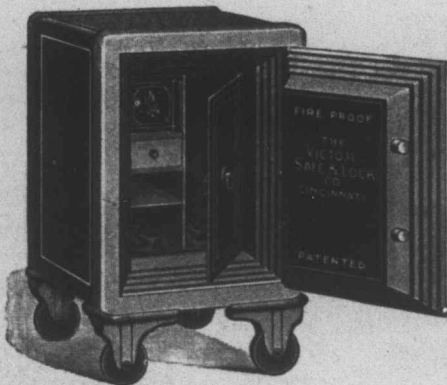
'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
AND
PROCTOR**
SOLE PACKERS
Halifax, - N.S.



COLD WEATHER

More fires at this season than any other

You protect your stock by taking out insurance. Are your books, contracts, sufficiently protected, if not, write us, and we will quote attractive prices on Safes, Vaults, etc. Easy Terms.

Canadian Scale & Fixture Company
SHERBROOKE, - - - QUEBEC

THE VERY FINEST CEYLON TEA

IS USED TO UPHOLD THE UNEXCELLED REPUTATION ENJOYED BY



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

"SALADA" 41 Eastcheap, London, Eng. "SALADA" TORONTO and MONTREAL "SALADA" 198 W. Broadway, New York

To the Wholesale Trade :

RANGOON BEANS

Excellent quality, fine cookers and boilers, Can ship any quantity.

SPLIT PEAS

Demand ever increasing. Canadian buyers entirely pleased.

N.B.—All shipments are inspected at Liverpool by our house there, thus guaranteeing quality of anything offered.

West India Co., Limited
MONTREAL



Wake Up

and sell the match that every consumer finds a delight in using.

Don't you know it? **Dominion** by name, perfection in quality. No broken sticks.

Dominion Match Co., Limited
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The Canada Brokerage Company, Limited, Toronto, Ont.; The A. Macdonald Co., Winnipeg, Man.; J. B. Renaud & Co., Quebec, Que.; J. A. Tilton, St. John, N.B.; J. W. Gorham & Co., Halifax, N.S.; Kelly & Douglas, Vancouver, B.C.; Rithet & Co., Ltd., Victoria, B.C.; Wilson Bros., Victoria, B.C.; Halloway, Reid & Co., Edmonton, Alta.; McKelvie & Stirrett, Calgary, Alta.; The Wigle Specialty Co., Saskatoon, Sask.; Orr, Brocklesby, Dane & Co., Winnipeg, Man.

THE CANADIAN GROCER



KEEN'S OXFORD BLUE. The blue that insures snowy white laundry and because of its strength, its use is the truest form of economy.

Recommend it to the new housewife, the older folks use no other.

For sale by all the Canadian Jobbing Trade

MAGOR, SON & COMPANY

403 St. Paul Street, Montreal

30 Church Street, Toronto

Agents for the Dominion of Canada



Taking Advantage of the Season

Right from the start of the cold weather
the demand for

CROWN BRAND

CORN SYRUP

Attains its greatest volume. Most grocers are aware of this fact, and sell five times more Crown Brand than any other Corn Syrup.

Users of Crown Brand know that it is a heat producing food—wholesome and nourishing—a delicious table delicacy for Fall, Winter and Spring use.

For children, during school days, Crown Brand forms a splendid food—being strengthening and stimulating. Mothers know this, and insist on getting Crown Brand Corn Syrup.

The Demand Is There—You Simply Have To Supply It.

The Canada Starch Co., Limited

Manufacturers of EDWARDSBURG Brands

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Cash Discounts from Two View Points

Retailer Says That None are Given to the Man Who Pays Cash for His Goods
—Wholesalers Tell Why the Cash Discount Was Eliminated But Say the Cash Buyer Has Still Advantages Over the Long Term Man—An Interesting Discussion.

From a correspondent in Moose Jaw, Sask., comes a complaint that wholesale grocers do not give any advantages to the retailer who pays cash for his goods. He maintains that no matter how good a customer he is, the grocer who pays spot cash gets no consideration over the man who allows his account to run three months or more. Herewith is the article from the correspondent, with views of a number of wholesale grocers appended:—

"In the West, the habit of long credit to customers has grown with the country a legacy from the early times and probably a necessity, yet in many newly settled parts, the merchant must carry the homesteader at least till he gets a crop and can realize upon it. In many parts of the country where the necessity of long credits has to a great extent now vanished, the custom is still kept up, to the great disadvantage of the merchant, and all things considered is not in the best interests of the farmer.

"Of late, there has been a movement among many of the retailers through the country towns to do away with the practice, and establish trade on a cash basis or one of very short credits. The results from the attempt have in some instances been very encouraging, in others, not so satisfactory.

"Some merchants, particularly grocers, complain that the wholesalers do not assist them as they might do in the matter. It is claimed by some of the former, that the retailer who sells only for cash, and as a consequence, invariably pays cash for his goods, gets no more consideration from the latter than his neighbor who is carrying thousands of dollars of overdue accounts upon his books, and as a result, must in turn be carried by the wholesale house from whom he buys his goods.

"If the contention of the retailer is correct, and there appears to be much evidence in support of it, it would be a step in the right direction if the wholesale houses would remedy the evil and give the cash buyer the advantage that his prompt and early payment entitles him to."

The Grocer took up this matter with some of the leading wholesalers and here is their side of it:

"The retailer who pays 'spot cash' is the dealer I am looking for," remarked

ADVANTAGES GIVEN TO THE CASH BUYER

In the discussion on the disallowance of discounts to the retail buyer who pays cash, an important point is touched upon in the last two paragraphs of the article on this page. There, one wholesale grocer has referred to what is considered by him the most important aspect of the whole problem.

When a retailer pays cash, he points out, the entire wholesale trade is after his business. He gets the first opportunity frequently of buying something he needs at a reduced price, because the wholesalers are sure of their money. If this is the case then the cash buyer has a distinct advantage over competitors who take plenty of time. He can often purchase goods with no price restrictions, at better rates than others and by selling at the regular retail market price, make a better margin.

It would be interesting to hear from cash buyers among the retail trade on this point.

one large wholesaler, who does an extensive western business.

"The long time accounts we do not want. Our terms to dealers are nett, 30 days, with an additional 15 days in the West. Any dealer who wants to pay 'spot' is refunded the unearned interest. The man who invariably pays cash gets a decided advantage over the man who has his accounts extended."

Another stated that the man who paid cash received interest while the dealer who took time paid interest. "Cash buyers get preference in every instance as long time accounts must pay for themselves," he maintained. "This matter of discounts is an unpleasant one with the retailer who wants both the time allowance and the discount," said another. "It is a foolish practice to add discounts simply to take them off again. How does a buyer know when he is getting the rock bottom price when one house gives 10 days, another 30 days and

still another 40 days time? We quote the rock bottom price to begin with, add no discounts and take none off and find this method very satisfactory to all parties."

One prominent wholesaler gives as his reason why discounts were discontinued that the retailers abused this privilege. "Produce men collect weekly and give no discounts and none are asked," he said. "Then why should wholesale grocers give them? We discontinued discounts entirely and allow 8 per cent. interest for the unexpired time when a dealer pays spot cash.

"I would be willing to give 1 per cent. 10 days on all accounts," said still another wholesaler, "if every retailer would pay in ten days or pay nett in 30 days but they won't do that. They want both the time and the discount. I have a friend who is a grocer. He said to me the other day. 'You can have your money whenever you want it.' 'Very well,' I replied, 'my traveler calls on you every two weeks; just pay him and deduct 1 per cent.' 'Oh, no-' he exclaimed 'you draw on me as you have been doing and deduct the discount.' He has been paying every 30 days."

One wholesaler remarked that the matter of allowing discounts was more or less theoretical, and that the real benefit from paying cash for goods came from the competition among wholesalers for that merchant's business. This competition enabled the dealer to buy at the very lowest prices, but the dealer who was "slow pay" had to buy from the house that held his account at their price for there was no competition for this class of trade.

As an instance he mentioned a certain country grocer whom he knows, and whose store is five miles from the nearest town, who pays cash for his goods. Nearly every day two or three travelers call and it is a common thing to see six or seven salesmen waiting their turn. Across the road is another grocer who takes as much time as he can get and only two travelers call there. The consequence is that the first merchant has the opportunity of any "good buys," the wholesaler has to offer. When wholesaler is overstocked on any line or wishes to realize on his stock quickly, he goes to the man who invariably pays cash and offers him inducements to stock his goods. "This saving, the dealer is able to make, is much greater than any discount regularly allowed," he remarked.

Unitemized Accounts Not Favored by All

Store Staff Busy at End of Month and There Was No Time to Send Out Itemized Statements—Some Did Not Object at All, Others Objected and Called Proprietor's Attention to Same, While Some Quit Dealing at the Store Altogether—Classes of Customers to be Dealt With.

*By Henry Johnson, Jr.

About three months ago I was very busy making some changes in my business. At the same time I was troubled with one of those periodical upheavals in my help which seem to come along occasionally to give us all something to think about. In order to get out my regular monthly bills, I was compelled to send out bare statements, unitemized. After this was done once, I determined to try to make the change permanent—at least as far as it might be acceptable, for that would mean a considerable reduction in expense. The result of the experiment has been interesting.

Varied Effect on Customers.

A fair percentage of our people accepted the change apparently without giving it much thought. Others noticed the change, asked about it, and then accepted our explanation with evident satisfaction. About 25 per cent. wanted us to resume itemizing—and we immediately complied with their request. But what I had to some extent anticipated happened in a number of cases—and I was alertly on the watch for these. They were the considerable percentage who did not like the change, but said nothing; they simply withdrew their accounts, either abruptly or gradually.

Those who dropped out without saying anything were in many cases of the kind usually called "best." They are the people who want the best and the most: who want to pick over the fruits and vegetables, make personal and exacting selections; who grumble about "cost of living" and the expensiveness of commodities; who remark in the gradual increase in the price of "everything," etc., but who, at the same time, will pay the price necessary to cover their demands. They are the kind of customers we all like to have and want to keep. Hence, the problem is, How to do it, and yet reconcile their demands and the cost of their service with justice to those who want something like quantity for their money and are not so exacting.

Only to-day a very nice lady said to me: "Mr. Johnson, are you going to continue to send out unitemized bills?"

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

"Not if you wish them itemized," I replied: "Most of our people seem to be perfectly satisfied to have simple statements, but we meet the demands of those who wish their bills sent out the old way." "Well, I think it is very unwise of you to do it, for I know a great many people who do not come here any more just on that account." I further gave her assurance that we would hereafter itemize her account.

Quantity Buyers Came Back.

Following the holiday trade, there had been the usual lull, and, human-like (grocer-like), I permitted myself to wonder whether the quietness had not been measurably the result of my experiment; but later in the day came in a great and gratifying rush of staple business from the other class of customers—those who want goods, for cash, and plenty of them—so I was able to be philosophical again.

A man who does a little business, confined to only the "select" people, about the size that can be cared for in every detail mostly by himself, can gauge his entire work by the demands of this kind of customers; but the man who seeks to do a big business, must necessarily make provision for those who want quantities of flour, sugar, oatmeal and kerosene. The problem to be solved then is, How to give to each what is his due?

Peculiarities of Patrons.

On the one hand is the customer who demands the most select of all goods; the most exacting promptness in the delivery of orders given unsystematically, capriciously, without the remotest forethought or plan; credit to suit their most whimsical desires—long or short—without regard to the needs of the seller, who must not even hint that he can use the money; and then will not even trust that man to keep faithful accounts but will make him show in minutest details the why and wherefore of every little penny and shilling he gets paid.

On the other hand, coming to the same grocer is the other kind of buyer; the one who wants round quantities of staples—boxes of soap, dollar's worth of oatmeal, bags of sugar and flour, who pays spot cash and takes his deliveries in the ordinary course of business—if not this afternoon, then to-morrow morning, or maybe to-morrow afternoon.

The Shylock Method in Vogue.

The one exacts the last pound of flesh, the smallest drop of blood, for every sordid cent; the other gives and takes, man to man, with some human consideration in his dealings.

Verily, one needs philosophy to keep sweet under such reflections!

But "the Universe is hung in a balance," and things inevitably adjust themselves, so that all things carry their own justification, all costs are met and each pays its own way.



A CASE OF OVERWEIGHT.

By a London, Ont., Traveler.

For your "Leaks in the Grocery Store" column I ran across a good instance the other day in a north end grocery store. A young woman had come in for some chicken feed. The clerk was immediately wreathed in smiles (which is a good asset) and the two carried on a conversation while the chicken feed was being procured.

When the bag was placed on the scale the clerk was about an ounce short. He went back to the barrel and brought another large scoopful of feed. Instead of stopping at the ounce when the scale balanced, he hesitated a moment, then threw in the remainder of the scoopful, thereby robbing his employer of at least two pounds of the feed.

It was simply a case of carelessness. He never thought of what he was doing, being so interested in the conversation. How often this happens with the careless clerk who is too lazy to go back to the bin. Customers don't thank you, in fact nine times out of ten they don't know they are getting overweight.

NEW ZEALAND BUTTER SPECULATIONS.

The following extract from a letter received by The Grocer from a reader in New Zealand re butter exporting to this continent will prove interesting: "A speculative element has crept into this business (butter export) to the extent of controlling the whole of the refrigerating space on both the Vancouver and Frisco boats with the result that we are practically shut out of the business for this year. We intend taking the matter up with the government."



Display arranged prior to Christmas for McKinnon's, Limited, Weyburn, Sask. . Note the pillars, foliage and pedestals for displaying goods.

Tinted Pillars in Window Display

The above presents a type of window display frequently arranged by large departmental stores catering to high class trade. This was trimmed by F. L. Kickley, for McKinnon's, Limited, Weyburn, Sask., one of the features being the use of large pillars shaded in different colors. These pillars are first covered with white cotton and sized with glue to bring out the meshes of the cloth. They are then shaded with alabastine in tones from a light yellow at the top down to a buff, producing quite an attractive appearance.

This window was the first grocery display shown after the opening, prior to Christmas, which explains the Santa Claus head. On the top of the pillar containing this head is a chopping bowl done in gold. The pillars are 12 feet high. Green crinkle tissue paper surrounds the boxes of dried fruits. Pedestals with glass tops are used on which to display mince meats, extracts, biscuits, confectionery, etc. Holly, ferns and other foliage are used, just to the extent of lending a holiday touch to the display. The window is steam heated and lighted from above.

F. L. Kickley, the window trimmer, is vice-president of the Canadian Window Trimmers' Association.

The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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TORONTO, JAN. 17, 1913

A CHECK TO SAVING MONEY.

How much money should a retail grocer doing a business of \$25,000 or \$30,000 put away annually over and above all expenses, including his own salary? There are, no doubt, many who are getting a fairly good living from the business, but are saving nothing for the future.

The other day The Grocer, in conversation with a Canadian retailer doing a business as referred to above, was told that every year \$1,000 or more net profit was "salted down," away from the business altogether. This was used for investment purposes in purchasing stock, bonds, real estate, etc., in which the grocery business did not at all figure. One year he had put away \$1,800 after getting his own living and paying all expenses.

He gave as one reason why many retailers do not save any money—that they tied it all up in stock. It was probably all right, he maintained, to speculate a little in canned goods and one or two other lines, but he favored doing business on a conservative basis, as a whole.

This retailer is a good salesman. He knows how to handle customers. He can increase sales above actual demand, but he has always been a careful buyer. His story conveys the thought that buying should be done more frequently in smaller quantities. The quantity price may sometimes look tempting, but interest on investment until the goods are all moved out must be considered.

BUSINESS FAILURES DIMINISHING.

According to Bradstreets, there were 1310 business failures in Canada during 1912, as opposed to 1397 in 1911—a reduction of 87. The assets in 1912 amounted to \$5,593,024, while in 1911 they were \$6,352,731, but during last year liabilities in connection with the failures were \$12,261,682, as opposed to \$12,963,946 in 1911.

It is interesting, too, to look back over the past six years with regard to business in Canada and Newfound-

land. In 1907, there were 1,365; in 1908, 1,715; in 1909, 1,588; in 1910, 1,469; in 1911, 1,401, and last year, 1,310.

These figures indicate that gradually, if not rapidly, the number of failures is diminishing, which means that business is being conducted on better and safer lines. The average decrease since beginning of 1908 has been 81 per year. At same rate in 16 years, business failures would be reduced to zero. We can scarcely, however, expect to reach Utopia, so far as business affairs are, at any rate, concerned, in so brief a time.

COCOA AND CHOCOLATE ANALYSIS.

Bulletin No. 243, recently received from the Inland Revenue Department, Ottawa, deals with cocoa and chocolate inspections made from samples collected last February and March. The reports show a generally satisfactory condition in regard to these lines.

Where inspectors have sent in considerable numbers from the same manufacturer, it was noted that such samples, when representing the same brand, gave analytical results of constant character. This indicates great care in manufacture; and it may be safely inferred that cocoa and chocolate, as found on the Canadian markets, are of good quality.

There is no legal standard as yet for cocoa or chocolate in Canada. In the United States the federal standards require chocolate to contain not more than 3 per cent. of insoluble ash, or 3½ per cent. of fibre or less than 45 per cent. of cocoa fat. They further limit the amount of added starch permissible to 9 per cent. Cocoa is defined as a product from which more or less of the fat has been removed with corresponding changes in the amount of remaining constituents.

The Chief Analyst, Dr. A. McGill, considers it unnecessary as yet to advise standardization of cocoa and chocolate, apparently because of the uniform good quality these articles reach at present time.

IMPORTANCE OF GOOD APPEARANCE.

What impresses a customer more than the personal appearance and cleanliness of the salesman who serves foodstuffs? The well groomed salesman creates an impression of carefulness, which is one of the most essential things in and around the grocery store. It is a pleasure to purchasers of eatables, etc., to have a clerk with clean linen waiting on them.

An apron, of course, is made to keep dirt from the clothes, but at the same time, it must be remembered that a clean white apron adds to the appearance and should not be used as a duster, knife or hand-wiper. It is a good idea to have pieces of cloth in handy places below the counter and in other places about the store, especially where greasy or sticky goods are kept, such as dates, lard, oil, etc. If it should become necessary to touch these things with the hands, the apron will not then be resorted to. An inside linen bag from sugar will make three or four such hand-wipers.

Clean boots are another essential. A clerk in a store in which the writer was recently making a purchase, and where white aprons and coats are a feature, had occasion to come in front of the counter, and though his linen was almost spotless, his unbrushed trousers over a pair of unpolished shoes, spoiled, to some extent, the first good impression that was created. Good appearance is a valuable asset in all walks of life.

THE CANADIAN GROCER

A LESSON FROM THE CONTEST.

In this issue will be found the results of The Grocer's 1912 Christmas Window Dressing competition. This year the contest proved to be better than ever. That more interest was displayed was shown by the fact that a greater number of windows were entered in the race.

The judges, while considering the windows to be generally of a high class character, point out that in some cases the photographer did not do justice to the displays. This may be because most photographers are inside men and are not well acquainted with commercial work. The Grocer would like to point out that some months ago an article was published demonstrating how best to get good results from photographing windows. Information for this article was secured from one of the best commercial photographers in Canada, and is therefore reliable.

A copy of the article will be sent to anyone on request.

THE SUGAR SITUATION.

The sugar decline of 15 cents per hundred pounds last week brought market down to \$4.60 on Montreal basis. A year ago sugar was \$5.45 or 85 cents higher than to-day. The lowest price reached in 1912 was \$4.75; the lowest in 1911 was \$4.20, and in 1910 it was \$4.60. Thus it will be seen that sugar is now on a comparatively low basis.

While the future of the market is something that cannot be discussed with any positive assurance, yet from crop statistics the situation is rather on the weak side. The total stocks and floats of raws at end of last week showed a visible supply of 3,265,563 tons, as against 2,577,981 at a corresponding date last year. This is an increase of 687,582 tons.

The consumption of refined sugar in the United States during 1912 is estimated at 3,504,182 tons, an increase of 152,791 tons from 1911. The per capita consumption in 1912 was 81.3 lbs, while in 1911 it was 79.2 lbs.

PROTECTION FROM THE INVENTORY.

In case of fire how are insurance adjusters to get at the value of the stock burned unless the merchant takes an inventory? It can only be approximately arrived at and then the merchant is quite likely to get the "short end of the stick."

When an inventory is taken at end of each fiscal year and a record kept of merchandise bought and sold, then the dealer is practically assured of getting what is coming to him. This should be the situation with every merchant. No one can afford to take chances with fire.

The Grocer recently ran across an instance where a merchant kept no inventory and as soon as he paid his bills to the wholesale houses, he destroyed the invoices, leaving no record whatever of goods on hand. This is assuredly "playing with fire," and if such a man is caught once, the lesson will have been dearly paid for in insurance loss.

PROPER CANNED GOODS STORAGE.

Up to the present the winter has been more like spring or autumn in many districts throughout Canada. We have had much damp weather and therefore damp air, and

this is not at all conducive to the best interests of canned stocks stored in basements and warehouses.

Some merchants imagine that because canned goods are cased and sealed any place is good enough for them. Frequently they are placed in the darkest corner of the dampest cellar. Later on when opened they are probably badly rusted, possibly an odd tin is burst spoiling the appearance of the contents of the entire case.

The ideal storage for canned goods is a dry, even temperature, between 40 degs. and 50 degs. F., with a free circulation of air. Cases should be piled clear of the walls, and as much as possible off the floors, to permit of the circulation of air over, through and around them. Cases should also be piled on their sides, so that in the event of a tin bursting the contents will drain off, rather than into and through the cases underneath. Canned goods cases should also be examined at intervals, and where there is apparent trouble inside of the cases, the cause of the trouble should be at once removed.

STUDY SHOW CARD WRITING.

During 1913 there should be more attention paid to the use of good display cards in the store and window. While there are some grocers who do not favor price tickets because of the high class trade they cater to, yet every one must agree that show cards are useful in every case.

The show card department is usually assigned to a particular clerk—one if possible who has some affinity for art work. Lettering is an important part of the manufacture of show cards and this will gradually be acquired as the artist becomes more efficient. In fact, it would be a good idea to take up a course in card writing such as The Grocer ran during 1911 and 1912. This would be money well spent because it would make the salesman a more valuable man to his employer. He could command a better position.

EDITORIAL NOTES.

Now is a splendid time to show syrups.

* * *

Has the Christmas window been replaced?

* * *

Photographs of good window displays are always wanted. Send them along any time with a description.

* * *

Strawberries are wholesaling in Toronto at from 40 to 60 cents per quart box. Distribution, needless to say, is not very extensive.

* * *

The hen and cold weather have no more in common than a "Weary Willie" and a buck-saw. There is little work accomplished when either are around.

* * *

If a clerk gives two pounds overweight in making a sale of chicken feed, as stated in our "Leaks" column, should not the proprietor of such a business take the store home with him at night?

THE CANADIAN GROCER



Window dressed by E. A. Reed, Dowling & Reed, Brandon, Ont., first prize winner in Class I. in The Grocer's Christmas Contest.



Winner of first prize in Class II.—Trimmed by Frank Crysdale, C. H. Crysdale & Son, Oshawa, Ont.

Christmas Window Competition Winners

The response to The Canadian Grocer's Christmas window dressing competition was, as usual, splendid. A large number of photographs were received, and in some cases the judges had difficulty in selecting what they considered the best. They have handed in the following names as winners, basing their decisions on Selling Power, Attractiveness and Originality, the greatest stress being, of course, laid on Selling Power:—

Class No. I—Cities Over 10,000 Population.

1. E. A. REED, Dowling & Reed, Brandon, Man.
2. ALEX. McNEIL, Dixi H. Ross & Co., Victoria, B.C.
3. THOS. BERRIE, 349 Broadview Ave., Toronto.

Class No. II.—Cities Under 10,000 Population.

1. FRANK CRYSDALE, C. H. Crysdale & Son, Oshawa, Ont.
2. BRUCE McDOUGALL, F. McDougall, Ingersoll, Ont.
3. GEO. PUCKETT, McDowell & Co., Oshawa, Ont.

Judges: J. L. Maude, secretary Canadian Window Trimmers' Association, and J. C. Edwards, of the same association.

The winners in each class receive an award of \$5, \$3 and \$2 respectively.

Particularly in Class I. were there many other fine displays. Among the best of these, as submitted by the judges, were those of J. W. Island, Dundas St., Toronto—a first prize winner last year; Geo. Nicholson, Winnipeg; G. F. Grinyer, Eglinton, North Toronto; H. Crane, Kent & Brown, Moose Jaw, Sask.; Geo. Arnold, Queen St. East, Toronto; P. Frank, corner Church and Carlton Sts., Toronto; J. D. Jay, Dixi H. Ross & Co., Victoria, B.C.; J. S. Gibson, Mark, Clavet, Dobie Co., Port Arthur, Ont.; H. A. Hall, B. S. McMurtry, 2297 Yonge St., Eglinton, Toronto; and Jos. Orr, Pritchard & Baechler, North Bay, Ont.

GOOD PHOTOGRAPH HELPS.

An important point brought out by the judges was that of getting good photographs. Some of the windows received lost the chance of being seriously considered because of fact that photographs were not sufficiently distinct. Some were too small to show detail properly. It is impossible to see the originals, and therefore, in taking the photograph or having a photographer get it, every care should be exercised to secure the very best results. The Grocer will be glad to send a copy of instructions on how to get good results in photographing a window or store interior to any one applying for same.

WILL BE REPRODUCED IN GROCER.

On opposite page are the first prize windows in each class. The displays of the entire six winners will be reproduced in our Fall Campaign Number in October next, so that they will present suggestions for the Christmas displays at a time when they are needed most. The windows of the others will also be used in the autumn, as many of them are particularly good from the selling, attractive and originality standpoints.

The Grocer desires to thank all those who entered the competition for their interest, and it is hoped each, with others, will join in the contest again next Christmas.

Members of the R.M.A. Interview Borden

Ask for Several Changes to the Federal Law and Speak Against Parcel Post and Co-operative Society Bills—Desire to Stop False Advertising—Standard Weight for Bag of Potatoes.

Ottawa, Jan. 15 (Special).—There were in the capital last week a number of members of the Retail Merchants' Association of Canada to see Premier Borden on some proposed amendments to the Federal law. The deputation included the following: P. J. Cote, president, Quebec; Ald. A. Weseloh, first vice-president, Berlin; W. V. Voivin, second vice-president, Montreal; J. A. Beaudry, treasurer, Montreal; and E. M. Trowern, secretary, Toronto.

The following are among the changes suggested:

(1) An amendment to the criminal code so as to make the false advertising of any article in any publication or on any price ticket, etc., a criminal offence.

(2) An amendment to the criminal code making the president, secretary or manager, or all three, liable for the criminal acts of a joint stock company, the same as the owner of an individual business is held liable.

(4) An amendment to the Act regarding the collection of fees for the inspection of weights and measures, so as to pay the expense in connection with the inspection of scales and measures out of the public treasury, as the inspection is for the benefit of the general public.

Want Standard Weight.

(5) An amendment to the Weights and Measures Act, to legally determine the weight of a bag of potatoes throughout the Dominion, and fixing the same at 75 pounds to the bag.

(6) More facilities in the department of trade and commerce to tabulate and collect information concerning the retail trade.

(7) An amendment to the Criminal Code, section 520, so as to prevent an action being taken under this section, as well as under the Combines and Investigation Act at the same time.

(8) Better inspection at the various ports of entry, so as to prevent smuggling of merchandise, especially in the border cities and towns.

To Collect Accounts.

(9) Provision made so that retail merchants can collect accounts as easily from Dominion Government officials as they can from other persons.

(10) In the event of a tariff commission being appointed, we ask that one of the commissioners should thoroughly understand the retail trade.

(11) That we believe that the introduction of any extended system in parcels post, whereby parcels would be carried throughout Canada at less than what they cost, would be taking money out of the Dominion treasury to benefit a few mail order houses at the expense of the country, and to the detriment of the great body of retail merchants, who are located in convenient points, so as to serve the public in the most convenient, the cheapest and in the most satisfactory manner, before any changes

are made in the present postal service, as agitated by some portions of the public press, we ask that we be allowed to place our case fully before the Government, and that a complete enquiry be made into the whole proposal.

Deceptive Methods.

(12) That we again place ourselves upon record as being strongly opposed to the introduction of any special legislation for the operation of co-operative stores, as the manner in which the public are induced to subscribe stock in these companies is generally deceptive, and the advantages that are held out to subscribers who purchase stock in these companies, and who deal with them, is not in accord with sound and honorable methods of trade.

Want Business Assessment Down to 10 p.c.

Deputation from Retail Merchants' Association Call on Premier Whitney—Memorial Presented Setting Forth Their Reasons for Reduction—Standing of the Retail Trade—Present Fundamental Basis of Taxation Favored.

Toronto, Jan. 16 (Special).—Sir James Whitney, Premier of Ontario, and several members of his cabinet were waited on last week by a deputation from the Retail Merchants' Association with regard to a change in the Assessment Act. Among those in the deputation were E. C. Matthews and F. C. Higgins, Toronto grocers, and E. M. Trowern, secretary of the R. M. A.

The retail business tax, the merchants claimed in a memorial presented to Sir James, had proven upon application to be too high, and the government was asked to reduce it from 35 per cent. in villages, 30 per cent. in towns and 25 per cent. in cities above 50,000, to 10 per cent. throughout the province.

The Retailer's Importance.

The memorial pointed out that the merchants were not asking for a reduction of their fair share of taxes but rather for removal of an overcharge; that the retail trade represented the largest commercial class in Ontario and the most highly assessed class; that retailers were among the pioneers to open up trading camps in newly settled districts.

In discussing the Assessment Act, the memorial reads:

"The principles laid down in the present Act whereby it endeavors to make all wealth the basis of taxation, whether it is land, buildings, merchandise, stocks, bonds, money or income, in our opinion is a sound one; it involves no experiment and no risk, and it forms

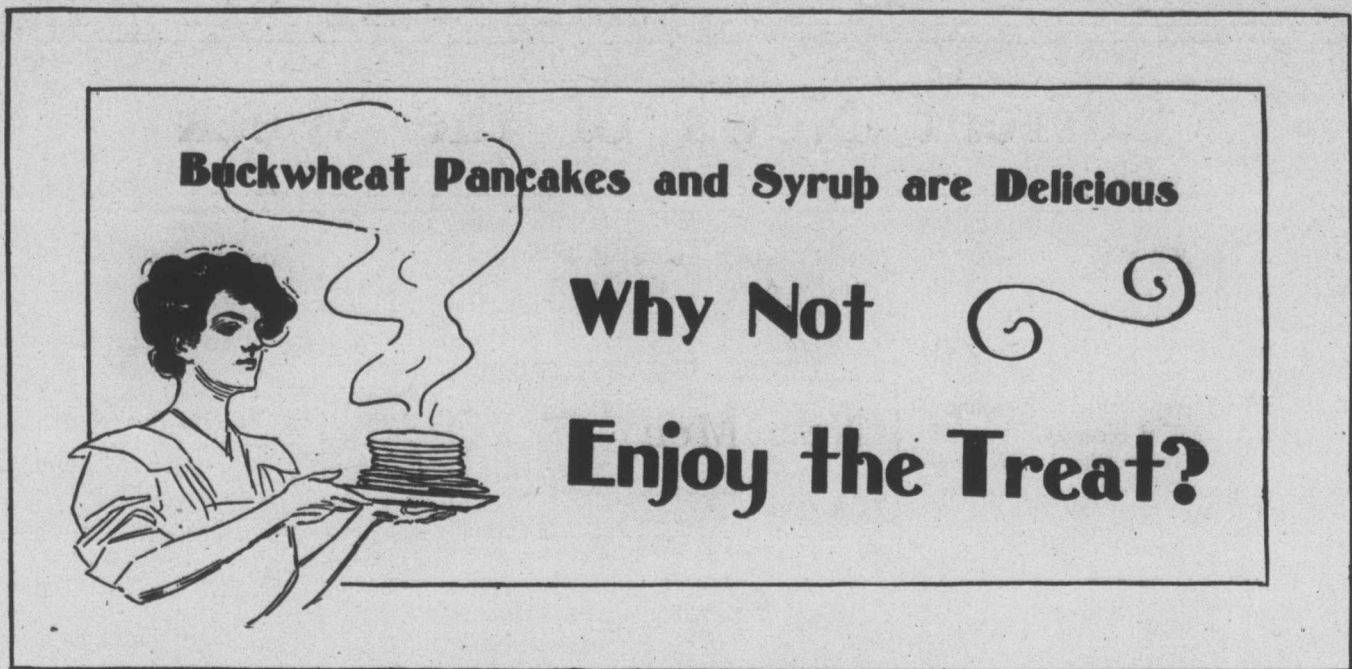
a stable basis for the financial credit of the community. The principle of tax exemption in our estimation has always been wrong, and it always will be wrong, as it creates a favored class, and this causes dissatisfaction and conflict, but when all are treated alike no injustice can be done. Because we are not in favor of tax exemption, is one reason why we believe that we should pay a business tax proportionate to our wealth, but not out of proportion to it, as we are doing now. The business tax was placed in the Act to take the place of the former tax upon our stocks or personalty, and we see no justification in asking that it be entirely removed."

Land Tax System Not Favored.

"Before closing," adds the memorial, "we feel we cannot allow this opportunity to pass without expressing our great appreciation of the firm and unequivocal manner in which you as the respected Premier of this great province have made it known that you cannot consent to have the underlying principles of the present Assessment Act changed unless there be presented some good logical reasons for so doing."

Sir James assured the deputation that their request would be considered by the government, making no promises as to what the result would be.

A. P. Tippet, of A. P. Tippet & Co., Montreal, has been indisposed for past week. Mr. Tippet will take a trip to the Pacific coast very shortly.



Show Card Suggestion for selling syrups and buckwheat flour during winter months. A card such as this should undoubtedly bring good results.

Country Merchant Doubles Annual Sales

One Plan Adopted Was That of Sending Out a Salesman with Samples Among the Farmers—How He Sold Winter Supplies of Vegetables to Best Customers Before Winter Began—Orders Taken Ahead for Oysters, Sausage, Fish, etc.—Suggestions for Increasing Business During Winter Months.

The winter months present great possibilities to the country and small town merchant to increase his sales, providing seasonable goods are pushed.

Nearly everyone has a liking, for instance, for buckwheat pancakes and maple, corn or cane syrup and it would be an excellent plan to display these in the window occasionally during the winter. The display would be more effective if the merchant had a large plate of buckwheat pancakes arranged in the window to represent a table set for dinner with pancakes on each plate covered with golden syrup. No doubt he could get his wife to do this for him. Buckwheat and other pancake flour in packages and syrups could be used effectively as a background. A few show cards placed at vantage points in the store reading something like this: "Buckwheat pancakes and — syrup are delicious—Take home a package of each and enjoy the treat"; "Nearly everybody likes pancakes. Do you?"

This plan followed up by suggestions from the clerks and attractive interior displays will result in many sales.

Beans Are Now Good Sellers.

Beans, both canned and loose, could also be handled effectively in the same way by arranging a display of say "Boston baked beans" and "pork and beans."

The many varied ways in which beans can be cooked give one a wide range in

these displays. Attractive cards telling the value of beans and suggesting these varied dishes will stimulate the demand.

Oysters, Fish and Sausage.

The writer is acquainted with a progressive country merchant who, while he is miles from a railroad or other source of supply, gets in a regular supply of oysters, sausages, haddie, wieners, etc. He canvasses his customers and gets them to book their orders ahead so that he is able to purchase his supply and be sure of getting a ready sale for same. By this plan the dealer eliminates loss in handling these perishable goods. It is a common thing for this merchant to order 25 gallons of oysters and 100 pounds of sausages for Saturday's trade.

Sent Out a Traveling Salesman.

Too many retailers sometimes wait for custom to come to them and only in a few cases do they take the initiative. It is those who think and plan ahead that make the big successes. The merchant to whom reference is here made had a unique plan to get extra business. He secured the services of a competent salesman, fitted out a sample case similar to the wholesale traveler's case and started him out to canvass the farmers within a five-mile radius. The salesman had a price book giving cost prices, selling prices and quantity prices. He was authorized to meet competition but on no condition to sell goods for less than

5 per cent. over cost. Competition was keen and price cutting indulged in to a ruinous degree, for some, but by this rule, this merchant never lost money but let the other fellow lose it.

Business Doubled in a Year.

The idea of sending out a salesman was a winner right from the start. At first the salesman also delivered his orders but soon this was done by a cheaper man, the salesman being kept at his canvass every day. The ultimate result was the doubling of this merchant's business within a year. Special effort was made to sell those goods which gave the most profit. Tea and coffee were pushed very hard and by developing sales of various lines the merchant was often enabled to purchase in larger quantities at lower prices.

Delivered Potatoes in Advance.

In the fall this merchant would supply his customers with potatoes, onions, apples, etc., at market prices, making his profit by purchasing large quantities. He canvassed his "good pay" customers and stored in their cellars their winter's supply for which they were given privilege of paying for in two ways: first, paying spot cash and getting a discount, or, paying so much per week or month according to the prevailing price for quantity used during this period. This latter plan was not used very often as the customers pre-

(Continued on page 36.)

Current News of the Week

Quebec and Maritime Provinces.

Felix Matte, a Quebec, P.Q., grocer, died last week.

P. Benoit & Benoit, grocers, Montreal, have registered.

Clarence Rogers, general merchant, Yarmouth, N.S., died recently.

P. O'Toole & Sons, general merchants and fish dealers, Louisburg, N.S., have sustained loss by fire.

John Taylor & Son, flour, feed and grocery dealers, Magog, Que., have sold to Jno. Marshall & Son.

R. H. Lamont, grocer, Kentville, N.S., has sold an interest in his business to S. N. Steadman, who for eight years was with the W. D. Currier & Co., wholesale house, Lawrence, Mass. Beginning January 1 the company decided to do a strictly cash business as Lamont & Steadman.

Ontario.

Marshall Moxley, grocer, Greensville, Ont., died last week.

Wilber Eddy, grocer, Toronto, has sold to Herbert Johnston.

R. Burling, grocer, Milton, Ont., has sold to J. C. Brown.

May Burgess, grocer, Toronto, is succeeded by Herbert Johnston.

W. J. Mitchell, grocer, Toronto, is succeeded by J. P. Turner & Son.

L. E. Gowing has opened a grocery, flour and feed store in Burke's Falls, Ont.

The late Robert Barron, a Toronto grocer, left an estate of \$109,221 to be divided among his family.

Alfred Powis, grocery broker, Hamilton, Ont., has admitted C. A. Powis into partnership as Alfred Powis & Son.

J. D. Harrison, Shelbourne, Ont., has purchased the fruit, grocery and confectionery business of Miss Agnes Jamieson.

E. F. Mason and Dutton's, two Peterboro, Ont., grocers, have amalgamated. An "Amalgamation" sale is now being conducted.

At the annual meeting of the board of finance for the Masonic blue lodges of London, Ont., T. A. Rowat, a London grocer, was elected president for the year.

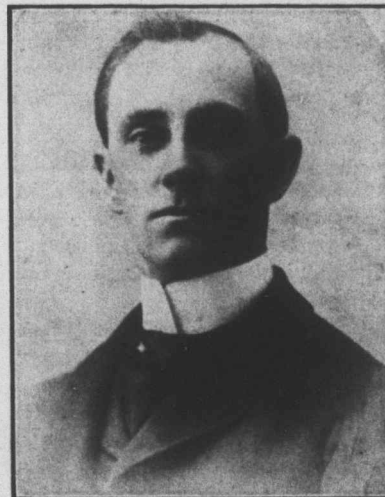
A Hamilton, Ont., marmalade manufacturer last week brought in four carloads of Seville oranges, which he says was the largest single shipment ever received in Canada.

A. Devlin has sold his grocery business on College Street, Toronto, and

purchased the business of H. Cox on Ossington Avenue. Mr. Cox has bought out Geo. Riley on Queen Street West.

New Men in the Trade

J. F. Pelan, recently on the Eby-Blain, Toronto, selling staff, has bought the business of J. D. Tripp at 1504 Queen Street West, Toronto, and commenced business for himself on Saturday, January 11. Directly or indirectly Mr. Pelan has been connected with the grocery trade for about twenty years.



J. F. PELAN.

A traveller who has gone into the grocery business in Toronto.

Starting in as a boy he acted as sales clerk for Angus Mackenzie, St. Thomas, Ont., for twelve years. Leaving that he started in business for himself in St. Thomas and continued there for six and a half years. At the end of that time he joined the road staff of the T. H. Estabrooks Co. and covered Western Ontario from Waterloo to Sarnia and northward. For the past three months he has been connected with Eby-Blain Co., Ltd., Toronto, as one of their city travelers, and now has once more entered into business for himself.

Mr. Pelan states that when The Grocer first started its window contest he was in St. Thomas and received the first second prize every given. He has ever since been a reader of the paper.

Geo. Stanway, for many years a grocery broker on Front Street, Toronto, died last week. Mr. Stanway was a well-known figure among the wholesale houses and his death is regretted by a large number of men in the trade.

The annual convention of salesmen of the E. W. Gillett Co., Ltd., Toronto, was held last week. For the annual convention to be held in 1914, J. W. Powell has been elected chairman, A. E. Pott, vice-chairman, and J. P. Holden, Wm. Menzies and S. D. White a committee on arrangements.

Hugh Blain, wholesale grocer, Toronto, has been nominated for the council of the Toronto Board of Trade. G. W. Prescott, representing Hudon, Herbert & Cie, wholesale grocers, Montreal, in Ontario, was nominated for representation on the Canadian National Exhibition Association.

Henry Wright, president, and W. H. Wilson, Canadian manager of the MacLaren Imperial Cheese Co., Ltd., purpose paying a visit to England and the Continent, to visit the various firms they represent in England, France and Germany. Their absence will extend over some seven or eight weeks.

Western Canada.

Hoas & Nelson, general merchants, Dundurn, Sask., are succeeded by Hogal & Taylor.

The Hudson's Bay Co., Hazelton, B.C., sustained a heavy loss from fire recently. Stock carried was estimated at \$60,000 and a great deal of this was burned.

W. H. Malkin Co., wholesale grocers, Vancouver, B.C., have bought property adjoining their place of business on Water Street at a cost of \$66,000 and will enlarge their premises.

One of the most disastrous fires in the history of Western Canada occurred on Sunday, January 12, when the large packing plant of P. Burns & Co., Calgary, Alta., was almost totally destroyed by fire. The fire not only played havoc in the packing department, but also got into the storage plant where from 15,000 to 20,000 carcasses were stored and practically demolished everything. Low water pressure made it impossible for the firemen to do effective work, and thus the loss was rendered much more serious. It is stated that butchering in the open may have to be resorted to. The property destroyed was fully insured and storage stock also was well covered.

Sugar Situation Still Shows Weakness

**Raws Take Another Decline in New York—Corn Syrup Market Not Strong—
Better Quality Prunes Scarce—Glove Market Strong—Chicory on the Decline—
Bean Market Weak.**

QUEBEC MARKETS.

POINTERS—

French Mushrooms.—Advanced \$1 per case.

Coffee—Firmer.

Prunes—Firmer.

Tomatoes—Advanced 12½c.

Montreal, Jan. 15.—There is a brisker tone to market which shows full recovery from the dullness following the holiday season. Orders are coming in rapidly and the trade has resumed activity of the December season.

SUGARS.—Market is weak and unless the United States market rallies there may be further decline. Some claim even to see a brighter undertone to the market and entertain the opinion that prices will shortly stiffen, although statistics are somewhat unfavorable to the occurrence just now.

Granulated, bags	4 60
Granulated, 20-lb. bags	4 70
Granulated, 5-lb. cartons	4 90
Granulated, 2-lb. cartons, per cwt.	4 90
Granulated, Imperial	4 45
Granulated, Beaver	4 45
Paris lumps, boxes 100 lbs.	5 35
Paris lumps, boxes 50 lbs.	5 55
Paris lumps, boxes 25 lbs.	5 65
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 20
Crystal diamonds, 100-lb. boxes	5 35
Crystal diamonds, 50-lb. boxes	5 45
Crystal diamonds, 25-lb. boxes	5 65
Crystal diamonds, 5-lb. cartons	6 30
Crystal diamonds, Dominicos, cartons	7 10
Extra ground, bbls.	4 95
Extra ground, 50-lb. boxes	5 20
Extra ground, 25-lb. boxes	5 40
Powdered, bbls.	4 95
Powdered, 50-lb. boxes	5 00
Powdered, 25-lb. boxes	5 20
Phoenix	4 60
Bright coffee	4 65
No. 3 yellow	4 45
No. 2 yellow	4 35
No. 1 yellow	4 20

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUP AND MOLASSES. — Prices remain same as last week but cables are expected next week advising on new crop which will be booked early in February for March delivery. Stocks are low at present and account for ruling high prices. Last year Fancy Barbadoes sold at 33c., while to-day they are quoted at 42c. The condition governing the fluctuations in molasses and syrup market are similar to the conditions governing butter and cheese market as the relation of the sugar to molasses is the same as butter to cheese. When sugar is high and selling well most of the raw material is turned into sugar and vice versa.

Fancy Barbados molasses, puncheons	0 40	0 42
Fancy Barbados molasses, barrels	0 43	0 45
Fancy Barbados molasses, half-barrels	0 45	0 47
Choice Barbados molasses, puncheons	0 35	0 37
Choice Barbados molasses, barrels	0 38	0 40
Choice Barbados molasses, half-barrels	0 40	0 42
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03½	0 03½
Corn syrups, half-barrels	0 03½	0 03½
Corn syrups, quarter-barrels	0 03½	0 03½
Corn syrups, 3½-lb. pails	1 75	1 75
Corn syrups, 2½-lb. pails	1 25	1 25
Cases, 2-lb. tins, 1 doz. per case	2 40	2 40

Cases, 5-lb. tins, 1 doz. per case	2 75
Cases, 10-lb. tins, ¼ doz. per case	2 65
Cases, 20-lb. tins, ¼ doz. per case	2 60

DRIED FRUITS. — Demand very good for every line but figs and fancy raisins which are in weak demand. Greek currants are not up to usual standard, which is undoubtedly due to scarcity of labor on account of Balkan war. The demand has kept up and has caused those remaining at the work to rush through the cleaning process and consequence is that the quality was sacrificed. Other Asia Minor products have not been affected in this way to any noticeable extent.

Evaporated apricots	0 14½
Evaporated apples	0 07½
Evaporated peaches	0 10
Evaporated pears	0 13
Currants, fine filiatras, per lb., cleaned	0 06½
Currants, 1-lb. pkgs. fine filiatras, cleaned	0 08
Currants, Patras, per lb.	0 09½
Currants, Vostizzas, per lb.	0 09½
Dates, 1-lb. packages	0 07
Dates, Halloween, loose	0 05½
Figs	0 11
Figs, 3 crown	0 08
Figs, 4 crown	0 09½
Figs, 5 crown	0 12
Figs, 6 crown	0 12½
Figs, 7 crown	0 13½
Figs, 9 crown	0 14
Comadre figs, about 33-lb. mats	1 40
Glove boxes, 16-oz., per box	0 10½
Glove boxes, 10-oz., per box	0 07½

Prunes

20-30	0 12
30-40	0 11½
40-50	0 10
50-60	0 09
60-70	0 08
70-80	0 07½
80-90	0 07
90-100	0 06½
Bosnia prunes	0 07

Raisins

Choice seeded raisins	0 08
Choice fancy seeded, 1-lb. pkgs.	0 08½
Choice loose muscats, 3-crown, per lb.	0 08
Choice loose muscats, 4-crown, per lb.	0 08½
Seedless, new, in packages	0 07½
Select raisins, 7-lb. box, per lb.	0 07½
Sultana raisins, loose, per lb.	0 11½
Sultana raisins, 1-lb. cartons	0 12½
Malaga table raisins, clusters, per box	0 75
Malaga table raisins, clusters, per ¼ box	0 75
Valencia, fine, off stalk, per lb.	0 08
Valencia, select, per lb.	0 08½
Valencia, 4-crown layers, per lb.	0 09

COFFEE.—Wholesalers report coffee quiet and prices unchanged but the importers advise advances in Mochas, Santos and Maracaibo with demand light for season of the year. It is surprising that more coffee is not used during the cold winter months and coffee men say that the demand would be largely increased if the public really understood the value of coffee as a "warming up" agent.

Mocha	0 28
Rio	0 21½
Mexican	0 25
Santos	0 24
Maracaibo	0 27

TEA.—The supply of tea is short and prices are stiff.

Japan	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 20	0 25
Common	0 15	0 20
Yamashino	0 75	1 00

Ceylon

Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22

India

Pekoe Souchongs	0 19	0 30
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Ceylon Greens—

Young Hysons	0 24	0 26
Hyson	0 18	0 22
Gunpowders	0 19	0 35

China Greens—

Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey gunpowder, pinhead	0 30	0 50

SPICES.—Cloves are high and there is every indication that there will be another advance as New York quotes 25c with a 12½c duty. The new crop will be more expensive. Business is fair and orders coming in freely.

Allspice	0 13	0 18
Cinnamon, whole	0 16	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Cloves, whole	0 30	0 35
Ginger, Cochin	0 17	0 20
Mace	0 08	0 11
Nutmegs	0 18	0 25
Peppers, black	0 16	0 18
Peppers, white	0 27½	0 30
Pimento	0 10	0 11

NUTS.—Trade in this line is satisfactory. Demand is quite brisk for this season of year. Prosperous condition of the country is keeping up the consumption in all fancy lines. The increase in popularity of the summer resorts and the many social functions have every tendency to keep up lively demand in both nuts and dried fruits (fancy) throughout the entire year.

In shell		
Brazils	0 16	0 17
Filberts, Sicily, per lb.	0 11	0 13
Filberts, Barcelona, per lb.	0 11	0 11
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 16	0 17
Walnuts, Marbots, per lb.	0 13	0 14
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13½	0 15
Shelled		
Almonds, 4 crown, selected, per lb.	0 42	0 50
Almonds, 3 crown selected, per lb.	0 35	0 37½
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts		
American		
Japanese roasted	0 08½	0 08½
Coco, roasted	0 09	0 09
Diamond G, roasted	0 11	0 12
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 12
Spanish No. 1	0 13	0 12
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 75	0 75
Walnuts		
Bordeaux, halves, bright	0 27	0 28
Broken	0 27	0 29

Beans		
Ontario, hand-picked, per bush.	2 10	2 80
Imported Rangoon, hand-picked, bush.	2 10	2 15
Imported Austrian, hand-picked, bush.	2 50	2 60
Ontario white beans, bush.	2 20	2 25

ONTARIO MARKETS.

POINTERS—

Sugar—Weak.
Cloves—Stronger.
Ginger—Easier.
Prunes—Firmer.
Beans—Weak.
Walnuts—Firmer.
Chicory—Down 1 cent.

Toronto, Jan. 15.—Some wholesale houses are still engaged in stock-taking and this coupled with amount of business being done renders all pretty busy. In another week or two it is expected effect of the holiday will have en-

A Few Words To You— Mr. Retail Grocer!

You are now about to take stock, and to balance up the results of your business for 1912. Have you looked around your shelves and noticed the number of unsaleable cereals you have on hand, which are already stale and unfit to send out to your customers without injuring your trade?

You don't find any of **KELLOGG'S TOASTED CORN FLAKES** among them, do you? But you do find some of nearly all the imitation Corn Flakes, which you have been induced by clever salesmen to buy on the understanding that a large demand would be created for them.

All the grocer has to do with **KELLOGG'S** is to keep up with the demand. No capital tied up in slow moving goods. Our enormous advertising, and the great popularity of our product, is your guarantee of a sure and speedy sale.

Your trade requires only one make of Corn Flakes if it's
KELLOGG'S.

The sale of our product covers the whole of Canada from
Halifax to Vancouver, and any communications in regard to
business addressed to any of our representatives will receive
prompt attention.

T. M. Sibbald,
31-33 Front St. E.,
Toronto, Ont.

James Somerville,
56 McNab St. S.,
Hamilton Ont.

Howe, McIntyre Co.,
Montreal, Can.

W. Lloyd Lock & Co.,
Winnipeg, Man.

Edmond S. Bois,
Québec, Que.

Shallcross, Macaulay & Co., Ltd.

“ “ Calgary, Alta.

J. W. Gorham & Co.,
Halifax, N. S.

“ “ Edmonton, Alta.

“ “ Vancouver, B.C.

Chas. E. Macmicheal,
St. John, N. B.

“ “ Victoria, B.C.

“ “ Prince Rupert

THE CANADIAN GROCER

The Battle Creek Toasted Corn Flake Co., Limited
London, - Canada

THE CANADIAN GROCER

Dearer tobacco is forecast for 1913 and some manufacturers have already advanced prices.

A reduction in chicory was unexpected but coffee and the values are firm. High grade teas are admittedly scarce and are likely to go higher, while there is an over-supply of low grades.

An advance of 2 cents per lb. on whole and ground cloves is an indication of a general advance in spice prices that has been expected by the trade for some time.

SUGAR.—There has been little change in prices of raw sugar for some time but the new crop of cane is said to be a heavy one. Conditions seem to indicate cheaper sugar than has been for some time.

Montreal and B.C. granulated, in bbls. 5 25
Montreal and B.C., in sacks 5 20
Montreal and B.C., yellow, in bbls. 4 85
Montreal yellow and B.C. yellow, in sacks. 4 80
Icing sugar, in bbls. 5 60
Icing sugar, in boxes, 25 lbs. 5 85

SYRUPS.—No change since last announced reductions. Market steady and demand good. Corn syrup is predicted to go lower in sympathy with cheaper sugar and on account of cheap corn in the United States.

Corn Syrup—
2 lb. tins, per case 2 13
8 lb. tins, per case 2 53
10 lb. tins, per case 2 41
20 lb. tins, per case 2 51
Barrels, per 100 lbs. 3 70
Molasses, New Orleans, gal. 0 33 0 35
Molasses, Barbados, gal. 0 45 0 50
Maple syrup, quarts, per case 6 20
Maple syrup, 1/2 gals. 5 85

DRIED FRUITS.—There is no change in situation here since last report, but it is not probable that the present price of prunes will hold for any length of time. The dried fruit markets generally have firm tone.

Prunes—
90-100s, 25s, s.p. Per lb. 0 05 1/2
90-100s, 10s, s.p. 0 05 1/2
90-90s, 25s, s.p. 0 06 1/2
90-90s, 10s, s.p. 0 07 1/2
70-80s, 25s, s.p. 0 07 1/2
70-80s, 10s, s.p. 0 07 1/2
60-70s, 25s, s.p. 0 07 1/2
60-70s, 10s, s.p. 0 07 1/2
40-50s, 25s, s.p. 0 09 1/2

Cooking Figs—
Choice boxes 0 06 1/2
Half boxes 0 06 1/2
Half bags 0 06 1/2
Valencia Raisins—
Fine, f.o.s., 25s, s.p., per box 2 75
Fine, selected, 25s, s.p., per box 2 70
4-crown layers, 25s, s.p., per box 2 65
4-crown layers, 14s, s.p., per box 1 35
4-crown layers, 7s, s.p., per box 0 75
No plus ultra, 52s, s.p., per box 2 20
Sultanas—
California 0 09 1/2 0 09 1/2
Smyrnas 0 13 0 15
Currants—
Dry clean, per lb. 0 07 1/2
Washed, per lb. 0 07 1/2
1-lb. package 0 08 1/2
2-lb. package 0 17 1/2

COFFEES AND TEAS.—A decline of 1 1/4 cents per lb. is announced on chicory. This is the first change for some time affecting the coffee trade. Coffee values are firm and nothing but a bumper yield is likely to break prices. High class teas are reported as scarce and likely to go high.

Coffee—
Green Rio, No. 5 0 17
Roasted Rio 0 21
Green Santos 0 19
Roasted Santos 0 24
Chicory 0 11 1/2
Teas—
China blacks, choice 0 25 0 40
India and Ceylon, choice 0 32 0 40
Japan, May picking 0 35 0 50
Japan, choice 0 35 0 45

BEANS.—The only hand-picked beans on market here are imported and they are scarce. Ontario supply includes much inferior beans.

Beans, hand-picked, per bushel 2 95
Beans, 3 lb. pickers, per bushel 2 85
Split peas, sack, 56 lbs. 4 25
Whole peas 2 90

NUTS.—Trade in nuts has been quiet and little will be done by wholesalers in this line until surplus Christmas stocks are worked off by retailers.

Brazil 0 12 0 14
Tarragona almonds 0 16 1/2
Peanuts, roasted, Jumbos 0 12
Peanuts, choice 0 09 1/2
Pecans 0 17
Marble walnuts 0 13 1/2
Greenish walnuts 0 14
Sicily filberts 0 11 1/2
Shelled almonds 0 35
Shelled walnuts 0 30
Chestnuts 0 20

WINNIPEG.

PRODUCE AND PROVISIONS. Best creamery butter is quoted at 1 cent per lb. lower. There is nothing new in dairy butter. Eggs are lower. The decline in storage eggs has been followed by decline in domestics. All other lines steady.

Lard, tierces 0 13 1/2
3 lb. tins, cases 8 70
5 lb. tins, cases 8 65
10 lb. tins, cases 8 55
20 lb. pails, cases 2 80
50 lb. tubs 6 90
1 lb. bricks 0 15
Cured Meats—
Hams 0 15 1/2 0 18 1/2
Long clear 0 15 1/2
Short clear 0 15 1/2
Shoulders 0 14 1/2
Bacon 0 20 0 22 1/2
Cheese—
Ontario, large 0 15 1/2
Ontario, twins 0 15 1/2
Manitoba large 0 15
Manitoba twins 0 15 1/2
Butter—
Creamery 0 34 0 36
Dairy 0 29 0 30
Eggs, fresh laid, Manitoba 0 30
Southern eggs, shortage 0 21

WINNIPEG.

FRUITS AND VEGETABLES.—Trade in fruits and vegetables is somewhat quiet. Navel oranges have advanced. Imported rhubarb and strawberries are on market. Potatoes are steady at reasonable prices, and likely to be cheap in spring.

Frozen cranberries 10 00
Malaga grapes, kegs 8 50 10 00
Navel oranges, case 4 00
Bananas, per bunch 2 50 3 50
California lemons, crate 7 00
Washington apples 1 50 2 25
Ontario tomatoes 0 75
Ontario apples 4 50 5 50
Cranberries 14 00
Spanish onions 3 75
Florida grape fruit 5 00
Pears 4 00
Valencia onions 2 00
Imported rhubarb, lb. 0 20
Strawberries, quart 0 70
Sauerkraut, lb. 0 04
California tomatoes, case 2 75
Potatoes—
Potatoes, per bushel 0 40
Carload lots 0 35
Jersey sweet potatoes, barrel 6 50

WINNIPEG.

FISH.—There is a good demand for all lines of fish carried by local dealers.

Fish—
Oysters, per gallon 2 75
Frozen salmon 0 11
Frozen halibut 0 09
Fresh whitefish 0 08 1/2
Fresh pickerel 0 08
Black cod 0 10
Haddock 0 08
Flanagan haddies 0 08
Holland herrings, keg 0 58 0 75
Kippers, box 2 00
Smoked cod 0 12
Goldeyes, dozen 0 50
Labrador herring 4 50

NEW BRUNSWICK MARKETS.

St. John, Jan. 16.—With exception of a falling off in sugar the past week has been unusually quiet in local grocery market. Sugar went down 10 cents in all grades and advices to local trade are to effect that in consequence of enormous beet crop this year and generally bright prospects for great harvest there will be no higher prices for some time to come, and in fact an even easier tone may be looked for. Buying is mostly from hand to mouth although there were cases just this week about a day or two before the change that showed where one or two dealers had bought a carload thinking it would be higher, and now regret their action.

The provision market still remains quiet, but easier tone is noted, with prospects for continuance of same. There has been sharp decline in pork, and pork products have felt this slightly. A slight easing in lard has taken place, a fall of about half a cent occurring. Cornmeal is not so strong as last week.

Bacon \$ 15
Beans, hand picked, bushel 2 80 2 85
Beans, Austrian, bushel 2 65 2 75
Beans, yellow eye, bushel 3 10 3 15
Butter, dairy, per lb. 0 32 0 35
Butter, creamery, per lb. 0 28 0 30
Buckwheat, W., grey, bag 2 85 3 00
Cheese, new, lb. 0 15 1/2 0 15 1/2
Currants, 1 1/2, lb. 0 07 1/2 0 08
Canned Goods—
Beans, baked 1 30 1 35
Beans, string 1 02 1/2
Corn, doz. 1 10
Peas, No. 4 1 40
Peas, No. 3 1 42 1/2
Peas, No. 2 1 45
Peas, No. 1 1 80
Peaches, 2's, doz. 1 55 1 60
Peaches, 3's, doz. 2 35 2 40
Raspberries, doz. 2 20
Strawberries 2 20
Tomatoes 1 65
Cornmeal, gran. 1 45
Cornmeal, bags 1 02 1/2
Cornmeal, bbls. 3 05
Eggs, henry 0 45 0 50
Eggs, case 0 35 0 40
Flour, Manitoba 6 25 6 35
Flour, Ontario 5 65 5 70
Lard, compound, lb. 0 10 1/2 0 11
Lard, pure, lb. 0 14 1/2 0 15
Lemons, Messina, per box 3 50 4 00
Molasses, Barbados, fancy 0 38 0 50
Oatmeal, std. 6 05
Pork, domestic mess 24 50 25 00
Pork, American clear 25 00 27 00
Potatoes, barrel, new 1 80 2 25
Raisins, California, seeded 0 07 1/2 0 08 1/2
Rice, per lb. 4 25 4 50
Salmon, Case—
Red Spring 9 25 9 50
Cohoos 8 50 8 75
Sugar—
Standard granulated 4 80 4 90
Austrian granulated 4 70 4 80
Bright yellow 4 80 4 90
No. 1 yellow 4 30 4 40
Paris lumps 6 00 6 25

PETITIONS BEING WELL SIGNED.

Many Dealers Throughout the Province Attaching Their Signatures.

Toronto, Jan. 16 (Special).—Latest reports coming in to the secretary go to show that the work which the Ontario Retail Grocers' Association have undertaken with regard to the Weights and Measures and Garnishee Acts is meeting with the most marked approval.

Copies of the petition are being returned in large numbers and in all cases

the merchants are unanimously in favor. Many are not satisfied with simply putting their names down to both petitions, but have written in stating how well they are pleased with the measures taken and that they had been looking for something of the kind for some time. Before copies of the petition were sent out to all the towns, several merchants had copies made from clippings from The Grocer and sent them in voluntarily. Whether in large or small towns the feeling seems to be the same. No instance has yet been given where a grocer has refused to sign and in several cases other merchants have gladly signed the petition re Garnishee Act.

Many of the petitions are still in circulation and will arrive in due time. The larger towns are represented by the executive and these are now being heard from. Toronto is being left till the last, but with several men on the field it is expected that the ground will be covered in a week. The association is counting on at least a thousand signatures from this city.



Following items appeared in The Canadian Grocer of January 20, 1893:

"A number of fellows have recently been scouring the county of Essex in search of white turnips. The sharpers grind these up, season with fluid extract of horse-radish, white mustard and vinegar, and then place the stuff on the market as first-class horse-radish for table use. An ordinary white turnip will yield the swindlers about 50 cents net."

Editorial Note.—It is evident that in the past wooden nutmegs, olive-stone pepper, etc., etc., have not held a monopoly on the market for originality. Horse-radish from white turnips must be counted in.

In the issue of January 20, 1893, a report of the Toronto Retail Grocers' Association At Home appears. From it is taken the following extract:

"The opening official set of lanterns was made up of President D. W. Clark and Miss Gibson, Mr. and Mrs. A. Dennis, Mr. and Mrs. A. M. Piper and Mr. and Mrs. Sloan; next them was a set made up of Mr. George and Miss Barron, P. C. Larkin and Miss White, W. W. and

Miss Park, Mr. and Miss Taylor; next them came sets formed by Mr. and Mrs. Butcher and Mr. Saunders and Miss Bradley, Mr. Shields and Mrs. Shields, Mr. Kempton and Mrs. Kempton, Mr. Gordon Crean and Miss Butcher."

"C. H. Peebles, Hamilton, has a useful attachment to his front door that should be put on every shop door in the country. By it your door can be opened by any of the employes from behind the counter. A rope is attached to the latch of the door and run up to the top along the outside panel. From there it is carried diagonally across to the ceiling, and from there to a point behind the counter. Then, by pulling a rope the latch is lifted and the door opens wide. A spring attached to the door closes it again. "You don't know how useful and labor saving an invention like this is," said C. H. Peebles to The Grocer's representative last week. "If a lady happens to enter the door with parcels in her hand or even without, how nice it is to open the door for her. It saves a lot of time in running to and from the front door, and, as there is always someone behind the counter, we are always polite in opening our door for our customers. I saw this device in Buffalo some months ago, and it works to perfection."

Editorial Note.—Mr. Peebles is still a familiar name among the Hamilton grocery trade.

Grocers' Letter Box

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

Editor Canadian Grocer.—Please give me the manufacturer of the "Good Luck" prize candy package, sample wrapper enclosed.—J. W. B., Sydney Mines, N.S.

Editorial Note.—The Montreal Biscuit Co., Montreal, are manufacturers of this line.

Editor Canadian Grocer.—Can you inform us where we can purchase so-called bull meat flour or beef meat flour or as it is sometimes called potato flour?—P. L., Fort William, Ont.

Editorial Note.—Potato flour can be obtained from the Edwardsburg Starch Co., Montreal; Eby-Blain, Ltd., Toronto, and Fred Coward, Spadina Avenue, Toronto.

ONTARIO R. G. A. ANNUAL.

President D. W. Clark of the Ontario Retail Grocers' Association states that the first annual meeting of this organization will be held on Good Friday in Toronto. Arrangements will soon be gotten under way.

COUNTRY MERCHANT DOUBLES ANNUAL SALES.

(Continued from page 29.)

ferred to make the saving by paying cash.

This plan saved handling these bulky products so many times as they were delivered directly from the farm where purchased to the customer. This same plan was followed out as much as possible with canned goods, flour, etc.

Responsibility Given to Clerk.

Much thought and attention was given to window display and the windows were dressed regularly every week by a clerk assigned to this work. This clerk also had charge of the interior arrangement of the store which was always arranged to conform with the lines displayed in the windows. Show cards were freely used and every clerk endeavored to boost the sale of the lines displayed.

On the first of every month a circular was printed on a duplicating device listing special prices in odd lines and seasonable goods for that month. These were given to the delivery boys to distribute and were also enclosed in all counter sales. These circulars were instrumental in keeping the stock clean and up-to-date.

Specialized on Advertised Goods.

Advertised goods were handled almost exclusively as it was found that less time was consumed in making the sale and they gave better satisfaction to the customer. Wholesalers and manufacturers were approached for assistance in pushing their line of goods and in practically every case material assistance and advice was forthcoming.

Large newspaper space was not used but by creating a personality for the small ads., a keen interest was awakened and the result was found to be profitable. For instance, one ad. gave the names of several prominent customers who had purchased honey the day before. The reading matter was so written as to make the reader's mouth water for honey. This was followed by prices.

By following out some of the ideas of this merchant as well as using his own the country merchant can make January and the winter months a busy time and by devoting thought and using initiative to the sales plans, he can greatly increase his sales the year round.



Advancing Wheat Strengthens Flour

No Change, However Expected in Near Future—Rolled Oat Situation Steady—
More Business Passing Since Decline—Decline in Cornmeal in Winnipeg of 5
Cents Per Sack—Mill Feed Market Easier.

Mill feeds are again easier this week. Prices have been reduced in shorts only, but whole market has taken on an easier tone. One miller even stated, "Feed is hard to sell. We can easily take care of all the straight-car orders we can get." At present millers are within 50 cents of shipping mill feeds into the States. A slight change would cause all surplus on Canadian markets to be worked off rapidly in this way.

With first of February heavier demand is expected. Owing to mild weather cattle have been allowed to get outside around the straw stacks and thus farmers have not found it necessary to buy feeds in such large quantities as in other years.

Wheat continually advancing has given greater strength to flour markets, and a firm tone prevails. At present large buyers are pretty well taken care of, and no change is expected on domestic until a more decided change in price of raw material is made.

Prices on cornmeal have declined five cents in Winnipeg this week. Though still scarce article on market cornmeal is weak, and little prospect is given of its advancing.

MONTREAL.

FLOUR.—There is no change in the flour situation and prices remain firm. Local demand is fair.

Winter wheat, fancy patents, in bags 4 90 4 75
Straight rollers, in bags 4 30 4 80
Manitoba 1st Spring wheat patents, bags 5 40
Manitoba straight patents, in bags 4 90
Manitoba strong bakers, in bags 4 70
Manitoba second, in bags 4 30

ROLLED OATS.—The decline in rolled oats announced on this page last week has somewhat stimulated retail demand, trade being quite brisk.

Fine oatmeal, single bag lots 2 44
Standard oatmeal, single bag lots 2 44
Granulated oatmeal, single bag lots 2 44
In 25 bag lots prices of above are 10 cents lower.
Rolled oats, 90 lbs. sack, jute, 25 bags to car lots 2 13 1/4
Rolled oats, jute bags, 90-lb. single bag lots 2 22 1/4
Rolled oats, bags, 90-lb. single bag lots.. 2 27 1/4
Rolled oats, barrels 4 50
Rolled wheat, barrels 2 60
Hominy, 96 lb. sack 2 15
Bolted cornmeal, 100 bags 2 15

TORONTO.

FLOUR.—Owing to recent advances in the prices of raw material flour has taken on a much firmer tone. Raw material has not yet advanced enough to warrant an advance on this market. Up till recently the price on flour was thought to be a little high considering prices on wheat. As to the future various opinions are expressed. Some are of the opinion that flour is likely to advance within a short time while others see no reason for any change. Stocks locally are now in much better condition and mills are not so rushed as a few weeks ago.

Manitoba Wheat.
1st patent, in car lots, per bbl. 5 30
2nd patents, in car lots, per bbl. 4 80
Strong bakers, in car lots, per bbl. 4 60
Feed flour, in car lots, per ton 30 00 32 00
Flour in cotton sacks, 10c per barrel more.
Winter Wheat.
Fancy patents, domestic consumption... 4 85 5 15
Patents, 90 p.c., domestic consumption... 4 55 4 85
Straight roller, domestic consumption... 4 35 4 55
Blended domestic consumption 4 85 5 05

CEREALS.—The decline of 15 cents in the price of rolled oats which took place last week has stimulated trade here considerably, and a brisk business is passing. Some millers claim that raw material advancing will also cause rolled oats to advance, while others think there is little likelihood of any such change. Mills are still very busy filling orders.

Cornmeal is still a scarce article on the market, but in spite of that the market keeps weak and with little sign of change.

Rolled oats, small lots, 90 lb. sacks 2 22 1/4
Rolled oats, 25 bags to car lots 2 12 1/4
Standard and granulated oatmeal, 96-lb. sk., small lots 2 35 1/4
Rolled wheat, small lots, 100-lb. bbls. 2 75
Rolled wheat, 5 barrel to car lots 2 65
Cornmeal, 96 lb. bags, 25 bag lots, best quality 1 90
Cornmeal, 96 lb. bags, 25 bag lots, coarser grades 1 65
Rolled oats in cotton sacks, 5 cents more.

MILL FEEDS.—A decline of \$1 has been made in the price of shorts this week. Prices on bran and middlings continue unchanged. Stocks though rather heavy at the moment are none too heavy for entering upon the spring demand. Until within the past couple

of weeks cattle have been allowed outside and thus demand for feeds has not been as heavy as anticipated. A further decline of 50 cents would cause export of mill feeds to the Eastern States and very soon work off all local surplus.

Some mills this week quote bran \$19, shorts \$21—\$22, and middlings \$23—\$24, while others still maintain the higher prices.

Bran, in car lots, per ton 20 00
Shorts, in car lots, per ton 22 00
Middlings 25 00

WINNIPEG.

FLOUR AND CEREALS.—The domestic trade in flour is fair. Export trade dull. Cornmeal has declined 5 cents per sack of 98 lbs.

Best patents, per bbl. 5 40
Seconds, per bbl. 4 80
Rolled oats, 80 lb. sack 1 90
Granulated oatmeal 2 70
Cornmeal, sack of 98 lbs. 2 15

STIMULATING JANUARY BUYING.

Carrol's, Hamilton, Ont., began their last week's advertisement in the local papers as follows:

SELLING OUT.

No. We are not selling out. Don't have to. But we are outselling everybody in the game every day in the week and every week in the year. And this week prices and profits are pounded down to the smallest possible margin in order to stimulate the greatest January buying on record. You can buy as much as you want or as little as you want and your order will be carefully and promptly filled.

Following this introduction were references to such articles as soap, corn, canned fruit, grapefruit, nuts and candies, butter, flour, sugar, buckwheat flour, cocoa, coffee, tea, vegetables and ammonia. These were the lines Mr. Carrol used particularly to stimulate sales during the month.



Fruit and Vegetable Dept.

Frost in California Causing Advances

Oranges and Lemons on Upward Move—Full Extent of Damage Not Yet Known—Good Crop of Cuban Grapefruit—Celery from Florida Will Soon Arrive—Strawberries Maintain High Price—Potato Market Not Any Too Strong.

The exact extent of damage done by recent frosts in California is not yet determined but there is no doubt that the loss has been great and both fruit and trees, especially younger ones, have suffered. A few cars are still on way and will arrive shortly. Supplies are sufficiently short to warrant advance which has been made.

Sale of lemons during past ten days has been good. Prices on Italian market have been advanced recently on account of shortage there. From February on, crop this year will be only about half that of last year and as fruit has already been gathered two or three times, sizes of remaining fruit are small. There seems little doubt that prices can go lower. On this market prices are likely to remain unchanged until present supplies are all out.

As season advances in Florida it is likely that sizes in grapefruit will be larger. There is every prospect for a fine crop of Cubans and these are expected to run in desirable sizes. As yet they are not on market but will be within a few weeks.

California celery is practically off market. Frost has seriously damaged crops so that growers are scarcely able to tell exactly what situation is. A little California celery is expected later on, but sizes will be small. By end of month Florida celery will be ready for shipment. Florida crop is heavy. High prices ruling on California now will mean high prices on early shipments of Florida celery.

MONTREAL.

GREEN FRUIT.—The damage to the orange and lemon crop by the recent frosts in California is heavy and late dispatches advise advance of \$1 per box on lemons in New York. It is expected

that oranges will similarly advance but this is not yet confirmed. There will be much of crop damaged as fruit when frozen on the trees loses its juice through pores of the skin and little remains but the pulp. This would necessitate importing Messina fruits, which will be higher than California's.

Trade is quiet in fruits at present and will in all likelihood continue dull during winter months.

It is estimated that there are 70,000 barrels of apples in storage here, some 10,000 barrels having been sold since Christmas. Supply will soon be decreased by exportations to Old Country, which will begin shortly. Prices remain about same but some advances are anticipated with continued cold weather.

Tomatoes are being imported from Bahamas and are of excellent quality. They are selling at \$3 to \$3.50 per crate but as they are tender and susceptible to frost price will remain high.

Apples, fall, No. 1	3 00	4 50
Apples, fall, No. 2	2 00	3 50
Bananas, crated	1 75	2 00
Cape Cod cranberries	11 50	14 00
Grape fruit, Florida, case	3 50	4 00
Lemons, California	2 75	3 50
Oranges, California navel	3 00	3 50
Oranges, Valencias	3 75	5 00
Oranges, Mexican	2 50	3 00
Pineapples, Cubans, cases of 24	4 50	6 00
Grapes, Almeria	6 00	8 00

VEGETABLES.—Demand for potatoes is fairly good. Supplies are ample to fill requirements and prices rule steady. Green Mountains in car lots are 85 to 90 cents and Quebec grades 75 to 80 cents per bag, and in small lots Green Mountains are selling at \$1.05 per bag.

Spanish onions, large case	2 50	2 75
Canadian red onions, per lb.	0 01½	0 01½
Wax beans, in hampers	4 50	5 00
Carrots, bags	0 75	1 00
Cabbage, dozen	1 20	1 50
Cauliflower, doz.	0 50	0 75
Cucumbers, basket	0 30	0 35
Peppers, green, basket	3 75	4 00
Radishes, dozen	0 22	0 25
Sweet potatoes, per basket	2 00	2 50
Potatoes, bag	1 00	1 05
Spinach, box	1 00	1 20
Parsnips, bag	3 50	3 75
Tomatoes, hot-house, lb.	0 25	0 30
Turnips, per bag	1 25	1 50

TORONTO.

GREEN FRUITS.—Reports coming from California regarding the effects of the frost on the orange crop have already affected prices here and caused an advance of from 50 cents to \$1 per box. Advance and scarcity of navel oranges together have caused a better movement in Florida and Jamaica oranges, also in grapefruit.

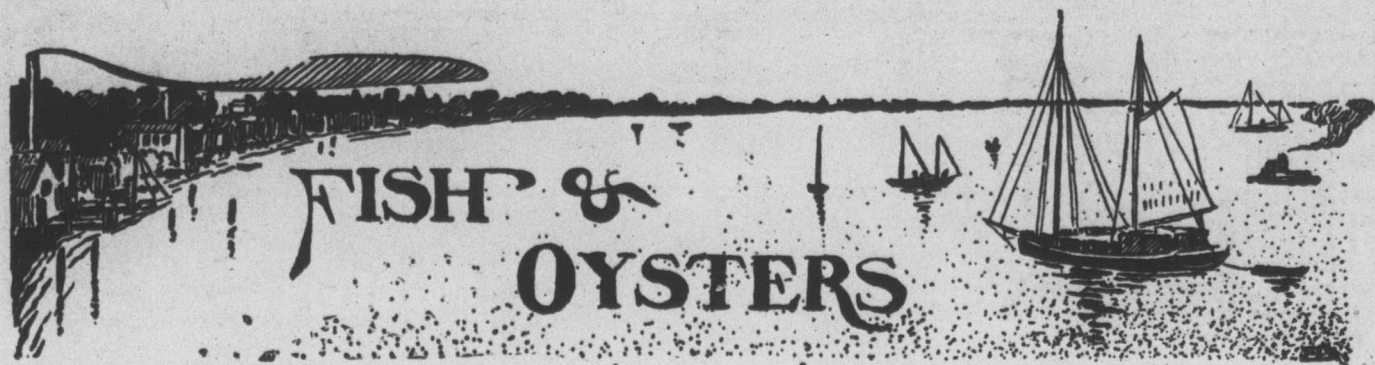
Strawberries have advanced in price locally this week. Towards end of last week these sold as low as 30 cents per quart box. But shippers were sending in too many and now with more limited supply a higher price is asked. Quality this week is much finer than last.

A little California asparagus is again on market and is selling at \$4.50 per dozen bunches.

Apples—		
Spies, per barrel	3 00	3 50
Russets, per barrel	2 75	3 00
Greenings, fancy, per box	1 25	1 50
Greenings, No. 1, per bbl.	2 50	2 80
Greenings, No. 2, per bbl.	2 00	2 30
Baldwins, per bbl.	2 25	2 50
Fancy imported, box	2 25	2 50
Bananas, per bunch	1 75	2 25
Cranberries, per bbl.	11 00	12 00
Cranberries, crate	3 25	3 75
Grapes, Armeria, per bag	6 50	7 50
Hot-house grapes, per lb.	0 75	0 80
Grapefruit, sizes 54, 64 and 80, per case	3 00	3 50
Kumquats, per quart	0 25	0 30
Lemons, Messina	2 75	3 50
Oranges, Florida, case	2 75	3 25
Navels, per case	3 25	4 00
Mexican oranges, per box	2 25	2 50
Pineapples, per case	4 00	4 50
Persimmons, per case	2 50	3 00
Pomegranates, per doz.	0 50	0 60
Strawberries, per small box	0 40	0 50
Tangerines, per strap	4 00	5 00

VEGETABLES.—Onions are a little easier this week and prices have been slightly reduced. The United States onion through being dry and of fine quality is bringing from 10 to 15 cents per bag more than the Canadian, some of which didn't dry out properly last season. Potatoes, too, are a little easier and larger offerings are being made. California celery has advanced about \$1 per crate owing to supply on the primary market being cut off.

Beets, per bag	0 65	0 75
Carrots, per bag	0 45	0 55
Cabbage, per bbl. (about 3 doz. heads)	1 25	1 50
Celery, per dozen	0 25	0 40
Celery, California, per crate	6 50	7 00
Cucumbers, Boston, hot house, doz.	1 75	2 00
Lettuce, doz. bunches	0 25	0 30
Lettuce, Boston heads, hamper	3 25	3 50
Mushrooms, per lb.	0 50	0 70
Onions—		
Spanish, per crate	2 25	2 50
Canadian onions, 75 lb. bag	0 60	1 00
Potatoes, Ontario, per bag	0 75	0 90
Potatoes, New Brunswick	1 00	1 05
Parsnips, per bag	0 25	0 30
Turnips, per bag	0 25	0 30
Tomatoes, hot-house, per lb.	0 25	0 30
Sweet potatoes, 50 lb. hamper	1 50	1 80
Cauliflower, per case	4 25	4 50



Small Oyster Growers Have Trouble

Severe Weather on Atlantic Coast Giving Them Trouble—Larger Growers Able to Take Care of Their Trade—Lent Opens Early in February and Fish Business Will Increase—Storms Off Nova Scotia Hinder Lobster Fishing—Scarcity of Some Lines.

With Lent coming almost a month earlier this year than usual, prospects for heavy trade in fish look bright for some time yet. Reports from the Maritime Provinces, also from the West, state that weather conditions have been rather unfavorable for fishermen of late so that supplies have not been kept up to the mark. Shipments are coming on a little better now, however, and it is thought that stocks will be sufficient to meet demands.

In the oyster situation there is slight change. Conditions in Chesapeake Bay have not been good on account of severe weather and oystermen find that the crop is not nearly as good as was expected. Prices in that part of the country have advanced sharply. Larger growers in the north who husband their resources to take care of the trade throughout the season report plenty of stock to care for a steady business, although the trade depending on the small grower is liable to have trouble at any time particularly if suddenly severe weather sets in.

MONTREAL.

FISH.—The supply of halibut is short and prices on this line will likely advance during the week. All lines of fish are moving freely and with the Lenten season looming ahead surplus stocks are being snapped up.

FRESH AND FROZEN.

Flounders	0 10
Dressed perch	0 09
Fancy spring salmon, per lb.	0 18
Large shad herring, each	0 03
Market cod, cases, 250 lbs., per lb.	0 04
Less than case	0 04½
Smelts, fancy	0 13
Haddock	0 04
Halibut, per lb.	0 12
Herring, frozen, per 100 fish	2 00
Mullets	0 04½
Pike, dressed and headless, lb.	0 08
Pike, round	0 06
Steak, cod	0 05
Mackerel	0 10
B.C. red salmon	0 19
New Gaspe salmon, per lb.	0 18
Qualla salmon	0 07½
No. 1 smelts, per lb.	0 11
Lake trout, per lb.	0 12
Whitefish, large, per lb.	0 11
Whitefish, small, lb.	0 07
Pure cod tablets, 25 1-lb. tablets	2 30
Barbotte (dressed) bullheads, per lb.	0 08

Black Sea bass	0 12
Fancy bluefish	0 15
Fancy weakfish	0 12

PREPARED FISH.

Boneless cod, in blocks or pkgs., lb...7, 8, 10, 11, 12	
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz., in box, per box	1 80
Boneless strip cod, 30-lb. box	0 10

SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 75
New Labrador herring, per half bbl.	3 10
No. 1 mackerel, pail	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, keg	6 00
No. 1 green haddock, per 200 lbs.	7 50
Salt eels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half bbl.	6 00
Scotch herring	6 50
Scotch herring, keg	1 10
Holland herring, bbl.	10 50
Holland herring, half bbl.	6 00
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
Salt eels, per lb.	0 06½
Labrador salmon, bbls.	15 00
Labrador salmon, half bbls.	8 00
Sea trout, half bbls.	12 50

SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07
Fillet, fancy, 15-lb. boxes, per lb.	0 07½
Herring, new, smoked, per box	0 13
Kippers (small), per box of 50 fish	1 25
Smoked salmon, per lb.	0 25
Boneless smoked herring, 4 lb. boxes, per lb.	0 10

SHELL FISH.

Solid meats—Standards, gal., \$1.70; selects, gal.	1 90
Bulk standards, gal., \$1.40; selects	1 60

TORONTO.

FISH.—This year has been a peculiar one for almost all lines of fish and it has been hard to state just what is going to happen next. According to present outlook there will probably be enough western salmon to meet demand but outside that, outlook is exceedingly dark. Halibut continue firm and scarce but with no price change. Supplies of haddock are small locally but are sufficiently large to meet the demand which at no time is heavy.

Lobsters are being imported, but no wholesale price can be given as retailers usually import direct.

Supplies of oysters keep coming forward continually and are being well met retail by demand. Quality continues excellent and is said by some dealers to be better than for several years. Business keeps decidedly brisk. "This is by far the best season we have ever had," said one dealer this week, and other opinions expressed were equally encouraging.

FROZEN FISH.

Halibut, per lb.	0 11	0 12
Trout, per lb.	0 11	0 12
Coho salmon, headless and dressed	0 12	0 12
Qualla salmon, per lb.	2 00	0 10½
Sea herring, per 100	2 50	2 50
Lake Superior herring, per 100	3 50	3 50
Cod, per lb. straight	0 06	0 06
Haddock, per lb. straight	0 10	0 05
Whitefish, per lb. straight	0 10	0 12
Headless pike, per lb. straight	0 07	0 07
Pickarel, per lb. straight	0 09	0 09
Lake Erie herring, per lb. straight	0 06	0 06

FRESH CAUGHT FISH.

Steak, cod	0 08
Haddock	0 07

SMOKED.

Ciscoes, per basket	1 00
Finnan haddie	0 08
Smoked fillets	0 12
Smoked bloaters, 60s	1 25
Kippers	1 25

PREPARED.

Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2-lb. boxes, 12 to crate	2 30
Cod in loose strips, 25-lb. to box, lb.	0 06½
Skinless, cwt. (100 lb. boxes)	7 00

SALTED AND PICKLED.

Labrador herring, per keg	3 25
Labrador herring, per barrel	5 75
Labrador trout, per keg	7 25
Scottish herring, Loch Fyne, per kit.	1 10
Holland herring, per keg	0 80

Oysters—	
Selects, per gallon	1 75
Straight, 1 gal. lots	2 00
Straights, 3 gal. lots	1 70
Straights, 5 gal. lots	1 65

Shrimps—	
1 gallon cans	1 25
2 gallon cans	2 40
3 gallon cans	4 60
Smelts—	
No. 1, per lb.	0 11
Extra, per lb.	0 16

HALIFAX.

FISH.—The local fish trade is quite active. There is a heavy run of fish on the inshore banks, and as result, industry has been given a boom. The vessels fishing out of Canso having made enormous catches of haddock. The run is unprecedented for season of the year.

Lobsters continue scarce and high. The receipts are not sufficient to supply the local demand. There has been a heavy decrease in shipments to Boston, the last steamer taking only 87 crates.

ST. JOHN.

FISH. — The weather man does not seem in sympathy with local dealers in so far as their fish department is concerned. Unfavorable weather was responsible for falling off in supplies. The stocks of regulars, halibut, cod, haddock, etc., were fair but not up to the demand,



Produce & Provisions



Firmer Tendency to Provision Market

Hogs Reported Somewhat Scarce—Pure Lard Rather Weak—Egg Market Takes on Firmer Tone—Continued Severe Weather Would Strengthen Eggs Considerably—Butter Situation Difficult to Fathom Accurately.

A much firmer tone prevails in the egg market this week. As yet buying is pretty much hand-to-mouth as retailers do not care to stock up for more than a day or two ahead. But with quantities of storage eggs becoming lower, prices have advanced slightly in Chicago and prospects are better for the wholesaler than for some time. Stocks in Canada are said to be fairly low. Speculative eggs are entirely worked off the market, and now dealers feel that to take care of their own trade they must hold onto what stocks they have. In Montreal stocks are reported as especially low, and in Toronto eggs are none too plentiful although by no means scarce. New laids are offering much more freely now and in some parts have dropped considerably in price. The egg situation depends very greatly at present on weather conditions but less fear is had of the supplies of storage eggs in the South than formerly.

Offerings both in cattle and hogs have been light ever since later part of December. To some extent this has caused a scarcity in supplies of provisions. Prices in lard continue low, however, with little chance of any advance owing to importations from the States where prices are low and general feeling easy.

MONTREAL.

PROVISIONS. — Prices remain firm and as hogs are high and rather scarce, prices will in all likelihood advance somewhat with possible exception of pure lard which is weak owing to importation from United States where prices are easier. Compound lard remains firm.

It is also general opinion that the disastrous fire in Calgary will have effect of stiffening prices here as the destroyed stock will be largely replaced from stocks in the East. While it is too soon to predict just what the result will be, it is a reasonable conclusion to anticipate some higher prices. The American mar-

ket is weak but it is expected this will brighten up and advance. Receipts are light and demand brisk.

Long clear bacon, heavy, lb.	0 14
Long clear bacon, light, lb.	0 15
Hams—	
Extra large sizes, 28 to 40 lbs., per lb.	0 13½
Large sizes, 20 to 28 lbs., per lb.	0 15
Medium sizes, 15 to 19 lbs., per lb.	0 16½
Extra small sizes, 10 to 14 lbs., per lb.	0 17
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 10
Breakfast bacon, English, boneless, per lb.	0 18½
Windsor bacon, skinned, backs, per lb.	0 21
Spiced roll bacon, boneless, short, per lb.	0 15½
Picnic hams, 6 to 12 lbs.	0 13½
Wiltshire bacon (50 lb. sides)	0 17½
Cottage rolls, small, about 1 lb.	0 16½
Boiled ham, small, skinned, boneless	0 24
Hogs, live, per cwt.	8 60
Hogs, dressed, per cwt.	12 50 12 75
Pure Lard—	
Boxes, 50 lbs. net, per lb.	0 14½
Cases, tins, each 10 lbs., per lb.	0 15
Cases, tins, each 5 lbs., per lb.	0 15½
Cases, tins, each 3 lbs., per lb.	0 15½
Pails, wood, 20 lbs. net, per lb.	0 14½
Tubs, 50 lbs. net, per lb.	0 14½
Tierces, 375 lbs., per lb.	0 14½
One pound bricks	0 15½
Compound Lard—	
Boxes, 50 lbs., per lb.	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10½
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10½
Pails, wood, 20 lbs. net, per lb.	0 10
Pails, tin, 20 lbs. gross, per lb.	0 09½
Tubs, 50 lbs. net, per lb.	0 09½
Tierces, 375 lbs., per lb.	0 09½
One pound bricks, 60 lbs. to case.	0 11
Pork	
Heavy Canada short cut mess, bbl., 35-45 pieces	28 50
Canada short cut back pork, bbl., 45-55 pieces	28 00
Heavy short cut clear pork, bbl.	None offered
Clear fat backs	28 50
Heavy flank pork, bbl.	28 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 15½
Plate beef, barrel	None offered
Cooked Meats—	
Jellied tongue, 10 lb. open tins, per lb.	0 28
Headcheese, per lb.	0 10
English brawn, per lb.	0 12½
Jellied hock, 6 lb. tins, per tin	0 75
Cooked pickled pigs feet (in vinegar), kits 25 lb., per lb.	0 07

BUTTER.—Owing to the destruction by fire of one of the largest cold storage plants in Western Canada, there is a brisk demand for butter which will make a big hole in stocks here and tend to stiffen prices. Prices are firm but advances are expected.

Creamery blocks	0 32½
Dairy tubs, lb.	0 28 0 28

EGGS.—Owing to soft weather eggs declined dropping off 5c. The colder weather will stiffen prices and it is expected that prices will firm. Cold weather will lessen the local supply.

New laid eggs, per doz.	0 40 0 45
Selects	0 30 0 30
No. 1's	0 27

HONEY.—Supply of Canadian honey is scarce due to shortage caused by the heavy rainfall last September.

Honey is being imported from Jamaica, Chile and some is coming from South Africa.

Quality is stated not to be as good as the Canadian product which is claimed to be the best obtainable. Nearly all the incoming honey is buckwheat honey.

Honey—	
Clover honey, per lb.	0 12½
Buckwheat honey, per lb.	0 10

TORONTO.

PROVISIONS.—The general feeling in provision market is a little better this week. For this season good amount of business is passing, and at last, effect of the holiday is becoming a thing of the past.

Offerings at local stock markets continue light and through keen demand are taken up generally by local dealers.

Practically no change is noted in the lard situation. Through offerings in hogs being as light and prices low, lard is not being manufactured in large quantities. Besides if the price were raised, American lard would probably come on to the market. Under present conditions little change in the situation is expected.

Smoked Meats—	
Light hams, per lb.	0 16½ 0 17
Medium hams, per lb.	0 16 0 17
Large hams, per lb.	0 16 0 16½
Backs, plain, per lb.	0 22 0 23½
Backs, pea meal	0 22 0 23
Breakfast bacon, per lb.	0 19 0 21
Roll bacon, per lb.	0 14½ 0 14½
Shoulders	0 12½ 0 13½
Pickled Meats— —1c less than smoked.	
Heavy mess pork, per bbl.	22 00 23 00
Short cut, per bbl.	27 00 28 00
Cooked hams	0 24 0 25
Long clear bacon, light	0 14 0 15
Long clear bacon, heavy	0 14 0 14½
Long clear bacon, extra heavy	0 13 0 13½
Lard, tierces, per lb.	0 13½ 0 13½
Lard, tubs, per lb.	0 13½ 0 13½
Lard, pails, per lb.	0 14 0 14½
Lard, compounds, per lb., tierces	0 08½ 0 09½
Live hogs, local	8 50
Live hogs, at country points	8 15 8 25
Dressed hogs	13 00

BUTTER.—Deliveries in butter still continue fairly heavy and practically no change is reported. New Zealand butter has been brought into this market during past couple of weeks. It can be laid down here at 30 cents, and sold out at 32 or 33 cents, still leaving a slight margin for the dealer. At present

everybody is holding stocks and hoping for cold weather. Stocks on hand seem sufficiently heavy to take care of the trade, but not much more than that.

	Per lb.	
Fresh creamery print	0 30	0 32
Creamery solids	0 27	0 28
Farmers' separator butter	0 27	0 28
Dairy prints, choice	0 26	0 28
Dairy solids	0 23	0 25

EGGS.—New laid eggs are now coming in fairly freely and with continued mild weather would no longer likely be scarce article on the market. Storage eggs in Chicago have advanced a little recently and even further advances are looked for. Speculative eggs are now completely worked off the market and holders have to keep all they now have to take care of their trade. Lent coming almost a month earlier this year (Starting Feb. 6), will cause a marked increase in demand and tend to stiffen the market.

At present market is practically a weather market and retailers are buying only according to daily wants. Prospects, however, are brighter than last week. Present prices range 10 cents lower than a year ago.

Eggs—		
Strictly new laid, per doz.	0 35	0 40
Storage, per doz.	0 25	0 26
Pickled, per doz.	0 25	0 26

CHEESE.—Little business is passing in the cheese market and local situation remains pretty quiet. Demand for June's and September's is good but not heavy. Poorer grades are almost all off the market.

Cheese—		
Large	0 14½	0 15½
Twain	0 14	0 15
¼ Twain	0 15	0 16
Stilton	0 16	0 18

POULTRY.—Poultry supplies have fallen off considerably but there is yet sufficient demand to keep receipts cleaned up pretty well up to date. Hotels and other large institutions are drawing now from frozen stocks and thus have decreased the demand on the market.

POULTRY (prices paid to country merchants):		
	Live.	Dressed.
Spring chickens	0 12	0 12-0 15
Spring ducks	0 12	0 12-0 14
Old fowl	0 09	0 10-0 11
Roosters	0 08	0 08-0 10
Turkeys	0 17	0 18-0 20
Geese	0 10	0 12-0 13
WHOLESALE PRICES (to city dealers):		
Spring chickens, dressed, lb.	0 14	0 18
Spring ducks, dressed, lb.	0 16	0 20
Fowl, dressed	0 12	0 14
Turkeys, dressed	0 19	0 22
Geese, dressed	0 13	0 14

HONEY.—Prices in honey range just a little high to cause any great demand. After the free spending during Christmas season the consumer is inclined to tighten up the purse strings and regard honey as a luxury. Demand is hardly as heavy as it ought to be for season. A fairly firm tone prevails, however.

White clover honey, in combs, fancy, doz.	3 00
White clover honey, in combs, No. 1, doz.	2 65
Honey, strained—	
Clover honey, 60-lb. pails, per lb.	0 12½
Clover honey, 10-lb. pails, per lb.	0 12½
Clover honey, 5-lb. pails, per lb.	0 13
Buckwheat, 60-lb. tins, lb.	0 10½

Why Butter Production Has Declined

Farmers Could Not Get Help and so Disposed of Many Dairy Cattle—In 1911 There Were 106,000 Less Than in 1910—None Going to Great Britain—Dairy Men's Association Want Government to Pay Inspection of Cheese Weight Scales.

Canadian daily newspapers are making much of the report sent out from Kingston, Ont., that not a pound of butter has been exported from Canada since March last. Readers of The Grocer were of course well acquainted with the situation in butter. Last winter it was frequently mentioned in our editorial columns that so far were we from exporting butter to the Old Country, we were actually bringing it ourselves from New Zealand.

One Kingston despatch reads: "Startling statements regarding the dairying industry in Ontario were made at the thirty-third annual convention of the Dairymen's Association of Eastern Ontario. In an exhaustive review of Canada's domestic and foreign trade in dairy products, J. A. Ruddick, dairy commissioner for the Dominion, showed that not a solitary pound of Canadian butter had been shipped to Great Britain since last March, as compared with shipments of 34,000,000 pounds in 1903, the record year for exports to the Old Country.

"Indeed," said Mr. Ruddick, "this great dairying country, one of Britain's principal sources of supply a few years ago, found it necessary last year to go to the opposite end of the earth (New Zealand) for supplies to feed her own people, and the indications are that the imports of butter into Canada this year will reach several million pounds."

Less Dairy Cattle Raised.

The reason for this great change in the butter situation is due to two things—an increase in population and a decline in the dairy industry. In 1911 there were 106,000 fewer dairy cows on the farms of Ontario than in the previous year. This followed from the distressing scarcity of labor for the farm in 1910. Unable to secure helpers the farmers had been compelled to get rid of their cattle. With these conditions facing us, there is no wonder butter has advanced in price in recent years.

Speaks Against Green Cheese.

Another important matter discussed at the convention of interest to the trade was the great care in cheese manufacture required to hold our own in the British market with other countries.

H. E. Hodgson, of the Montreal Produce Exchange, and a member of the Government Cheese Commission, offered some counsel to the cheese makers. "Canada's splendid export trade in

cheese is threatened by excessive shipments of green goods," said he, "and I would urge upon them to stop the evil."

Want Government to Pay.

The Committee on Resolutions brought in the suggestion that "in the opinion of this association all scales at cheese factories should be tested at least annually and that the entire cost of the same be borne by the government."

This is along same lines as petition sent out by the Ontario Retail Grocers' Association which will be presented to the Federal Government.

DEVICE FOR LIFTING CHEESE COVERS.

A. McCormick & Son, grocers, Richmond Street, London, Ont., employ a device for lifting cheese covers out of the way which is so easily arranged that it is a wonder it is not more widely used. An iron weight at the end of a rope running through a small pulley attached to the ceiling is just heavy enough to carry up the lid when the clerk goes to cut off a piece of cheese. In this case the covers are permanent metal cases. They are within reach as soon as the clerk is through cutting, and in the meantime are not lying where anyone will stumble over them, or taking up valuable counter room.

A LIGHTHOUSE WINDOW.

Scandrett Bros., London, Ont., had a holiday season window display which required more care than the average. The feature was a four or five-foot representation of a lighthouse, built chiefly of lemon and citron peel, convex side outward. Electric light shone through red tissue paper windows in the top, and small flags surmounted the structure. A balcony was built about three-quarters up the tower by the simple means of a small barrel or cask lid, and the "pipe" rail was of vermicelli. Currants and other fruit formed the "water" below.

CALENDARS FOR 1913.

Matthews Laing, Ltd., have issued a large and appropriate calendar for 1913. The illustration in colors presents a ranching scene, showing the cowboys rounding up a herd of cattle. Pictures of the different branches of the company are also reproduced as well as cuts of some of the company's products.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR

BAKING POWDER.

W. H. GILLARD & CO.

Diamond.

1-lb. tins, 2 doz. in case ..	\$2 00
¼-lb. tins, 3 doz. in case ..	1 25
¼-lb. tins, 4 doz. in case ..	0 75

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal-Dime	0 95
¼-lb.	1 40
6-oz.	1 95
½-lb.	2 55
12-oz.	3 85
1-lb.	4 90
3-lb.	13 60
5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, \$8.25; 1-lb. tins, \$2; 12-oz. tins, \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb. 0 17
In 10-lb. lots or case 0 16

COUPON BOOKS—ALLISON'S.
For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15, and \$20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books
 each 0 04 |

100 books and over, each
 0 03½ |

500 books to 1,000 books
 0 03 |

For numbering cover and each coupon, extra per book
 ½ cent. |

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.
The King's Food, 2 doz. in case, per case, \$4.50.
White Swan Barley Crisps, per doz., \$1
White Swan Self-rising Buckwheat Flour, per dozen, \$1.
White Swan Self-rising Pancake Flour per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.
White Swan Flaked Rice, \$1.
White Swan Flaked Peas, per doz., \$1.

F. COWARD,

402 Spadina Avenue, Toronto.
Flaked Rice, Sago, and Tapioca in 5c cartons, per doz., 45c.
Potato Flour (finest) in 10c cartons, per doz., 90c.
Self-raising Flour (as prepared in England), in 10c cartons, per doz., 95c.

DOMINION CANNERS.

Aylmer Jams. Per doz.
Strawberry, 1912 pack \$ 2 15
Raspberry, red, h'vy syrup 2 15
Black currant 2 00
Red currant 1 85
Peach, white, heavy syrup 1 50
Pear, Bart., heavy syrup 1 77½

Jellies.

Red currant 2 00
Black currant 2 20
Crabapple 1 65
Raspberry and red currant 2 00
Raspberry and gooseberry. 2 00
Plum jam 1 55
Green Gage plum, stoneless 1 65
Gooseberry 1 85
Grape 1 55

Marmalade.

Orange jelly 1 55
Green fig 2 25
Lemon 1 60
Pineapple 2 00
Ginger 2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry 0 13
Black currant 0 13
Raspberry 0 13
Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE. THE COWAN CO., LTD.

Cocoa—
Perfection, 1-lb. tins, doz.. 4 40
Perfection, ½-lb. tins, doz. 2 35
Perfection, ¼-lb. tins, doz. 1 25
Perfection, 10c size, doz... 0 90
Perfection, 5-lb. tins., per lb.0 35
Soluble, bulk, No. 1, lb... 0 20
Soluble, bulk, No. 2, lb. 0 18
London Pearl, per lb. 0 22
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—
Supreme chocolate, ½'s 12-lb. boxes, per lb. 0 33
Perfection chocolate, 20c size, 2 doz. in box, doz.. 1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz. 0 90
Sweet Chocolate— Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40
Queen's Dessert, 6's, 12-lb. boxes 0 40
Vanilla, ¼-lb., 6 and 12-lb.

boxes 0 35
Diamond, 8's, 6 and 12-lb. boxes 0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24
Diamond, ¼'s, 6 and 12-lb. boxes 0 25
Iceings for Cake—
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz.. 0 90
Chocolate Confections—Per lb.
Maple buds, 5-lb. boxes ... 0 36
Milk medallions, 5-lb. bxs. 0 36
Chocolate wafers, No. 1, 5-lb. boxes 0 30
Chocolate wafers, No. 2, 5-lb. boxes 0 25
Nonpareil wafers, No. 1, 5-lb. boxes 0 30
Nonpareil Wafers, No. 2, 5-lb. boxes 0 25
Chocolate ginger, 5-lb. bxs. 0 30
Milk chocolate wafers, 5-lb. boxes 0 36
Coffee drops, 5-lb. boxes .. 0 36
Lunch bars, 5-lb. boxes .. 0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box.. 1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box.. 1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb. 0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 36
Nut milk chocolate, 5c bars, 24 bars, per box 0 90

EPPS'S.

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.
In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.
Ehte, 10c size (for cooking) dozen 0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. 0 85
Nut milk bars, 2 dozen in box 0 80
" breakfast cocoa, ¼'s and ½'s 0 36
" No. 1 chocolate 0 30
" Navy chocolate, ¼'s .. 0 26
" Vanilla sticks, per grs 1 00
" Diamond chocolate, ½'s 0 24
" Plain choice chocolate liquors 20 30
" Sweet chocolate coatings 0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 30c lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ½, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto

sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinqueleme sweet chocolate, 1-5. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.

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

COCOANUT.

CANADIAN COCOANUT CO.

Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.
1-lb. pkgs. White Moss .. 0 26
½-lb. pkgs. White Moss .. 0 27
¼-lb. pkgs. White Moss .. 0 28
1 and ½-lb. pkgs., assorted 0 26½
¼ and ½-lb. pkgs., asstd. 0 27½
¼-lb. pkgs., asstd., in 5-lb. boxes 0 28
½-lb. pkgs., asstd., in 5-lb. boxes 0 29
¼-lb. pkgs., asstd., 5, 10, 15-lb. cases 0 30
Bulk—
In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

Pails Tins Bbls.
White Moss, fine
strip 0 19 0 21 0 17
Best shredded . 0 18 0 16
Ribbon 0 19 0 17
Macaroon 0 17 0 15
Desiccated 0 16 0 14

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.
Preserved— Per Case
Eagle Brand, ea. 4 doz. \$6 00
Reindeer Brand, ea. 4 doz. 6 00
Silver Cow Brand, ea. 4 ds 5 40
Gold Seal Brand, ea. 4 doz 5 25
Mayflower Brand, ea. 4 doz 5 25
Purity Brand, ea. 4 doz... 5 25
Challenge Brand, ea. 4 doz 4 75
Clover Brand, ea. 4 doz.... 4 75
Evaporated (Unsweetened)—
St. Charles Brand, small, ea. 4 doz. 2 00
Peerless Brand, small, ea. 4 doz. 2 00
St. Charles Brand, Family, ea. 4 doz. 3 90
Peerless Brand, Family, ea. 4 doz. 3 90
Jersey Brand, Family, ea. 4 doz. 3 90
St. Charles Brand, tall, ea. 4 doz. 4 60
Peerless Brand, tall, ea. 4 doz. 4 50
Jersey Brand, tall, ea. 4 doz. 4 50
St. Charles Brand, Hotel, ea. 2 doz. 4 25
Peerless Brand, Hotel, ea. 2 doz. 4 25
Jersey Brand, Hotel, ea. 2 doz. 4 25
St. Charles Brand, gallons, each, ½ doz. 4 75
"Reindeer" Coffee & Milk, ea. 2 doz. 5 60
"Regal" Coffee and Milk, ea. 2 doz. 4 50
"Reindeer" Cocoa & Milk, ea. 2 doz. 4 80

PURE LARD is a staple where a little waste wipes out a profit not very great at the best. Why not try the best lard substitute ever known—

EASIFIRST SHORTENING

made from the choicest vegetable fats, pure white in color with no waste, taste or smell. Thousands have been convinced that Easifirst is easy first in quality and lowest in price. Made under government inspection.

GUNNS Limited

Packers and Refiners

TORONTO

Mince Meat

After the holiday season is a good time to stock up. It does not pay to be sold out just when your customer wants supplies. Look over your stock of **Mince Meat** and see if you do not require some to keep you going. We have some very attractive new packaged 1 quart glass jars (12 in a case) 20 lb., 40 lb., and 75 lb. kits. These are very useful when empty.

The Mince Meat itself is finest.

F. W. FEARMAN CO.
LIMITED

Curers of "Star Brand"
Hams and Bacon
HAMILTON

Try Us on BULK MINCE MEAT

the next time
you are buying.
Our quality will
surprise you. We
have what you
want.

J. H. WETHEY, Limited
ST. CATHARINES

"THE MINCE MEAT PEOPLE."

THE CANADIAN GROCER

CANADA FIRST BRAND.

The Aylmer Condensed Milk Co.	Per Case.
Canada First Baby Evaporated Milk	2 00
Canada First Family Evaporated Milk	3 90
Canada First Medium (20 oz.) Evaporated Milk	4 50
Canada First Hotel Evaporated Milk	4 25
Canada First Gals Evaporated Milk, Manufacturer's Special	4 75
Canada First Condensed (sweetened)	5 25
Rose Bud Condensed Milk	5 15
Beaver Condensed Milk	4 50

COFFEES.

EBY-BLAIN, LIMITED.

Standard Coffees.

Roasted whole or ground, packed in damp-proof bags.	
King Edward	0 34
Club House	0 28
Nectar	0 32
Royal Java and Mocha	0 32
Empress	0 30
Duchess	0 29
Ambrosia	0 28
Plantation	0 26½
Fancy Bourbon	0 26
Crushed Java and Mocha	0 19

Package Coffee.

Gold Medal, 2-lb. tins.	
whole or ground	0 31
Gold Medal, 1-lb. tins, do	0 32
Gold Medal, ½-lb. tins do	0 33
Anchor Brand, 2-lb. tins.	
German Dandelion, 1-lb. tins, ground	0 26
German Dandelion, ½-lb. tins, ground	0 28
English Breakfast, 1-lb. tins, ground	0 19
Grand Prix, 1 and 2-lb. tins, ground	0 30
Demi-Tasse, 1 and 2-lb. tins, ground	0 30
Flower Pot, 1-lb. pots, ground	0 28
do.	0 31

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30
Presentation (with tumblers) 28c per lb.	

MINTO BROS.

MELAGAMA BLEND.

Ground or bean— W.S.P. R.P.	
1 and ½	0 25 0 30
1 and ¼	0 32 0 40
1 and ⅓	0 37 0 50
Packed in 30's and 50-lb. case.	
Terms—Net 30 days prepaid.	

BRANSON'S SHERIFF COFFEE.

AGENT: F. COWARD.

402 Spadina Avenue, Toronto.	
Small size	\$1.50 per doz., net
Large size	\$3.00 per doz., net
In 3 dozen free cases. Freight paid on ¼ gross order.	

CEREALS.

Grape Nuts—No. 22, \$3; No. 23, \$4.50.	
Post Toasties—No. T3, \$2.55.	
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.	

CONFECTIONS.

PEANUT BUTTER.

Ontario Prices

MacLaren's Imperial— Per doz.	
Small, 2 doz.	0 95
Medium, 2 doz.	1 80
Large, 1 doz.	2 75
Tumblers, 2 doz.	1 35
Pails, 24 lbs., per lb.	0 15

CHEESE.

MACLAREN'S IMPERIAL.

Ontario prices per doz.

Individual (each 2 doz.)	1 00
Small (each 2 doz.)	2 40
Medium (each 1 doz.)	4 50
Large (each ½ doz.)	8 25
MacLaren's Roquefort—	
Small (each 2 doz.)	1 40
Large (each 1 doz.)	2 40
MacLaren's Canada Cream—	
Small (each 1 doz.)	0 90
Medium (each 2 doz.)	1 35
Large (each 1 doz.)	2 40

FLAVORING EXTRACTS.

SHIRRIFF'S.

1 oz. (all flavors) doz.	1 00
2 oz. (all flavors) doz.	1 75
2½ oz. (all flavors) doz.	2 00
4 oz. (all flavors) doz.	3 00
5 oz. (all flavors) doz.	3 75
8 oz. (all flavors) doz.	5 50
16 oz. (all flavors) doz.	7 00
32 oz. (all flavors) doz.	8 60

Discount on application.

CRESCENT MFG. CO.

Mapleline— Per doz.	
2 oz. bottle (retail at 50c)	4 50
4 oz. bottle (retail at 90c)	6 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	15 00

GELATINE.

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

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.	
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

Per case	
Tres Fins, ½ kilo, 100 tins	13 50
Fins, tins, ½ kilo, 100 tins	12 00
Mi-Fins, tins, ½ kilo, 100 tins	11 00
Moyens No. 1, tins, ½ kilo, 100 tins	10 50
Moyens No. 2, tins, ½ kilo, 100 tins	10 00
Moyens No. 2	9 00
Frs. "Petit" Peas.	
Fins, tins, ½ kilo, 100...	10 00
Moyens, tins, ½ kilo, 100...	7 50
Asparagus, Haricots, etc.	

MINERVA PURE OLIVE OIL.

Case—	
12 litres	6 50
12 quarts	5 75
24 pints	6 25
24 ½-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
½ gal. 20s	2 25

HARRIS DE VICHY WATERS.

La Capitale, 50 qts.	5 00
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La Neptune, 50 qts.	6 00
St. Nicholas, 50 qts.	7 00
La Sanitas Sparkling, 50 quarts	8 00
Lemonade Savoureuse, 50 qts	8 00
Lemon ade, St. Nicholas, 50 qts.	7 50

CANTILE SOAP.

"Le Soleil," 72 p.c. olive oil.	
Case 12 lbs., 3-lb. bars, lb	0 09
Case 25 lbs., 11-lb. bars, lb	0 08
Case 50 lbs., ¼-lb. bars, cs	3 75
Case 200 lbs. 3¼-oz., case.	3 75
"La Lune," 65 p.c. olive oil.	
Case 12 lbs, 2¼-lb. bars, lb	0 08½
Case 50 lbs., ¼-lb. bars, case	3 35
Case 100 lbs., 3¼-oz. bars, case	1 80
Case 200 lbs., 3¼-oz. bars, case	3 40

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits.	3 75
Apple Juice, 12 qts.	4 50
Apple Juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 00
Matts Golden Russett— Sparkling Cider, 12 qts.	5 00
Sparkling Cider, 24 pts.	4 00
Apple Vinegar, 12 qts.	2 40

CANNED HADDIES, "THIS-TLE" BRAND.

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

INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.	
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BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.	
Tierces	0 09½
60 lb. tubs	0 10
20 lb. wood pails	0 10½
20 lb. tins	0 09½
Cases, 3 lbs., 20 to case.	0 10½
Cases, 5 lbs., 12 to case.	0 10½
Cases, 10 lbs., 6 to case.	0 10½

F.O.B. Montreal. GUNN'S "EASIFIRST" SHORTENING.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. tins	0 10½
5-lb. tins	0 10½
3-lb. tins	0 10½
1-lb. cartons	0 11

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."	
1 lb. glass (2 dz case)	\$1.90 \$1.80
2 lb. glass (1 dz case)	3.20 3.00
4 lb. tin (1 dz case)	5.50 5.35
7 lb. tin (½ dz case)	8.00 8.35
"IMPERIAL SCOTCH."	
1 lb. glass (2 dz case)	\$1.60 \$1.55
2 lb. glass (1 dz case)	2.80 2.70
4 lb. tin (1 dz case)	4.80 4.65
7 lb. tin (½ dz case)	7.75 7.50

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins	
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50

D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 80
F. D., ½-lb.	1 45

Per jar

Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

MACLAREN'S IMPERIAL PREPARED MUSTARD.

Ontario Prices.

Small case 4 doz., per doz.	0 45
Medium, cases 2 doz., doz.	0 90
Large, cases 1 doz., doz.	1 35
VERMICELLI AND MACARONI	
D. SPINELLI C'Y., MONTREAL	
Fine.	
4-lb. box "Special," per box	0 22
8-lb. box "Special," box	0 44
5-lb. box "Standard," box	0 27½
10-lb. box "Standard," box	0 55
60-lb. cases or 75-lb. bbils., per lb.	0 65
25-lb. cases, 1-lb. pkgs. (Vermicelli), per lb.	0 06
Globe Brand.	

5-lb. box "Standard," box	0 30
10-lb. box "Standard," box	0 60
25-lb. cases (loose), per lb.	0 06
25-lb. cases, 1-lb. pkgs., lb.	0 06½

JELLY POWDERS.

JELL-O.

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

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
--------------------------------	------

Straight.

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

IMPERIAL DESSERT JELLY.

Ontario Prices.	
Assorted flavors, \$10.75 per gross.	
Imperial Sterilized Gelatine.	
Cartons, 1 doz., 90c per dozen.	

SOAP AND WASHING POWDERS.

A. P. TIPPETT & CO., AGENTS.	
Criole soap, per gross	\$10 20
Florida soap, per gross	12 00
Straw hat polish, per gr.	18 20

SNAP HAND CLEANER.

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

RICHARDS PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.	
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.	

FELS NAPTHA.

Prices—Ontario and Quebec:	
Less than 5 cases	\$ 5 00
Five cases or more	4 95
SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.	
1-16 gall., doz.	\$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 00
1 gall., doz.	19 20
1-16 gall. gross lot	20 00

Probably no other line of Coffees
in the world have been made so
easy and so satisfactory for the
grocer to sell as the products of

CHASE & SANBORN
MONTREAL

“Johnny on the Spot”

We have our ear to the ground, as it were, in Western Canada. Five great warehouses, and representatives in daily touch with the fast growing trade of this prosperous country—are the credentials that make us the proper salesmen for your line.

We want to handle the accounts in Western Canada for the manufacturers of Europe, United States and Eastern Canada. Our experience and success has given us the confidence to guarantee sales.

Our aggressive salesmen are on the spot to do business.

NICHOLSON & BAIN, Wholesale Commission Merchants
and Brokers

HEAD OFFICE, - WINNIPEG, MAN.

BRANCHES, REGINA SASKATOON EDMONTON CALGARY



This is the package which is sure to bring you repeat sales. Finest quality—attractively boxed, giving a good profit.

Now is the Season for Nuts

Write us for prices. We have the most complete stock of all kinds of

Shelled Nuts

You need a good assortment of these for the winter trade. We can supply you to your satisfaction, both as to quality and price.

W. P. Downey
Montreal, Que.

Fresh Fish Commands Trade

Shipments of all varieties arrive daily.

Our facilities for prompt handling ensure you having fresh fish.

Georgian Bay Apples

We have a limited quantity of high grade apples left. Order now.

LEMON BROS.
Owen Sound, Ontario

Lemon Market in Messina will advance very shortly---

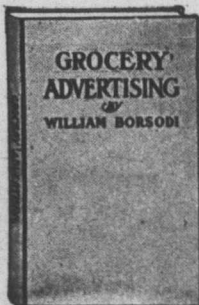
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They'll keep
St. Nicholas Home Guard Puck Kicking

J. J. McCABE
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Grocery Advertising has made Fortunes

for the retailer who has used the ads. published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



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MARMALADE ORANGES

Very Finest Quality for Making Marmalade.

Shipments will be light this year, so place orders early.

Sizes 200's and 160's.

A splendid old English Recipe will be furnished for the asking.

WHITE & CO., LIMITED
Wholesalers in Fancy Fruits
Toronto

ONIONS PUSH SALES ONIONS

Very Fine, Well Cured
YELLOW DANVERS

In Bags of 75 lbs.

RED GLOBES

Extra Fancy Quality, Hard Dry Stock,
In 100 lb. Bags.

FINEST SPANISH ONIONS

Cases of 140 lbs. and Half Cases of 65 lbs.

The demand is big, anyway—make it bigger by giving ONIONS a little extra attention. They are money-makers. Order some to-day.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

GUELPH and NORTH BAY
Established 1861

Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS.



With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write for Prices.

CARR & Co. CARLISLE ENGLAND

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



ONE SELLING REASON BUT THERE ARE MORE

It is human nature to prefer to sell goods guaranteed in quality by the manufacturer, and it is human for the public to prefer that class of goods. Elgin Brand Pure Lard, Cooked Meats, Smoked Ham and Bacon are guaranteed quality; but we don't want you to sell for that reason alone. There is another.

Very shortly after you start to sell it, Elgin Brand goods will give you another reason. It very seldom loses an adherent, once it gets him. Quality pulls for Elgin Brand.

The St. Thomas Packing Co., LIMITED

Pork Packers and Provision Merchants, Dealers in Butter, Eggs and Cheese.

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.
Let us send you one of our Post Card Order Books



There Need Be No More Danger, Trouble or Waste

The consumer avoids danger by using **Laurentia Milk** because the milk passes through five distinct purification processes; trouble is avoided because the milk can be purchased from the dealer by the case and kept on hand like any other household staple; the keeping qualities of **Laurentia Milk** brings the possibility of waste to a minimum. **The Dealer** who sells **Laurentia Milk** or **Cream** does not have sour milk; he avoids the trouble of getting in each morning the daily milk supply; and as **Laurentia Milk** is non-perishable (keeps perfectly until opened in any temperature without ice), there can be no waste for the dealer.

Laurentia is nothing but a pure fresh cow's milk that has passed through the mechanical process of homogenization, then scientifically heated to make absolutely sterile.

The Laurentia Milk Co., Ltd.
371 Queen Street West, Toronto, Ont.
Telephone: Adelaide 2760



Large Shipments of Soclean Are Continually Going Out

Soclean is increasing in popularity daily—hundreds of dealers are raking in the profits, and thousands of housewives are appreciating the disinfecting, dust-laying and labor-saving qualities of Soclean (the original sweeping compound).

Are you getting your share of the profits?

SOCLEAN LIMITED

"The Originators of Dustless Sweeping"

TORONTO

Agents for Western Canada: J. J. GILMOR & CO., Winnipeg. Agents for Montreal: HEDLEY M. SUCKLING & CO. Agents for Ottawa: R. R. BARNARD & CO.

BROOMS OF QUALITY

always cost a little more than the other kind, **BUT** it pays **YOU** to merit the approval of your customer—on a line used every day by the one who knows.

Ask us for prices—or better still order sample six dozen.

Walter Woods & Co.
HAMILTON - WINNIPEG

A SLIGHT DIFFERENCE

in price on a cheap article like

SAL SODA

should not count when quality is considered

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda Sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS
MONTREAL

When The Hands Are Soiled

At the
Office,
Store,
Bank,
Printer's
Home,
in fact,



At the
Foundry,
Shop,
Mill,
Factory,
Garage
or Farm

anywhere or after any kind of employment or amusement, use

SNAP

Beneficial to the skin.
Big Sale for This Hand Cleaner.

SNAP COMPANY, Limited
MONTREAL, QUEBEC



Litster Goods

are made good enough to guarantee They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co.,
TORONTO Limited

MASON'S 'O.K.' SAUCE

THE ORIGINAL



As purveyed by appointment to the House of Lords. As supplied to the House of Commons, H.M. Navy & Army, Government Offices and the Leading Hotels and Caterers throughout the World.

CAUTION—No connection with any firm or company trading in a similar name.



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OF QUALITY

An introductory size
and a certain leader to
the larger size. Price

10cts.

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LONDON, ENGLAND.

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The Turnbull C., 179 Bannatyne Avenue East, Winnipeg, Man.
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“Blackstrap” Molasses

In original Puncheons as received from West Indies. Used for stock feeding, foundry, cheap baking purposes, etc., etc.

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STUHR'S
GENUINE CAVIARE,
ANCHOVIES IN BRINE
(Salted Sardels).

In Tins and Glasses.

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., HAMBURG.



Oakey's

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

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KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

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

Wellington Mills, London, England

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

Read any
Advertisement of

MAPLEINE

And you'll see why
you can safely re-
commend it.

Order of your jobber, or
Fraser & Neave & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey,
283 Stanley St. Winnipeg Man.

The Crescent Mfg. Co.
SEATTLE, WASH.



**A Good
Resolve**

**Anchor
Brand
Flour**

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

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

A Good Resolve

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

11

**Prosperous Year
Predicted**

All indications point to a grand era of prosperity. So don't let the credit customer get too far ahead of you. If he pays up well you share in the general prosperity.

ALLISON

Coupon Books
will persuade him to pay up, and without offense.

HOW THEY WORK

A man wants credit. You think he is good. Give him a \$10.00 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 ten dollars—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 \$10.00 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
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Manufactured by ALLISON COUPON
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53 Highest Awards in Europe and America

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



Registered
Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1700

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There's only one RIGHT way for a grocer to handle oil, and that is with a

BOWSER SAFE SELF-MEASURING OIL TANK

The BOWSER way is right because it is CLEAN and PROFITABLE. The old oil tank splashes oil on customers, and you lose their trade; it lets oil drip away, and you lose your profits. You get oil on your hands from the measure and funnel, and it taints sensitive foods. The BOWSER gauge does away with measure and funnel, but shows you just how much to charge for when filling odd measures. It shows how much oil is left in your tank. The BOWSER automatic stop prevents dripping. Write for our FREE catalogue and learn the advantages of the BOWSER outfit. Don't delay, because you lose money every day you are without it.

S. F. Bowser & Co., Inc., 72-73 FRASER AVENUE Toronto, Ont., Can.

Made by Canadian Workmen and sold by Canadian Salesmen.

Patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasoline and oil storage systems, oil filtration and circulating systems, dry cleaning systems, etc.
Established 1885.

QUALITY AND PURITY COMBINED IN

Wonderful Soap

have made it a prime favorite on wash day and for all cleaning purposes. This is the kind of article which it pays you to handle, because it brings with it its good reputation.

The prices, moreover, will interest you. We have made good because we have always made good soap. Let us hear from you.

GUELPH SOAP CO.
Guelph, - - - Ontario



Have No Hesitation

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

The Perfection Cheese Cutter

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

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

**American Computing Co.
of Canada**

Hamilton, - - - Canada

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

M^cVITIE & PRICE

Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

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W. G. PATRICK & CO., Ltd., York Street, TORONTO

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

Alberta
CAMPBELL, WILSON & HORNE, Limited, CALGARY

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Sardines with the real sea flavor

"KING OSCAR"



By Special Royal Permission.

From the moment the sardine is taken from the water until it is packed in hermetically sealed tins it goes through its several operations in the utmost cleanliness, and so quickly that it still retains its true sea flavor. Being packed in the finest quality olive oil, it retains this flavor.

"KING OSCAR" Sardines represent the most tasty and nutritious fish produced on the market to-day.

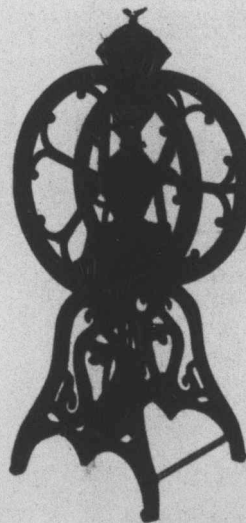
Get them from wholesalers.

CANADIAN AGENTS:

J. W. Bickle & Greening

(J. A. Henderson)

Hamilton, - Ontario



BUILT ON MERIT

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

ELGIN National Coffee Mill

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

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Odville Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Reid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Snye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.; R. E. Hayhoe & Co.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.



"The Best Board I Have Ever Used"

This Talk is Common Among Users of

CANE'S WASHBOARDS

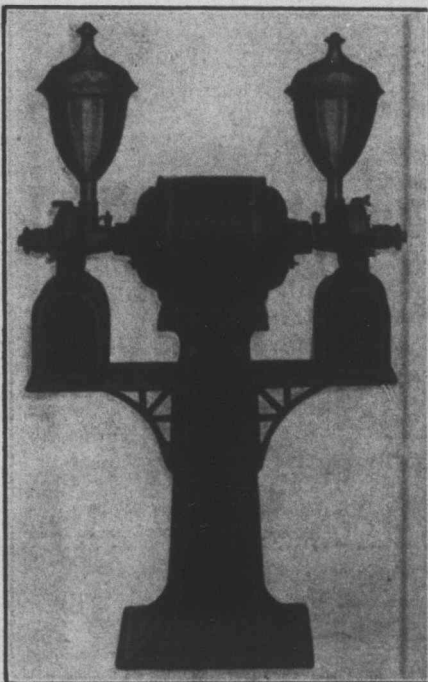
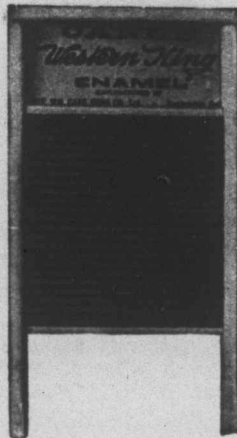
Start the people talking in your vicinity by selling these washboards and your business will increase rapidly.

It's the durability, construction and excellent finish that makes neighbors talk, also the reasonable price.

We make boards in 13 different styles and grades—there is one to meet the pocket book of every buyer.

Your Jobber has them.
Write us for catalog.

WM. CANE & SONS CO.
LIMITED
NEWMARKET, ONT.



Connected

Direct

The motor on the Troemner Double Coffee Mill is connected direct with the grinders — no waste power. Fuller particulars and prices sent on request.

We are agents in U.S. and Canada for the incomparable Henry Troemner Agate Bearing Scales, exclusive tea, coffee and spice bins. Attractive and modernly equipped stores draw custom. Lowest possible prices, estimates and information furnished on request.

J. A. FLESCH & SON

1300 Medinah Building
178 W. Jackson Blvd.

Chicago



**Goods With An Appearance.
Goods With A Reputation.
Goods With A Profit.**

CONNOR'S High Class Sea Foods, Brunswick Brand, are prepared in the most modern factories on the Atlantic coast; employ the most skilled help; secure the pick of the fishermen's catches; pack the goods scientifically in the most sanitary tins obtainable, and in consequence have the goods with good appearance, reputation for quality and good payers of profit.

Our aim has always been to co-operate with the wholesale and the retail grocer and to give the consumer a good article at a fair price.

Look over your stock, Mr. Grocer, and see what "Connors" lines you are short. Then order, of the following list:

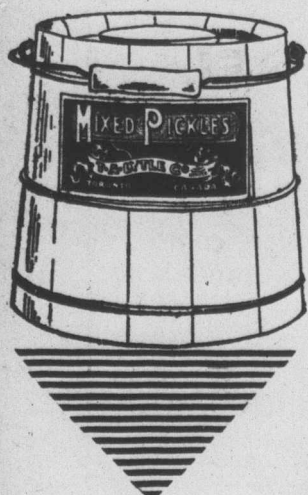
- ¼ Oil Sardines,
- ¾ Mustard Sardines,
- Kipperd Herring,
- Herring in Tomato Sauce,
- Finnan Haddies
- (oval and round tins)
- Clams,
- Scallops.



CONNORS BROS., LIMITED

Black's Harbor, N. B.

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



THE
PICKLE

With the Flavor

There is something delightfully different about

STERLING BRAND
Mixed Pickles

that never fails to appeal to the public taste. The reason for which is not far to seek. We buy only the choicest condiments and vegetables, and the pickling process from beginning to end is one long chain of care, skill and up-to-date sanitary methods.

"Sterling Brand" products will influence business to your store. Get our prices.

THE
T. A. Lytle Co.
LIMITED
Sterling Road, Toronto, Can.

Rowat's
Pickles

Like all other Rowat products, possess an individuality that gives them a value all their own and makes them the line for the grocer to feature.



ROWAT & CO.

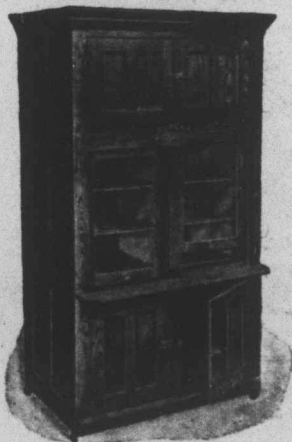
Glasgow - Scotland

CANADIAN DISTRIBUTORS:

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

EUREKA

Twenty-seven years of Eureka
Refrigeration



Over a quarter century experience behind the manufacture of Eureka Refrigerators serves well to make this line the Standard of the Canadian Market. Eureka on a Refrigerator is a guarantee of perfection. The Eureka contains no zinc or galvanized iron or other offensive material likely to conflict with the Pure Food Laws. The Eureka way is the dry cold circulating-air way.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET
TORONTO

Montreal Representative
JAMES RUTLEDGE Telephone St. Louis 3076
Distributing Agents, **WALTER WOODS & CO.,** Winnipeg
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

Think It Over!

Isn't it worth while to handle a line that the women want? Such a line is

Black Knight Stove Polish

which produces a lasting jet black polish in the minimum of time and with the minimum of 'elbow grease.'

Moreover, there's a 'worth while' margin of profit for you in selling 'Black Knight.'



F. F. DALLEY CO., Limited

Hamilton, Canada

Buffalo, U.S.A.

ANTI-DUST Sweeping Powder

Will soon be common words in every household in Canada as the goods bearing this name are becoming more than popular. They are just what the housewife wants, price, reasonable and quality there all the time.

ANTI - DUST — The most successful sweeping compound on the market today. Disinfects, deodorizes, and makes microbes impossible.

Anti-Dust is needed everywhere. Are you going to profit by helping us distribute this modern necessity?

SAPHO MFG. CO., LIMITED, MONTREAL

MacLaren Imperial Cheese Co., Ltd., Toronto, Ont., Distributors for Ontario.

Lauro Chemical & Perfumery Co., City of Ottawa, Ont.
Fenwick, Hendry & Co., Kingston, Ont.
Albert Dunn, 67 St. Peter St., for Quebec City.

ROSE QUESNEL

A Pure Canadian Smoking Tobacco

specially selected and perfect in every respect. Delightfully cool and sweet in its natural fragraney.

and

KING GEORGE

NAVY PLUG

A Chewing Tobacco

surpassing all others in quality and flavor. Deliciously sweet and non-irritating.

QUALITY backed up with extensive advertising make them profitable to handle.

Rock City Tobacco Co., Limited
Quebec

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA

TUCKETT LIMITED

Hamilton,

- - - - -

Ontario

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

FOR SALE—AN OLD ESTABLISHED GROCERY business in a flourishing city in the Maritime Provinces, doing a business of thirty thousand dollars a year, and showing a net profit of twenty-five hundred to three thousand dollars. Present owner forced to sell owing to poor health. Apply care of Box 455, Canadian Grocer, Toronto.

FOR SALE—1 COMPUTING SCALE, MADE by Messrs. C. Wilson & Son; 12 counter-seats, 1 small coffee mill. These are second-hand, but in A1 condition. Thos. Mulcahy, Ltd., Orillia, Ont.

SITUATION VACANT

GROCERY SALESMAN—THOROUGHLY EXPERIENCED, capable taking charge if necessary. Send references, full particulars with application. W. E. Baker, Lindsay, Ont.

WANTED FOR LARGE RETAIL BUSINESS, first-class experienced grocer. Must have thorough knowledge of good class of trade and ability to take charge where large number of clerks are employed. Man with special knowledge of coffees preferred, but must have general knowledge of groceries and have executive ability. First class references required. Salary will be satisfactory to right man. Apply Box 456, Canadian Grocer, Toronto.

MISCELLANEOUS

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

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

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

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

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

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

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

MISCELLANEOUS

MODERN FIREPROOF CONSTRUCTION — Our system of reinforced concrete work—as successfully used in many 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.

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

THE QUICK TICKET PRESS ENABLES you to produce your price tickets in any style or color you need them, perfectly printed, saving you from 50 to 500%. Prices \$3, \$6, \$10. Lists free. Adams' Patents, Bolton Road, Eastbourne, England.

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)

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

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

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

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

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

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

ADDING TYPEWRITERS WRITE. ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 314, Stair Building, Toronto.

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



TANGLE-FOOT FLY PAPER
The only Sanitary and Non-Poisonous Fly Destroyer.

Headquarters for Maple Flavor

We can supply anything wanted in Maple Flavor

We can quote BETTER PRICES than you are NOW PAYING

Be sure and ask us to quote—it's to YOUR ADVANTAGE

THOMAS HENDERSON
Manufacturing Chemist
86 FULTON ST., NEW YORK

Grocery Advertising
By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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

Buyers' Guide

COMPLETE YOUR TOBACCO DEPT.
by stocking and selling
PURE CANADIAN LEAF.
Attractive prices. We have a good assortment of pipes.
J. A. FOREST.
180 Amherst St., - - - Montreal.

GOODS HIGHEST QUALITY PRICES ALWAYS RIGHT
That's Our Policy.
PAPER BAGS—WRAPPING PAPER.
How is your stock? Don't forget to give us a call when you begin to get short.
COUVRETTE & SAURIOL
Wholesale Grocers - - - Montreal.

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

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.

COMTE'S COFFEES
Satisfy every user. Let's tell you why.
Address
146 St. Urban St. - - - Montreal

We have the only **FIREPROOF WAREHOUSE** in **WESTERN ONTARIO**, and solicit your business for Storage and as Forwarding Agents.
THE FIREPROOF WAREHOUSING CO., LTD., London, Can.

THE "WANT AD."
The "want ad." has grown from a little used force in business life, into one of the great necessities of the present day.
Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.
The "want ad." gets work for workers and workers for work.
It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.
The "want ad." is the great force in the small affairs and incidents of daily life.

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

TURKISH DELIGHT!
"Sultana" Brand.
The real stuff. Absolutely delicious. Big profit and steady demand when introduced. Packed attractively. Agents write:
ORIENTAL PRODUCE CO., MONTREAL
Ontario Agents:
MacLaren Imp. Cheese Co., Ltd., Toronto.

OLYMPIA AND BEN BEY CIGARS
are good smokers and sellers
Ed. Youngheart & Co., Limited.
Montreal, P. Q.

PICKLES & CATSUP
Reputable high-class goods at reasonable prices. You can have the same if you stock our lines. Write for particulars.
H. BOURQUE & SON
MONTREAL.

SUCHARD'S COCOA
You want Quality Cocos all the time, Mr. Grocer. It will not pay you to sell a tin on which you cannot rely. We can prove beyond a doubt the high quality of Suchard's. Remember:—
Suchard's. Suchard's. Suchard's.
FRANK L. BENEDICT & CO., Montreal
Agents.

FRUIT PULPS
Bitter Oranges and Peels
F. KESSELL & CO. 7-8, The Approach
London Bridge, London, Eng.

GRATTAN & CO., LTD.
ESTD. 1825
THE ORIGINAL MAKERS OF BELFAST GINGER ALE
Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street - VANCOUVER, B.C.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried, Evaporated and Canned Apples.
Ingersoll, - - - - - Ontario
Established 1888.

Let Us Make Your Store Fixtures
We have fitted up some of the most elaborately finished stores in Canada. Why not yours? Our quotations are attractive and all orders are filled in specified time. No disappointments. Write when in need.
S. MENNIER & FILS
Pie IX Ave., Maisonneuve, P.Q.

Biscuits and Confectionery
Big range from which to choose your Christmas stock. Only the highest grade goods made. Prompt attention given all orders.
See Our Travelers.
THE AETNA BISCUIT CO., LTD., MONTREAL.

BAKE OVENS
Baking Decks of Scotch Fire Brick, Sectional Steel Ovens that can be placed anywhere.
Bread Racks, Proof Boxes, Pans and every necessity for the Bake Shop.
Write for General Catalog.
The BRANTFORD OVEN AND BAK CO., LTD., Brantford, Canada

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. **GEO. J. CLIFF, Manager**

"NO-DUST"
Means no dust, no germs
A strong, pleasant, disinfectant sweeping compound, in bulk only
No-Dust Mfg. Co.
8 Market Sq., - - - - - St. John, N.B.

A Money-Maker

Sells for you without trouble. Makes large increase in your gum sales. Write for full particulars to Canadian Agents.
Weir Specialty Co. LIMITED
561-563 Yonge Street, Toronto, - - - - - Ont.

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES.

ESCOTT & HARMER
 Successors to W. H. ESCOTT CO.
 WHOLESALE GROCERY
 BROKERS, COMMISSION MERCHANTS and MANUFACTURERS' AGENTS
 OFFICES:-
 Winnipeg, Regina, Calgary, and Edmonton

JOHN J. GILMOR & CO.
 Wholesale Manufacturers' Agents and Commission Brokers
WINNIPEG, MAN.
 Covering Manitoba, Saskatchewan and Alberta. We can give special attention to a few more first class lines. Domestic and Foreign agencies solicited.

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

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

The J. J. TOMLINSON CO.
WINNIPEG
 Wholesale Grocery Brokers. Office and Track Warehouse, 92 Alexander St. E.
 Correspondence solicited on domestic and foreign lines.

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

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

WESTERN PROVINCES—Continued.

WESTERN DISTRIBUTORS LIMITED
 Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
 Saskatoon - Western Canada

G. C. WARREN
 Box 1026, Regina
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
 Trade Established. 15 Years
 Domestic & Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
 P. O. Drawer 99
EDMONTON, ALBERTA.
 Manufacturers' Agents, Commission Merchants, Warehousemen.
 Track connection with all Railroads.

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

Eastern Manufacturers Limited
 Manufacturers' Agents,
 Saskatoon, Saskatchewan.
 Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

THE WESTERN BROKERAGE & MANUFACTURER'S DISTRIBUTING CO.
 Commission Brokers, Customs Brokers and Manufacturers' Agents, Shipments stored and distributed. Bonded warehouse in connection. Your business solicited.
 222 Ninth Ave. West - Calgary, Alta.

HOLLOWAY, REID & CO.
 Cor. Vermillion Ave. and 5th St.
EDMONTON - ALBERTA
 Importers and Manufacturers' Agents
 We specialize in Biscuits and Candies
 We are still open for a few good Agencies

ONTARIO.

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

ONTARIO—Continued.

NORMAN D. McPHIE
 Merchandise Broker
 27 Federal Life Bldg., Hamilton, Ont.
 Established 1903
 Offers for prompt shipment in wholesale lots
 1912 Crop {
 White Beans
 Split Peas
 Evaporated Apples
 Split Lentils

Leading Brokers in Canada
 for
Evaporated Apples
 Wire or write us for Prices.
W. H. MILLMAN & SONS
 Wholesale Grocery Brokers
 Toronto, Ont.

W. G. A. LAMBE & CO.
TORONTO
 Grocery Brokers and Agents.
 Established 1885.

MacLaren Imperial Cheese Co. Limited
DEPARTMENT AGENCY
 Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

THE MARSHALL BROKERAGE COMPANY
 67 Dundas St., LONDON, ONT.
 Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

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

Manufacturers' Agents and Brokers' Directory

(Continued.)

MARITIME PROVINCES.

C. E. CREIGHTON & SON

Brokers and Commission Merchants
Manufacturers' and Millers' Agents
HALIFAX, - NOVA SCOTIA
Domestic and Foreign Agencies Solicited

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION-MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. High-
est Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

BRITISH COLUMBIA.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale
Commission Agents
383-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class
Grocery Agencies. Highest References.

QUEBEC.

L. EMILE GABOURY

Manufacturers' Agent and Commission
Merchant.
235 St. John St., QUEBEC, CAN.
Correspondence solicited with brokers or
manufacturers looking for a reliable rep-
resentative. Can furnish best of refer-
ences.

Your card in our MANUFACTURERS'
AGENTS AND BROKERS' DIREC-
TORY pages will keep you in touch
with every manufacturer at home and
abroad, who is looking for agents to
represent him in Canada.

Many of the best British and for-
eign agencies in Canada have been
secured through the cards on these
pages.

One of the most successful re-
tailers of late years says: "When
a firm advertises in trade papers it
is getting into good company. As
I pick up one of a dozen of these
periodicals here in my office, and
glance through it, I find that the
best people, the successful firms,
are represented in such a way as to
reflect their importance in the
trade."

**SHIP YOUR CARS TO
FERGUSON'S SIDING**

Cars continually loading for all cities in the West and Northwest.
Inland Revenue and Customs Bonds.
Our siding is on G.T.P. and C.N.R., inter-switching with C.P.R. and Midland
Railway. Cars distributed carefully.
FERGUSON BROS., Warehousemen,
123 Bannatyne Ave., WINNIPEG, Can.
We have records in our vaults covering ten years' satisfactory service.

The failure to stock some standard commodity may be the
means of a merchant losing trade.

Mathieu's Nervine Powders



are recognized everywhere as a speci-
fic remedy in all cases of headaches,
and they can be recommended by
every merchant with perfect safety
as an effective remedy. Don't lose
trade by allowing your supply to run
short.

If you don't know them, try
Mathieu's Nervine Powders yourself
at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is
recognized as a safe and effective cure.

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

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



Don't Be In Doubt
About Your
Money

We can collect those bills
outstanding and make
your ledger look like
something, something
that you will look with
satisfaction on.

No Collection No Fee
Send for forms and give us a trial.
Highest recommendations.

Nagle Mercantile Agency
Westmount, P.Q.

The
CONDENSED AD.
PAGE
WILL INTEREST YOU

**Grocery
Advertising**

By Wm. Borsodi

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

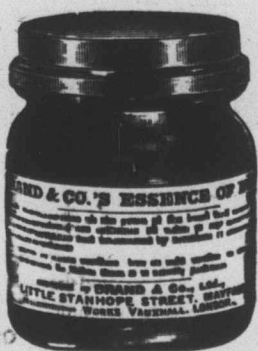
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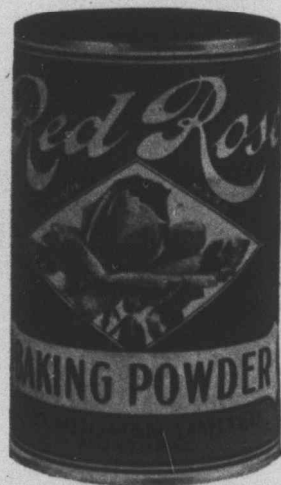
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