

# CANADIAN GROCER

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

Montreal: 25-26 Square Towering Bank Bldg.

London: 22, 23, 24, Fleet St., E.C.

Toronto: 14-16 University Ave.

New York: Rooms 110-111, 142 Broadway.

Wharfedale: 22 Union Bank Building

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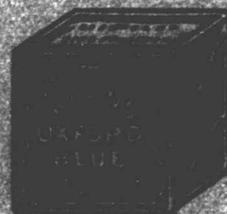
PUBLICATION OFFICE: TORONTO, DECEMBER 2, 1910

NO. 49.

There's a world-wide reputation

to be kept up by the manufacturers of

KEEN'S OXFORD BLUE



and you may be sure no stone will be left unturned  
to maintain that reputation.

"KEEN'S BLUE" is best laundry blue, and all care-  
ful housewives specify it. See you are well stocked.

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

Agents for the Dominion of Canada

NOW IS THE TIME TO BUY SYRUP

and the best "SELLER" on the market is

"CROWN BRAND CORN SYRUP

Made Only by

**The Edwardsburg Starch Co., Limited**

Montreal:  
Office

Cardinal:  
Works

Toronto:  
Office

THE CANADIAN GROCER

# WHAT MADE CANADA FAMOUS?

## MACLAREN'S CANADA CREAM CHEESE

### Be Wise—Sell It—Over 30% Profit

MacLAREN'S CANADA CREAM CHEESE is a cheese of perfect flavor and texture, milder than MacLaren's Imperial Cheese. Economical, convenient and a sure winner, as it is always the same, and saleable at popular and profitable prices.



Small Size Package

### MacLAREN'S CANADA CREAM CHEESE

(in three sizes)

Small Size Round Package, in Tin Foil, 90c. dozen, in 1-doz. cartons, in 5 and 10 doz. cases.

Medium Size, 2 doz. packages in case, \$1.30 doz.

Large Size, 1 doz. packages in case, \$2.30 doz.

Delivered at above prices to points in Ontario, Quebec and Maritime Provinces.

QUALITY  
COMBINED  
WITH  
PROFIT



(Medium Size Package)

IT  
CREATES  
THAT TASTE  
FOR MORE

FOR SALE BY ALL FIRST-CLASS JOBBERS

MANUFACTURED AND GUARANTEED PURE BY

## MACLAREN IMPERIAL CHEESE COMPANY LIMITED

WHO ALSO MANUFACTURE

MacLAREN'S IMPERIAL CHEESE  
MacLAREN'S IMPERIAL OLIVES  
MacLAREN'S IMPERIAL HONEY

MacLAREN'S IMPERIAL PEANUT BUTTER  
MacLAREN'S IMPERIAL DESSERT JELLY  
MacLAREN'S IMPERIAL PREPARED MUSTARD

### Toronto, . Canada

**"CANNED  
by GRIFFIN"**

Until you break the shell of a nut you are wholly in the dark as to the quality of the meat therein. A fair exterior often covers an unsatisfactory interior. Quality depends largely upon reputation—you've got to be guided by that. Be guided, then (*if seeking highest quality in*

*Canned Fruits*), by these three words, "Canned by Griffin," and you'll be absolutely safe.

**Griffin & Skelley  
Canned Fruits  
and Asparagus**

Canned Apricots, Canned Peaches, Pears, White Cherries, Black Cherries, Damson Plums, Egg Plums, Golden Drop Plums, Green-gages, Raspberries, Strawberries. By the three words, "Canned by Griffin," you know these products as safe canned fruits to buy and sell.





Montreal Office

# Manufacturers' Agents and Brokers' Directory

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



Winnipeg Office

<p><b>R. B. Colwell</b> BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS <b>E. D. Smith Lowneys Toblers</b></p>	<p><b>W. S. CLAWSON &amp; CO.</b> Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, N.B. Open for a few more first-class lines.</p>	<p><b>MacLaren Imperial Cheese Co.</b> Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich</p>
<p><b>J. W. GORHAM &amp; CO.</b> JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p>When you want a right price on Good Currants for import, wire or write us.</p>	<p>ON SPOT. Finest 4 and 5 Crown Table Figs, 10 lb. boxes. New Selected 3 Crown Shelled Almonds Prices Right. <b>Lind Brokerage Company</b> 73 Front St. E., Toronto</p>
<p><b>FOR SALE</b> Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. <b>J. T. ADAMSON &amp; CO.</b> Customs Brokers and Warehousemen 27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p><b>W. H. Millman &amp; Sons</b> Wholesale Grocery Brokers TORONTO</p>	<p><b>WANTED</b> A live firm in each of the Provinces of Canada to take the selling con- trol of Invalid Fluid Beef. Address replies to (Invalid Oxvil) 309-311 King Street West, Toronto</p>
<p><b>ROBERT ALLAN &amp; CO.</b> MONTREAL General Commission Merchants Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.</p>	<p>NEWFOUNDLAND <b>T. A. MACNAB &amp; CO.</b> ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful at- tention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A.B.C. 5th edition, and private.</p>	<p><b>WATSON &amp; TRUESDALE</b> (Successors to Stuart, Watson &amp; Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, MAN. Domestic and Foreign Agencies Solicited</p>
<p><b>WESTERN DISTRIBUTORS LIMITED</b> Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our posi- tion is your opportunity. SASKATOON, WESTERN CANADA</p>	<p><b>G. C. WARREN</b> Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p><b>WINNIPEG</b> <b>H. G. SPURGEON</b> Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited. 230 Chambers of Commerce. P.O. Box 181</p>
<p><b>BUCHANAN &amp; AHERN</b> Wholesale Commission Merchants and Importers QUEBEC, P.Q. Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grains, Mill Feed, Fish, Fish Oil, Etc. Correspondence Solicited. P.O. Box 29</p>	<p><b>W. G. A. LAMBE &amp; CO.</b> TORONTO Grocery Brokers and Agents. Established 1885</p>	<p><b>DISTRIBUTORS, LIMITED</b> P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Mer- chants, Warehousemen. We sell direct from the Manufacturer to the Retail Track connection with all Railroads.</p>
<p><b>M. Allan Deans</b> GROCERY BROKER AND MANUFACTURERS' AGENT Bank of Hamilton Chambers, 34 Yonge St., Toronto Domestic and Foreign Agencies Solicited.</p>	<p>If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is <b>The Irish Grocer, Drug, Provi- sion and General Trades' Journal.</b> 10, Garfield Chambers, Belfast, Ireland</p>	<p><b>A. Francois Turcotte</b> COMMISSION MERCHANT Room 16 Morin Block Quebec City, Canada Open for one or two more agencies. <b>Black Tea Agency Wanted.</b> Good Openings here for Lard, Oats, Boiling Peas. <b>HAVE YOU ANY TO OFFER?</b></p>
<p><b>M. Allan Deans</b> GROCERY BROKER AND MANUFACTURERS' AGENT Bank of Hamilton Chambers, 34 Yonge St., Toronto Domestic and Foreign Agencies Solicited.</p>	<p><b>W. G. PATRICK &amp; CO.</b> Manufacturers' Agents and Importers 77 York Street, Toronto</p>	

J. F. EBY, Pres.  
HUGH BLAIN, Vice-Pres.

A chance  
to get in right on **Seeded Raisins**

Freshly seeded 1909 crop. Fancy and Choice 16-oz. pkgs., at right prices

We are quoting very  
low prices on

**New Dates**

**Fards  
Hallowee**

**“Webbfoot” Oregon Prunes**

New crop—30/40, 40/50, 50/60, 60/70, 70/80

OUR PRICES ARE ROCK BOTTOM.

Now is your chance to stock up on

We are quoting low prices  
f.o.b. factory

**Mixed Pickles**

—5-gallon pails—

**EBY-BLAIN, LIMITED**

Wholesale Grocers

TORONTO

**Ram Lal's Pure Tea**

wins its way easily with high-class trade

**BECAUSE**

It is carefully grown, expertly blended,  
and sealed in lead packets, to retain all  
its natural fragrance.

**Ram Lal's Pure Tea Co., Limited**

MONTREAL, CANADA



Winnipeg Office

**Cheese Co.**

MENT  
ss and Wholesale  
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TROT, Mich

15 Crown Table  
oxes.

Shelled Almonds  
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**Company**  
Toronto

**ED**

the Provinces  
selling con-  
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(xvii)

West, Toronto

**UESDALE**  
Watson & Co.)

Brokers and  
Agents.

MAN.

encies Solicited

**PEG—  
GEON**

Manufacturers' Agent  
Agencies Solicited.  
P.O. Box 181

**LIMITED**

ALBERTA  
Commission Mer-  
chandise.  
Manufacturer to the Retail  
on all Railroads.

**Turcotte**

MERCHANT

in Block  
Canada

more agencies.  
cy Wanted.

s here for  
illing Peas.

**TO OFFER?**



THERE are a good many housekeepers in every neighborhood who, if they were not already using COWAN'S Cake Icings, would do so if they knew how good and how convenient they are. That means a profitable trade for the Grocer who develops it. Why shouldn't you be the one? With Cowan's Cake Icings no eggs are required. The directions are on the package.

THE COWAN CO., LIMITED : TORONTO



# Teas, Coffees and Spices

We have a **LARGE** assortment bought **PREVIOUS** to the advance. **OUR FORMER** Quotations attracted a great deal of **ATTENTION**, and brought us **INCREASED** business.

**SPECIAL QUOTATIONS ON NEW CROP TEAS FOR THE BALANCE OF THIS YEAR.**

	per pound.
500— $\frac{1}{2}$ chests and caddies Black and Green Teas .....	@ 12 $\frac{1}{2}$ 15 to 18c
350— $\frac{1}{2}$ chests JAPAN teas, good CUP QUALITY .....	@ 17 $\frac{1}{2}$ 18 $\frac{1}{2}$ to 20c
100— $\frac{1}{2}$ chests HIGH GRADE EARLY PICKED Japan Teas .....	@ 25 28 to 30c
1,500—chests & $\frac{1}{2}$ chests CEYLON Blk. Teas (good style & Cup quality) .....	@ 16 $\frac{1}{2}$ 17 $\frac{1}{2}$ to 18 $\frac{1}{2}$ c
1,250—chests & $\frac{1}{2}$ chests Cey. Green & Gunpowder Teas (extra values).....	@ 18 $\frac{1}{2}$ 20 to 22c
300— $\frac{1}{2}$ chests HIGH GRADE Ceylon Green & Black Teas .....	@ 25 28 to 30c

**RO-SI-CO BLENDED TEAS** in chests and  $\frac{1}{2}$  chests to retail at 30c and 40c per pound. These blends of Tea are becoming very popular with the trade and show them good margin of profit.

**WE CONTROL** the agency for Ro-Si-Co blends.

**COFFEES.** Get our prices before purchasing elsewhere. Our Values speak for themselves.

Mail orders and inquiries promptly attended to.

**Robert Simpson & Co.,** IMPORTERS OF TEAS, COFFEES AND SPICES

Phone 3541.

COR. GORE and HEWSON STREETS, HAMILTON, ONT.



## SANITARY CANS

FOR

### WINTER PACK

OF

BAKED BEANS, SOUPS,  
MEATS, CONDENSED MILK,  
EVAPORATED MILK. \* \*

**Sanitary Can Co., Ltd.,**

Niagara Falls, Ont.

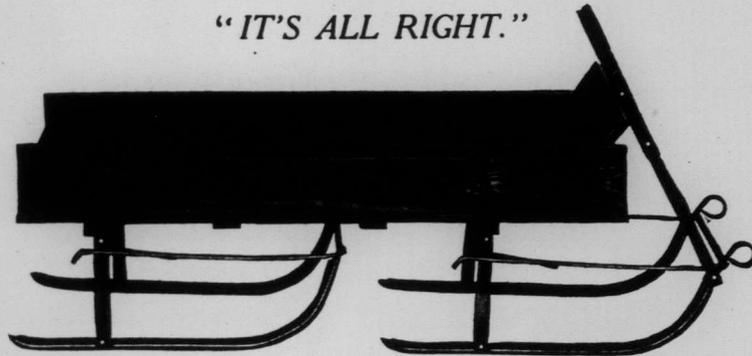
"Make the Boy Happy."

# This Sleigh Given Away Free!

With a 25-Box Order of

## COMFORT SOAP

*"IT'S ALL RIGHT."*



Malleable Bobs

Strong and  
Light

Box 36 x 18

Also given with a 10-Box Order and \$2.00.

Or given with a 5-Box Order and \$2.50.

# Comfort Soap has the Largest Sale in Canada

## Why Not Sell the Soap Most in Demand?

Five box lots and less than ten (with premium).....	\$4.15
Ten box lots and less than twenty-five (with premium).....	4.05
Twenty-five box lots (with premium).....	4.05

Send for our Illustrated Price List.

**Pugsley, Dingman & Co., Limited**  
TORONTO

ected a

pound.  
to 18c  
to 20c  
to 30c  
to 18½c  
to 22c  
to 30c  
of Tea

TEAS,  
SPICES

, ONT.

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JPS,  
MILK,

✻ ✻

.td.,



# OXO



We are telling the public in our newspaper advertisements OXO is so economical and handy it saves dollars and cents. We would impress on the trade that there are many extra dollars to be made out of the OXO trade. Let us hear from you and help you to get your share.



## CORNEILLE DAVID & CO.

25 Lombard Street : : : TORONTO  
 52 Nicholas Street : : : OTTAWA

334 Clarence Street : LONDON, ONT.  
 41 Common Street : : MONTREAL

# GORGONZOLA CHEESE

One of the choicest of Italian makes of cheese.

Our first consignment just in.

Our cheese is made by GIOVANNI COLOMBO, who was awarded the Grand Prix at the Brussels Exhibition, as well as the Gold Medal for Gorgonzola Cheese.

This brand is different from others in that it is *new*. It has not been in cold storage all Summer. Absolutely fresh, and in perfect condition.

**TO  
JOBBER:**

We can quote you very special prices, owing to the size of our consignment

Obtainable in tubs, one 20 lb. loaf to each tub.

**INQUIRIES.**—From Ontario, to our Toronto Office.  
From rest of Canada, to our Montreal Office.



## SURE SELLERS THE YEAR 'ROUND

Educate your trade out of buying dusty, far-from-fresh bulk crackers. Push McCormick's Fancy Jersey Cream Sodas — the finest sodas baked anywhere—and make bigger profits and gain more friends. Packed only in five and ten cent packages — not sold in bulk.

This Cut Represents Our  
Fancy Jersey Cream Sodas



McCormick's are always crisp, delicious, satisfactory. Once introduced into a household, that family will want no other sodas. And our advertising --- with the rare quality we bake into these sodas---makes the first sale easy.

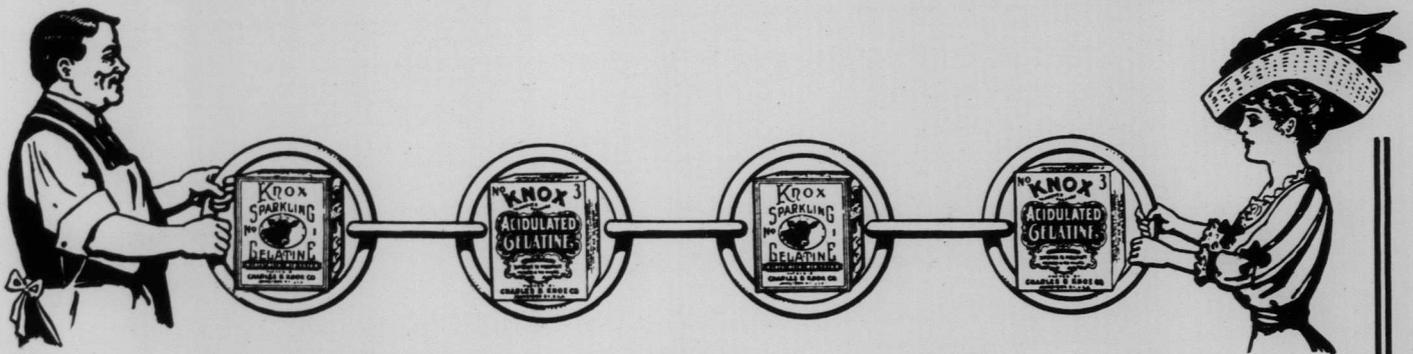
KEEP THOSE SODAS ALWAYS IN STOCK

# MCCORMICKS

## OF LONDON

COUNT ON PROMPT DELIVERY  
FROM OUR WAREHOUSES AT

Montreal    Ottawa    Kingston  
Hamilton    Winnipeg    Calgary



## Knox Gelatine Creates a Chain of Sales and Ties Your Customers to You

Your customers will always buy KNOX GELATINE once you start them because of its Purity and Quality and because it makes a pint to a quart more gelatine than other kinds. It's easy to start sales because our extensive advertising has made "KNOX GELATINE" the household word for "delicious desserts." KNOX GELATINE sells at 15 cents a package and pays you a good, big profit—PUSH IT.

Charles B. Knox Company, :: :: Johnstown, N.Y.  
Branch Factory: Montreal, Canada

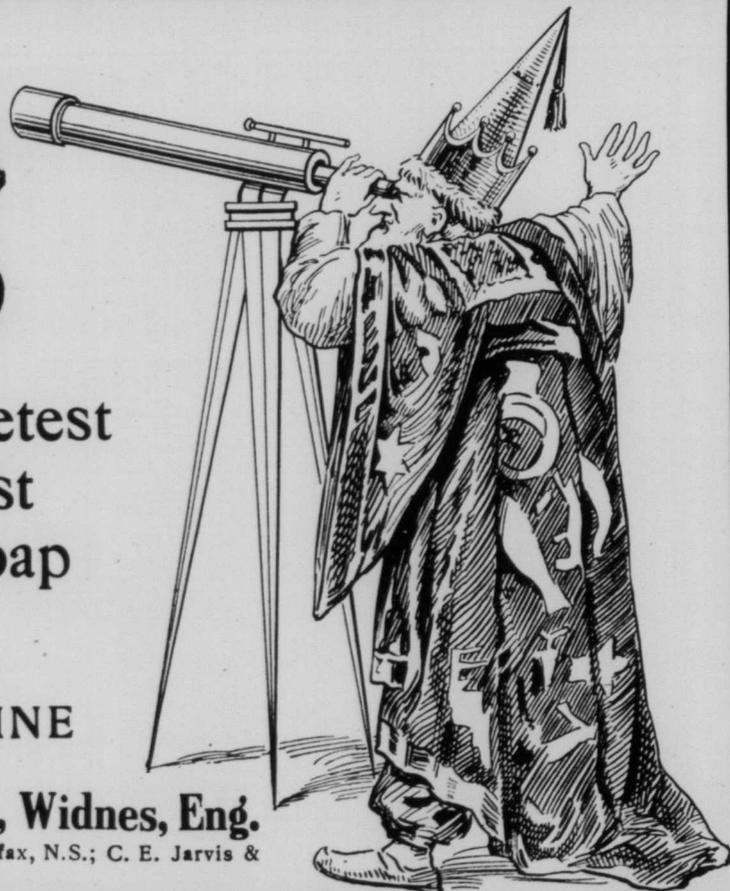
# Gossages' Magical Soap

The Best, The Sweetest  
and The Cheapest  
Free Lathering Soap  
in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



The Original

## When You Sell Borden's Brands—

You know when you sell a customer Eagle Brand Condensed Milk or Peerless Evaporated Cream, that you have sold the best the world produces. Merchants all through Canada find it profitable to specialize on these brands, and besides, they get a lot of satisfaction out of it as well.

HAS BEEN BEST FOR OVER 50 YEARS

Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co.,  
Vancouver, Victoria, Nelson and Calgary.



THE CANADIAN GROCER



**H**AVE you written for our special proposition, which means more profit to the Dealer?

This good old Soap has been a household name for over fifty years, and the new bar improved, both in quality and appearance, is making new friends every day. Sells Five Cents straight.

Don't wait. Send a post card to-day to

**The Richards Pure Soap Co., Limited, Woodstock, Ont.,** or to any wholesaler

## Stop Egg Breakage!

Retailers all over the world are using

### **Star Egg Carriers and Trays For Safe Egg Delivery**

They prevent Breakage and Miscounts.

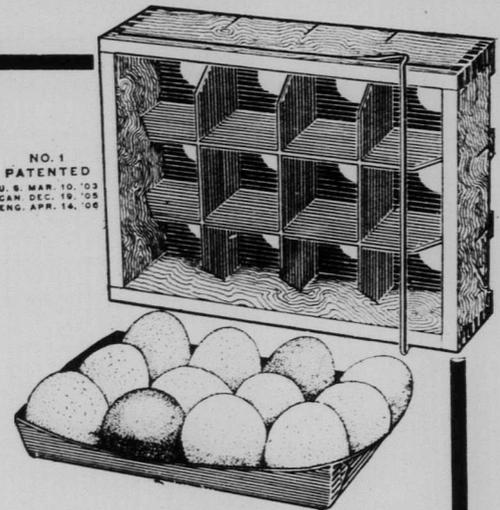
Save Time and Customers.

We can show you how to make an extra profit of 1c. on every dozen eggs you deliver. The STAR SYSTEM is cheaper to use than paper bags or boxes.

Write to-day for our booklet "NO BROKEN EGGS," then order through your Jobber.

It will save you MONEY!

NO. 1  
PATENTED  
U. S. MAR. 10, '03  
CAN. DEC. 19, '05  
ENG. APR. 14, '06



MADE IN ONE AND TWO DOZ. SIZES

Henry Ollman, Elgin, Ill., writes---

The STAR EGG CARRIERS and TRAYS that I purchased of you are the best ever. There is no loss of carriers, or broken eggs, and I feel that they are the cheapest for any grocer who delivers by wagon.

**STAR EGG CARRIER & TRAY MFG. CO.**

1550 JAY STREET, ROCHESTER, N.Y.

## Grocers of Northern Saskatchewan!

You save freight when buying from  
our new Prince Albert Warehouse—



PACKERS OF  
"TRIAN"  
BRAND

PURITY  
GUARANTEED

You get the full advantage of the carload rate on all your purchases—small and large. Figure out how much freight charges add to your cost of doing business. Then communicate with us at our Prince Albert Warehouse and see what a big saving you can make by placing all your orders with us at this point.

YOUR INQUIRY WILL RECEIVE OUR IMMEDIATE ATTENTION

## CAMERON & HEAP, Limited

Importers and Wholesale Grocers

REGINA, SASK.      FORT WILLIAM, ONT.      KENORA, ONT.      PRINCE ALBERT, SASK.



## BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

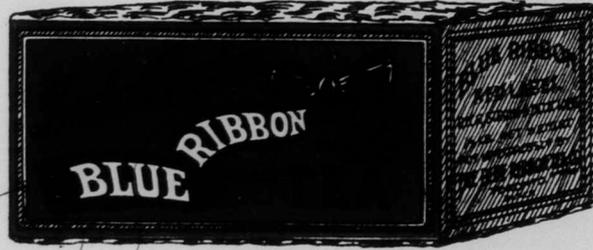
WRITE FOR PRICES AND INFORMATION.

### THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. G. Hannah, London, Ont.; G. Wallace Weese, Hamilton;  
H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

THE CANADIAN GROCER

# TEA PERFECTION



What we would like you to answer for your own satisfaction, as well as ours, is this: Would BLUE RIBBON TEA ever sell so steadily and largely as it does if it did not possess these two outstanding characteristics?

**Most economical  
to the housewife**  
**Best value for the  
dealer to recommend**

You cannot sell tea to-day unless it possesses these features to some extent, and you cannot sell tea as largely as we sell BLUE RIBBON TEA unless it possesses these outstanding qualities in a very marked degree.

There are other features favoring BLUE RIBBON TEA that we need not dwell upon, but we would gladly tell you about them.

**The Blue Ribbon Tea Company**  
**Montreal**

Canada

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**N.B.**

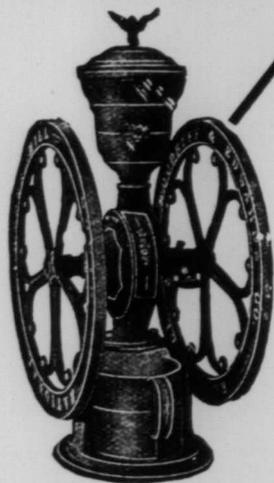


**H**AVE you written for our special proposition, which means more profit to the Dealer?

This is the Soap most women are going to choose, because it softens the water, goes further, and does better work in either cold, warm, or hot water. Sells Five Cents straight.

Don't wait. Send a post card to-day to

**The Richards Pure Soap Co., Limited, Woodstock, Ont.,** or to any wholesaler



### Built on Merit

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

### ELGIN

#### NATIONAL COFFEE MILL

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

Ask any of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).  
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.  
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.  
TORONTO—Eby, Blain, Ltd.  
LONDON—Gorman, 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.

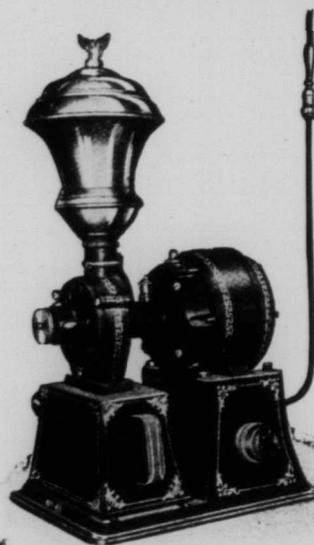
MADE BY

**Woodruff & Edwards Co.**

ELGIN, ILL., U.S.A.

### The Mill They All Want

#### AND THE REASON WHY



Because it represents the greatest real Value of Material, Quality and Workmanship at the Lowest Price.

Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

No. 40—D.C.—\$65.00  
No. 45—A.C.—\$75.00

### COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

**P**ERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



**O**UR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

**GORMAN, ECKERT & CO.,**

**Ltd., London, Winnipeg**

**Wake Up!!!  
and Sell  
Baird's Sauce**



**"The  
Best**

**of All  
Sauce"**

Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto  
—604 Lindsay Building, Montreal; W. L. McKenzie & Co., Win-  
nipeg; R. Robertson & Co., Vancouver and Victoria.

**The why and the  
wherefore**

of superiority in soap lies in one test—that of PURITY.

**ASEPTO  
SOAP POWDER**

**"The enemy of dirt"**

qualifies A1 in this respect and is moreover a very economical soap. An introduction of ASEPTO into any household means constant repeat orders.

**ORDER FROM YOUR JOBBER**

**ASEPTO MFG. CO.  
ST. JOHN, N.B.**

**THE LINE OF SUSTAINED PROFIT**

Especially in your brands of Canned Fish, care in selection is essential! And you'll find

**"KING OSCAR" BRAND  
NORWEGIAN SARDINES**

always uniformly pure, sweet and well packed. They are genuine satisfaction-givers and profit-producers.

It will pay you to feature "King Oscar" Brand.

Ask your wholesaler for them.

**John W. Bickle & Greening (J. A. Henderson) Hamilton, Ont.**



THE WORTH OF  
**WHITE SWAN**

PERFUMED **100** /o POWDERED

**LYE**

HAS BEEN PROVEN BEYOND DOUBT  
**BY HUNDREDS**  
**OF AGGRESSIVE GROCERS**

**A SIMPLE TRIAL**

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE **PURE** LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

**Century**  
**IT SELLS!**  
**Salt**

It's being brightly advertised in Ontario's best dailies. It's got 'the' quality to back up everything we say for it. Just stock "Century Salt"—best for table, best for dairy—and your customers will keep it moving. We deliver quickly.

Write off to-night for our Price List

**Dominion Salt Company, Limited**

Manufacturers and Shippers

SARNIA, ONTARIO

The Demand for **SAUERKRAUT**  
is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

SALES DEPARTMENT  
**ONTARIO SEED CO., Successors, WATERLOO, ONT.**



**A Strong Combination :**

UTILITY CLEANLINESS ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue  
"Modern Grocery Fixtures."

**Walker Bin Store Fixture Co. LIMITED**

REPRESENTATIVES:—  
Manitoba: Watson & Truesdale, Winnipeg, Man.  
Saskatchewan and Alberta: J. C. Stokes,  
Regina, Sask.  
Montreal: W. S. Silcock, 33 St. Nicholas Street  
**Berlin, Ontario**



### A PULL TURNS ON THE LIGHT

Better than electricity or city gas, cheaper than coal oil or candles. Steady, white, brilliant; 1/4 cent per hour for 500 candle power. Lighted or extinguished by a pull of chain and regulated to any desired candle power in the same way. Absolutely Safe, permitted by all insurance companies. More Light Means More Business. Delivered ready for any one to install. Write now for circular and special price to merchant direct. For stores, homes, churches, hotels, etc. First class agents wanted.

**MACLAREN & CO.,**  
Gasoline Lighting Systems  
MERRICKVILLE, - - - ONT.

### CASH or PARCEL CARRIERS

SAVE TIME & MONEY



#### OUR GUARANTEE

We will install a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY  
99 ONTARIO STREET TORONTO. ONT.  
EUROPEAN OFFICE: 115 HOLBORN LONDON E.C. ENG.

BRANDS

### "BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

### St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

**J. MALCOLM & SON**

ST. GEORGE,  
ONT.



### Stop and Consider

what it means to have lines which will make customers! Stock

## Rowat's

## Pickles

AND

## Paterson's

## Sauce

and you will materially strengthen your hold on your trade.

## Rowat & Co.

Canadian Distributors:

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

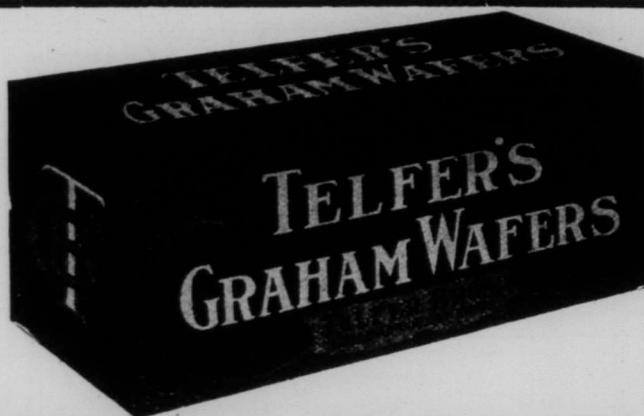


## The Package of Quality!

You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS - if they come from Telfer Bros. They are golden-brown squares of nourishment, and always reach you in a fresh and appetizing condition.

Feature this line. It pays!

Telfer Bros., Limited, Collingwood, Ont.  
Branches: Toronto, Winnipeg, Hamilton, Fort William



## New Customers

For You

Nothing like getting and KEEPING new trade, and you can do both by handling

## Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca.

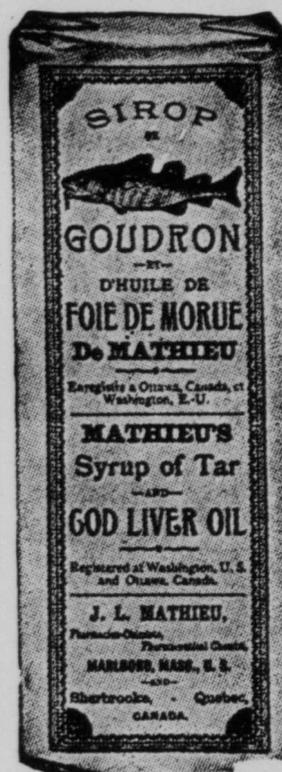
Nothing like it—absolutely the purest tapioca made.

Your jobber has it.

MINUTE TAPIOCA CO.

ORANGE MASS.

Canadian Representatives:  
Canadian Specialty Co., Toronto  
R. B. Hall & Son, Montreal  
W. S. Clawson & Co.,  
St. John, N.B.



## MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

It is a sure seller.

## MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

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

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

## "CANADA FIRST"



## EVAPORATED CREAM

The most perfect substitute for Fresh purity and quality of every can of unreservedly guaranteed. Order from your jobber.

Cow's Milk it is possible to obtain. The "Canada First" Milk are absolutely and

THE AYLMEY CONDENSED MILK CO., LTD.

AYLMER, ONT.

Head Offices, Hamilton, Ont.



**BIGGER AND BIGGER SALES**

That's the tale you'll have to tell if you are featuring

**AURORA COFFEE**

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

Branch: Sault Ste. Marie

**W. H. GILLARD & CO.,** " Hamilton, Ont.

The Sugar that has Stood the Test of Time

*Redpath*

**Extra Granulated Sugar**

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

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

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

Extra Granulated  
Extra Ground  
Powdered  
Golden Yellow.

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

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

**Montreal, Can.**

Established in 1854 by John Redpath

Cut this out for Reference

**BRITISH COLUMBIA  
COMPANIES ACT  
1910**

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

**Shallcross, Macaulay & Co., Ltd.**

Branches at Victoria, Vancouver, and Nelson, B. C.,  
Edmonton and Calgary, Alta., and Winnipeg, Man.

**JAPAN TEAS**

Jobbers please note that our season's stock is diminishing but still have a good assortment. Samples on application.

**S. T. NISHIMURA & COMPANY**

**MONTREAL and JAPAN**

# ALWAYS SELLS

Granulated Sugar sells steadily throughout the year, so here is an opportunity to please your customers daily. In supplying

## St. Lawrence Extra Standard Granulated

you give positively the best sugar produced in the world.

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

### Commercial Account Register

**Bookkeeping  
Without Books**

Used It Three Years

"In August, 1907, I put in one of your No. 200 Account Registers, and have had it in constant use ever since—over three years.

The Register is in first-class condition now, but trade has increased and I need a larger one. Would you kindly let me know if you could make any kind of exchange with me?



Sheets lift out and fit any safe.

After examining several systems, I satisfied myself that yours is the best, and I would not care to do business without it."

Yours truly,

G. E. COON, Groceries, Flour and Feed  
Eglinton, Ont., Oct. 1st. 1910.

**INDISPENSABLE TO ANY MERCHANT  
DOING CREDIT BUSINESS.**

*Send us postal for Catalogue and full information.*

**COMMERCIAL REGISTER CO.**  
178-180 Victoria Street - - Toronto, Ont.

### Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

**H. J. HEINZ COMPANY**

New York      Pittsburgh      Chicago      London

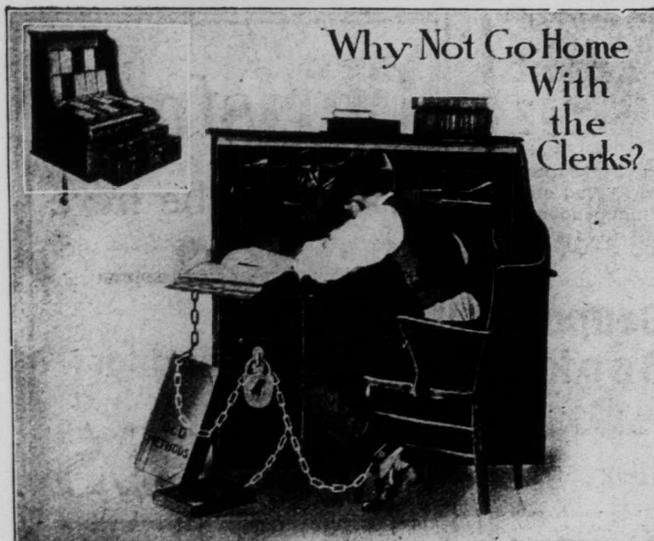
## YOUR XMAS TRADE

You can make sure of giving satisfaction and of reaping good profit if you are selling

### **SHIRRIFF'S MINCEMEAT**

Only highest quality ingredients are employed, and it is made in an up-to-date sanitary factory. See to your stocks without delay. If your jobber can't supply you, write direct

**Imperial Extract Company, Toronto**



**You can be freed of your book-keeping burdens!**

You can learn more about your business in five minutes with **The McCaskey Gravity Account Register System** (First and Still the Best)

than you can in a whole day from day books, journals and ledgers. If it saves time, labor and money for the **SIXTY THOUSAND MERCHANTS** who use it, it will do the same for you. Ask any user, or write

**DOMINION REGISTER COMPANY**

New location, 90-98 Ontario Street, Toronto

Agencies in all Principal Cities

Manufacturers of the famous Surety Non-Smut Duplicating and Triplicating Sales Books, and Single Carbon Pads in all varieties



**Good with Fish, Flesh or Fowl**

The purity of the ingredients of Mason's No. 1 Sauce and the skill and care given to its mixing have produced a Sauce that never fails to please the palates of particular people.

"No. 1" Sauce should have a prominent place on your shelves! It is a real satisfaction-giver and leaves a good profit to the retailer.



Send for samples and details.

**INVALID OXVIL**

Used in large Hospitals and recommended by all the leading Physicians.

Invalid Oxvil is in a class by itself, and as a stimulant it is superior to any seasoned Fluid Beef.



**THE PERFECT FLUID BEEF**

INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts.

INVALID OXVIL is now being sold by all the leading grocers and chemists in Canada on the strength of its Purity and Genuine Beef Flavor.

Manufactured and Guaranteed by

**The F. L. BORTHWICK CO., Kingsland Rd., London, England**

Write for Illustrated Price Lists to our Canadian Agents:

**THE HARRY HORNE CO., 309-311 King St. W., TORONTO**



**Be Wise in Time!**

There's a snap and delicacy about **STERLING BRAND GOODS** that has made them prime favorites with your particular customers.

Are you making the most of this? Are you ready to supply the demand? It will pay you real well to feature

**Mixed Pickles**



Mixed Pickles

GET PRICES

**The T. A. Lytle Co., Ltd.**

Sterling Road Toronto



## White Dove

The Cocoanut  
that sells.

You cannot  
afford to be  
without it.

**W. P. DOWNEY**  
MONTREAL

### SUCHARD'S COCOA

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

### GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents  
Dealers in Coffee, Cocoa, Pimento, Hides, Honey  
Wax, Sugar, Rum, etc., etc.  
**KINGSTON, JAMAICA**

### MAPLE SYRUP!

SMALL'S brands are standard world over. 36 years reputation. Wholesale Brokers carrying stock: Standard Brokerage Co., Vancouver; Nicholson & Bain Winnipeg; Calgary; MacLaren Imperial Cheese Co. Toronto; T. M. Duche & Sons, New York and Manchester, Eng.  
**Canada Maple Exchange, Limited - Montreal**

### WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments  
Write us for prices. Phone order our expense  
**TORONTO SALT WORKS**  
TORONTO, ONT. GEO. J. CLIFF, MANAGER

### WARMINTON'S

Shipping Specialties  
STRAPPING, CLUTCH NAILS, PAIL BOOKS, ETC.  
Save expense to shipper

**J. N. WARMINTON**  
207 St. James St., - MONTREAL

## Are Your Credit Customers Safe?

No! They'll run you into bankruptcy in a jiffy if you let them. And still you can't afford to get "independent" with this class of trade---it is good money when it does come.

## Allison Coupon Books

point the way to safety. They guard against loss; they hold the credit customer in check; save time, money and trouble.

### HOW THEY WORK



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

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

### A. C. LANDRY

87E. FLAVIE STATION, QUE.

Jobber and Wholesaler in

Groceries, Flour, Grain and Provisions

Open to buy Beans, Peas and Canned Goods

### CAMMEMBERT CHEESE

Le Gaulois Brand

\$3.00 a dozen, or \$2.75 per crate of 5 dozen.

CAMMEMBERT - CAMMEMBERT

Le Gaulois

THE ST. LAWRENCE GROCERY

395 St. Lawrence Boulevard Montreal

### THE HODGSON GUM CO.

896 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

### The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

**WINNIPEG**

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

## Christmas

will soon be here

The demand for

## SPICES

is sure to be very large this year.

Are you ready to meet it?

Check over your stock and send us your order at once and avoid the rush.

### S. H. EWING & SONS

Montreal and Toronto



### CHINESE STARCH

HAVE YOU A STOCK? GREAT SELLER ALL THE TIME.

GET PRICES

**OCEAN MILLS**  
MONTREAL

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

*Really Pure*

**FUSSELL'S THICK CREAM**

(GOLDEN BUTTERFLY BRAND)  
NOT A SUBSTITUTE  
NOT EVAPORATED OR CONDENSED.

Is taken only from the richest meadowland milk, and you get it in just that pure, rich state, scientifically packed in tins only, without any sugar or chemical. It will keep fresh anywhere and for any length of time. Always insist on Fussell's.

*Samples and particulars of:*

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta. W. H. Escott, 137 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.	C. Fairall Fisher, 22 St. John St. Montreal, for Quebec. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia. W. A. Simonds, St. John, for New Brunswick, or
--	--

**FUSSELL & CO., LTD., 4 Monument St., London, Eng.**

**Quaker Brand Salmon**

---

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

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

---

**Mathewson's Sons**

Wholesale Grocers

202 McGill Street - - Montreal

**CEYLINDO TEA**

SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.

This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.

Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.

**W. D. MIDMER & CO., "Canada," LIMITED**  
New Glasgow, N.S., and London, Eng.

**GINGERBREAD**

—BRAND—

**MOLASSES**

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker  
No. 2—Body  
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

**THE BEST THERE IS**

Be convinced now.

**The Dominion Molasses Co., Limited**

HALIFAX - NOVA SCOTIA

**McLean's** — **Cocoanut**

You need Cocoanut. Why not stock the best?

**The Canadian Cocoanut Co.**  
MONTREAL



Christmas  
be here  
—  
and for  
**ICES**  
—  
be very  
year.  
ready to  
—  
ver your  
send us  
at once  
id the  
—  
**G & SONS**  
d Toronto

**CHINESE STARCH**  
HAVE YOU A STOCK?  
GREAT SELLER ALL THE TIME.  
GET PRICES  
**OCEAN MILLS**  
MONTREAL

Artisans kindly mention advertisement in

This is absolutely the most  
unique soap proposition  
yet put before you---

***It's to Help the Retail Grocer***

We believe we have a plan for marketing "Canada's Best" Soap that cannot fail. It provides for every contingency, includes the most magnificent and effective premium system, and it takes ample care of the dealer.

We can't tell you *all* about it *here*. There's too much to say. We want you to *drop us a card* asking for full particulars about our

**"C.B." PREMIUM SYSTEM**

ELABORATE---UNIQUE--- EXPENSIVE TO US

**"C.B." CERTIFICATE SYSTEM**

A NEW IDEA IN THE SOAP WORLD

**"C.B." CARD SYSTEM**

ALSO A NEW IDEA



***Xmas Calendar Free***

For every grocer who writes to us we have a beautiful, especially lithographed calendar, one of the nicest ever prepared. It is *free* to you for the asking.

***Premium Book Free***

One of the most expensive, original and complete books yet issued. Send in your name for a free copy. It will give you an idea of what we are doing to help the grocer.

**United Soap Company of Canada**

MONTREAL,

:

:

:

CANADA

The Best Value for the Money of any Preserves  
in the World.

De Luxe quality at Popular Prices

# CAIRNS

Alexander Cairns & Sons, Paisley, Scotland

## New Season's Pack

1-lb. glass, patent air-tight caps.

Cases, 2 dozen.

\$1.90 per dozen, f.o.b. Montreal. Net 30 days.

In any quantity, one case or a thousand cases.

Strawberry	Jam
Raspberry	Jam
Black Currant	Jam
Red Currant	Jam
Gooseberry	Jam
Apricot	Jam
Peach	Jam
Greengage	Jam
Damson	Jam
Plum	Jam
Raspberry and Currant	Jam
Assorted	Jam

Scotch Orange Marmalade

\$1.50 per dozen

# Hudon, Hebert & Co., Limited

## Montreal

The Most Liberally Managed Firm in Canada.

ESTABLISHED A.D. 1839



# Christmas is Coming

Before Christmas make ample provision for the many good things which your trade will buy with satisfaction and profit. Our stock is complete and we can fill your orders without delay.

We offer the best values from the best foreign producers, such as

**Piper-Heidsieck Champagne**

The best vintage. First of all, unexcelled.

**Mitchell's Irish and Scotch Whiskies**

The best product of Ireland and Scotland distilleries.

**Sherry of Diez Hermanos**

The most select wine of the sunny land of Spain.

**Clarets and Sauternes**

From the cellars of the castle of Vigneau & Cambours.

**Port Wines**

From the Real Companhia Vinicola of Portugal.

**Table Water "Sun Ray"**

A crystal, pure, spring water.

**Brandy "Ph. Richard"**

A brandy made from pure wines.

**"Gold Finch" Gin**

A liqueur with the exclusive guarantee of Schiedan authorities.

**Burgundy Wines**

From the celebrated vineyard of Morin, Père & Fils.

**Miller "High Life"**

A select lager for select people.

**Ginger Ale (Imported)**

Trayder's Brand.

**Garnier Liqueurs**

Liqueurs from France are pure and superior in quality to any.

**WISER'S RYE**

We have a few cases of the 1895 production. No other distillery can offer such old rye. Our "Red Letter" Rye is always standard and a favorite everywhere.

We offer the best prices on all these standard products. Write, wire or 'phone for quotations at our expense.

**LAPORTE, MARTIN & CO., LTD.**

Wholesale Groceries, Wines and Liquors

568 ST. PAUL STREET

MONTREAL

Telephone Bell: Main 3766

# Long datings, free deals, or 5% discounts go hand-in-hand with heavy stocks :: :: :: ::

Heavy stocks mean slow turnovers.

Slow turnovers mean deterioration, and in many cases absolute ruin to the goods.

Every advance in modern business is toward smaller stocks and frequent purchases of quality goods that can be quickly and conveniently sold.

An article that deteriorates as quickly as tea must reach the consumer *fresh*. It can only reach the consumer fresh by being moved *quickly* and *often*.

If you purchase more than you can dispose of in four months—interest on your capital eats up your

discount—but worse still, the tea has deteriorated seriously in quality.

It is very unwise to keep any tea in stock more than four months; in that time it will deteriorate in value over five per cent.

With "SALADA" Tea you know just what you are selling and how long it will take to sell it. Every tea purchaser is ensured plantation goodness and freshness.

Your money is not tied up. It keeps on the move. It earns more money for you. The freight is prepaid—the sale is guaranteed—you can return it any time if you're not satisfied.

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		Rowat & Co. .... 17	
		Ryan, Wm. Co. .... 44	

# Merchants Didn't Know Invoice Costs

Incidents Which Happened in a Country General Store Illustrating Haphazard Methods of Doing Business—A Raw Oil Sale—Price of Rolled Oats Cut in Two and Dealer Didn't Realize It Till He Had Lost Money—Sold Sugar Without Seeing Invoice.

No one knows but a merchant himself the trouble he frequently has with competitors not knowing what goods cost when they come to make a sale. But very often apparent losses to the former are really blessings in disguise.

The writer was in a country store last week—a village with a population of about 200 and surrounded by a good farming community—and watched an incident of this nature with a great deal of interest.

A farmer who was a regular customer pulled a long black bottle out of his overcoat pocket and wanted to know the cost attached to getting it filled with raw oil.

Without waiting for a reply he remarked: "I can get it filled for 15 cents over at Tom's."

Tom is a competitor around the corner. "I couldn't fill it for that money,"



He pulled a long, black bottle out of his pocket . . .

replied the merchant, "why it costs me more than that."

The farmer persisted that he had got it filled for 15 cents the last time and he had brought it in to see if the merchant could do the same.

"I know I can get it for that price," he said with emphasis on the **know**, "and it holds more than a pint too."

"If that bottle holds more than a pint, Tom is losing money."

The customer insisted that it did. The merchant decided to find out just what that bottle would contain and went into the storehouse. The writer watched him pour out the oil into a half-pint measure and fill up the bottle. It held 1 pint and a little over a quarter of another.

This was explained to the farmer and he was told it would cost him 22 cents which meant about 18 cents a pint or about \$1.40 a gallon.

Of course he didn't buy, stoutly maintaining that he could 'get the bottle filled for 15 cents.'

The merchant quietly advised him to do so refusing to sell him the oil at a price which meant an actual loss. And there that transaction ended.

## Sent Him Away Happy.

There happened to be several axes lying on the counter which opened up a new line of conversation.

"What are those axes worth?" inquired the farmer.

"A dollar a piece."

"I bought an axe here some time ago for a dollar and it was no good; it went all to pieces in no time."

"Why didn't you tell me about it before," replied the merchant, "I would have split even on it with you. Occasionally every merchant happens to get a poorly tempered axe but it doesn't often happen."

After a few minutes further conversation along similar lines the merchant made him an offer of one of the axes for 60 cents, making it plain, however, that it was purely in consideration of the fact that the other axe had been a poor one. He emphasized this so that the farmer would be positive that he wasn't simply cutting prices.

The offer was accepted. The customer went away pleased and the merchant had made a profit on the axe because he had purchased it when axes were cheaper. The farmer left to get the oil from the competitor for 15 cents. In a few minutes he returned and bought some tobacco and other goods mentioning nothing about the oil.

It is safe to assume that while away he purchased nothing but 15 cents' worth of oil which meant a loss to the man who sold it and yet did not gain him any more business. Diplomatic independence and salesmanship were instrumental in holding him.

## A Rolled Oats Episode.

This same merchant knows of many similar instances where his competitors have actually not known the cost of goods and have sold them at prices below invoice costs not even taking into consideration expense of doing business.

"One day," he told the writer, "one of my customers came in to say that he had just bought a sack of rolled oats pretty cheaply. I asked him where he got it and how much it cost him. He happened to be standing in front of the door when the competitor was selling a sack of the rolled oats for \$1, so he

bought one on the spot and carried it home on his shoulder.

"I said to him that he got it very cheaply; he replied that that was what he had thought and the reason why he bought it. I pointed out too that it ought to have sold for about \$2 instead of \$1.

"That day I asked several of my customers if they wanted some cheap rolled oats advising them that my competitor was selling them cheaper than they could be purchased anywhere else and that they had better hurry up before he found his mistake. He soon sold all the rolled oats he had and there was a big demand for more before he discovered the cause. He had previously been buying rolled oats in barrels and he thought that by cutting the price in two he would be making money on the sacks at \$1. He hadn't studied the invoice.

## Didn't Know Cost of Sugar.

"Another time," went on this merchant, "a competitor began selling sugar at a cut price. I found it out



The freight handler had an opportunity to buy some cheap sugar, but . . .

from the driver who handled the freight."

This village is located some miles from a city and is without railway connection so all the freight has to be hauled by teams. The freight handler had casually asked the price of a sack of sugar and in his estimation it was lower than usual.

"He came over to me," said the merchant, "to find out my price. I told him and he intimated that I didn't know very much about sugar because B——'s were selling it at so much less. I have been in business a good many years and explained that I believed I knew a little more about sugar than he did.

"Anyway he claimed that my price was away up so I advised him to go

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## THE CANADIAN GROCER

right over that minute and buy all the sugar he could pay for — that he wouldn't get such a chance again. He was going after another load the next day and therefore was not inclined to be in any hurry; he could get it any time he said.

"'You go right over now,' I advised 'for by to-morrow he will have his invoice and will put up the price.'

"But he didn't go. The following night he was in my store again so I

asked him about the price sugar was selling now.

"'I wish I had taken your advice,' he confidentially said; 'it has gone up since last night.'"

These incidents serve to illustrate what some men do not know about their own businesses. Selling goods at a loss is a poor enough policy at any time but when a merchant doesn't know it, there is something radically wrong.

## Exposing Co-operative Store Methods

**Ottawa Man Gives His Reasons Why Right to Organize These Joint Stock Companies Without A Charter Should Not be Granted—Advises That an Eye be Kept on Each Individual Member of Parliament—A Promoter's Scheme, He Declares.**

Editor Canadian Grocer.—Your reference to the probability of the Co-operative Bill, which has been defeated on two occasions at considerable cost to the trade of the country, again being brought before Parliament, should be met in a different way than merely to wait until some member can be induced by fair or unfair means to introduce it. If the nature of the bill, and its objects were understood by the people it would be found that the provisions of the bill are so entirely in the interests of a number of promoters and so diametrically opposed to the general interests of the public that nobody outside of the "gang" would want it to become law. Few members in the house would dare introduce it.

The promoters of this bill evidently see a "gold mine" behind it for themselves which they are endeavoring to reach by trying to fool the buying public with the idea that it would be to their advantage. Fortunately, however, while a great many can be fooled, there are always some that cannot.

### A Pertinent Question.

Suppose co-operative stores are such a great boon to the public as they are said to be and suppose these men who are so anxious to secure this legislation are sincere, why are they not starting these stores when nothing stands in the way except the small cost of a charter? If these stores were so desirable and of such a great benefit to the consuming public, surely a few hundred dollars would not be a serious obstacle. But when a few promoters are anxious to send agents all over the land, to stir up discontent, by what I claim to be misrepresentation and secure their subscription at a commission of 25 per cent., then it must mean a great deal to them. Imagine what it would mean to have the country invaded by smooth-talking agents leading people to believe, who know little of trade, that they are being robbed by the merchants and that they can make large savings through the operations of the stores. Imagine too, an agent pocketing \$1,000 out of every \$4,000 subscriptions.

Now also imagine these stores being

managed and conducted by salaried men who have no other intent in the business than their salaries; imagine further that by means of keen competition the profits will by no means pan out as stated; imagine once more the disappointment, the dissatisfaction and the loss which will follow at least in nine cases out of ten. The natural outcome would be disaster. The regular stores would suffer during the time these so-called co-operative institutions were losing their money and the whole community would be disorganized, disrupted and paralyzed.

### The Stores in England.

It is all very well to say that co-operative stores are successful in England, but while some have developed in-

to gigantic concerns, the fact is that many have failed and those which do remain are by no means a benefit to the people. It must also be taken into consideration that conditions in England are entirely different from here. Here the country is sparsely settled and spread over an immense area, while in England it is the very opposite. Co-operative stores have been tried in various parts of the Dominion and nearly all have failed, and they did so, not because they had to pay the small cost of a charter, but because they are not based on business principles and therefore could not be a success. No financial authority would recommend them as a safe investment. Viewed from a promoter's standpoint it looks different. People, as a rule, are not familiar with trade conditions, and it is an easy matter to make them believe that they would derive great benefits, and induce them to subscribe for stock. When this is done the promoter gets his fat commission and leaves for new pastures. A good agent, with a catchy scheme and profuse representations would likely take \$1,000 a month as commissions from the pockets of the "suckers" among whom he would operate.

To do this they are asking the government to give them special privileges in passing a law to enable this "gang" to do this work. Not only every merchant, but every voter should keep his eye on the member who represents his constituency and if he should support such legislation to turn him down, good and hard, at the next election. A. M. M.

Ottawa, Nov. 30, 1910.

## PROTECTION AGAINST FAKE ADVERTISING.

**The Advertising Club in Winnipeg Aims to Save the City Several Thousands of Dollars Every Year—Committee Passes on all Propositions.**

Winnipeg, Nov. 30.—The Advertising Club of Winnipeg, met recently, and elected officers for the ensuing year. C. A. Abraham, editor "Winnipeg Telegram," retiring president, occupied the chair. W. T. Devlin, representing the Retail Merchants' Association, was appointed on the Protection Committee of the club.

The Protection Committee was appointed after a lengthy discussion of clause 4 of the report of the executive which was as follows:

"Your committee recommends that a committee of five be appointed to pass upon the merits of all advertising schemes offered to the members of the club. That this committee consist of the president of this club, a member who is also a member of the Retail Merchants' Association, another who is a member of the Winnipeg Industrial Bureau, a member of the Winnipeg Board of Trade, and also one who is a member of the Real Estate Exchange. It is proposed that suitable cards be printed and placed in the offices of the club members, stating that before any proposition would be considered it must have the approval of the protection committee of the Winnipeg Ad-

vertising club. It would be the duty of this committee to look carefully into the merits of the proposition, and if worthy, to issue a permit to the agent to be recognized by advertisers who are members of the club. Your executive believes this plan will relieve the merchants and advertising public of Winnipeg of many fake schemes, and save to the city several thousand dollars annually."

Protection Committee: — Hugo Ross, representing the Real Estate Exchange; H. J. Hardie, Board of Trade; C. F. Roland, Industrial Bureau; J. J. Foot, representing the Advertising Club; W. L. Devlin, Retail Merchants' Association.

In the election of officers which followed J. J. Foot, manager McClary Manufacturing Co., was elected president.

Over one hundred new members were admitted, and the club starts the New Year with bright prospects. E. S. Horne and William E. Campbell, both former presidents of the Kansas City Advertising Club, were among those who spoke, and they offered many valuable sugges-

## Advertising Educates the Advertiser

**Digging down for First Hand Information Makes a More Intelligent and Better Merchant—Interesting Facts About the Coffee Bean and Salmon—The Art of Capitalizing Handicaps and Its Advantages—An Example of the Value a Merchant Can Make of Something New is Given in Uncolored Green Tea.**

By Henry Johnson, Jr.

This thought of education being "a drawing out" will lead us just about as far as we can follow; and we have seen that advertising is education. Moreover, like all other educational effort, advertising educates the educator more than the educatee. Do you get that? What I mean to convey is, that every effort you make to educate another so stimulates your own mental activity that you get a reflex benefit, an added exact, analytical knowledge that will always be wonderfully beneficial to yourself. Hence, the greatest benefit of advertising is that it makes you a better merchant.

### Studying the Coffee Bean.

Let us study a little together. Let us take a trip to Brazil and look into the coffee question. We shall find, as a starter, that coffee grows in berries containing two grains, or "beans," normally flat on one side and convex on the other, growing with the flat sides face to face. There are, however, occasional freak, or imperfect berries which contain only one bean; and that bean, having nothing to support it but the skin of the berry, becomes rounded and in commerce is known as "peaberry." This imperfect berry matures the same as any perfect berry so that in the cup its flavor, body and pungency is no way distinguishable from the normal berries; but its presence makes the coffee lack uniformity of appearance. Thus, as coffee, like many other things, is sold measureably on its good looks, aside from its drinking properties, these imperfections are sorted out and put into a classification by themselves. Alone in this way, peaberry looks normal and, indeed, attractive.

If, now, peaberry were sold as a freak, an accident, a culling, peaberry would have to be sold for a lower price than regular gradings, but it is not sold that way at all. No: here comes in that fine merchandising trick called "capitalizing a handicap" and a defect is made into a point of merit, so that peaberry, because of the limited supply, first sold at a premium and is now actually cultivated. This, through the study to overcome a disadvantage, wise merchants sharpened their wits and really created a new department in the coffee trade. The educator was educated.

### Selling Sockeye Salmon.

Chinook salmon is the finest grade, but there is never more than enough to go around. Sockeye is next—rich, solid, very red and just a shade less delicate and flavory than Chinook—and there is generally a good supply, though no

surplus to speak of. How to handle the problem, with a second choice only to be had? Very simple, when you stop to think. Omit all mention of Chinook and talk up Sockeye to beat the band. You have a great advantage in the popular conception of salmon as red, for Sockeye is the reddest of all. All fish is the handsomer and gains popular favor through being flakey—and Sockeye flakes beautifully, with large, clean-cloven flakes. Richness is prized in salmon; and, while Chinook is really the richer fish, Sockeye has plenty of oil, which is also probably more apparent to the eye than in the case of Chinook—hence this point can be exploited to the limit.

### Not Practicing Deception.

Maybe you will think that all this is but a training in deception. Such, however, is not the case. If you, yourself, know all these things and others of like character, you will be able to tell your customers the true facts. You can truthfully tell them about the coffee, and its value. If one of the cultivated varieties of peaberry is actually good value, maybe somewhat exceptional, you will be the better able to say just why it is better because you know the origin of the variety; or, on the other hand, you can tell the merits of your plain Santos as opposed to a peaberry which is not so good. Again, knowing about salmon, you can tell the facts. If you have Chinook, you have the best there is, according to size and shape of package, and can exploit it fully and fearlessly. If Chinook cannot be had, you can talk Sockeye on its merits, likewise because you know what you are talking about. As a matter of practice, however, your coffee knowledge does not need to be passed to the customer as so little coffee is sold in the raw these days and, in fact, only a small percentage goes out unground; but knowledge will always be good for YOU as applied to ANY of your goods. And knowledge, through constant use and study of the art of advertising, will gradually be transmuted into what is better than any assemblage of facts; for you will acquire wisdom.

### Advertise Pepper Quality.

Some day you will discover that black pepper is not only "half p's" and not merely hot, but that it has many distinct flavors, depending on the district whence it comes, the growth, curing, selection, etc. This will lead you, in your advertising, to lay stress on certain points about your special pepper

with which the other fellow, down the street, is not familiar.

In these days of much talk of purity in foods, you will hear about the difficulty of finding olive oil—a comparatively new comer in foods of general use—that can be depended on for purity. Then you will study olive oil for awhile, because your advertising experience will have taught you that you must dig, and dig, and dig, deeply into the underlying whys and wherefores of all things. You will learn that California olive oil is one thing and Italian oil another thing; not only as to flavor, but as to chemical composition. This gives you an advantage over the man who does not know. You will talk, of course, about the flavor and aroma of the true oil from California or Italy; the pungency, etc., but what you may know through careful study will have made you sure of your ground.

### An Uncolored Tea.

Why, only last week I learned of a Ceylon tea which the importer described as "green." It looked black enough to me, and really was black in color; but it was cured by a simple drying process, like the Japan process, instead of being subjected to a near-fermentation, which is the process whereby all black teas are cured. But note that I counseled the importer to label his green Ceylon as "uncolored," but not to call it green, for the reason that consumers would not recognize it as green any more than the consumer will know what you are getting at if you speak of "raw" coffee.

Now have I made it somewhat clear why I say that advertising is educational to you and me? Why, it is the most broadening study we can take up. Better than that, or I should say fully as important, is the fact that this "taking thought" about our business will bring joy to our hearts and put a song on our lips on the grocery business. For it is an eternal verity that nothing can be earnestly studied without yielding pleasure as well as profit to the student; so the way to gain the view that the grocery business is the finest, most broadening, most dignified, most useful calling in the world is to STUDY IT!

### Send Messages to Mother.

And it cannot be studied in any way so advantageously as through an earnest attempt to advertise it. This is the way to become able to say something "different" about your goods without straining after effects. This is the way to send a new message—not to Garcia this time but—to "Mother" in your evening talks. For instance:

"Uncolored" Ceylon Tea really means unfermented—called "green" in trade circles. The partly-fermented teas are dead black and to many seem "bitter." If you have not hitherto quite liked Ceylon tea, try some of the uncolored; you will probably find it "just right."

## Fought in Boer War Against the British

**Beno Berman is Now a Retail Grocer in Montreal — Some of The Obstacles He Had to Overcome—Methods He Has Utilized in Developing His Selling Power — Believes in Giving Children Exactly What They Ask For.**

The old saying that "it is an ill wind, etc.," is well illustrated by entering the grocery store of Beno Berman, corner of Van Horn and Park Avenues, Montreal. The Modern Supply Stores, as they are known, are a credit, not only to their owner, but to the grocery business itself. The story of their inception and growth reads almost like a romance.

Through the Boer war Mr. Berman fought against the British, under General Botha, until the end. Left practically penniless he decided to try other fields, and came to this country. Four years ago he came to the conclusion that the grocery business offered as good an opportunity for the pusher as any, and accordingly made his plans. At first the going was somewhat difficult, as lack of capital, and knowledge of the language were certain to make it. Where there is a will there is a way, however, particularly in this case, where the language was concerned, as Mr. Berman was already master of five languages.

### Sleeping Rooms for Employees.

Beginning with a small stand in one

of the outlying sections of the city, the business has grown until now it occupies almost the whole of a large new building, and in addition has modern stables in the rear for the accommodation of its delivery service, and arrangements for the sleeping accommodation of the clerks. Bare existence was all that could be drawn the first year, and calculation was necessary even for that.

The section of the town was a new and growing one, and gradually customers came. Once well under way the store personality took affect, and they stayed. Not only that, but they brought friends, recommending the store and its methods all through the neighborhood.

Early in the history of the business Mr. Berman took up the question of advertising. How to do the necessary amount in the best way, and most economically, was a process worthy of the thoughts of an experienced retailer. It was solved by the personal weekly letter to old and new customers. The business grew beyond the possibility of this, but it is still in operation by means of the

letter. By making this a bright, attractive list of goods and prices, and reasons for dealing at the store, instead of at the department stores down town, he has succeeded in building up a very strong position.

### Gets Corporation Trade.

Not content with just the ordinary run of business, he next went after some corporation trade. The C.P.R. Outremont section is now buying its supplies from this store. Of course, this is by no means the most profitable kind of business, but it is the advertising given the store among railroad employes, who are thickly settled hereabouts, which gives it value.

As to the store itself, the accompanying cut will give some idea. Built for a grocery store, the equipment is much more complete than is ordinarily the case. Extra wide plate glass windows give possibilities of display that are being utilized to their fullest extent. In each one the display is changed at least once a week. Two doors add to the front appearance of hospitable display, and go to help the general exterior view materially.

### Unique Display For Tobaccos.

Inside there is system shown throughout the store. Shelves are large and cover three sides of the grocery section, which is now kept entirely separate from the meat section. Show cases are in



Interior of Montreal Store Belonging to a Former Soldier in South African

## Methods for Increasing Christmas Trade

**What Some Westmount and Montreal Grocers Are Doing—A Christmas Card With November Monthly Accounts — One Dealer Anxious to Get His Telephone Customers Into the Store—A Free Bunch of Holly—Another Makes A Specialty of a Brand of Cheese.**

general use in all parts of the store. In this connection a case originated by Mr. Berman is deserving of special mention. This is one for cigars, cigarettes, tobaccos, and pipes. It is a movable, four leg, glass stand, in which are four trays. On these trays are arranged the articles above mentioned. They can be readily seen from the outside, as all sides of the case are glass. Drawing out one tray is a matter of a moment only, and then the articles may be examined more closely. Humidor arrangements are inside to keep the moisture at the proper stage, and the display is very effective.

Mr. Berman is a great believer in having the store systematized. In working toward this he has placed his meat market in an entirely separate section. Even in the grocery section almost everything is subdivided. Groceries naturally have the largest but a considerable section is laid aside for kitchen utensils and table ware. Then his liquor department is a large one, almost as large as the grocery section itself.

One of the best features of the store is the large and complete basement and cellar. The floor is entirely of cement, with perfect drainage facilities in case any water should appear. The walls are brick and the whole cellar is airy, dry, and constructed to meet the most exacting demands of the modern grocer.

Regarding delivery, Mr. Berman says he believes thoroughly in spending enough money on it to make it as complete as possible. Many grocers in his position would only have one wagon. Mr. Berman has two. Not only that, but he has built a modern stable, cement and brick, in which to keep horses and wagons. In building the stable he took the opportunity to make comfortable sleeping quarters above it for such of his employees as wished to rent them. This has been taken advantage of by several of them, and they pronounce them ahead of the average city boarding house.

### Children Get What They Want.

As to his store policy, Mr. Berman has decided ideas. For instance as regards children buying: Instruction to the staff are that "children must be given exactly what they want, and more care must be exercised to see that they get it than for the older customers." "The reason for this is plain," said Mr. Berman, "Children are told to get a certain article by their mothers. They come home with a substitute, and are not able, as the grocer might be himself, to explain its quality and advantages over the other. Naturally the mother will think twice before sending to the same store again.

"A child can do more damage to trade than most grocers think. An older person can exercise his own judgment in buying but the youngster only knows that he must get what he was sent for or report why he doesn't. If the grocer has substituted, well he only gets what he deserves for substituting on a child. Yet such shortsighted policy is often followed in the trade."

Montreal, Dec. 1:—What are you doing to increase your Christmas trade this year?

It is about time to have decided upon your plans, as it is not always easy to put good ideas into effect at the last moment. Further, if you do not plan, you cannot expect your business to increase as much as it should, simply because nothing which is left to run itself turns out as satisfactorily as it would were intelligent attention given to it.

There is always a good deal said about the window display for Christmas goods, but if displays in other parts of the store are not correspondingly attended to, the effect of the windows will not be so great.

With the Xmas season approaching, grocers should bear this fact in mind. Every grocer believes in the advertising and selling value of window displays, but not every dealer realizes that one of the main mechanical details is to have everything scrupulously clean. Any evidence of inattention to stock either in window or store itself has an immediate effect on the average observer, the very person to whom he wishes to appeal.

### Backs Up the Window.

E. J. Quinn, who controls a high-class trade in Westmount, Que., is a strong believer in the efficacy of window dressing, and states that he does not only use high-class goods in his display, but also has an equally superior quality of goods, artistically arranged inside the store to back up, as it were, goods in the window.

By dint of handling only the best class of groceries Mr. Quinn now caters to a select clientele. Regarding the handling of Xmas trade he stated that for one thing he gets supplies of the finest fruits, vegetables, etc., from New York and California.

"It pays me to stock the best of everything, especially," he says, "at this season, although I experience considerable difficulty with freight systems and deliveries."

### A Card to Customers.

Jas. Graham, a new St. Catherine St., Montreal, grocer, is this year sending out a neat little card, which calls attention to the choice stock of holiday goods he is handling, and his facilities for satisfactorily serving his patrons. He makes special mention of high-class food specialties which are likely to be purchased at Xmas time more than other seasons. Eating raisins in attractive cartons, fancy cheese at high prices, the best confectionery, biscuits home and imported, all receive due notice on his card, while he does not forget to tell of staples, such as raisins, currants, candied peels, etc., which are purchased in such quantity at this time.

### Wants to See Customers.

Another grocer, when interviewed, stated that he was quite confident of disposing of an even larger stock of

goods than last year, as he had arranged for the majority of his telephone customers to come down and look over his stock personally instead of ordering over the phone for Xmas requirements. "I arrange My Christmas novelties in an attractive manner which catches their eye," said he, "They then purchase articles they would never have dreamed of had they given their orders over the phone."

The Westmount Grocery Co. have found it a good idea to begin talking Xmas to customers when taking orders not only over the phone, but at the counter, from the beginning of December. It has, in many cases, the effect of educating them to get their Xmas shopping over early. Consequently the grocer and clerks are not subject to the strain caused by a rush, while people have not to waste time waiting attention at a crowded counter. Past experience has proved this to be the most satisfactory method.

### A Good Advertisement.

When questioned about the sale of holly and evergreen, one grocer stated he made a practice of giving each of his customers a free bundle. He would not think of charging for it as he realized that the gift was appreciated much more than calendars which he had formerly supplied.

C. E. Box, a West End grocer, is looking forward to the Christmas trade. He, too, believes in sending an attractive card, with his monthly statements, and is careful to have a good supply of all the articles quoted on his lists. His Xmas card is a special one. Mr. Box has a good demand for a special brand of cheese all the year round, but the quantity sold at Xmas is remarkable, and at this season he features this particular specialty. He has customers in his own locality and in various other portions of the city.

A number of grocers do not seem to realize that plans made early for Xmas trade will allow them more time to attend to detail in store arrangement.

The Puritan Yeast Company, Ltd., with head office in Toronto, Ont., has been granted an Ontario charter to deal in and manufacture yeast cakes, cereals, spices, etc. The capital stock totals \$100,000 divided into 100 shares of \$100 each. The provisional directors are J. B. Hallworth, E. James and A. M. Bright, of Toronto.

Mardel's grocery store, Norwich, Ont., was forcibly entered on Sunday night, Nov. 20, by thieves who pried open his desk and till and succeeded in getting five dollars in cash. They also helped themselves to buns, cakes, bread and cheese. Admittance was gained by breaking the glass in the front door.

A clerk in a St. Louis grocery store gave a woman \$3 worth of goods and only charged her 45 cents. The proprietor chanced to notice the transaction and investigated. The clerk confessed to giving overweight and to undercharging.

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# Practical Methods in Retail Stores

**St. Thomas Dealer Thinks Bi-Monthly Wages to Railway Employees Would be Detrimental—Minimizes Possibility of Garnishment — A Good Salesman Must Know His Goods, Says Edmonton Merchant—A Grocer Who Gives Away No Calendars—How Halifax Dealer Figures Profits — Merchants Take a Hand in Cleaning Streets.**

## Against Bi-Monthly Wages.

St. Thomas, Ont., Dec. 1.—There is considerable talk among the trade here about the proposal advanced by railway employes to have their wages paid bi-monthly, instead of monthly as at present. Mention of this, in fact, was made in a recent issue of *The Grocer*.

While this is favored by many merchants on the grounds that they would be paid more regularly, others view it with some alarm. Among the latter are Moylan & Moylan, retail grocers, Talbot St.

“If wages are paid bi-monthly,” said a member of the firm, “to my mind we would be worse off than at present. You know that the garnishee law at present stipulates that the wages of a laborer can only be garnisheed when he has more than \$25 coming to him.

“Now if a railway employe gets \$50 a month, and he owes us \$25, we can get that now by garnishment. But if he is paid bi-monthly, there is never any more than \$25 coming to him at one time, and that prevents us from getting anything at all.

“The law in New York state, I understand is different,” he added. “Over there if a man owes money all one has to do is to call up the superintendent of the division, or some other authority, and tell him. He quietly tells the debtor to pay up, and if he doesn't, he has to leave the job.”

## Salesman Must Know the Goods.

Edmonton, Dec. 1.—A local dealer in commenting on the selling possibilities of the dealer, states that in his opinion one of the greatest requirements is the knowledge of goods.

He does not think that any clerk or grocer can sell new goods or raise the standard of staples unless he thoroughly understands them.

“Let a traveling salesman who has made a success at selling drygoods,” for instance, and who has even sold these goods over the retail counter with the best of success, come into my store, and no matter what his selling ability is, he would fall down as a superior salesman.

“A clerk in order to be a real salesman must have a good knowledge of tea, sugar, butter, cheese etc. He must have other qualities, of course, but he must know the goods first of all.”

## Gives No Calendars.

Chatham, Ont., Dec. 1.—As the time is again coming around when retailers distribute calendars, etc., to their customers, it will be interesting to know

that many merchants here do not give away anything of this nature.

Last year the Retail Merchants' Association decided to eliminate these free gifts to customers. Wm. Anderson, grocer, in referring to this question, states that he still adheres to this decision.

“When a man makes only about 5 per cent. net profit on his sales, he cannot afford to give any portion of it away,” is the way he puts it.

What do other dealers think of his decision?

## Figures Profit on Sales.

Halifax, N. S., Dec. 1.—“Some of us retailers have no end of difficulty with the traveler who tells us that we are making 20 per cent. on an article that costs us \$1, and which sells for \$1.20,” declared a merchant the other day.

“Why when it costs me 12 per cent. at least to do business, it is quite simple that I'm making no 20 per cent. on cost. I may be making it on invoice cost, with or without freight, but not on what the article is actually costing me before it leaves my store.

“I have to point this out to the traveler, and tell him that I'm making but 16-2-3 per cent., because I figure my profits on sales. I calculate my expenses on my turnover, and therefore to know where I am at, I have to do the same with profits.

“Figuring profits on invoice cost and expenses on sales would cause quite a mix-up,” he affirmed.

## Dealing With Complaints.

Calgary, Alta., Dec. 1.—When asked what he considered the best method of dealing with complaints, a local merchant said that this was a question calling for discreet and careful tactics.

“When a customer brings back an article which she thinks is not, according to her understanding, exactly as she expected or if it is defective, a dealer should keep his temper,” he maintains.

“He should look the case over, taking everything into consideration. It may be a just claim. Put yourself in her place. Before you say a word as to the merits of the case, decide in your own mind what you are going to do, and have the nerve to stick to it.

“For, if a merchant says to a customer that he cannot allow for a claim, and then argue the matter and finally give in, the customer has the same opinion of him that she would have had, had he refused to allow her anything in the first place, and the chances are she will think less of you.

“It is probably best to be on the lib-

eral side when a claim is made, but it is undoubtedly proper for a dealer to do what he is going to do with as much despatch as possible, and without a word of grumbling. Grumbling is what drives the customer away — constant grumbling on the dealer's part.

“If a merchant is going to replace the poor piece of crockery or the spoiled basket of fruit, do it with the grace of a prince. If he is pleasant about it the customer will think more of him and will give him his business in the future.”

## Merchants as Street Clearers.

London, Ont., Dec. 1.—Impressed by the complaints of women shoppers in regard to the muddy condition of the sidewalk on the south side of Dundas street, between Talbot and Clarence, merchants in this district took the matter of reform into their own hands the other morning.

This is one of the busiest parts of the city, containing among others, Scandrett Brothers' grocery store, in the block east of Richmond; and in the block running west to Talbot are Smallman & Ingram's, J. A. Wilson's butcher shop and Russell Smith's fruit store.

J. P. Cook went down his side of the street with an agreement, which almost everybody signed, and at 8 o'clock next morning representatives of every place of business in this section were out armed with hose, brush and broom, to inaugurate a scrubbing bee. The streets have been torn up to install conduits and for repair work, and the mud and clay had been tramped along the sidewalks until people would scarcely use that side of the street.

Not only sidewalks, however, but windows and store fronts were washed by the hose and brush brigades, and even merchants on the other side of Dundas and in adjacent blocks caught the spirit of the thing, and came out to clean up.

The city engineer will now likely be appealed to to clear the mud off the crossings, so that the cleaned sidewalks may remain clean.

## INFORMATION FOR BUYERS.

### Supplied to the Trade by Sellers.

With the approach of the holidays, everybody is thinking of gifts to buy and are making plans to make glad their friends. Are you keeping in line with modern dealers, and are you ready to supply your trade with everything that is best in the beverage line? It will certainly interest you to read the announcement of Laporte, Martin & Co., Ltd., in this issue. The line of goods they advertise have a world-wide reputation. They are all select goods for select people.

# The Canadian Grocer

Established . . . 1886

THE MACLEAN PUBLISHING Co., LIMITED

JOHN BAYNE MACLEAN . . . PRESIDENT

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

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

## OFFICES

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<b>TORONTO</b>	143-149 University Ave. Telephone, 7324 Main
<b>WINNIPEG</b>	511 Union Bank Building Telephone 3726
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PUBLISHED EVERY FRIDAY	

### ANOTHER CO-OPERATIVE BILL.

The persistency with which F. D. Monk, M. P., introduces Co-operative Bills in the Dominion House of Commons is to be commended, even if the bills have few worthy features. Last week he gave notice of the introduction of a bill presumably along similar lines to the one thrown out last year in committee and the first one which reached the Senate stage.

It is now up to the retail merchants of every section of Canada to assert their rights in a forcible manner. The best plan of action to follow is to wire, write or tell the member for your constituency in the Federal Government that this bill should not be passed and explain to him why he should use his vote and influence against it.

There is no good reason why promoters should be given the privilege of establishing joint stock firms of this nature which do not have to secure a government charter or be under government control. On general principles, favors to the few are to be discouraged and for Co-operative Societies to ask the right to form companies without having to purchase a charter and thereby come under government control, does not even smack of fairness.

This is a bill that every merchant whether in Western or Eastern Canada should oppose; and the opposition should be voiced immediately.

### A STRONG POTATO MARKET.

Dealers who are particularly interested in potatoes should keep a close watch on the market movements. Reports from all over Canada indicate

that the supply is going to fall short of the demand and already prices are going up.

It may be that farmers are holding for better prices. In fact it was thought this was the case a few weeks ago but later developments point to a real shortage.

In New Brunswick, Nova Scotia and Prince Edward Island the situation is quite firm. New Brunswick is importing from Maine to supply Western Canadian demand. A Halifax dealer has recently bought up 10,000 bushels and Montreal buyers have been in Prince Edward Island on a similar mission.

Potatoes are therefore on the upward trend at the present time and deserve considerable attention.

### LOSING 9 PER CENT. ON SUGAR.

There was a retail grocery dealer in St. Thomas, Ont., last week selling No. 1 extra standard granulated cane-refined sugar at 20 pounds for the dollar. He advertised it in the window.

The cost of this sugar in that city was \$4.95 last week. The dealer was therefore actually making 5 cents on a turnover of 100 pounds, or 1 per cent. on sales. Figuring that it costs him at least 10 per cent. to do business, he was losing 9 per cent. on sugar alone—9 cents on every dollar's worth sold.

Evidently he is either going out of business or he is a philanthropist on a little smaller scale than the Carnegie type.

It is a pleasure to state, however, that this case is an exception for St. Thomas as the grocery dealers there have been accustomed to maintaining established prices pretty well.

### ANOTHER DOWN FOR SUGAR.

It never rains but it pours. Sugar dropped another notch during the week, the decline amounting to 10 cents per cwt.

On September 30 the price of standard granulated on Montreal market was \$5.05 where it had been from Aug. 5. From that time sugar began to slump until now it is \$4.60 or 45 cents per hundred pounds cheaper. It is now 5 cents lower than at this time last year.

The weakening of this market has not been unexpected. The condition of the raw market as well as lack of brisk demand has warranted it. The visible supply of raws is away ahead of last year at a corresponding period and the continuous string of drops has been quite natural. The statistical position still denotes weakness.

The \$4.60 price mentioned is the lowest reached this year for standard cane refined granulated. Last year the low-

est was \$4.35 during the months of January and March.

### ROOM FOR ADVERTISING.

The tea commissioner for the Japanese Central Tea Traders' Association of Japan, was in Canada during the week to find out why the imports of Japan tea by Canada and the United States had decreased from 10,000,000 to 5,000,000 pounds in the past 10 years.

He discovered that the cause was due to the fact that Japan was not pushing the sale of tea on this continent like companies in other tea producing countries were doing. When he goes back home he will advise that an advertising campaign be carried on here, and that more attention be paid to quality and price.

This is another instance of the value placed on the power of advertising as a selling agent. A nation will undertake it just as did the government of Ceylon when it decided to utilize the tea cess for advertising purposes in foreign lands some years ago. Everyone knows the result of the campaign.

If a similar campaign were carried on by the Government of Greece, the demand for currants would soon spread so that there would be no necessity of any talk about uprooting the vines to maintain prices. The coffee of Brazil forms another example. If the crop is extra heavy, coffee would go a-begging for buyers and return the growers little money if the government did not buy in the surplus.

The salvation for such conditions appears to be a big, carefully executed advertising campaign in the most receptive countries.

### DIFFERENCES IN SALMON.

Here are a few simple facts about Sockeye, Cohoe, and Humpback salmon that every dealer ought to know.

Of the three, Sockeye salmon is, of course, the best. It has color and flavor not common to the others. Cohoes are paler in color and Humpbacks are more so, therefore they are cheaper.

This season it is learned that packers have been able to forward practically 100 per cent. of Sockeye orders but only about 40 per cent. of the others. Since the best salmon gives the best satisfaction retailers should exercise their selling power to sell it. Once the public has been educated to purchase the better goods, no further trouble will be experienced. And then the inferior grades of salmon will not last long if they are pushed very hard this year.

A broker told The Grocer recently that

Spring salmon. Out at the coast he says the best hotels and best families use little else. This salmon is not uniform in color—although it is in quality—and this explains the reason why eastern people do not demand it more often. They think that because the color is not always there, the quality must be that of the Cohoe or Humpback.

Salmon, like every other article in the store, ought to be thoroughly understood. When it is, the dealer is able to utilize his selling power with better effect. He can not only increase his sales but at the same time raise the standard of quality—two things to be always desired. They mean better profits and greater satisfaction.

**THE SECRET OF ADVERTISING.**

"In advertising one must lay the facts before the public in a manner that stimulates thought and mental debate so that people may arrive by the usual educational processes at conclusions of their own, which, being reached by their own reasoning powers, they will regard as irresistible and settled for good and all."

Those who read the article in a recent issue by Henry Johnson, Jr., read the above. It strikes the nail on the head and means a great deal. It certainly is the key note in advertising.

In future arrange your copy in the daily newspaper to bring about the required attention.

**MARKING CHARGE CHECKS.**

On all charge checks there should invariably appear not only the full name of the person in whose name the account stands, but also the full name of the person who makes the purchase. If the charge customer makes the purchase in person, add on the line below her name, "by self." If the purchaser is some other member of the family, set down the name correctly. Sometimes there are several members of a family who buy on the same charge account, and it is not sufficiently definite to set down "daughter." This is apparently a trivial matter, but it sometimes turns out to be important. Where bills are rendered at intervals of thirty days, and are not always paid promptly, the customer may easily forget one among many purchases. It is, therefore, just as well, for the store's protection, to be able to state positively by whom the purchase was made.

**NEITHER HERDING NOR HOUNDING.**

The daily and weekly newspapers throughout the country are taking up more enthusiastically than ever before

the work of developing a greater loyalty in the matter of home trading. It has been discovered that considerable patronage goes to the mail order house by the business man himself, and that on different sides the attitude assumed is that it is a poor melon that isn't ripe on both sides. In other words, a man

in one line of business has to complain of mail order trade, though he patronize it himself, he has no right to object if men who could use his goods, send away to have their requirements filled. In some towns there seems to have been no attempt at co-operation among merchants to deal with this problem.

**WORK PROPOSED FOR BOARDS OF TRADE**

If each merchant felt positive in his own mind that there was no business whatever going over his head to mail order houses, a great weight would be removed. True there are many who do not give the catalogue houses in the big centres very many thoughts. They have been able to offer their customers goods of such a value as to persuade them that nowhere else could they secure the same or better for the money.

But in almost every town, village and country community there are heard complaints about money going direct to mail order houses—houses which never pay a cent of taxes in these places—and the merchant is not only losing but the community is becoming weaker.

There are two classes of people affected in almost districts. There are the farmers and the townspeople. The question arises how can each class be convinced that it is to its own monetary interests to deal at home? The argument has been put forth that to confer on the question with the farmer he must be met at his institute or club. The labor men similarly could be reached through their unions but what about the remainder of the townspeople?

A prominent agriculturist—one who holds an important position with a provincial government—says that the people in the villages and towns send much more money to the mail order houses than do the farmers.

To stop this drain on the resources of a community which benefits only the big cities, he suggests that the boards of trade take up the matter. By holding public meetings and announcing a subject such as "Why the General Public Should Support Their Home Towns;" "Advantages in Spending Your Money at Home to Yourself and to Your Community," or "How to Make Your Home Town Prosper," the citizens could be taught to buy solely from their local merchants.

Speakers from neighboring towns could be secured to give facts and figures illustrating how money can actually be saved. Statistics could be presented showing localities where mail order house competition had reduced the population, the standing of the community and the value of the property; it could

be demonstrated how villages and towns are dwarfed from the present system of sending money out of a community to enrich another a hundred or two hundred miles away.

But the question would have to be treated on a sound business basis. Complaining simply about mail order houses selling lower than local merchants would be of no avail. Figures must be quoted pointing out where catalogue prices are above those of the home merchants, the quality being equal or superior. The on-the-spot service which the catalogue house cannot give could be pointed out. The drifting away of young people and the depreciation of property values are other items to be considered.

By such methods people could be taught that they have been misled by a few paltry bargains, often on inferior goods handed out as baits; that these bargains are seldom included in catalogues; that one must be in the city in which the house quoting the alleged bargains is situated in order to get them; that they can buy better goods at home at the same or lower prices; that the value of their property is being depreciated by sending out their money; that it is not honest for them to pay the mail order house cash for goods every time and allow their own dealer who takes a personal interest in serving them to wait long periods of time; that these catalogue houses pay no taxes in support of their municipalities; that the great burden of taxes rests on the local merchants and that the local merchants are the nucleus of the community.

When these facts have been driven home by a board of trade anxious to build up the town by not only getting new industries but by circulating more money in it, then a greater prosperity ought surely to follow their efforts.

Their meetings, of course, would be given wide circulation through the daily press but care must be taken that there should be no spirit of "knocking" shown. The matter must be presented in a fair, business-like method—on a dollars and cents basis—so that everyone will be convinced of the sincerity of the agitators in advising people to deal at home.

# Markets—Advances in Canned Goods

General List Prices Increased 2½ Cents Automatically on December 1st — Cann-  
ers have Disposed of All Their Stocks in Many Lines and Prices in Some In-  
stances are Above the List Price and Jobbers do not seem to be Eager to Sell  
—Sugar Down Ten Cents—The Coffee Situation.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

## ONTARIO MARKETS

### POINTERS—

Spices—Several advances.  
Coffee—Prices are higher.  
Sugar—Decline of 10c.  
Canned Goods—Up 2½ doz.

Toronto, Dec. 1.—There is a feeling among certain Canadian grocery jobbers that the coffee market is not as strong as the daily reports would make it. The opinion is more or less entertained that speculation is behind stories of short crops. The trade is not denying these reports regarding the shortness of crops but they have a feeling that the market is being boosted and the stories inflated beyond their due. However, prices are going up just the same and every day brings confirmatory reports of strength, although of late the market has shown a slight weakness.

Some one has asked the question, "Will there be the usual amount of dried fruit sold this year," and another has been inclined to give a negative answer. The latter states that grocers will have to "sell" their goods this year. That is, they will have to employ more salesmanship on account of the higher prices confronting the fair purchasers.

It is passing among the trade even that there is an "insurgent" feeling among the women who are beginning to think about their Christmas puddings and cakes. The point is mentioned because several who handle raisins have heard, not far from their own hearths, statements that showed a feeling against buying the usual requirement of fruit at present prices.

Canned goods all advanced this week as per schedule and it is well to note that in many cases the wholesalers are above even the new quotations.

Sugar is down again and at the ten cent reduction is considered firm, although there are jobbers who claim that in their opinions the bottom price has not yet been reached.

Sugar.—The decline in the price of sugar announced to the trade on Saturday was not unexpected. The drop this time was ten cents. At the present figure the market is generally considered steady but jobbers state that the bottom had not yet been reached. Some of the trade say that the price is now almost at the cost of production and the margin left is not a big one.

Extra granulated, bags.....	4 70
" " 20 lb. bags.....	4 80
Imperial granulated.....	4 55
Beaver granulated.....	4 55
Yellow, bags.....	4 30

Barrels of granulated and yellow will be furnished at 5 cents above b<sup>o</sup> prices.

Ex round, bris.....	5 10
" " 50-lb. boxes.....	5 30
" " 25-lb. boxes.....	5 40
Watered, bris.....	4 90
" " 50-lb. boxes.....	5 10
" " 25-lb. boxes.....	5 30
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	5 60
" " in 50-lb. ".....	5 70
" " in 25-lb. ".....	5 90

Syrups and Molasses. — Unchanged conditions seem to still prevail. Trade is quite satisfactory, but on the surface there is nothing at present that indicates any near change.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.....	2 25	Gallons, 6 to case.....	4 80
in case.....	0 03½	" " 12 ".....	5 40
5 lb. tins, 1 doz.....	2 60	Quarts, 24 ".....	5 40
in case.....	0 03½	Pinta, 24 ".....	3 00
10 lb. tins, ½ doz.....	2 50	Molasses—	
in case.....	0 03½	New Orleans,	
20 lb. tins, ¼ doz.....	2 45	medium.....	0 30 0 35
in case.....	0 03½	New Orleans,	
Barrels, per lb.....	0 03½	bbis.....	0 28 0 32
Half barrels, lb.....	0 03½	Barbadoes, extra	
Quarter ".....	0 03½	fancy.....	0 45
Pails, 38½ lbs. ea.....	1 70	Porto Rico.....	0 45 0 62
" " 25 ".....	1 20	Muscovada.....	0 30

Dried Fruits.—Seedless Valencias are easier and also dates. Fresh arrivals of the latter were received this week and no more are expected till about the 15th of December and the price is not likely to be changed then. Prunes are strong and the primary currant market has advanced a shilling recently, showing new strength. A recent letter from Spain in regard to Valencia raisins says growers sell but small quantities thinking they will obtain higher prices later on. The trade has fallen off somewhat but it is generally admitted that many markets have not yet taken anything like their usual supplies. Some jobbers held off not wishing to take a chance of being caught by the high opening prices.

Prunes—			
30 to 40, in 25-lb. boxes.....	0 12½	0 13	
40 to 50 " ".....	0 11½	0 12	
50 to 60 " ".....	0 11½	0 11½	
60 to 70 " ".....	0 11	0 11	
70 to 80 " ".....	0 10½	0 10½	
80 to 90 " ".....	0 08½	0 09½	
90 to 100 " ".....	0 08	0 09	

Same fruit in 50-lb. boxes ½ cent less.

Apricots—					
Standard.....	0 15½	0 16			
Choice, 25 lb boxes.....	0 16	0 17			
Fancy.....	0 19	0 20			
Candied Peels—					
Lemon.....	0 09	0 11	Citron.....	0 15	0 17
Orange.....	0 10	0 12½			

Figs—						
Eleme, per lb.....	2½	".....	0 11¼	0 12½		
1½ inches.....	0 08	0 10	2½	".....	0 11¼	0 13
2 ".....	0 08½	0 10½				
2½ ".....	0 09½	0 12	Umbrella boxes.....	0 12	0 14	

Tappets, ".....	0 04	0 04½
Bag figs.....	0 04½	0 06
Dried peaches.....	0 09½	0 10
Dried apples.....	0 08	0 09

Currants—					
Fine Filigras.....	0 07½	0 08	Vostizzas.....	0 10	0 12
Patras.....	0 08	0 08½			

Uncleaned to less

Raisins—					
Sultana.....	0 10	0 12			
fancy.....	0 11	0 13			
extra fancy.....	0 14	0 16			
Valencias selected.....	0 08	0 09			
Seeded, 1 lb packets, fancy.....	0 08½	0 09			
" 16 oz. packets, choice.....	0 07½	0 08			
" 12 oz. ".....	0 07	0 07½			

Dates—					
Halloweeds—			Sairs.....	0 04½	
Full boxes.....	0 05½	0 05½	Package dates,		
Half boxes.....	0 06	0 06½	per 1 lb.....	0 06½	0 06½
			Fards choicest.....	0 09½	0 10½

Spices.—This market is easily holding its own. Mace is dearer and is likely to

remain so. Ginger is up, white pepper is firmer, cream of tartar is decidedly strong, cloves are quoted at an advance and with but few exceptions there is a strong feeling in this market.

	Bbls.	Pails or Boxes	Tins	½-lb. pags. dz	½-lb. tins doz
Allspice.....	0 14	0 15	0 17	0 75	0 80
Cinnamon.....	0 24	0 25	0 27	0 90	0 90
Cayenne pepper.....	0 23	0 24	0 26	0 90	0 9½
Cloves.....	0 24	0 25	0 27	0 90	0 90
Cream tartar.....	0 25	0 26	0 28	0 90	0 90
Curry powder.....	0 22	0 24	0 25	0 80	0 90
Ginger.....	0 22	0 24	0 26	0 80	0 90
Mace.....	0 24	0 25	0 27	0 90	0 90
Nutmegs.....	0 30	0 30	0 30	1 00	2 00
Pepper, black.....	0 16	0 16	0 17½	0 75	0 90
Pepper, white.....	0 24	0 25	0 26½	1 00	1 10
Pastry spice.....	0 23	0 24	0 26	0 80	0 90
Pickling spice.....	0 15	0 16	0 18	0 75	0 75
Turmeric.....	0 15	0 15	0 15	0 75	0 75
Mustard seed, per lb. in bulk.....					0 12
Celery seed, per lb. in bulk.....					20

Coffee.—Prices have been climbing of late and the firmness in the market is unweakened. True, there has been a slight falling off to the extent of a few points, but following the strength that has been manifested up to the present this is not expected to have any effect in stopping the upward movement. It will be noted that prices show a big advance on those that were quoted a few months ago and it is fully believed that under present conditions the upward movement is likely to continue.

Rio, roasted.....	0 18	0 20	Mocha, roasted.....	0 25	0 26
Green Rio.....	0 15	0 16	Java, roasted.....	0 27	0 33
Santos, roasted.....	0 22	0 22	Mexican.....	0 25	0 25
Maracaibo, ".....	0 20	0 20	Gaulemole.....	0 18	0 18
Bogotas.....	0 22	0 25	Jamaica.....	0 21	0 21

Nuts.—There is no apparent weakness in the nut market. The demand for the holidays is still keeping up but stocks are about all out among the retailers. A decline in prices with the passing of the holiday season is not looked for by the trade, at least from present appearances.

Almonds, Formigetta.....	0 15	0 15½
" Tarragona.....	0 16	0 16
" shelled.....	0 32	0 38
Walnuts, Grenoble.....	0 15½	0 16
" Bordeaux.....	0 14	0 14
" Marbota.....	0 18	0 18
" shelled.....	0 39	0 40
Filberts.....	0 12½	0 13
Pecans.....	0 18	0 20
Brazils.....	0 15	0 16½
Peanuts, roasted.....	0 09½	0 12½

Rice and Tapioca.—The market is a little firmer in rice. Demand is about normal. There is nothing particularly eventful in this market.

Rice, stand. B.....	Per lb.	0 03½	0 03½
Standard B. from mills, 500 lbs. or over, f.o.b.,			
Montreal.....	2 90		
Rangoon.....	0 03½	0 03½	
Patna.....	0 06½	0 06½	
Japan.....	0 04½	0 06	
Java.....	0 06	0 07	
Carolina.....	0 10	0 11	
Sago.....	0 06½	0 06	
Seed tapioca.....	0 05½	0 08	
Tapioca, medium pearl.....	0 05½	0 08	

Evaporated Apples.—The market is a little firmer. It is stated that stocks are pretty nearly all in the hands of jobbers and retailers now. There is a slight in-



THE CANADIAN GROCER

well stocked with these lines, but it will be almost impossible to fill large orders from this city during the next few weeks.

There are some weaknesses and reductions noted this week, due to the large crops in the lines so affected.

Sugar—Still another decline in sugar is recorded. This was announced on Saturday morning, and was in keeping with the general tone of the raw market.

Montreal and B.C. granulated, in bbls.	5 25
" " in sacks	5 25
" yellow, in bbls.	4 85
" " in sacks	4 80
Ising sugar, in bbls.	5 85
" " in boxes	6 05
" " in small quantities	6 05
Powdered sugar, in bbls.	5 65
" " in boxes	5 85
" " in small quantities	6 00
Lump, hard, in bbls.	6 15
" " in 100-lb. cases	6 25
" " in 100-lb. cases	6 15

Foreign Dried Fruits—Valencia raisins are a little lower. This weakness is what was expected several weeks ago, before the goods came on the market. It was believed at the time by local buyers that the price was inflated, and strictly accurate information regarding the crop was not furnished. Consequently the buyers held off, and the prices had to weaken somewhat. Prunes are scarce on the market, and prices are on the firm side. The output has been large, and the demand continues. Currants are also higher, as natural at this time of the year. Apricots are firm. The ordering for peel is extremely heavy, the price is high, and stocks are low here.

Smyrna Sultana raisins, uncleaned, per lb.	0 12	
" cleaned, per lb.	0 13	
California raisins, choice seeded in 1-lb. packages	0 07 1/2	
" " fancy seeded, in 1-lb. packages	0 07 1/2	
" " choice seeded in 1-lb. packages	0 08 1/2	
" " fancy seeded in 1-lb. packages	0 09	
Raisins, 3 crown muscatels, per lb.	0 06 1/2	
Prunes—		
25-lb. bx. 90-100, lb.	0 07 1/2	Prunes, 50-60 "
" " 80-90 "	0 08	Prunes, 40-50, lb.
" " 70-80 "	0 08 1/2	Silver prunes, ac.
" " 60-70 "	0 09 1/2	to quality.
		0 11 1/2
Currants uncleaned, loose pack, per lb.	0 07 1/2	
" dry, cleaned, Filistras, per lb.	0 07 1/2	
" wet, cleaned, per lb.	0 08	
" Filistras, in 1-lb. pkg. dry, cleaned, per lb.	0 09	
Pears, per lb.	0 13 1/2	Nectarines, lb.
Peaches, stand-ard, per lb.	0 09	Dates, per lb.
Peaches, choice.	0 10	Hallows, bulk
Apricots, stand-ard, per lb.	0 16	Dates, packages
Apricots, choice	0 12 1/2	30 in case.
Plums, pitted, lb.	0 12	Peel, lb., lemon
		" " orange
		" " citron

Syrup and Molasses—The market continues weak, and local buyers do not look for any advance soon. Some reports came in that an advance was to be made, but were unfounded. At the present condition of the syrup market if advances are made, it will be due to the manipulation of the market, as the cane crop is heavy, and there are lots of goods to supply the world market and leave the quotation at the figures quoted below for Western Canada.

The molasses market was never better, and jobbers only wish that the demand would continue for a longer period of the year.

Syrups—	
24 2-lb. tins, per case	2 03
12 5-lb. tins, per case	2 43
6 10-lb. tins, per case	2 26
3 20-lb. tins, per case	2 32
Half bbls., per lb.	0 03 1/2
Barbadoes molasses in 1-bbls., per gal.	0 60
sw Orleans molasses, 1/2 bbls., per gal.	0 36

Nuts.—It is believed that there will be lots of nuts on the Western market to amply supply the holiday trade. It was feared that there would not be enough walnuts, and at the time of writing the quantity is scarce, but more are expected within ten days. The quotation on walnuts is held firm.

Almonds, shelled 0 33	0 35	Walnuts, shelled 0 38	0 40
Filberts.	0 12 1/2		

Evaporated Apples.—There are lots of evaporated stuffs on the market, and the demand is fair. When the fresh apples are off, the demand will be better, and it is expected that about next February much stock now on hand will be well distributed.

25-lb. box, per lb.	0 11 1/2
50-lb. box, per lb.	0 10 1/2

Tapioca and Sago.—The demand is excellent, and there is little difficulty in getting supplies. The prices are gradually getting higher, and will continue to do so until growers find it profitable to replant again, when a larger production will be made.

Pearl tapioca, per lb.	0 06	0 06 1/2
Sago, per lb.	0 05 1/2	0 05 1/2

Beans. — There is a large stock of beans, both in crop centres and in the West. The demand has not been up to the mark but it is expected to improve after the New Year. As result of the present condition, prices have gone down 5 cents. Jobbers claim that the commodity is popular with the dealers, and anticipate a better showing within six weeks. For this reason it is expected that the prices will not go lower.

3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20

Coffee.—Coffee is going up, as the crop is scarce. Sharp advances have been made within the past few weeks, and an advance has been made of one-cent above that of last week. Standard Rio is selling at 14 cents, and choice at 14 1/2.

CANNED GOODS

MONTREAL.—The canned goods market is extremely strong. Tomatoes are scarce, while there are no peas, beans, corn, raspberries or strawberries in manufacturers' hands.

Clover Leaf salmon advanced 2 1/2c per doz. from December 1st.

Strawberries show an increase of 12 1/2c per doz.

Peas, standard, dozen	\$1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 95c; gallon, \$3.00.	
Beans, dozen	0 97 1/2
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 35
Raspberries, 2 1/2, dozen	1 90
Peaches, 2 1/2, dozen	1 77 1/2
Peaches, 3 1/2, dozen	1 87 1/2
Pears, 2 1/2, dozen	2 77 1/2
Pears, 3 1/2, dozen	2 37 1/2
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2 1/2, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. tins, per dozen	2 07 1/2
1-lb. flats, per dozen	1 32 1/2
Other salmon—	2 25
Humpbacks, dozen	1 40
Cohoos, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
1-lb. flats, dozen, \$3.40; 1-lb. tins, dozen, \$4.25.	
1-lb. flats, dozen, \$4.50.	

Compressed corned beef, 1-lb.	2 00	Minced collops, 2 1/2	3 50
Compressed corned beef, 2 1/2	3 35	Corned beef hash, 1-lb.	1 60
English brawn, 2 1/2	3 15	Corned beef hash, 2 1/2	2 80
Boneless pigs' feet, 2 1/2	3 15	Jellied hocks, 2 1/2	3 50
Ready lunch veal loaf 1 1/2	7 50	Jellied hocks, 6 1/2	12 00
Ready lunch veal loaf 2 1/2	8 50	Paragon ox tongue, 1-lb.	7 50
Roast beef, 1-lb.	2 60	Paragon ox tongue, 2 1/2	8 50
Roast beef, 2 1/2	2 00	Paragon ox tongue, 2 1/2	9 50
Stewed ox tail, 1-lb.	3 35	Paragon lunch tongue	4 00
Stewed kidney, 1-lb.	1 60	1-lb.	4 00
Stewed kidney, 2 1/2	1 50	Tongue lunch, 1-lb.	3 50
Minced collops, 1-lb.	1 40	Sliced smoked beef, 1-lb.	1 50
		Sliced smoked beef, 2 1/2	2 50

TORONTO.—An advance of 2 1/2 cents on canned goods occurred automatically this week on all canned fruits, vegetables and some canned salmon. Thursday, Dec. 1st, was the day announced early in the season by the canners for the advance, as has previously been pointed out several times by The Grocer. However, the wholesalers, who now hold practically all if not all of the canned goods in the country, are bound by no list of prices, although, of course, they are not supposed to sell below the minimum figures. There may be some line in which there was an abundant supply in which there is a general price but this kind is few.

The canners state that they are sold out of beans, carrots, corn, corn on the cob, peas, gallon pumpkins, spinach, tomatoes and apples, blueberries, cherries, currants, gooseberries, raspberries, rhubarb, and strawberries. Outside of these 'few' lines, the canners may have some supplies but this is doubtful. As before stated, the stocks of the goods just enumerated are now in the hands of jobbers and retailers and there are those houses who are looking forward to favorable prices between now and the next strawberry season and in fact even after that. The possession of stocks of these canned goods has made the possessors as independent as little czars and they manifest this independence by quoting prices with the air of "well if you don't like the price you need not buy." This may be overdrawing it to a certain extent but the jobbers themselves admit that they are not at all anxious to sell some lines. One order came from Winnipeg this week for 5,000 cases of tomatoes but after covering the trade 800 cases were all that could be secured. The Independents are also short and the general impression is that canned goods are scarce throughout the country. Gallon apples, for instance, are quoted at several prices. Some say they are getting \$3.25, others \$3.50 while some say they have not raised their price.

New prices for potted poultry and soups are out and some information in regard to the extent of the pack. The latter shows that only sixty per cent. of the chicken orders will be able to be filled by one factory, only 15 per cent. of turkey and 10 per cent. ducks. But 60 per cent. of potted soup will be delivered. The shortness of the pack is explained in that the canners could not get the stocks they had expected. The fowl were gone when they went for them, someone else having been around beforehand.

# A SNAP IN OLIVES—

Here's a chance to get in right at prices away below the market.

MANZANILLA—\$1.00 Jar Choice, 200/220s. QUEENS—\$1.20 Jar Large, 110/120

PIMENTO STUFFED—\$1.50 Jar Choice, 200/220s. QUEENS—\$1.50 Jar Extra Large, 80/90

ALL PUT UP IN WINE GALLON STONE CROCKS.

## NEW NUTS FOR CHRISTMAS

ALMONDS

WALNUTS

BRAZILS

Bordeaux Grenoble Marbots

FILBERTS

PEANUTS

Sicily Turkish

Japans Virginia

OUR PRICES ARE RIGHT.

ORDER NOW FOR QUICK SHIPMENT.

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Wholesale Grocers,

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

We publish other trade papers and require representatives to push circulation.

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

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER  
TORONTO, CANADA



## CARTER'S

STANDARD

## British Wines

Liqueur Green Ginger  
and Other Flavors

Big Wheel Custard Powder,  
Jelly Crystals, Lemonade  
Powder, etc., etc.

H. W. Carter & Co.,

THE OLD REFINERY LIMITED

BRISTOL, : : ENGLAND

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

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Importers and Roasters of High Grade  
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 "Feather-Light" Brand Baking Powder  
 We also carry a full line of TEAS,  
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Mail orders promptly attended to.

Cor. Langley and Broughton Sts.  
 VICTORIA, B.C.

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 FRUIT GROWERS' ASSOCIATION**

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**R. Robertson & CO.**

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 Write us for information about B.C. trade.  
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Do you want live representation?  
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144 WATER ST., VANCOUVER, B.C.

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

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 suc-  
 cessful firms, are represented  
 in such a way as to reflect  
 their importance in the trade."

The  
**Condensed Ads.**

on page 64

will interest you

Are you interested in any of the  
 lines that are advertised?  
 A Post Card will bring you price  
 list and full information.  
 Don't forget to mention this  
 paper.

**Grocers**

of Northern Ontario!

Freight Rates eat up your  
 legitimate profits.

Avoid this  
 Unnecessary  
 Expense



Our customers  
 are doing so,

**Why not you?**

The Young Company  
 LIMITED  
 North Bay and Sudbury

## 31.7% Increase

More People Are Drinking High-Grade Tea

The sales of the 40c. grade of Red Rose Tea in Ontario for the first ten months of this year increased 31.7%. This percentage on an already very large business means an enormous increase. Have YOUR sales of 40c. tea increased at the same rate? They will if you push Red Rose Tea.

This great advance in the sales of the 40c. grade is positive proof that Red Rose Tea appeals to people who are particular about their tea. Just try recommending Red Rose Tea. It is sure to increase your sales.

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# RED ROSE TEA

"Is good tea"

TORONTO

ST. JOHN

WINNIPEG

## Display Your Fruit and Vegetables more effectively by using the Ideal Fruit and Vegetable Rack



Made of light steel bars with two side plates that are nailed to the sides of the original boxes.

Especially useful for displaying oranges during holiday season. Enables you to display at once several boxes neatly and conveniently.

### SAVES SPACE

because boxes can be stacked on top of each other, as shown in the cut, instead of congesting your floor space.

Makes your fruit stock look bigger and more attractive.

Saves waste and loss and helps to increase your sales. Will last as long as you are in business.

Price 50c Each. - Cash with Order.

F.O.B. Toronto.

## EUREKA NOVELTY CO.,

88 Colborne St., TORONTO, ONT. Sole Distributors for Canada

VEGETABLES		Per doz	
	Group B	Group A	
Asparagus tips, 2's, tall	2 52½	2 55	
Beans, Golden Wax, 2's	0 97½	1 00	
" " Midgets, 2's	1 37½	1 40	
" " Refugee or Valentine (Green) 2's	0 52½	0 95	
" " Refugee Midgets 2's	1 37½	1 40	
Beets, sliced, blood red, 2's	0 97½	1 00	
" whole, blood red, 2's	0 97½	1 00	
" sliced, blood red, 3's	1 32½	1 35	
" whole, blood red, 3's	1 37½	1 40	
" whole, Rosebud, 2's	1 27½	1 30	
" " 3's	1 52½	1 55	
Cabbage, 3's	0 97½	1 00	
Carrots, 2's	0 97½	1 00	
Corn, 2's	0 97½	1 02½	
" fancy, 2's	1 05	1 07½	
" on cob, gal	0 77½	1 00	
Peas, Standard, size 4, 2's	1 27½	1 30	
" Early June, size 3, 2's	1 30	1 32½	
" Sweet Wrinkle, size 2, 2's	1 32½	1 35	
" Extra fine sifted, size 1, 2's	1 87½	1 90	
Pumpkin, 3's	0 97½	1 00	
" gal	3 02½	3 06	
Spinach, table, 2's	1 27½	1 30	
" " 3's	1 77½	1 80	
" " gal	5 02½	5 06	
Tomatoes, 2's	1 05	1 07½	
" 3's	1 35	1 38	
" gals	3 62½	4 02½	
Turnips, 3's	1 12½	1 15	

FRUITS		Per doz	
Apples, standard, 3's	1 07½	1 10	
" " gal	3 25	3 30	
Blueberries, standard, 2's	1 27½	1 30	
" " gal	5 27½	5 30	
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55	
" black pitted, heavy syrup, 2's	1 92½	1 95	
" red, not pitted, heavy syrup, 2's	1 52½	1 55	
" red pitted, heavy syrup, 2's	2 17½	2 20	
" white, not pitted, heavy syrup, 2's	1 62½	1 65	
" white pitted, heavy syrup, 2's	2 02½	2 05	
" red pitted, gal	8 52½	8 55	
Gooseberries, 2's, heavy syrup	1 77½	1 80	
Lawtonberries, 2's, heavy syrup	1 77½	1 80	
Peaches, 2's, white, heavy syrup	1 87½	1 90	
" 2's, yellow, heavy syrup	1 87½	1 90	
Raspberries, black, heavy syrup, 2's	1 77½	1 80	
" black standard gal	7 02½	7 05	
" red, heavy syrup 2's	1 77½	1 80	
" red, standard gal	7 02½	7 05	
" red, solid pack, gal	9 27½	9 30	
Rhubarb, preserved, 2's	1 82½	1 85	
" " 3's	2 27½	2 30	
" standard, gal	3 27½	3 30	
Strawberries, heavy syrup, 2's	1 77½	1 80	
Clover Leaf and Horseshoe brands salmon:			
1-lb. talls, dozen	2 05	2 07½	
1-lb. flats, dozen	1 30	1 32½	
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			
Humpbacks, doz	1 20	1 25	
Pinks	1 30	1 35	
Northern River Sockeye		1 95	
Chicken	4 00		
Turk y.	4 00		
Ducks	4 00		
Cohoos, per doz	1 77½		
Red Spring, doz	1 87½		
Lobsters, halves, per dozen	2 65	2 75	
Lobsters, quarters, per dozen	1 60		
Soup, 2's	1 90		
Soup, 1's	1 90		

**BRITISH COLUMBIA MARKETS.**

Vancouver, Dec. 1.—Potatoes are steadily climbing to the high figures. Locals are quoted at \$32 a ton, but it is likely that another week or so will see a higher price. With the potato crop a partial failure in Canada, it will not be so easy to get supplies from eastern Canada, so it is expected that before spring the price will be very high. Ashcroft's are \$40, and Chilliwacks, \$32. Ashcroft's are not made a feature, as they keep the best, and an effort is being made to sell off the locals. After they are gone the white potatoes are still in good shape and command the best prices.

**NOVA SCOTIA MARKETS.**

Halifax, N.S., Dec. 1.—The chief feature of interest in the local market this week is another advance in the price of potatoes. Large shipments from Prince Edward Island continue to arrive, but the demand is great. The potatoes on the Island are selling at 35 to 38 cents, the crop is short. Up to to-day potatoes have been selling here at fifty-five cents per bushel, but now they are quoted at sixty cents, and it is predicted that they will go still higher. One Halifax dealer alone has bought up ten thousand bushels and representatives of

Montreal firms are buying up up potatoes on the Island. One Montreal firm is said to have secured 30,000 bushels in Aroostook County, Maine. A steamer has been chartered and these potatoes are intended for the Newfoundland market.

Hams are firm at 21 cents, bacon, rolled 16 cents, and bacon sides at 21 cents. Sugar went down again this week 10 cents.

The flour markets are active. Prices are considered low, and the dealers report large sales. One Halifax dealer is reported to have turned over five thousand barrels during the past three months. The stocks on hand are fairly heavy.

Lemons which sold last week at \$4

per crate of 420 count, are now quoted at \$6. Jamaica oranges repacked are selling at \$4.50 per barrel. The quality of the fruit on the market is only fair.

**NEW BRUNSWICK MARKET.**

St. John, Dec. 1.—Ontario flour advanced 20 cents per barrel last week and is now quoted at \$5.45 to \$5.70. Manitoba is unchanged. Oats advanced 4 cents per bushel. Potatoes have also advanced, the price now being \$1.90 to \$2 per barrel.

All grades of refined sugar declined 10 cents per hundred pounds on Monday (Nov. 28.) Standard granulated is now \$4.75 to \$4.85.

53 Highest Awards in Europe and America

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



Registered U. S. Pat. Off.

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

**Walter Baker & Co., Ltd.**

Established 1780

**DORCHESTER, MASS.**

**THE PEOPLE OF JAMAICA**

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

**KINGSTON**

**"GLEANER"**

might bring inquiries. Better write for rates to

**I. C. STEWART, Halifax**

**A Grocery Clerk**

should know the quality of every article he sells; and thus satisfy the consumer as well as proprietor. That is successful selling.

No trouble to know the quality of Fels-Naptha soap. Just use it right. Selling the best soap like Fels-Naptha means a step forward for the clerk and employer.



## Manufacturers of Grocery Lines in Eastern Canada, United States and Europe

Are your goods being pushed aggressively in Western Canada?

If not, you are neglecting an unusually good opportunity to establish a permanent demand for your product among a people celebrated for liberality of expenditure in plain and fancy food products.

And, remember, these people are increasing in numbers with amazing rapidity.

We have unrivalled facilities for introducing and building up a permanent demand throughout Western Canada for deserving grocery lines.

We maintain large warehouses in Winnipeg, Calgary, Edmonton, Regina, Saskatoon, the five really important wholesale distributing centres of Western Canada. Our travelers cover practically the entire wholesale trade of the West.

If you are interested, write us for full particulars of our service.

### NICHOLSON & BAIN

Wholesale Commission Merchants.

Head Offices: Winnipeg, Man.

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REGINA

SASKATOON

EDMONTON and CALGARY

## The Line of Sustained Profit! Note the Trade Mark!

### NO ARGUMENT

in recommending a line of foodstuffs to your particular customer will carry the same weight as PURITY, and in this respect

### "E.D.S." Jams, Jellies and Catsup

stand alone! They are, in fact, absolutely PURE—much above the standard the Government requires of so-called genuine jams, and they contain no dye, preservative or other admixture, and carry no excess of water. The same can not be said of some leading makes that are largely advertised.

Isn't this the line you've been looking for?

Feature "E.D.S." Brand It's the brand of genuine profit and satisfaction.

Made only by

## E. D. Smith

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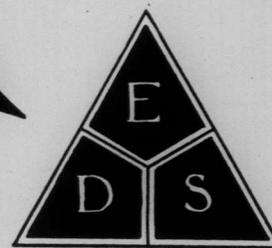
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J. GIBBS, HAMILTON



You will like it!  
We are proud of it!!

# Gunns Mince Meat

The Finest that can be Produced.

Fortunately we anticipated the Dried Fruit market sufficient to cover our requirements and to give our friends the benefit of GUNNS QUALITY Mince Meat at exceptionally moderate prices.

## Gunns Limited

Pork and Beef Packers  
West Toronto

"The House of Quality"

# HAMS

The "lower price for meats" is nowhere so marked as in the price for Hams, either smoked, pickled or cooked. They are the cheapest goods on the market to-day. Write, phone or wire us for prices.

## F.W. Fearman Co.

LIMITED

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Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable:

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children:

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



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MILK CO. LIMITED  
FACTORIES  
TRURO, N. S.  
HUNTINGDON, P. Q.



ARE YOU A BUYER OF

HAMS  
BACON  
LONG CLEAR  
ROLLS  
SHORT CUT  
MESS PORK  
LARD

Pork Sausage

Bologna Sausage

or anything in the pork line? If so, ask us for quotations. Goods as good as the best and at lowest possible prices.

## The WM. RYAN, Limited

Packing House  
FERGUS

70 Front St. East, TORONTO

## Provisions Show Another Decline

Compound and Pure Lards Are Down Again, in Addition to Ham and Bacon—Dealers Are Now Looking for the Bottom of the Slide, and Believe They Have Reached a Basis That Should Hold For Some Time—New Laid Eggs Are Higher, and Also Cheese—Fresh Creamery Butter, Like New Laid Eggs, Is Scarce, and Is Quoted Higher.

There has been a certain amount of activity in the markets during the past week. Cheese shows a slight increase, creamery butter is up also, eggs are decidedly firm especially those that cannot be got, and provisions have reached a lower level.

The stand made by cheese is due to the export enquiries and the trade already transacted. Butter production has of course fallen off considerably and fresh creamery prints, the butter that is in heaviest demand, are in supply. Storage stocks are being used now that the country is not able to furnish the quantity that is generally required.

Eggs have no reason to show a weakness and they are living up to the expectations as to the scarcity of new-laid and the high prices for the same. The price already reached is appreciable but dealers expect to see it go a little higher before the season of limited supplies is concluded.

Poultry is rather quiet just at present with a steady trade passing. Honey is running along doing a fair business but nothing out of the ordinary.

The further decline in prices of pork products is somewhat of a surprise as it was thought the tendency in this direction had already been retarded in view of so many declines in the past. Those in the trade state that they are unable to arrive at a conclusion as to when a halt in the decline will be called, but they seem to feel that a price has been reached which should at least hold for some time. The live hog market shows no change with the exception of a slight easing off in the Montreal market.

### MONTREAL

Provisions—There is no change to note in this market. All lines remain quiet, the demand being chiefly for small lots to fill actual wants.

There is a slight decline in live hogs.

<b>Pure Lard—</b>	
Boxes, 50 lbs. per lb.	0 14½
Cases, tins, each 10 lbs., per lb.	0 15½
" " " " " "	0 15½
" " " " " "	0 15½
Pails, wood, 20 lbs. net, per lb.	0 15½
Pails, tin, 20 lbs. gross, per lb.	0 14½
Tubs, 50 lbs. net, per lb.	0 15½
Tierces, 37½ lbs., per lb.	0 15
<b>Compound Lard—</b>	
Boxes, 50 lbs. net, per lb.	0 11½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 13½
" " " " " "	0 13½
" " " " " "	0 13½
Pails, wood, 20 lbs. net, per lb.	0 13½
Pails, tin, 20 lbs. gross, per lb.	0 12½
Tubs, 50 lbs. net, per lb.	0 13½
Tierces, 37½ lbs., per lb.	0 13½
<b>Pork—</b>	
Heavy Canada short cut mess, bbl. 35-45 pieces	26 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" " " "	18 00
" " " "	26 50
<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb.	0 12
Long clear bacon, heavy, lb.	0 14
Long clear bacon, light, lb.	0 15½

<b>Hams—</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 16
Large sizes, 18 to 25 lbs., per lb.	0 17½
Medium sizes, 13 to 18 lbs., per lb.	0 18½
Extra small sizes, 10 to 13 lbs., per lb.	0 18½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18½
" " " " " " small, 9 to 12 lbs., per lb.	0 19½
Breakfast bacon, English, boneless, per lb.	0 18½
Windsor bacon, skinned, backs, per lb.	0 17
Spiced roll bacon, boneless, short, per lb.	0 16
Hogs, live, per cwt.	7 00 7 25
" " dressed, per cwt.	10 25

Butter—The butter market is a little firmer. As the cheese factories have all closed down, some farmers in the Eastern Townships are making some separator butter and receiving 24c. for it. Some good class roll butter is also being received from Ontario.

New milk creamery	0 25½ 0 26
Dairy, tubs, lb.	0 22 0 23
Fresh dairy rolls	0 23

Cheese—With the sailing of the last ocean vessels from Montreal this week the cheese export season is at an end. The shipments for this year amounts to 1,892,235 boxes as against 1,872,315 boxes for last year.

There is an advance of ¼c. on all grades of new supply.

Quebec, large	0 13½
Western, large	0 13½
" " " " " " twins	0 13½
" " " " " " small, 20 lbs.	0 13½
Old cheese, large	0 16

Eggs.—The egg market is pretty much the same as last week. There are practically no new laid eggs coming in, the few cases arriving fetching prices quoted. Selected are in good demand. It is expected that storage stocks will be soon exhausted.

New laid	0 50 0 60
Selects	0 32
No. 1	0 27

Poultry.—Supplies are coming in slowly for this time of year, as most of the producers are holding back their best stock for higher prices. There is a good demand for fresh killed turkeys. Ducks are scarce, but there is a good demand for nice, plump chickens.

Chickens	0 17 0 18	Ducks	0 18 0 19
Fowl	0 15 0 16	Turkeys	0 20 0 21
Geese	0 13 0 11		

Honey.—There is still a fair demand for honey, with forces unchanged.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

### TORONTO.

Provisions.—While the price of live hogs has been holding around from \$6.65 to \$6.75, prices of products have continued slumping. Hams and bacon show lower quotations; both pure and compound lards are lower. The market is bound to hit the bottom of the slide one of these days, but of late it has been acting consistently in the downward direction. Demand is fairly good, and is likely to remain in about that position for the rest of the year.

Long clear bacon, per lb.	0 18
Smoked breakfast bacon, per lb.	0 18
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb.	0 12½
Light hams, per lb.	0 16
Medium hams, per lb.	0 15½
Large hams, per lb.	0 15
Cooked hams	0 23
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb.	0 18
" " " " " " pea meal	0 18½ 0 19
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	26 00 27 50
Lard, tierces, per lb.	0 13½
" " tubs	0 13½
" " pails	0 14
" " compounds, per lb.	0 11½ 0 12
Live hogs, at country points	6 75
Live hogs, local	7 00 7 10
Dressed hogs	9 00 9 25

Butter.—There is a scarcity in fresh creamery prints, and the price shows an increase. Demand is general, but creamery is most sought after. Prices are likely to hold firmly for weeks to come.

<b>Fresh creamery print</b>	
Creamery solids	0 27 0 28
Farmers separator butter	0 25 0 25½
Dairy prints, choice	0 24 0 25
Fresh large rolls	0 22 0 23
No. 1 tubs or boxes	0 21½ 0 22
No. 2 tubs or boxes	0 20 0 21
	0 19 0 20

Cheese.—Higher prices and a generally stronger feeling is noticeable in cheese. Local dealers attribute the influence to a reported shortage of supplies in Montreal, stating that export demand has made quite a hole in the stocks. Demand here is normal.

New cheese—		New twins	0 12½ 0 12½
Large	0 12½ 0 12½	Stiltons	0 14
Old cheese	0 14 0 15		

Eggs.—Prices show a little increase over a week ago. There has been nothing to relieve the demand for new laid eggs which are generally scarce throughout the country. Storage and pickled eggs are even rather dear, but the demand this month should show an increase over last. Prices are likely to hold or soar for some time yet and although a high level has already been reached it is thought that there is still some distance to go.

New laid eggs	0 40 0 45
Selects, storage	0 31 0 32
Fresh eggs, doz., storage	0 23 0 29
Pickled eggs	0 27

Poultry.—The market during the week has been about normal. The quantity of poultry coming in has been kept at a good figure and demand has been good. It is expected that the supply for Christmas will be abundant, but a more accurate estimate of the situation will be possible in a week or two.

Chickens, dress-		Geese, dressed	0 10 0 11
ed	0 12 0 13	Geese, live	0 08 0 10
Chickens, live	0 10 0 11	H ns, dressed	0 10 0 11
Ducks, dressed	0 14 0 15	H ns, live	0 09
Ducks, live	0 10 0 12	Turkeys, dressed	0 16 0 20

Honey.—There is no change in the honey market. There are still those in the trade who expect to find activity in honey before long.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " " " " 10 lb. pails	0 11½ 0 12
" " " " " " 5 lb. pails	0 12
" " " " " " comb, per dozen	2 00 2 50
Buckwheat honey, lb.	0 07½

### WINNIPEG.

Eggs.—Fresh eggs are 35 cents per dozen and candled stock are 30 cents. The market may be up when the holiday rush begins.

Butter.—Eastern Townships creamery butter is jobbing here at 32 cents. This is a reasonable figure when everything is considered, but it cannot last and at least 35 cents must be quoted soon. Dairy stocks of local and eastern pro-

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Limited  
TORONTO

**A Pretty Face**  
*Does it sell goods?*

## "Chocolate Bordo"

You have probably read that article on "Shop Assistants who Travel on Looks."

That is a very old fashioned notion isn't it—getting a pretty girl to stand behind your counter and believing she will sell goods because she is pretty. How is she to "pull" trade?

She can attract customers already in the shop, perhaps, but it is the getting in of the Customers that is the real problem. Once get a customer into your store, and the face behind your counter is not going to make a great deal of difference one way or another if you have the goods.

We can tell you how to get hold of a sure means of attracting Customers from the outside of your store to the inside.

Let it be known that you handle Our Chocolate "BORDO" which is becoming a greater attraction every day and which is drawing more people into stores to buy "BORDO" than any other Chocolate ever placed on the market. Then trade will come to you.

We want you to know more about this specialty too; if not already acquainted with it, it will be a good thing for both you and your Customers.

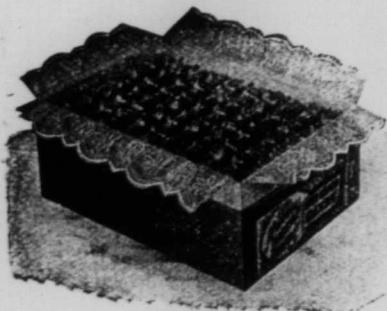
You will find it such a helpful line to have in your confectionery department.

It will pay you to investigate, and get "Bordo" into stock before your competitor gets hold of it.

Send us your enquiry for samples and particulars; it is a pleasure for us to furnish same.

**The Montreal Biscuit Co.**  
(The Originators)  
MONTREAL

**Attracts Trade**



duction are jobbing at 27 cents per pound.

Cheese.—The market on cheese has greatly improved recently and the output is large in this province. The following quotations hold to-day:

Manitoba large, lb ... 0 11½	Ontario twins, lb. ... 0 14
twins, lb. ... 0 12	large, lb. .... 0 13½

### MERCHANTS ELECT OFFICERS.

**Three Chatham Grocers on The List—Transient Traders Discussed.**

Chatham, Ont., Dec. 1.—The Chatham Retail Merchants' Association held its annual meeting on Tuesday evening, when the following officers were elected:

President.—T. Walter Poile.

First vice-president—Harry A. Andrew.

Second vice-president—W. M. Grant.

Secretary—J. H. Kadwell.

Treasurer—H. G. Hodges.

Auditors—A. D. Westman and John McCorvie.

Members of the grocery trade figure largely in the list of officers, the first vice-president, the secretary and Auditor McCorvie all being grocers. Secretary Kadwell is an English grocer who has been in business here, only a few years.

A vote of thanks was passed to the retiring president, A. D. Westman, for his services during the past two years. Dominion secretary, E. M. Trowern, of the R. M. A. was unable to be present; but an informal discussion was held on transient traders and kindred subjects. Though the association starts the new year with a somewhat smaller membership, on account of the increase in the fee from \$2 to \$5, it still numbers in its ranks many of the old enthusiasts.

An  
all-the-year-round  
Success!

## Huntley & Palmers

### Breakfast Biscuits

A real biscuit novelty.  
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.  
Reading  
Eng.



# PUBLICITY



An inventory of every grocer's stock shows a certain percentage of "dead ones"—goods that through lack of quality or publicity represent a profitless investment of part of his working capital. Goods that are reliable and extensively advertised are profit producers.

**Magic** is the most extensively advertised baking powder in Canada, and **insures** a satisfactory profit at all times. Think it over.

## MAGIC BAKING POWDER

CONTAINS NO ALUM.

**MAGIC** is a medium-priced baking powder and the only well-known one made in Canada that does **NOT** contain Alum.

### E. W. Gillett Co. Ltd.

Toronto, Ont.

Winnipeg

Montreal



*The  
Biggest  
Seller*



A NUMBER of causes have combined to make **Shredded Wheat** the biggest seller among cereal foods. Our magazine, newspaper and street car advertising, our demonstrations and sampling campaigns have made **Shredded Wheat** well known and therefore easy to sell. Thousands of visitors to Niagara Falls have gone through our factory and have seen **Shredded Wheat** being made under sanitary conditions and have advertised it to their friends. But, by none of these means could we have built up such an enormous sale if **Shredded Wheat** had not been so nourishing and satisfying. People who eat it once always eat it, which means once you start your customers they will always buy it. Start as many as possible, because there's good profit for you in every sale of

*Shredded  
Wheat*

## Are You Supplied?

Dealers everywhere will soon be receiving many calls for

### Clark's Concentrated Soups

(Chateau Brand)

We are starting to advertise these excellent soups in newspapers and street-cars. The retail price is only 10 cents a tin as against 12 1-2 cents for other brands, and the dealer makes a good profit.

Jobbers not supplied should write at once.

**Wm. Clark - Montreal**  
Manufacturer



**Stick Licorice**

AND

**Pepsin Chewing Gum**

(NOTE THE BRAND)

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

and a full range of  
**LICORICE SPECIALTIES**

for Grocers, Confectioners  
and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

**NATIONAL LICORICE COMPANY**  
MONTREAL, CANADA

**Do You Realize**

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

**Carr's Biscuits**



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

Send your order to our nearest agent

**CARR & CO. CARLISLE ENGLAND**

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

CANADA:  
No better  
Country



MOTT'S:  
No better  
Chocolate

All the year round

**Mott's**

"Diamond" and "Elite"

brands of

**Chocolate**

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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

By Royal



Letters Patent

**NELSON'S**  
**POWDERED GELATINE**

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

**NELSON'S**  
Gelatine and Licorice  
**LOZENGES**

Should be in your confectionery department.

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

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.  
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.  
J. L. Watt & Scott, 27 Wellington Street East, Toronto.  
W. E. Ashley, Winnipeg.  
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

## Rolled Oats Have Advanced 15c a Bag

Went up Ten Cents on Monday and Soared Another Five on Wednesday, Making a Total of 15 Cents a Bag—Should Hold At That Figure—Millers are Busy Meeting Cereal Demand—Flour is Normal, With Wheat Market Weak.

In last week's issue it was stated that cereal millers were looking forward to higher prices for rolled oats. On Monday an increase of ten cents a sack was announced, and again on Wednesday another increase of five cents was made known. This was a total advance of 15 cents a bag on the Toronto market. Thus the ground lost some weeks ago was recovered to a certain extent.

The week has been rather uneventful, and from a news standpoint is saved by the movement in rolled oats. Mills have been busy, the demand has been good, but the situation was not entirely satisfactory to the millers. The decline referred to, occurring some weeks ago, is said to have been due to a certain amount of price cutting. At any rate millers stated previous to the advance that if conditions then existing continued, they would have to advance the price. Since the first increase oats have shown a slight weakness, but not likely sufficient to affect the price of the cereal.

Rolled wheat is in good demand, and mills have been working overtime in many instances. On the whole the business in cereals is quite satisfactory.

Wheat weakened on Saturday when news was received from Argentina that the quantity for export would likely be 100,000,000 bushels instead of 82,000,000, as previously reported. The United States visible supply of wheat this week was 42,485,000 bus. as against 43,320,000 last week, and 29,417,000 bus. for the same week a year ago. The Canadian wheat supply this week was 12,048,000 bus.; last week 12,381,000 bus., and the same week a year ago 10,000,000 bus. On the whole the flour market is rather quiet at present.

The following is a review of the world situation in wheat.

The closing of navigation means an advance in the cost of moving grain to the east. Some of the millers state there is a possibility of an increase in the price of flour, but they do not say so with a positiveness that marked statements previous to the advance in rolled oats.

### MONTREAL.

Flour.—The demand in the flour market has been chiefly for small lots to fill actual wants. Prices for all grades are steady, and the volume of business passing is just fair.

Winter wheat patents, bbl.	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl.	5 60	
" straight patents, bbl.	5 10	
" strong bakers	4 90	
" second "	4 40	

Rolled Oats—This market advanced during the week 10 cents per sack.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated "	2 35
Bolled cornmeal, 100-bags	1 80
Bolled oats, bags, 90 lb.	2 10
barrels	4 65

### TORONTO.

Flour.—The market here is quiet. Some expect present prices to rule for a time, others believe the close of navigation will have the effect of strengthening the market, and probably bringing up the price again. At present wheat is inclined to be weak, and the world's review does not suggest firmness.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20

Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—Mills are busy meeting the present demand. Some are working all night, and extra time is a common thing. The advance in rolled oats was not unexpected, as millers had issued the warning almost two weeks ago, although faintly at first.

Rolled oats, small lots, 90 lb. sacks	2 20
" 25 bags to car lots	2 10
Standard and granulated oatmeal, 58 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. bris.	2 85
" 5 bris. to car lots	2 75

### MARKET BY LAWS VIOLATED.

St. John, N.B., Nov. 30.—The investigation into the affairs of the country market, which was ordered recently by the city council, is still going on. Much evidence has been secured showing some loose methods and violations of the by-laws by grocers and meat dealers of the city. It is anticipated that after the report of the committee is sent to the council, some official heads will fall.

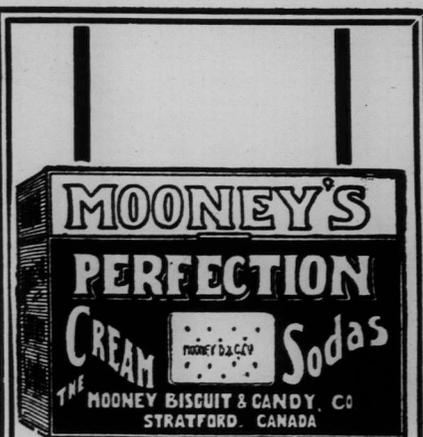
In the police court last week two of the leading grocers and meat dealers were fined ten dollars each for violating the game laws by having partridges for sale.

### A MANY LANGUED MAN.

The partnership existing between Soskin & Many, general merchants, Welland, Ont., has by mutual consent been dissolved and the business will hereafter be conducted by Mr. Many. The latter when he went to Welland could speak seven languages but he contemplates learning another in order to more intelligently meet the needs of the cosmopolitan population of that town. This is surely a record.

S. N. Knetchel, grocer, Cobalt, Ont., has assigned.

Frank Beam, general merchant, Ridgeway, Ont., died suddenly.



There's a constant demand in every household for a good soda biscuit.

Are you stocking

**Mooney's  
"Perfection"**

Cream Sodas

the kind that always reaches your customer in a crisp and fresh condition?

It's a line that never fails to satisfy, and leaves a good margin of profit.

They are pleasantly palatable and perfectly pure.

See to your stocks.

**The  
MOONEY BISCUIT  
& CANDY CO., LTD.**

Stratford and Winnipeg



## MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

**Frederick E. Robson  
& Co.**

26 Front St. E., Toronto

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

## You can't afford to delay writing us about the new way of selling cereals

Every week's delay means lost profits. Because this way is the long looked-for happy medium between the wasteful, slow-selling *bulk* method and the unprofitable advertised carton nuisance.

It's the method that gives you bigger sales and better profits and your customers more for their money.

The only way we can get in touch with each other is for you to write us. We would not bother you with this proposition unless we knew it would appeal to shrewd business men. An enquiry costs you nothing.

If note paper is not handy, simply tear out this ad, write your name and address in the margin and mail it to us. Full particulars will reach you by return mail.



**THE CHISHOLM MILLING COMPANY,**  
LIMITED

TORONTO,

ONTARIO

## AN IMPORTANT FACTOR

in the successful selling of your staple articles is the Breakfast Food you are featuring. And you will find it will pay you to feature

### TILLSON'S OATS

because their excellent quality and flavour never fail to satisfy the appetite and please the palate.

TILLSON'S PAN-DRIED OATS are the greatest-known nerve, muscle and bone builders, and should have a place on the breakfast table of every one of your customers.

Feature this splendid selling line. Our extensive consumer advertising is creating an unprecedented demand for TILLSON'S OATS.

Put up in two Sizes	
Premium Family Package	Pan-Dried Package
Retailing at 25c.	Retailing at 10c.



**Canada  
Cereal  
and  
Milling  
Co., Ltd.**

Head Office:  
Lumsden Bldg.,  
TORONTO



Why Grocers  
should stock  
**CHRISTIE'S**  
Plum  
Pudding

THE day of the Home-made Xmas Plum Pudding is past. ¶ [Few] Housewives now attempt to make one, because they realize that the facilities of the Modern Bakery are far superior to that of the ordinary kitchen. ¶ More than that, the baking of the Home-made Pudding is generally deferred and the Festal Day finds it immature. ¶ The Christie Plum Pudding maintains the high reputation of the Big Canadian Bakers for purity and quality. ¶ Every ingredient entering this pudding is guaranteed to be of the highest quality. ¶ You'll oblige many of your customers by stocking this pudding and its rich, delicious flavor will certainly please them.

---

Put up in 1 and 2 lb. tins  
and in cloth.

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**Christie, Brown & Co.,**

Limited  
51



## Odds and Ends from Here and There

**Big Pecan Crop for Texas—No Santos Coffee — California Walnut Crop—Argentine Flour Making Inroads Into West India Market—California Dried Peaches Lower in Price Than Prunes for First Time in History.**

The largest pecan crop on record for Ellis County, Texas, will be gathered this fall. The crop grows mostly on wild trees and this year the nuts are larger than usual, and it is stated some of the trees are so heavily loaded they are beginning to break.

A New York grocer, resisting a robber, who had entered his home one night, last week, was struck dead by a blow from a blackjack.

There is no such thing as Santos coffee, strictly speaking, as Santos is only the port through which the coffee is exported.

It is estimated that southern California will produce about 9,000 tons of walnuts this season. More conservative estimates place the crop this year at about 600 tons short of last year, when the total shipments amounted to 9,300 tons.

Trading stamps have practically been ousted from the District of Columbia, U.S.A. The Retail Merchants' Association of Washington has been largely responsible.

The fact that the ladder to success looks long and steep as you see it from a distance need not worry you. You climb it one step at a time, not all at one jump.

Millers of the Argentine recently landed what is claimed to be the first of heavy shipments of flour at Jamaica, W.I. This indicates a new competitor for the West Indian trade which has been divided between Canada and the United States. An agent commenting on the West Indian market says it is a desirable one and that it ought to be possible to enlarge it. The people probably would eat more bread if it were decently made, and were they to become flour eaters they would always be flour buyers, because they never will be wheat growers or millers.

Grocers of Indiana, Illinois and Kentucky, at a meeting held at Evansville, organized a co-operative wholesale house recently, to be known as the Merchants Grocery Co. The company will have \$100,000 capital with \$50,000 common stock and it is the plan to have fifty retail grocers in the three states, each take \$200 in stock. They will have no traveling salesmen and will do a strictly cash business. They are now ready for business.

For the first time in the history of the trade California dried peaches can

be secured at a lower price than that quoted for California prunes.

## RETURNED SUGAR.

**Shipment of 70,000 lbs. Sent to England is Returned, and Finds no Buyers, Even on This Side.**

As touching on the low price of sugar and the prospect of its becoming still lower, there is a condition present in the sugar market to-day which is almost unprecedented in the history of the industry. Granulated sugar shipped from the United States to England several months ago has become a drug on the market there, and is being brought back to the United States and offered at a shade below the current market and a sharp decline below the price paid for it.

All told, 70,000 tons of U. S. refined sugar were shipped to Europe, mostly to England. The very large crop of raw sugar and the general weakness of the sugar situation prevented its sale, and holders are now offering it delivered in New York or Philadelphia at 4.45 cents per pound. It cost over 5 cents per pound, so that the holders stand to make a round loss. Nobody has bought it in this country, however, for several reasons. Our own sugar market is getting pretty low, and the sugar offered from abroad is in 100-lb. bags, and several months old. Nobody knows what condition it is in, and it will take two weeks to find out, by which time currently made sugar may be obtainable for just as little money.

## Tea Production and Consumption for Entire World

London (Eng.) Times.

It is difficult to give exact figures as to the amount of tea grown throughout the world, as a great deal is consumed in the countries of production, particularly in China and Japan, where it is grown on small farms and consumed locally, so that it does not appear in any returns. Probably the world's production is about 1,200,000,000 pounds annually, viz.:—China, 600,000,000 pounds; India, 262,000,000 pounds; Ceylon, 191,000,000 pounds; Natal, 2,000,000 pounds; (Japan, 63,000,000 pounds); Java, Formosa, and all other countries, 82,000,000 lbs. Thus 455,000,000 pounds are produced in the British Empire.

It is estimated that 400,000,000 pounds of the tea produced in China is consumed locally and 200,000,000 pounds ex-

ported. Of the 63,000,000 pounds produced in Japan, 26,000,000 pounds are consumed in that country. The greater part of the Japanese tea exported goes to the United States. The Japanese are not taking quietly to the reduction in the foreign consumption of their tea, consequent on the growing popularity of Indian and Ceylon teas. A ten years' campaign has been arranged for the United States, at an annual cost of \$80,000, toward which the Government, it is hoped, will give a subsidy of \$50,000. There is a possibility that the treaty recently concluded between Russia and Japan may encourage the import of Japan tea into Russia. It is also possible that the treaty, . . . may seriously affect the trade between the United States and Japan. Should that happen, there will be more room for British-grown tea in America, so that India ought to profit, whatever may be the effect of the treaty on the countries most nearly concerned.

At the beginning of the year under consideration (1909-10) there were large stocks of tea in the United States, collected in anticipation of an import tax. These stocks kept imports down for some time; nevertheless, imports reached 104,250,000 pounds, rather less than one-half of which came from Japan and Formosa, nearly a third from China, and the rest from India and Ceylon.

Tea drinking is steadily increasing in South America. Argentina is rapidly becoming a tea-drinking country. On the continent of Europe there is an increasing demand for British-grown tea, instead of that from China. Germany, in spite of her increased duty, has taken more tea during the year. Austrians are said to use a higher average quality of tea than any other people except the Russians. Reports of increased sales also come from France, Holland, Sweden and Norway.

## A GOOD MEMORY.

Mrs. Jones's favorite warning to her young progeny when they were in mischief was that she would tend to them in a minute. "Tending" was accomplished by applying her open hand where it would do the most good. When Harry was 4 years old he was sent for the first time round the corner to the grocery. In a few minutes he came trotting soberly back with the nickel still in his hand but no bag of onions. "What's the matter?" asked his mother.

"I'm 'fraid of the man," he said solemnly.

"Oh, he won't hurt you," reassured Mrs. Jones. "Run along and bring the onions. I'm in a hurry for them."

A second time Harry disappeared round the corner, and a second time returned without the purchase.

"I'm 'fraid of the grocer man," he explained, as before.

"Well, what makes you afraid of him?" demanded his mother impatiently.

"Why," answered the little fellow, "bofe times when I goed in he looked at me and said, 'I'll tend to you in a minute!'"

# Infuse Loyalty into Your Customers

Double Your Sales



Isn't your oldest clerk your most *valued* clerk, Brother Grocer?

He is.

Simply because customers have grown to *trust* him, rely upon him, through years of service.

The store that stocks new faces behind the counter cannot inspire this confidence in the buyer—the slow—ripening fruit of acquaintance extended over many moons.

And this is why **YOU** are a *more* valuable asset to your store than your oldest clerk.

Why your oldest clerk is worth *so* much more than the raw recruit.

This, in short, is the *only* reason why he sells more—because his recommendation carries more weight, you see.

If you were to define "Goodwill," it would be an explanation of what we now say to you.

If this be true of your help, Brother Grocer, then it is likewise true of your *goods*.

And this fits **FIVE ROSES** like a glove.

Because it is established in the confidence of customers for *almost* a quarter century.

It has been a good worker for the *wise* dealers, Brother Grocer.

And every barrel sold has strengthened the satisfaction—impressed the brand and the name of the seller deeper and deeper in the affection of your custom.

**FIVE ROSES** has been *the* flour with which new bride-cooks have acquired their training—grown expert in domestic economy—it has been the partner of their most signal successes.

It is *associated with success*, don't you see.

It has been reliable, trustworthy, unfailing—**FIVE ROSES** has always been "there with the goods."

Therefore it has prevented "the lost sale"—making customers enthusiastic, making them self-sellers—it has made them **LOYAL**.

Which is *everything* in retailing, Brother Grocer.

If you sell **FIVE ROSES**, then you *know* this.

If you don't sell **FIVE ROSES**, don't delay another single day.

Get after your jobber, make him get **FIVE ROSES** for you, or write us—we will tell you where to get it and how.

Don't be left on the shore when the tide goes out, Brother Grocer.

Act **NOW**.

Lake of the Woods Milling Co., Limited  
MONTREAL

# Five Roses Flour

### Holiday Fruits, etc.

You will now be considering placing your orders for Christmas Fruits. As usual, we will be able to give you best selections, also best prices on

**ORANGES, LEMONS, GRAPEFRUIT, TANGERINES, GRAPES, FIGS, DATES, NUTS, ETC.**

Open orders will be billed lowest market price.



25-27 CHURCH ST. TORONTO  
are Largest Receivers

**St. Nicholas Home Guard**

PACKER:  
FRANC FRACUZZI

**Nothing Better**

AGENT:  
J. J. McCABE, Toronto

**Puck**

## Review of Potato Market Conditions

Indications That Seem to Point to Higher Prices Before the Next Crop is Ready—Production is Less Than Last Year—In Most Countries Consumption Has Increased, Hence the Feeling of Strength—Apple Market Has Lost No Ground, and There is Nothing to Indicate That It Will — Oranges and Lemons Easier.

The potato situation is looming up more strongly every week. A big New York dealer is credited with saying, "If I had a million dollars lying around idle, I would put any part of it, or for that matter all of it, in potatoes at present prices, feeling assured that before the middle of February we shall have dollar potatoes."

This dealer supplies figures in connection with this year's crop. In United States, it is, he says, 48,000,000 bushels less than last year. Consumption is also much heavier than last year, and even now the effects of a short crop are beginning to be felt. The Canadian crop is under that of last year, to a considerable extent. The yield in France has been much below the average. Something like 210,000,000 bushels were gathered, as compared with the average of 423,000,000 bushels. The British markets have jumped a dollar a sack in the past two months. Germany is in the same boat with the rest of the short crop crew.

That is one view of the potato market in general. Prices have been advancing on Canadian markets, and are already in some places as high as 90 cents. The market is therefore quite interesting.

France is casting around for a source of supply, and American dealers are receiving enquiries from French houses, who, it is believed, will have to look outside of Europe this year for supplies.

Apples are firm, and if anything show slightly higher prices. The market at present shows nothing that would indicate lower prices.

Oranges are lower in price, and dealers are not wholly satisfied with the quality. A certain amount of fruit not sufficiently ripened has been put on the market, and consumers are not likely to develop a pronounced appetite for oranges if they get many of that kind.

Lemons are also easier in price. The demand is fair. Business on the whole is pretty good, and the weather man could help a whole lot by handing out a better brand of his staples.

### MONTREAL.

Green Fruits.—It is not expected that the fruit market, the tone of which is weak at present, will stir till the middle of December, when orders will be more frequent, owing to Xmas and New Year trade. The close of navigation generally marks a short period of inactivity in this market.

Apples, bbl. .... 5 00 6 00	Holly, case .... 4 00
Bananas crated, bunch ..... 2 00 25	Wreaths, bale... 1 65
Cranberries, bbl. 7 50	<b>Oranges—</b>
Cocoanuts, bags. .... 4	California, late
Call. Malaga. .... 2 00	Valencias..... 4 00 5 00
Lemons..... 4 25 5 00	Pineapples..... 4 50
	Florida, case.... 2 00 2 25
	Plums, crate.... 2 00 2 25
	Pears, bbl. .... 7 00 10 00

Vegetables—With the close of navigation at hand, the vegetable market has been slow. American beans still maintain the exorbitant price of last week. Local supplies of radishes are almost exhausted. Any there are on hand will fetch the price of the Boston grades which are now coming in.

Green Mountain potatoes are in strong demand, while supplies from local farmers fetch 90c a bag.

There is an unusual slackness in the demand for cranberries, and with apples so high, the price of cranberries should also be stiffer than at present.

Beans, American basket..... 12 00	Boston, doz. .... 1 35
Beets, bag..... 0 75 0 90	Onions—
Carrots, bag..... 0 75 0 90	Spanish, cases... 2 75 3 00
Cabbage, doz..... 0 40 0 50	Potatoes, bag... 1 00 1 10
Cabbage, bbl. .... 1 00 1 50	Sweet potatoes, basket.... 1 75
Celery, crate..... 45 50	" " bbl. .... 4 00
Cauliflowers..... 3 00	Parsley, dozen... 0 25 0 30
Cucumbers, doz. 1 50 2 50	Parsnips, bag... 1 00 1 25
Garlic, 2 bunches.... 0 25	<b>Radishes, dozen</b>
<b>Green Peppers,</b>	bunches..... 0 50 0 60
small basket.... 0 75	Spinach, bbl.... 3 00 3 50
<b>Green Peppers,</b>	Tomatoes, crate... 4 00
large basket.... 2 50	Tomatoes, hot-
Leeks, doz..... 1 50	house, lb. .... 0 25
<b>Lettuce—</b>	T " bag..... 0 75 0 90
Curly lettuce, box 1 30 1 40	

### TORONTO.

Green Fruits.—Oranges slumped during the past week, and are down to a rather low figure. Fruit men in general are not exactly tickled to death with the present state of affairs. It is given by some that a considerable quantity of oranges are not as ripe as they ought to be, and further state that this evil will spend its full force on the shippers themselves. The fruit has been of fairly good color, but the flavor showed a tartness that is not relished by the consumer who looks for ripe fruit. The present season should see a heavy consumption of oranges, but the trade will be soon killed if many consumers receive fruit that is not sufficiently ripened. Tangerine oranges are now bringing the top prices.

Apples are holding a firm position, prices showing an advance over the quotations of a week ago. First quality stocks are bringing top prices.

There is nothing at present to indicate easier prices in the apple situation.

On one day during the week there were 37 cars of oranges on the local tracks, and half of them are said to have been Mexicans.

Apples, bbl. .... 3 50 6 00	<b>Grape Fruit—</b>
Apples, Canadian, basket... 0 25 0 35	Florida per case.... 4 00
Apples, California, box..... 2 00	Jamaica, case.... 3 50
Bananas..... 1 50 2 00	<b>Lemons—</b>
Citrons, doz.... 0 60 0 75	Messina..... 3 00 3 50
Cocoanuts, sack 4 00 4 50	Limes, box..... 1 25
Cranberries, bbl 8 00 9 00	<b>Oranges—</b>
Cranberries, Nova Scotia, bbl. .... 6 00	Tangerines, a strap..... 5 50
Cranberries, case.... 3 00	Florida..... 2 75 3 25
Grapes, case..... 2 25	Navels..... 3 00 3 25
	Mexicans..... 2 10 2 40
	Pomegranates, doz.. 0 75

" Cans basket... Malaga, bbl Almeria, bl

Veget about the indicati high pr time Sp One con know ho another I will be an accu been re whether be know ed. Th smaller beans at bringing Canadian be bag ..... Cabbage, ca Canadian Cabbage, per Carrots, Ca dian, bag.. Cauliflower, Celery, dozen Lettuce, Ca dian, head Boston head tuce, doz..

Fresh range o Grapes. popular, well. Th lemons, c

Apples— Ame. J. hnat Ontario, No. Northern Spy Bananas, Grapes, Cal. Grapes, Mal. Gra efruit, C case.....

Vegeta grown ve prices ar and so lo plied. pr Nearly all next mon

Cabbage, new. Celery, doz... Cucumbers, d Lettuce, doz.. Mint, doz..... Onions, gree per dozen...



Canadian, basket..... 0 35	Pears, Canadian basket..... 0 40 0 75
Malaga, bbl. .... 5 00 6 00	Pineapples crate 4 00 4 50
Almeria, bbl. .... 4 50 6 00	Quince, basket. . 0 35 0 50

Vegetables — The potato market is about the same as a week ago. General indications support the opinion that high prices are going to prevail by the time Spring breaks, if not before then. One conservative dealer said he did not know how things might go. "Wait until another month has gone," he said, "and I will be able to give you something like an accurate estimate." There have been reports of loss through rot, but whether it has been general or not will be known when the pits are being opened. There is a good demand for the smaller vegetables. While peas and beans are not being imported, they are bringing a big figure across the line.

Canadian beet, bag ..... 0 60 0 75	Onions— Spanish, large.. 2 50 2 75
Cabbage, case— Canadian..... 0 75 1 50	Spanish, 1/2-cases 1 50
Cabbage, per 100 .... 3 50	Yellow, per bag 1 25 1 35
Carrots, Canadian, bag..... 0 50	Persimmon, case .... 2 25
Cauliflower, dz. .... 0 75	Potatoes, Ontario, bag..... 0 85 0 90
Celery, dozen .. 0 30 0 40	Sweet, hamper. 1 25 1 50
Lettuce, Canadian, head..... 0 30	Sweet, barrel.... 5 00
Boston head lettuce, doz..... 1 50	Parsley, per doz bunches..... 0 25 0 30
	Parsnips, bag ..... 0 60
	Red pepper..... 0 50 0 75
	New turnips, p r
	11-qt. basket. .... 0 50

WINNIPEG.

Fresh Fruit.—There is quite a wide range of fresh fruits moving now. Grapes, pineapples and grapefruit are popular, and barrel apples are selling well. The trade is quiet on bananas, lemons, coconuts and oranges.

Apples— Ames, J. hnatans... 2 25	Cocoanuts, doz. .... 0 90
Ontario, No. 1, bbl. 3 50	Cranberries, Jersey, per bbl. .... 10 00
Northern, Sp. .... 6 50	Lemons, Cal. .... 8 00
Bananas, ..... 2 50	Oranges, Navel, 3 75 4 50
Grapes, Cal., case. 3 00	Pears, case..... 4 00
Grapes, Mal., keg 6 50 8 00	Pineapples, case.... 6 00
Grapefruit, Cal., case..... 6 00	

Vegetables.—There are lots of local grown vegetables on the market, and prices are firm. The demand is good, and so long as local stuff can be supplied, prices will not be excessive. Nearly all goods will have to be imported next month.

Cabbage new, lb.... 0 02	Onions, im-ported..... 0 02 1/2
Celery, doz. .... 0 60	Potatoes, bush ..... 0 90
Cucumbers, doz. .... 2 40	Parsley, per doz. .... 0 30
Lettuce, doz. .... 0 40	Radish, dozen. .... 0 40
Mint, doz. .... 0 40	Tomatoes, Cal. case..... 4 00
Onions, green, per dozen..... 0 50	

## High Class Christmas Fruits

ROYAL CREST BRAND NAVELS

BANNER BRAND FLORIDAS

Without equals in appearance, quality and sweetness.

ARE YOU LOOKING FOR THE BEST?

HOLLY, HOLLY WREATHS and WREATHING

Our Xmas list will be issued on Monday, containing full description of the hundreds of lines we are handling for Christmas.

HIGH QUALITY.

REASONABLE PRICE.

### WHITE & CO., Limited

Branch at HAMILTON

TORONTO

## HEADQUARTERS

FOR

### Fancy Navel Oranges

GRAPE FRUIT,

ALMERIA GRAPES,

BANANAS, LEMONS,

CRANBERRIES,

OYSTERS, NUTS,

FIGS, DATES

Write, phone or wire your orders.

### HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

## FLORIDA CITRUS EXCHANGE

### Oranges Grapefruit

Florida Oranges and Grapefruit under our mark are fully matured and ready to eat. Your customers will buy and come back for more. This is the quality of fruit that pays you to handle. There is some immature fruit on the market which perhaps you can buy cheaper—but ours will make you more money. See that you get our mark.

W. B. STRINGER

District Manager, TORONTO



**OCEAN  
BRAND  
FISH**

**Consider this Brand for Profit**

The Ocean Brand stands for something worth handling. You will have many repeat orders. The public wants it.

**Order  
Early for  
Advent**

**SOME OF OUR LINES**

**OCEAN BRAND**

**Kippers**

**Boutilier's Smoked Fillets**

**Bloaters**

**Canada Strip Boneless Cod**

**Finnan Haddies**

**Special Fat July Salt Herring**

If your wholesaler cannot supply you, write us direct

**Halifax Cold Storage Co., Ltd.**

SELLING AGENTS

45 William St.

Montreal

**Fish  
Hygienically  
Packed**

**Order  
Briskly  
Frequently**

**"Coast-Sealed" Oysters**

They are so clean, so firm, so deliciously-flavored that they

**make more people eat more oysters**

That's why we call "Coast-Sealed" Oysters a **trade-building** line.

Every oyster over four years old, opened and packed in a sealed package right on its native grounds.

Every package refrigerated at the right temperature, then shipped to your store properly refrigerated all the way. *Write us for prices and particulars*

**Connecticut Oyster Company**

88 Colborne Street

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Toronto, Ont.

THE CANADIAN GROCER

frozen fish, mackerel and salmon are still on the market.

The sardine season closes December 1 and after that time the fishermen will not be allowed to catch the little fish, nor will the canners be allowed to operate. The lobster season opens in Nova Scotia December 15, and in New Brunswick January 6. The Nova Scotia fishermen are permitted to catch lobsters 9 inches or over, but in St. John and Charlotte counties, in New Brunswick, they are restricted to 10½ inches as a minimum.

The scarcity of sardines has resulted in inflating the price. A catch of fifteen hogsheads made at Letang last week netted the owner \$32 per hogshead, or \$480 from one turn of the tide. It is estimat-

ed that the codfish catch in Nova Scotia this year will be 260,000 qtls., against 170,000 last year.

MANITOBA.

Winnipeg, Nov. 30. — There are no fresh fish moving just now, and a good trade is going on in frozen and smoked. Frozen whitefish and smoked haddies are popular, and these with oysters, form the bulk of the trade at present.

FROZEN			
Codfish.....	0 07	Smelts, 10 lb. bxs. ....	0 10
Haddock.....	0 07	Whitefish.....	0 09
Halibut.....	0 08	Salmon, B.C.....	0 09
SMOKED			
Bloaters, large, per box 60s.....	1 50	Haddies.....	0 08½
		Pickered.....	0 07½
SHELL FISH			
Shell Oysters, bbl. ....	18 00	Oysters, bulk, imp. gal.....	2 75

Mailing List from Telephone Directory

Method Used by Firm Which Sends Out 500 Letters to Customers and Probables Every Week—In These Letters Names of Goods and Their Prices are Made Prominent—A Sample Circular.

Toronto, Nov. 30—F. Simpson & Sons, Yonge street, make use of a mailing list and circular letter as a medium of reaching customers and prospective customers and thereby of increasing their selling power.

Mr. Simpson the senior member of the firm stated that they had adopted this system about two years ago, or more. While, like many other advertising schemes it was difficult to tell just how successful it had been owing to the fact that results are often not as apparent as the advertiser would wish, still he was inclined to believe that it was one profitable method. Advertising may be carried on in many ways and this plan he considered as part of a campaign. If the proofs of the merit of the different forms of advertising are not as apparent as they might be, still personal experience assured the advertiser of the wishes of his campaign.

Simpson & Sons send out their letters weekly to about five hundred homes, including those of prospective customers as well as those who are actually dealing with them. Different lines of goods are referred to and the letters are aimed to be bright and newsy to the housewife. The ordinary letterhead paper of the firm is used and the letters are delivered through the mails.

The following gives an example of one of these weekly letters.

Dear Madam,—

GRAPE FRUIT.

The quality is improving and from now on will be much sweeter. This week we offer two very special lines of finest Florida fruit.

Medium Size.—80c per dozen.  
Large Size.—\$1.35 per dozen.

GREEN VEGETABLES.

With colder weather there will be an increased demand for these goods. We

carry the largest and freshest stock in town.

- French Artichokes, 25c each.
- Brussel Sprouts, 15c measure.
- Endive, 2 heads for 25c.
- Hothouse Tomatoes, 30c lb.
- Green Peppers, 25c per dozen.
- Boston Head Lettuce, 10c head.
- Cauliflowers, 10c and 15c.
- Etc., etc.

BUTTER.

Although butter has increased in value we are still offering our five pound crocks of finest creamery butter for table use at 30c per pound.

GROCERY SPECIALS.

- Canned Tomatoes. \$1.40 per dozen.
- French Peas, finest quality, reg. 25c, for \$2.40 dozen.
- Jelly Powders for 90c per dozen.
- Belgium Peas, fine flavor, \$1.45 per dozen.

FISH SPECIALS.

- For Friday,—Haddock, 10c lb.
- Salmon Trout, 13c lb. also
- Niagara white fish, halibut, sea salmon, cod, soles, Finnan Haddie, oysters, scollops, shrimps.
- Blue points, shell oysters on ice 30c dozen.

FLOWERS.

- We have two good selling specials this week in our flower department. All fresh A1 flowers.
- Mums, yellow, pink, red and white at \$1.25 per dozen.
- Carnations, finest, 50c per dozen.

F. SIMPSON & SONS.

Mailing List.

Of course, to send out circular letters a mailing list is required, including the names of customers and those who are only prospects. One of Simpson & Sons' means of securing the latter is by taking names from the telephone direc-

tory, changing them from time to time as thought necessary, or placing them as more or less regular customers as the case may be.

Of the manner of printing these circular letters, some have them printed in the regular way. A more common method is by a stenciling process that can be done by a stenographer or book-keeper. It may be performed quite rapidly as is required when five hundred or more letters are to be sent out.

CALIFORNIA FRUIT SHIPMENTS.

The following table shows the extent of the shipments of California fruit in cars this year as compared with the figures for 1909:

	1909	1910
Cherries .....	253	250½
Apricots .....	207½	290½
Peaches .....	2,609½	2,512½
Plums .....	1,477½	1,556½
Pears .....	2,607½	2,361
Grapes .....	5,481	4,736
Apples .....	1,842½	1,897½
Miscellaneous .....	17½	16
Add. unsegreg'd .....	69	
Cars .....	14,564	13,621

It is estimated that the next olive crop in France this year will be only about half a normal crop. Advises say that in some cases a two-third yield will be experienced. If these estimates are correct the coming crop is likely to be larger than that of 1909-10 but much smaller than the bumper crop of 1908-09. The quality promises to be good.

**Dried Apples**  
Shipments Solicited  
Settlements Prompt  
**W. A. GIBB COMPANY**  
HAMILTON  
JAMES SOMERVILLE Manager

Highest price paid for  
**DRIED APPLES**  
**O. E. ROBINSON & CO.**  
ESTABLISHED 1886  
**Ingersoll - Ontario**  
Would you like our Weekly Circular?

**Lemon Bros.**  
Owen Sound, Ont., and Sault Ste. Marie  
Wholesale FRUIT, FISH and PRODUCE  
Commission Merchants, and  
Dealers in HIDES, WOOL and RAW FURS

ADVENT

ADVENT

## LARGE SEA HERRING

New Frozen, just arriving from our Fisheries. Quality is choice. Price reasonable. Ask for our new price list now. All kinds in season quoted.

## Frozen, Smoked, Prepared, Pickled and Dried Fish

ALSO

## BULK AND SHELL OYSTERS

Orders by mail, telegraph or telephone receive prompt attention.

The Largest Fish and Oyster Warehouse in Canada.

# LEONARD BROS.

20-26 Youville Square, MONTREAL, CAN.

P. O. Box 639

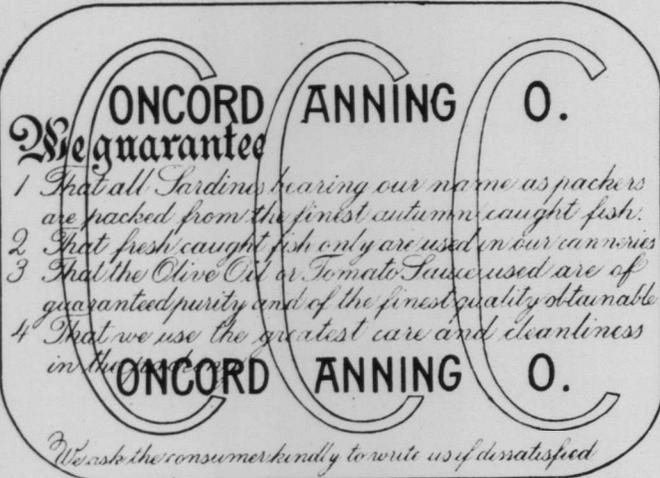
5 Long Distance Telephones

ADVENT

ADVENT

### SELL SARDINES WITH A GUARANTEE

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



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

List of Wholesalers—

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



## "BLUENOSE"

THE BUTTER THAT SELLS

Hunters find it almost indispensable. It is packed in air-tight tins that keep the butter indefinitely. This is the time of year to order.

WRITE YOUR JOBBER,  
 OR DIRECT TO US.

### SMITH & PROCTOR

Halifax, N.S.



# FOR ONE WEEK ONLY

Dec. 5 to Dec. 10

and for the following reasons

We have decided to sell our famous "BEACON BRAND HADDIE" at less than cost price:

We want to increase our haddie sales. We can do this, because we have the finest Finnan Haddie on the market, cured by our own Scotch experts, and this proposition is simply our offer to SHOW YOU that we can make our statement good.

IN NO OTHER WAY can we get so good advertising; and at the same time PUT MONEY INTO YOUR POCKET, than by selling for one week at less than cost and charge the immediate loss to advertising.

YOU ARE THE JUDGE. Each fish is guaranteed, and bears our stamp illustrated above. We want a trial order, to CONVINCE YOU AND YOUR CUSTOMERS.

You sell haddie now, but better haddie means more sales, and more sales bigger profits.

DON'T BE MERELY A FOLLOWER. We are making a very sincere advertising offer, which bids fair to be very profitable to BOTH OF US. Don't wait merely to see what others do. TRY THIS BRAND, We have every confidence, because since we first put this Haddie on the market our increase in sales has been wonderful.

REMEMBER—for one week only at the reduced price.

Price

6<sup>1</sup>/<sub>2</sub>c.

per lb.

- N.B. 1. NO CUSTOMER WILL BE SUPPLIED WITH MORE THAN TEN BOXES AT THIS PRICE.
- 2. THIS OFFER GOOD FOR ONE Calendar week, commencing Dec. 5 to Dec. 10, both days inclusive.
- 3. FISH are packed in 15-lb. boxes.
- 4. We suggest that new customers not rated in Dun's or Bradstreet's give references.

## The F. T. JAMES COMPANY, Limited

Wholesale Fish and Oyster Distributors

CHURCH AND COLBORNE STREETS,

: : :

TORONTO





The next time you are wanting Canned Fish, be sure your Jobber has the name right:—

## BRUNSWICK BRAND

This will be your guarantee that the contents of each can will be such that you can confidently recommend them to your customers. Sea foods, owing to the greater care which is now bestowed on their selection and packing, are growing in favor each season. See that you are fully stocked with BRUNSWICK BRAND to meet the coming demand.

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

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



## Nine Medals of this Design for Constructive Salesmanship

Three gold, three silver and three bronze medals will be given by The Canadian Grocer to retail dealers for the best examples of CONSTRUCTIVE SALESMANSHIP.

CONSTRUCTIVE SALESMANSHIP embraces everything legitimate which a merchant may use in introducing new goods, selling staples, raising the standard of these staples and holding and gaining trade. It may include personal conversation, advertising, window dressing, interior display, instruction of clerks, methods for introducing new goods, buying, selling, bookkeeping, store fixtures, store equipment and arrangement, delivery, telephone and other service, recommendation of goods, facilities for handling customers, knowledge of goods, etc.

On the assembling of these various selling forces, a number of them or others, depends the success of the dealer.

Let us have your methods. Any efforts on your part will make you a better merchant, because you will be brought face to face with your system of increasing your trade and your profits.

Enquiries are already coming in for particulars. Have you written?

Address—

The Editor

**The Canadian Grocer**

143-149 University Avenue  
T O R O N T O

**WEEKLY TRADE CHANGES.**

**Recent Business Happenings in the Grocery Trade Throughout the Dominion.**

**Maritime Provinces.**—The Yerxa Grocery Company, Fredericton, N.B., sold their branch store at King and Northumberland streets to W. G. Dykeman.

G. M. Stevens, grocer, New Glasgow, N.S., has sold to Alex. MacLeod.

**Western Canada.**—F. T. Hatchwell, grocer, Vancouver, B.C., has sold to D. Jones.

T. B. Page, general merchant, Antler, Sask., sold to Jules Moreau.

Sawyer & Co. have opened a general store in Calgary, Alta.

J. E. Malhiot has opened a grocery business in Edmonton, Alta.

A new grocery business has been opened in Lethbridge, Alta., by Mark White.

The Weyburn Grocery Co., Ltd., of Weyburn Sask., has incorporated.

Louis Schmidt has opened a general store business at Humboldt, Sask.

**Ontario.**—W. Buskin, grocer, etc., Flesherton, Ont., has sustained loss through fire.

S. M. Knetchel, grocer, Cobal, Ont., has assigned.

John L. Irish, grocer, Orillia, Ont., has assigned.

Sam. Hamilton, grocer, Pembroke, Ont., has commenced business.

J. H. Ralph, general merchant, Newbury, Ont., has assigned.

Benn & Robertson, have opened a grocery store in Grimsby, Ont.

Mrs. Robertson, general merchant, Ira, Ont., has sold to John Hall.

Samuel Hamilton, grocer, Pembroke, Ont., has commenced business in a new store.

Mathias Boulton has accepted a position with M. J. Hurley, grocer, Wallaceburg, Ont.

G. F. Purdol, Powassan, Ont., has added a grocery store to his confectionery business.

Jno. McCorvie of Jno. McCorvie & Son, Chatham, Ont., will be a candidate for mayor of that town.

A. J. McTavish, grocer, Windsor, Ont., is one of the first to announce himself as a new aldermanic candidate. He declined to run in former years because of business demands.

J. S. Ireland, grocer, Mount Forest, Ont., recently added to his store equipment an eight foot silent salesman in which he proposes to place his holiday stock of chocolates, bon bons, etc.

**Quebec.**—J. E. Pare, grocer and butcher, Montreal, has registered.

Heny & Doherty, grocers, Montreal, registered.

D. Toupin, general store, St. Justin, Que., assigned.

A. N. Lemieux, grocer, Levis, Que., has assigned.

F. J. McCrory, grocer, Montreal, Que., registered.

The assets of J. T. Ross, grocer, Buckingham, Que., have been sold.

Hill Bros. have opened a grocery store at Fillmore, Sask.

Jas. Bolger has opened a grocery store at Castor, Alta.

Adam C. Haas, has opened a grocery store at Broadlight, Man.

Mrs. J. M. K. Johnston has opened a grocery business in Winnipeg.

Clarke Bros., grocers, Winnipeg, Man., are succeeded by Little & Little.

O. F. Buehard has opened a grocery store at Maple Bush, Sask.

John McNiece has commenced a tea and coffee business in Calgary, Alta.

**ACTION AGAINST SUGAR "TRUST"**

The United States government has begun an action against the American Sugar Refining Co. and 29 other corporations which are alleged to be a trust contrary to the Sherman Anti-Trust Law. The petition filed charges that the sugar trust is an illegal combination in restraint of trade. The above company through its counsel has issued a statement denying that such is the case, stating that it has no monopoly on the sugar industry; that it produces no raw sugar; that it has no agreements with other companies and that it controls, including its beet sugar interests, only about 51 per cent. of the country's trade.

It is estimated that the suit will be of at least of two years' duration.

**TRADE NOTES.**

Joseph Boudreau has opened a grocery store on the site of the former stand, in Campbellton, N.B. Mr. Boudreau was burned out in the fire of July last, which swept the entire town. He started rebuilding immediately afterwards.

The police raided the retail store of Placide Richard, Moncton, N.B., recently and seized several bottles of brandy. As a consequence a complaint has been laid under the Canada Temperance Act.

**A TROUBLESOME PROBLEM.**

That the question of debt collecting is the source of great trouble everywhere is borne out by the resolution raised by the grocers of Portsmouth, Va. A news despatch says: "At the regular weekly meeting of the Retail Grocers' Association last night the secretary was instructed to proceed with the procuring of information in regard to establishing a credit bureau. The habit of some manufacturers in selling direct to the retail trade instead of through the jobbers was also discussed at some length and it was shown that the association could put a stop to the practice when thoroughly organized."

Never Run Short of  
**SHAMROCK**  
BIG PLUG  
**SMOKING TOBACCO**  
Your client will buy his groceries where he buys his SHAMROCK tobacco

**CLAY PIPES** Those made by **McDOUGALL** are peerless. Insist upon having them.  
**D. McDOUGALL & CO., Ltd., Glasgow, Scot.**

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

**Black Watch**  
The Big Black Plug Chewing Tobacco  
"A Trade Bringer"  
Sold by all the Wholesale Trade



**MR. GROCER,** WHAT WILL YOU DO IN TIMES OF BUSINESS DEPRESSION WHEN YOUR PROFITS FALL OFF?

The Grocer who has had the foresight to invest each year a part of his profits in good securities will then be assured of a supplemental income.

There are splendid opportunities to invest *now* in conservative stocks yielding from 5 to 7 per cent. Many of these stocks are certain to appreciate considerably in value within a year.

**THE FINANCIAL POST**  
OF CANADA

is published weekly, will keep you informed upon investment possibilities in stocks, bonds, mortgages and real estate. The reports upon these are authentic. Our readers have confidence in our advertisers and in our statements.

The news given in THE POST is supplemented by our Investors' Information Bureau, which gives reports upon investments free of charge to any subscriber.

Read THE POST before making your investments. Sample copies on request. Address

**THE FINANCIAL POST**  
OF CANADA

143-149 University Avenue : : : : TORONTO  
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**Tuckett's**  
**Orinoco**  
**Tobacco**

NO BETTER  
JUST  
A LITTLE Milder  
THAN



**Tuckett's Myrtle Cut Tobacco**

WHICH HAS THE LARGEST SALE IN CANADA.

**TUCKETT LIMITED**

**Hamilton,**

**Ont.**

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

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

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

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

**BUSINESS CHANCES.**

**FOR SALE** in the town of Amherstburg, Ont., an old established corner grocery store. Good business. Reason for selling. Address Box 243, Amherstburg, Ont. (49p)

**FOR SALE**—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell property or rent. Address Box 357, CANADIAN GROCER, Toronto. (48p)

**COMMISSION LINES WANTED.**

**WANTED** by a responsible, energetic firm about to open an agency business in Calgary, lines on commission, or will buy outright if necessary. Address Room 37, Herald Block, Calgary, Alberta. (1p)

**WANTED**—Side lines for grocery trade for New Brunswick and part of Nova Scotia. Address Box X, CANADIAN GROCER, Toronto. (49p)

**MISCELLANEOUS.**

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

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

**BY** paying a small amount cash month you can buy a first-class rebuilt Typewriter from us at bargain prices. Stock-takings only a month away. We do not want to carry any of these machines over. We can give you any make. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto.

**COPELAND-CHATTERSON SYSTEMS**—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

**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.

**FOR FILING PAPERS, LETTERS** and vouchers, fastening bulky envelopes or backing statements the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, 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)

**MISCELLANEOUS.**

**EGRY 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. Egray Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 309 Richards St., Vancouver.

**ERRORS AVOIDED, LABOR SAVED**—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

**FIRE INSURANCE. INSURE IN THE HARTFORD.** Agencies everywhere in Canada. (tf)

**GET THE BUSINESS—INCREASE YOUR SALES.** Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

**IF YOU** have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

**INDISPENSABLE** in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

**KAY'S FURNITURE CATALOGUE** No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

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

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

**REMIT** money by Dominion Express. Money Orders and Foreign Drafts—the cheapest, safest, quickest, most convenient way. Payable everywhere in the world. Agents all over Canada. Lowest rates. Agencies in all Canadian Pacific Railway Stations.

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

**THE** money you are now losing through not having a National Cash Register, would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

**THE METAL REQUIRED** in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

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

**FOR SALE.**

**CASH REGISTER**—Stylish, nickel plated, detail adder, registers one cent to twenty dollars, 5 year guarantee. For quick sale, \$50. Particulars, R. O. Smith Co., Orillia, Ont. (48)

**POSITION WANTED.**

**SMART ENGLISHMAN AT LIBERTY** for any position of trust in Canada; 34, tall, good address, worker, abstainer, London (Eng.), Manchester. Experience, seven years' control grocery-provision stores, 30 employees; doubled turnover, energetic, tactful, systematic, disciplinarian, undeniable references. WHITE, "Gilcroft," Mansfield, England. (48p)

**TECHNICAL BOOKS.**

**SALES PLANS**—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

**CANADIAN MACHINERY AND MANUFACTURING NEWS**, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

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

**Coffee, Its History, Classification and Description**

By Joseph M. Walsh

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

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

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

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IT WILL PAY YOU TO SEND AT ONCE.

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IMPER

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



Special discount cases or more



WHITE SWAN  
White Swan  
doz. in case,  
1-lb. tin, 80c d



Cartoons— 1  
No. 1, 1-lb., 4 d  
No. 1, 1-lb., 2 d  
No. 2, 5-oz., 6 d  
No. 2, 5-oz., 3 d  
No. 3, 2-oz., 4  
No. 10, 12-oz., 4  
No. 10, 12-oz., 2



DOMINION  
Aymer J.

Strawberry...  
Raspberry...  
Black currant...  
Red currant...  
Raspberry & r...  
currant...  
Raspberry and...  
gooseberry...  
Plum jam...  
Greengage plu...  
stoneless...  
Gooseberry...  
Pu

Strawberry...  
Black currant...  
Raspberry...  
Freight allo





**ALWAYS RIGHT.** SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

**MORSE BROS., Props. - Canton, Mass., U.S.A.**

**A  
Good  
Buy**



You can make sure of earning the goodwill of the ladies if you sell them

**BLACK KNIGHT  
STOVE POLISH**

It will not stain the hands, and produces a lasting, brilliant shine in a very short time.

*Keep a generous stock of this profitable line and push it hard.*

**F. F. DALLEY CO., Ltd.**  
Hamilton, Can. Buffalo, N.Y.

**Modern Packages for your  
Merchandise!**

*No matter what product you have to pack, you'll find a*



"H and D"

**Corrugated Fibre Board Box**

that will deliver it as clean, fresh and attractive as it left your warehouse or factory, and will protect it from water damp and damage.

May we design an "H and D" Fibre Box to suit your special needs? We'll guarantee it to save you freight, packer's time and storage space. We'll be glad to do this for you; it will cost you nothing—involvement no obligation.

*Write us TO-DAY what you have to pack. Ask for free booklet "How to Pack it."*

**The Hinde & Dauch Paper Co., Ltd.**  
TORONTO, ONT.

**MOLASSINE DOG and PUPPY CAKES**

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

**ANDREW WATSON**  
51 YOUVILLE SQUARE, MONTREAL

**TEA LEAD**

*Best Incorrodible*

**Buy "PRIDE OF THE ISLAND" Brand**

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

**ISLAND LEAD MILLS LIMITED,**

Tel. Address: "Laminated," London.  
A.B.C. Codes used 4th and 5th Editions.

**LIMEHOUSE,  
LONDON, E., ENG.**

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CECIL T. GORDON, MONTREAL**

# BROOMS are DOWN

We Make Brooms of Quality  
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

## GROCERS—TAKE NOTE!

It will pay you to push molasses, especially

## KITCHEN BRAND MOLASSES

in tins

during the Xmas cooking season. The experienced housewife knows it is the best for all purposes.

Stock up at once.

Imperial Syrup Company, - Montreal

**OCEAN MILLS**  
Montreal  
Chinese starch, 48 1-lb. per case \$4.00;  
Ocean Baking Powder, 48 3-oz., \$1.40;  
48 4-oz., \$1.80; 60 8-oz., \$4.50; 36 1-lb., \$3.75; 48 1-lb. pkg., \$4; 10 1-lb. tins, \$5; loose 25 lbs., \$1.75;  
Ocean blanc mange, 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-ounce, \$7.20;



Ocean corn starch, 48 1-lb. \$3.60.  
Jam Per lb. 0 06 1/2  
30-lb. wood pallets.....  
Pure assorted jam, 1-lb. glass jars, two dozen in case..... 1 75

**WHITE SWAN SPICE AND CEREALS, LTD**  
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.  
"Shirriff's" (all flavors), per doz ....  
Discounts on application.

"Purity" licorice, 10 sticks..... 1 45  
" " 100 sticks..... 0 73  
Dulc, large cent sticks, 100 in box.....  
**Lye (Concentrated)**



GILLETT'S PERFUMED LYE  
Per case  
1 case of 4 doz \$3 50  
3 cases of 4 doz 3 40  
5 cases or more 3 35

**Marmalade.**  
T. UPTON & CO.  
12-oz. glass jars, 2 dozen case, per doz \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.

SHIRRIFF BRAND  
"Imperial" peach -  
1-lb. glass, doz... 1 55  
2-lb. " " " 2 80  
4-lb. tins, " " 4 85  
7-lb. " " " 7 35  
"Shredded" -  
1-lb. glass, doz.... 1 90  
2-lb. " " " 3 10  
7-lb. tins, " " " 8 25

**ST. CHARLES CONDENSING CO**  
PRICES:  
St. Charles Cream-family size, per case \$3.50  
Baby size, per case..... 2.00  
Ditto, hotel, 3.70  
Silver Cow Milk 4.55  
Purity Milk.... 4.25  
Good Luck.... 4.00

**Mustard**  
COLMAN'S OR KEEN'S  
Per doz  
D.S.F., 1/2-lb. tins 1 40 F.D., 1/2-lb. tins... 1 45  
" 1-lb. tins 2 50 Per Jar  
" 1-lb. tins 5 00 Durham 4-lb. jar 0 75  
F.D., 1/2-lb. tins. 0 85 " 1-lb. jar 0 25  
IMPERIAL PREPARED MUSTARD  
Small, cases 4 dozen..... 0 45 dozen  
Medium, cases 2 dozen..... 0 90 "  
Large, cases 1 dozen..... 1 35 "

**Sauces**  
Per doz  
H.P. Sauce, packed in cases of 3 doz. \$1 90  
H.P. Pickle, packed in cases 2 doz. pta. 3 35  
H.P. Pickle, packed in cases 3 doz 1/2-pts 2 25  
PATERSON'S WORCESTER SAUCE  
1/2-pint bottles, 3 and 6 dozen cases, doz 0 90  
Pint bottles, 3 dozen cases doz. .... 1 75

**Jelly Powders**  
IMPERIAL DESSERT JELLY



**PURE AND DELICIOUS**  
TRUE FRUIT FLAVORS  
CARTONS EACH 1 DOZ.

Assorted flavors—gross 10.75.

**Lard**  
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Licorices.... \$0 11 1/2  
1-bbla. .... 0 12  
Tubs, 60 lbs. 0 12  
20-lb. Pails. 2 45  
20-lb. tins.. 2 35  
Cases 3-lb. 0 12 1/2  
" 5-lb. 0 12 1/2  
" 10-lb. 0 12 1/2

F.O.B. Montreal.

**Cereals.**  
Post Toasties  
Grape-Nuts



Grape Nuts—No. 22, \$2.00; No. 23, \$4.50.  
Post Toasties—No. 74, \$2.25.

**Soda**  
COW BRAND  
Case of 1-lb. containing 60 packages per box \$3.00.  
Case of 1/2-lb. containing 120 packages per box \$3.00.  
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00.  
Case of 50. packages, containing 96 packages, per box \$3.00.

**MAGIC BRAND** Per case  
No. 1, cases 60 1-lb. packages..... \$3 60  
No. 2, " " 120 1-lb. " " " 3 60  
No. 3, " " 60 1-lb. " " " 3 60  
No. 4, " " 60 1-lb. " " " 3 60  
No. 5 Magic soda—cases 100—10-oz. pkg.  
1 case..... 2 87  
5 cases..... 2 87

**Soap**  
The GENUINE. Packed 100 bars to case.



Price: Ontario and Quebec:  
Less than 5 cases..... \$5 00  
Five cases or more..... 4 95

**Licorice**  
NATIONAL LICORICE CO.  
5-lb. boxes, wood or paper, per lb. .... \$0 40  
Fancy boxes (36 or 50 sticks), per box... 1 25  
"Ringed" 5-lb. boxes, per lb. .... 0 40  
"Acme" pellets, 5-lb. cans, per can .... 2 00  
" " (fancy box, 60), per box 1 60  
Tar licorice and tolu wafers, 5-lb. cans, per can..... 2 00  
Licorice lozenges, 1-lb. glass jars..... 1 75  
" " 20 5-lb. cans..... 1 50

**Cereals.**  
Post Toasties  
Grape-Nuts



Grape Nuts—No. 22, \$2.00; No. 23, \$4.50.  
Post Toasties—No. 74, \$2.25.

**Soda**  
COW BRAND  
Case of 1-lb. containing 60 packages per box \$3.00.  
Case of 1/2-lb. containing 120 packages per box \$3.00.  
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00.  
Case of 50. packages, containing 96 packages, per box \$3.00.

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No. 1, cases 60 1-lb. packages..... \$3 60  
No. 2, " " 120 1-lb. " " " 3 60  
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No. 4, " " 60 1-lb. " " " 3 60  
No. 5 Magic soda—cases 100—10-oz. pkg.  
1 case..... 2 87  
5 cases..... 2 87



Agents for Ontario:  
Messrs. W. B. Barley & Co., Toronto  
Agents for Quebec:  
Messrs. F. L. Benedict & Co., Montreal

# SYMINGTON'S

## COFFEE ESSENCE

ALWAYS READY!  
ALWAYS PURE!  
ONE STANDARD  
QUALITY!

TO BE HAD OF ALL  
WHOLESALE

UNQUESTIONABLY THE VERY BEST  
THOMAS SYMINGTON & CO.

EDINBURGH

## COUNTER CHECK BOOKS



Write for samples  
and prices; we are  
now in a position to  
give better service,  
with no advance in  
price.

**F. N. BURT CO., Ltd.**

TORONTO - MONTREAL

Phone Main 2511

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## The Cook's Favorite!

Keep a liberal supply on your shelves of



Order from your  
Jobber

## "COW BRAND" BAKING SODA

No other line on the market can approach it  
in strength, purity and reliability.

"Cow Brand" is a line you can handle and  
stock without hesitation.

SEE TO YOUR STOCKS

**CHURCH and DWIGHT**

Manufacturers LIMITED  
MONTREAL

### FREQUENCY OF SAILINGS

Every twelfth day a Pick-  
ford and Black steamer  
leaves Halifax for Ber-  
muda, The British West  
Indies and Demerara, and  
is away thirty-eight days.  
A delightful trip for  
moderate cost. Write us.

**PICKFORD & BLACK**

HALIFAX

## OAKEY'S

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

### 'WELLINGTON'

## KNIFE POLISH

**JOHN OAKEY & SONS, Limited**

Manufacturers of

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

Wellington Mills, London, England

Keep in mind the domin-  
ant 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, truthful-  
ly, and address it through  
the proper media and you  
can successfully apply ad-  
vertising as a means to  
increased distribution.

**YOUR WINTER  
STOCK OF  
SALT**

of all kinds!  
Is it secured?  
If not, write

**Verret, Stewart & Co.**  
Limited  
Montreal

THERE IS MORE

**WETHEY'S  
Condensed Mince Meat**

(IN CARTONS)

per capita, used in St. Catharines, where the goods are manufactured, than any other point in Canada.

**The Reason is plain**

Our locally well-known sanitary methods, together with the equally well-known quality of our ingredients, cannot help but invite the patronage of the good people of St. Catharines.

**What About Your Trade?**

3 doz. to a case. All jobbers.

**J. H. Wethey, Limited**  
ST. CATHARINES, ONTARIO

**If you were a manufacturer of wooden shingles would you advertise in The Canadian Grocer?**

The chances are you would not, and you'll be surprised to know that such a manufacturer did use space in this paper and got excellent results.

Because of this, we do not argue that ordinarily The Grocer would be a good advertising medium for this particular purpose, but the incident serves to emphasize an important point—the thoroughness of our circulation.

Only a very small number of general stores in all of Canada could possibly be interested in handling wooden shingles, yet The Grocer sought them out and established communication at once between buyer and seller.

The advertisement quoted specific price inducements, and that accounts for the direct results obtained.

The space used was only one-inch single column, on a page with eight other advertisements. And this emphasizes another important point—the thoroughness with which The Grocer is read.

In justice to ourselves, we wish to say that when the shingle advertisement came in we withheld it until assured by the manufacturer that he had good reasons for believing The Grocer a suitable medium.

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