

CANADIAN GROCER

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

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

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Winnipeg: 34 Royal Bank Building
New York: 115 Broadway

VOL. XXV.

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No. 49

**A
WORLD-WIDE
WINNER**



**KEEN'S
OXFORD
BLUE**

"KEEN'S" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

See to Your Stocks.

For Sale by all the Canadian Jobbing Trade

MAGOR, SON & CO.,

403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

Agents for the Dominion of Canada



**Tell the Mother that Her
Kiddies**

will like Crown Brand Corn Syrup on bread. Tell her that

CROWN BRAND CORN SYRUP

is just syrup in its most digestible form, that it is almost solid nourishment: being higher in food value than other syrups, the children can eat all they want of it.

THE EDWARDSBURG STARCH CO.
LIMITED
MONTREAL - CARDINAL - TORONTO - BRANTFORD - VANCOUVER



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world--Canadian Fruits--selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the "Upton" line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling "Upton's" specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring "Upton's"?
If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.

Protect Your Customers

Notice:—

A fish bearing an imitation of our name and registered trade mark viz.

THISTLE BRAND

is being offered and sold in Canada. We wish to draw your attention to the fact that anyone selling same is liable to criminal prosecution under the act below mentioned as well as anyone having same in their possession.

**CHAP. 29, SEC. 446, ET AL,
CRIM. CODE, 1902.**

Everyone is deemed to falsely apply to goods a trade mark or mark who without the assent of the proprietor of the trade mark applies such trade mark or trade mark so nearly resembling it as to be calculated to deceive.

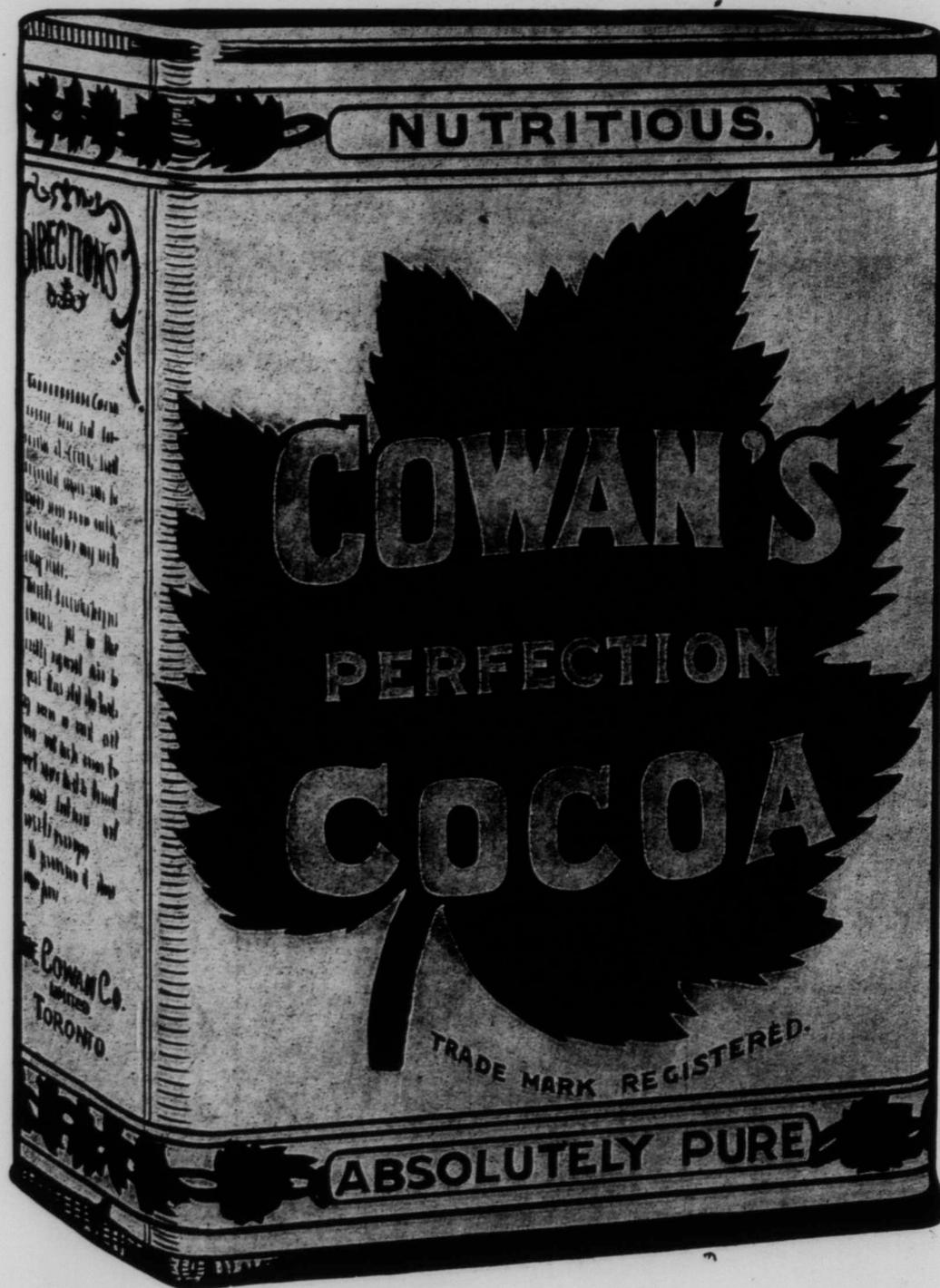
Everyone is guilty of an indictable offence who with intent to defraud

- (a) Forges any trade mark; or
- (b) Falsely applies to any goods any trade mark or any mark so nearly resembling a trade mark as to be calculated to deceive.

Everyone is guilty of an indictable offence who sells, or exposes, or has in his possession for sale any goods or things to which any forged trade mark or false trade description is applied, or to which any trade mark or mark so nearly resembling a trade mark as to be calculated to deceive, is falsely applied.

ARTHUR P. TIPPET & CO., - Montreal

Sole Agents for "Thistle" Brand
Haddies, Kippered Herring, etc.



Every grocer knows that Cowan's Perfection Cocoa is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc.,
Cowan's Perfection Cocoa is unsurpassed.

THE COWAN CO., LTD., TORONTO, ONT.

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST

GOLD DUST advertising sells GOLD DUST.
GOLD DUST cleansing power keeps GOLD
DUST selling.

"Just try pushing GOLD DUST."

"LET THE GOLD DUST TWINS DO YOUR WORK."

THE N. K. FAIRBANK COMPANY, MONTREAL

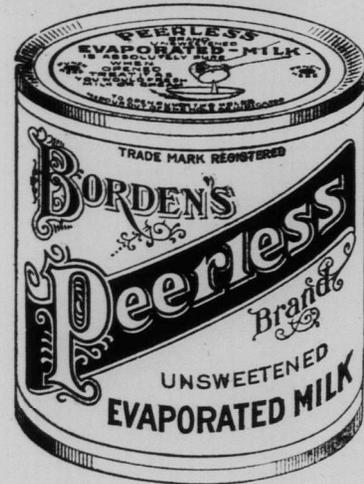
BORDEN'S EAGLE BRAND EVAPORATED MILK CONDENSED MILK PEERLESS BRAND



By recommending these Brands
you will please your customers.

They are the best that
Science can produce.

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

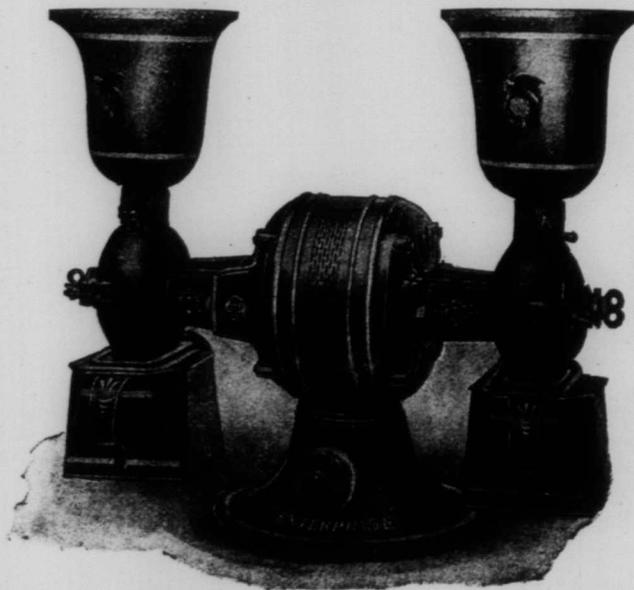


Sales Offices and Agencies:—

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

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco



SANITARY CANS

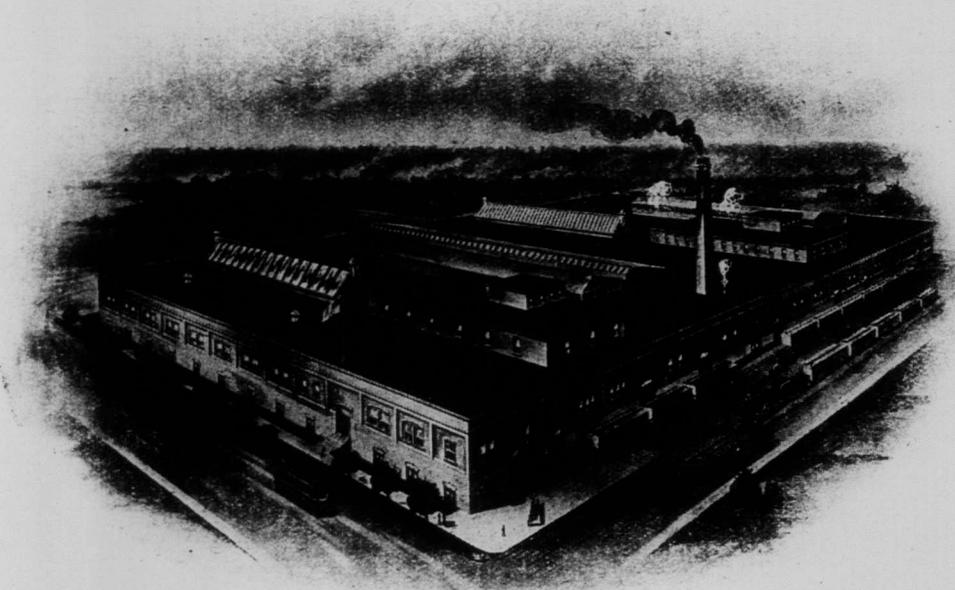
FOR

"Winter Pack"

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



WAGSTAFFE'S

**FINE OLD ENGLISH MINCE
MEAT AND PLUM PUDDING**

NOW READY FOR DELIVERY

Q Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

Q Our goods may be a little dearer, but look at the quality.

Q Mince Meat, packed in 1-lb. 2s, 5s, 7s ; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

**ORDER QUICKLY, PLEASE, FOR THE SEASON
ONLY A LIMITED QUANTITY BEING PACKED**

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton

- - -

Canada

"GET A RECEIPT"



89.0 JAN.11

★D 77.00

A. LABONTE
MONTREAL
GROCERIES

Return This Check
In Case Of Error
It Is Your Receipt

Putting a Receipt in Every Parcel Benefits the Customer

- It prevents disputes. Prevents overcharging.
- Prevents mistakes in change. Stops mistakes in charge accounts.
- Insures a proper record of money paid on account.
- Gives information about special sales and new lines of goods handled by the merchant.
- Protects children and servants by giving them a receipt to take home.
- Shows which clerk waits on each customer, and in case goods are exchanged proves the price paid and date purchased.

National Cash Register Receipts protect millions of customers daily against mistakes and carelessness.

Considering the material, workmanship, and what they do, National Cash Registers are the lowest priced machinery made. They sell from \$13.00 to \$870.00.

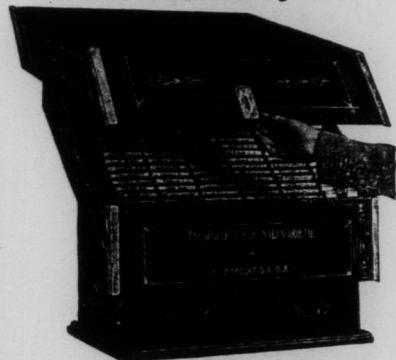
Putting a Receipt in Every Parcel Benefits the Merchant

- It stops mistakes. Stops losses. Removes temptation. Increases trade. Increases profits.
- BECAUSE** It enforces a correct record of All cash sales. All credit sales. All money received on account and all money paid out.
- It wins the confidence of the public. Makes every sale advertise your business. Satisfies customers.
- Makes each clerk responsible for the way he serves customers.
- Every merchant's success depends on whether his methods of handling his business gives the above results.

National Cash Register Receipts protect hundreds of thousands of merchants daily.

Ask for complete information about the "Get a Receipt" plan. Write
THE NATIONAL CASH REGISTER CO., F. E. MUTTON, Manager for Canada
 285 YONGE STREET, TORONTO 136

New 1911 Model
Keith Account System



As convenient to operate as a
roll-top desk.

FIRE! FIRE!

6 STORES BURN
ACCOUNTS ALL SAVED
THROUGH THE KEITH
SYSTEM

A COMPLETE STORY IN 6 VOLUMES
HERE IT IS

1. D. D. BOWERS, Liberty Center, Ohio.
 2. A. F. BENDER, Cumberland, Md.
 3. W. D. DICKEY & SON, Springfield, Ohio.
 4. GUSTAVE KRATZIG, Pittsburg, Pa.
 5. J. KUMMER & CO., Uhrichville, Ohio.
 6. THOS. H. CARROLL, Hartford, Conn.
- (Write any of the above parties if you wish to verify these statements.)



One-writing. Self-Indexing.
Fire-Proof.

LISTEN!

Every one of these merchants had large stores in which buildings with contents were completely destroyed, but they all saved their accounts through the Keith Fire-proof System.

This positive evidence of the fire-proof qualities of the Keith Systems actually spreads all over the United States, and yet, strange as it may seem, certain manufacturers of drop-leaf systems who would first sell their system and would then afterwards sell you an expensive safe in which to store the accounts—call us fire-proof fakers.

They have an axe to grind.

We have given you facts backed by sworn affidavits, and we, therefore, feel safe in leaving this matter to your intelligence. The fire-proof feature is only one of the many points of protection offered by the Keith System.

WRITE AT ONCE FOR CATALOGUE "H" FOR FULL INFORMATION.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS. ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot St., FREMONT, OHIO, and HARTFORD, CONN., U.S.A.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont.

By Royal



Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery
department.

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

"EUREKA"

Canada's Scientific
and Sanitary
REFRIGERATOR



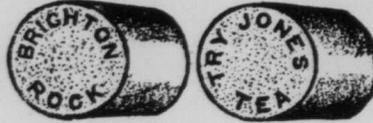
There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

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

WRITE FOR
CATALOGUE AND
PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET
TORONTO

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



Advertisement Rock

Sticks of pure sweetmeat lettered right through with the name of your town or an advertisement of your store.

Pink's Rock has an enormous sale in every holiday resort in England. You can do a big trade with it too. Each stick is wrapped in tissue paper or packed in a carton.

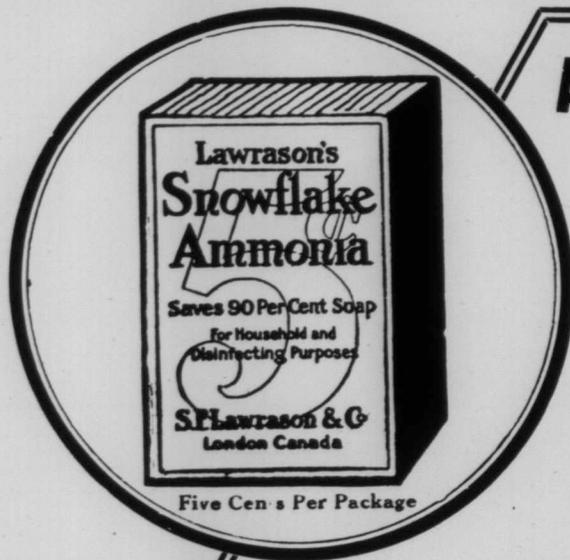
Samples and Prices from our sole Canadian Distributors

THE MANUFACTURERS' AGENCY COMPANY

Montreal, J. W. Windsor, 22 St. John St.
St. John, N.B., S. Cecil Irvine, 48 Princess St.

Halifax, N.S., C. E. Creighton, Bedford Chambers.
Boston, U.S.A., Gen. Sales Office, 330 Board of Trade Bldg.

E. & T. PINK, London, Eng.



A Woman's Pride Is In Her Home

It is a safe estimate that nine out of every ten of your customers are householders. Therefore, you are gaining their confidence by offering an article that will help them to keep sinks, bathtubs, glassware, etc., perfectly clean and sanitary with very little muscular effort.

LAWRASON'S Snowflake Ammonia

is your best stock to win the trade of the housewife. It is the largest five-cent package of ammonia on the market, besides being backed by a guarantee of \$500 that it is the most effective.

Does it qualify for a place on your shelves?

Order from Your Jobber.

S. F. LAWRASON & CO., London, Ontario

Handle McCormick's Jersey Cream Sodas!



There is both satisfaction and profit in offering McCormick's Jersey Cream Sodas to your trade. For the name "McCormick's" stamped on a biscuit stands for the utmost that can be produced in soda biscuits.

CRISP - TASTY - WHOLESOME
Just the goods your trade needs

Get in a full stock of McCormick's Jersey Cream Sodas and be ready to meet the big demand our advertising is creating.

Order from your nearest shipping point.

MCCORMICK'S FANCY JERSEY CREAM SODA BISCUITS

FACTORY AT LONDON. WAREHOUSES AT MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG AND CALGARY.



Chinese Starch The Starch for Beautiful Work

Develop your starch trade by featuring the starch which gives complete satisfaction. "Chinese" is the starch that customers are so pleased with that they keep on re-ordering it

OCEAN MILLS

Montreal

IT SELLS ON MERIT

There's a constant demand in every household for a good bottle of Worcester Sauce. The kind that possesses that peculiar piquancy and gives a superior zest to any dish is

Adam & Co.'s Worcester Sauce

Prepared under conditions of most scrupulous cleanliness and efficiency, the ingredients are from an original recipe and guaranteed absolutely pure.

Canadian Agents: Alex. Tytler, Temple Building, London, Ont.; J. A. Crooks, Bedford, Halifax, Nova Scotia; Kirkland & Rose, 312 Water St., Vancouver, B.C.; G. C. Warren, Regina, Sask.

PROPRIETORS:

"KIT" Goffee Company, Govan, Glasgow, Scotland

When You Sell Soap

make sure

that you only sell

the Best

i.e.

"Canada's Best"

which IS Soap.

Have you had particulars of our new Premium and Certificate system? If not, you should write right away. You will find it worth while.

The United Soap Co. of Canada
LIMITED
MONTREAL

THE WAY OF SUCCESS

in handling matches is to sell the best—the kind that light silently without sputtering or breaking, and give uniform satisfaction to the last match in the box. Matches of such quality delight the user and insure repeated purchases.



A staple like the Dominion Match promotes sales.

THE DOMINION MATCH CO.,
LIMITED,
DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Quebec.



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333
Cristine Building, MONTREAL

DON'T CRY OUT OVER LOST OPPORTUNITIES

There are unique profit possibilities AHEAD for every grocer who is featuring

BJELLAND'S

SMOKED HERRINGS IN BOUILLON

Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.



Ask Your Wholesaler

John W. Bickle & Greening
(J. A. HENDERSON)

HAMILTON :: :: ONTARIO



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 Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



'CAMP'

In your own interests

Stand by 'Camp'

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

'CAMP' COFFEE

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



Built For Permanence

CONSIDER CRITICISE COMPARE

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

We will then be content to abide by your decision.

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



COLES MFG. CO., Philadelphia, Pa.

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

KO-KO-BUT Talk No. 2

We have shown you that KO-KO-BUT, the perfect Cooking Butter, is 100% pure and more economical than Butter or Lard. We now call your attention to our method of co-operating with the retailer.

Our Co-operation

We are daily creating a greater demand for KO-KO-BUT, and the best of retailers acknowledge that we are acting squarely with them. If you will send us a list of your best customers we will forward every one of them a copy of our Cook Book. If you place a small order to meet the demand, we will place your name and address on each copy. Isn't this fair?

Write Us To-day Don't Fail

Dominion Coconut Butters
Montreal LIMITED

"KO-KO-BUT is not a Fad."

No Advance in Price

for our Celebrated

Pearl Brand Maple Syrup

To those who are not familiar with our syrup we guarantee it superior to any other mixture syrup on the market, regardless of make or brand. We will ship it to any point, prepaid to the extent of 40 cents per 100 lbs.

A Suggestion--- That you take advantage of the present season and clear your present stock of maple goods—then send us a trial order through your jobber.

We guarantee our goods to be perfectly satisfactory, or they may be returned at our expense.

Maples Limited

TORONTO

ONTARIO

QUINQUINOL

What is it?

The most "up-to-the-minute" Stock Food on the market to-day. Has gained three diplomas at recent Exhibitions and has been highly recommended by the Minister of Agriculture.

One Dealer Wanted

in each town and advertising matter provided.

Quinquinol

is packed in gallon tins and is thus free from loss by vermin or moisture.

50% Profit.

\$4.00 per doz. gallon tins. Retail at \$6.00.

Write and Register

American Pure Food Co.
MONTREAL

NATION'S CUSTARD POWDER

& Egg Powder

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

AGENTS:

Ayre & Sons, Ltd.,
St. John's, Newfoundland
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.,
Edmonton, Alta.
W. H. Malkin, Ltd.,
Vancouver, B.C.

5-CENT PACKETS
HALF-POUND TINS
ONE-POUND TINS

Sample free by post.

Weston's Fancy Biscuits

Put up in small glass front tins—especially for the Christmas trade, in four varieties—
Cocoanut Macaroons, Fancy Macaroons, King's Mixed and Lady Fingers.

These lines are also put up in bulk, in plain or glass front tins.



Weston's Cocoanut Macaroons

You will find a warm confidence among your trade in Weston's Biscuits—based on the fact that they have been found unsurpassable in **quality** and **flavor**.

We solicit mail orders. You will find us always at your service to give you the closest attention and satisfaction.

Send for a trial order NOW, and make us prove our assertions.

George Weston, Limited

TORONTO

WE BOUGHT SUGAR BEFORE THE RISE

and bought heavily, too. We are thus able to offer Grocers in Canada our world-famed Scotch Marmalade at the lowest prices. You and your customers get the benefit of our big and careful buying.

John Gray & Co.'s Scotch Marmalade

is the acme of purity. Prepared only from fresh, ripe Seville oranges and pure refined sugar, it contains no Glucose nor preservatives. We have been making fine preserves in Glasgow for generations, and we stand back of every sale we make. Our guarantee of purity is on every jar.

Prices of this popular and quick-selling line from our Agents:

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal.

Toronto: LIND BROKERAGE CO., 73 Front Street East.

Ottawa: E. M. LERNER & SONS, 11 York Street.

British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.



HOW WONDERFUL

it is in its doing towards turning the drudgery of washday into a veritable pleasure. Inexhaustive tests have proven it a sure and speedy cleanser for many and all kinds of fabrics, without injuring the most delicate.

Hard and pure, Wonderful Soap will do more work to the bar than any other soap.

The market is good for such a useful washday wonder, and the profit well repays you.

ASK FOR PRICES.

THE GUELPH SOAP CO.

GUELPH, ONTARIO



Three Lines You Should Know and Introduce to Your Customers

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

St. George Evaporated Milk, 4 doz. in case, \$3.35

Princess Condensed Milk, 4 doz. in case - \$3.90

Banner Condensed Milk, 4 doz. in case - \$4.40

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

J. MALCOLM & SON

ST. GEORGE ONT.

Tartan
BRAND
THE SIGN OF PURITY

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

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

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

Phone 3595. Exchange to all departments.

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

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

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

This Mark on Every Box

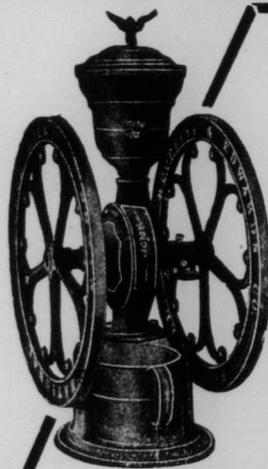


**Means Quality
Dried Fruits**

**The Highest Type of Packing
The Finest Fruits**

Place Order Now for
Fall Delivery

All First-Class Jobbers Handle.



BUILT ON MERIT

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

**ELGIN
National Coffee Mill**

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

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue :

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

MADE BY

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

MINCE MEAT OF QUALITY

Combined with Purity, is the outstanding feature of



which has proven itself equal to the home-made product. Is made only of finest

selected fruits, spices and peels, making it both delicious and wholesome.

This is a seasonable line for Fall trade and yields excellent profits to the retailer.

Try a small order. Sure to produce results.

THE T. A. LYTLE CO.

Limited

Sterling Road,

Toronto

THE RETAIL STORE

that gets the business and **HOLDS** it, is the store that handles lines of the Best Quality. How many new customers do you get in a month? How many do you **LOSE**? Certain retail stores get a "name" for goods of high quality, **THEIR** business is permanent, just the kind of business **YOU** want!

YOU CAN GET IT by buying from "US." Anything and everything needed in your business, bought for you right, from the right people and shipped to you promptly. The best manufacturers, firms that put out lines of the finest quality, are constantly making us their direct representatives for the West.

LET US HELP YOU towards permanent and increasing business.

RICHARDS & BROWN, - - - WINNIPEG
Wholesale Commission Merchants

THE "WALKER BIN" SYSTEM

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

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

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

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario

DO YOU SELL

FOREST CITY BAKING POWDER

THOUSANDS DO, WHY NOT YOU?

You want the best, then buy **FOREST CITY**

PROFITS

Try our special Christmas offer.

1 c/s 6 oz.	6 doz. at	75c.
1 " 12 "	6 " "	\$1.25
1 " 16 "	6 " "	1.75

and we will give you 1 doz. each size free and pay the freight to any Ontario point.

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

Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of
Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMEER CONDENSED MILK CO., Limited - Aylmer, Ont.
Head Offices, HAMILTON, ONT.



There is But One Brand

that will satisfy the desire of all classes of your trade for baked beans. Proper cooking of the highest quality beans, combined with just the right amount of flavoring ingredients, has made

“Simcoe” Baked Beans

a popular dish with the classes, as well as the masses. “A Better Quality at a Lower Price.”

Baked Beans are an excellent substitute for potatoes, which are very high priced at the present time. Notwithstanding the high price for White Beans, the canned beans have not been advanced in price and are continuing to please the lovers of this wholesome product.

*“Valuable Hints on Storing Canned Goods,”
an interesting little pamphlet, is free for the asking*

**DOMINION CANNERS LIMITED, HAMILTON
ONTARIO**

Furuya & Nishimura

(JAPAN TEAS)

SHIDZUOKA - NEW YORK - CHICAGO - MONTREAL

L'ETOILE

Macaroni Vermicelli Spaghetti

Are you selling a satisfactory amount of alimentary goods? If not, the slackness may be due to the fact that you are not stocking the proper line. []

L'Etoile gives satisfaction

and we strongly advise you to put it in a prominent position in your store or window display. The package is rich looking and the goods are richer.

WRITE FOR PARTICULARS

Gie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL

ARE YOU INSURED

AGAINST ADULTERATION
on the spices you handle?

The Government Form of Warranty

is your only safe insurance,
and is attached to every

**TIN - PAIL - BOX - PACKAGE
AND BARREL OF**

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

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

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world FARROW'S "A-1" has forced its way. Write your nearest agent for a sample tin. Compare the get up, the quality and the price—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

"YOUR CHOICE"

Is often the way your Customers will leave it to you in supplying them with the best of quality.

ST. LAWRENCE GRANULATED

is absolutely the best quality you can buy, made only from Choicest West India Cane Raws, testing, 99⁹⁹/₁₀₀ of Purest Sugar Quality. This is a sugar that will back your opinion and reputation for supplying and handling only the finest goods.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

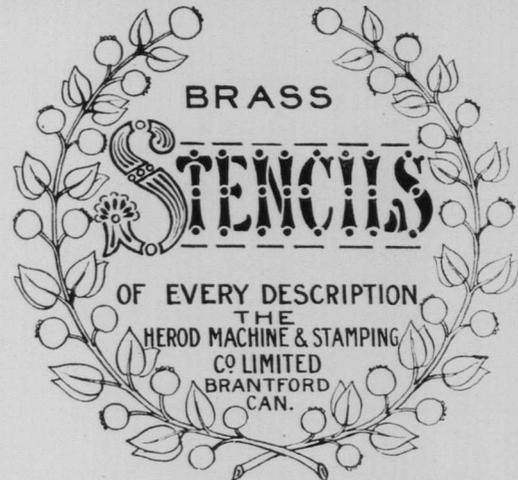
TEA LEAD

(Best Inocorrodible)

"Pride of the Island"

Manufactured by **ISLAND LEAD MILLS, LIMITED** BRAND

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
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CECIL T. GORDON, MONTREAL



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

THE PRIDE OF THE KITCHEN

is generally the stove. You can both please and satisfy your customer by supplying

JAMES DOME BLACK LEAD

A Stove Polish that will give absolute satisfaction all the time.

Pays a Good Profit

Gives Great Satisfaction

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

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.

WESTERN PROVINCES

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

Wholesale
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING

Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

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

276 Chambers of Commerce. P.O. Box 1812

WINNIPEG

THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS

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

FRANK H. WILEY

MANUFACTURERS' AGENT

and

IMPORTER

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WESTERN DISTRIBUTORS LIMITED

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

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—MOOSE JAW—

WHITLOCK & MARLATT

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

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IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
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Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

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Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

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HEADQUARTERS FOR

Evaporated Apples

When wanting, wire us
for quotations.

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TORONTO

W. G. PATRICK & CO.

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Importers

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Grocery Brokers and Agents.

Established 1885

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TORONTO, Ont. DETROIT, Mich.

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

LIND BROKERAGE CO.

73 Front St. East - TORONTO

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FOR SALE

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

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Customs Brokers
and Warehousemen

27 St. Sacramento Street, Montreal

TEL. MAIN 778

BOND 28

—MARITIME PROVINCES—

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery
Brokers

HALIFAX

NOVA SCOTIA

We are open for a few high class specialty
lines

H. R. SILVER, LTD.

MANUFACTURERS' AGENTS
AND GROCERY BROKERS

HALIFAX - NOVA SCOTIA

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

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WHOLESALE GROCERY BROKER

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

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ST. JOHN, - - N.B.

Open for a few more first-class lines.

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

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

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

—BRITISH COLUMBIA—

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

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

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

**MANUFACTURERS' AGENTS AND
BROKERS' DIRECTORY**

(Continued.)

LONDON

**THE MARSHALL
BROKERAGE COMPANY**

67 Dundas St., LONDON, ONT.

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

The **GRAY, YOUNG & SPARLING CO., Limited**

**SALT
MANUFACTURERS**

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

**THE PEOPLE OF
JAMAICA**

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

KINGSTON

"GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

SUCHARD'S COCOA

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

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned

Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

MOP-STICKS

OF DURABILITY

are the "TARBOX BRAND"

No. 8 Plain Cloth Holder. } Stamped
No. 10 Combination Brush } Steel
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by

TARBOX BROS., - Toronto, Ontario



Every Box a Trade Bringer

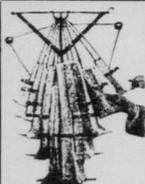
Prevail upon your customers to take a box of

White Dove Cocoanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order NOW

**W. P. Downey
MONTREAL, QUE.**



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

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

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

WRITE TO

10 Garfield Chambers, Belfast, Ireland

For Sample copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

if you are interested in Irish Trade

CLAY PIPES

The best in the world are made by

McDOUGALLS

insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

WINDSOR SALT

CAR LOTS OR LESS Prompt shipments.

Write us for prices. Phone order at our expense.

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

**The
"Double Event"
Package**

is what many consumers call our "Club" Jelly Powders, because the carton contains a rich and tasty jelly powder and a custard powder which make a really delicious dish.

**Have You Tried
"Club"**

Why not write for sample package and have your wife give them a trial? If she be pleased, well, your best customers will also like them.

WRITE TO-DAY

**S. H. Ewing & Sons
Montreal - Toronto**

TO

Brokers and Manufacturers' Agents

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

Write for particulars to

**The Canadian Grocer
Montreal Toronto Winnipeg**

Sweetheart Brand Jelly

Makes a perfect Dessert.

Easily prepared and a favorite with all.

Trade-mark



of QUALITY

Choice materials, finest fruit flavors, and perfect art in making, ensure our Jelly Powder a winner.

Your sales increased and satisfaction guaranteed.

I X L SPICE & COFFEE MILLS, LIMITED
LONDON, - - ONTARIO.

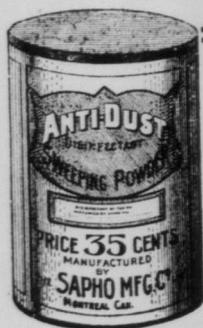
Holds Your  Best Trade!

To make a dish more palatable, some sauce or relish is invariably used. Should the sauce not add piquancy to the dish—the grocer generally has to suffer. If you sell your customers

BRAND'S India or Mango Chutney

you may rest assured it will please the tastes of your more fastidious customers. Careful preparation in manufacture makes it a standard table relish and a delight to all.

If you have not India or Mango Chutney in stock, see to it to-day—the business is bound to come—and the profit is good.



SAPHO LINES

are the winning lines, Mr. Grocer, and should receive a fair share of your attention. Here are four of them. Look at cuts.



Liquid Bluing.
Household Ammonia.
Anti-Dust Sweeping Powder.
"Mine Grasse" Stove Polish.

Genuine Specialties—all of them.

ASK FOR PARTICULARS.



THE
Sapho Mfg. Co.
MONTREAL Limited



BOUILLON SEASON IS HERE

You can fill the want of your custom for a stimulating and invigorating, as well as healthful, drink at this season of the year by selling them

BRAND'S BEEF BOUILLON

Being specialists in the manufacture of invalids' foods, only the higher grade beef is used combined with a necessary perfection of cleanliness and purity.

Brand & Co.'s Beef Bouillon leaves a lasting favorable impression, by reason of the pleasant taste it leaves after drinking. A point that makes it superior to all other specialties of the nature.

STOCK NOW—AND GET THE COLD WEATHER TRADE.

BRAND & CO., Limited

Purveyors to H.M. the Late King Edward VII.
MAYFAIR, LONDON, ENGLAND.

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

Less Than Three Weeks Till Christmas

You have just a short time left to get your stocks for Xmas and after-Xmas trade into shape, and you should consider the following lines most closely, as they are all in good demand just now, and carry a genuine *guarantee of quality*, from an up-to-date house with an old-time reputation

A BARGAIN

A few boxes of "Princess" and "Duchess" Malaga Table Raisins, 1910 stock, but in *perfect condition*, to clear at a very low price.

1911 MALAGA TABLE RAISINS

COUNTESS CLUSTER, 5½ and 22-lb. Boxes.

PRINCESS CLUSTER, 5½ and 22-lb. Boxes.

DUCHESS CLUSTER, 1-lb. packages, 20 to the case. 5½ and 22-lb. boxes.

EMPRESS CLUSTER, 1-lb. packages, 20 to the case. 5½ and 22-lb. boxes.

FIGS

Here's a great Xmas seller. Get in a supply at our prices. Here is a nice profit for you. Mention the following brands when ordering.

CAMEL. 16-oz. and 10-lb. boxes, and 30-lb. bags.

ALLIOTTI. 12-oz. boxes.

COMMANDER. 33-lb. mats.



ENGLISH PEELS

Lemon

Orange

Citron

7-lb. BOXES.

Take a timely hint and have plenty of peels in stock. You can never exactly gauge the demand so be on the safe side. Let us quote you. Prices are so reasonable, and goods so superior that you will be thoroughly satisfied.

NOW FOR NUTS

Look at this variety:—

MAYETTE GRENOBLE, TARRAGONA, FILBERTS, MARBOTS, PECANS, BRAZIL, PEANUTS (Japanese "G" Bon Ton.) SHELLED WALNUTS, 55-lb. boxes.

YOUR SPECIAL ATTENTION

is drawn to the fact that we have just received a large shipment of Hallowee Dates, crop 1911. High quality. Loose and in 1-lb. packages,

CANNED GOODS INFORMATION

Le Soleil Brand has proven itself a general favorite. Always remember it when ordering imported goods. We can fill a few orders still for Canadian Corn, Peas, Beans and Fruits.

TIME MEANS MONEY.

DELAYS ARE SERIOUS.

ACT RIGHT NOW.

Laporte, Martin & Cie., Limited

MONTREAL

Wholesale Grocers.

Wine and Liquor Importers.



Banner Brand Jams

Everything that careful selection and sanitary handling and expert cooking can do to make jam as palatable as possible has been embodied in this well-known brand.

Our expert process gives the customer jam with a delicious flavor, and you have our guarantee to back up every sale.

Send for Prices.

**LINDNER & BENNER,
TORONTO**

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

Some Christmas Specialties

China Ginger

Preserved Stem--pots, 1 and 2 lbs.
Chylong Preserved, - 1-lb. pots.
Dry Sugared, - - - 1-lb. tins.

Genuine Camenbert Cheese

Small sealed tins, 15c. line, \$1.35 doz.
Medium " " 25c. " 2.10 "
Large " " 40c. " 3.75 "

FRENCH FRUITS

Crystallized Cherries and Assorted
Glace Fruits in 1-lb. boxes.
Glace Cherries, Pineapple and
Assorted Fruits.
Crystallized Cherries, boxes, 8½ lbs.

A SNAP IN PICKLES

MIXED, pails, 5 gals., - - \$2 25
CHOW, " " " - - 2.75

Quality guaranteed. This is a
genuine bargain.

SEND US YOUR ORDER FOR ANY OF YOUR CHRISTMAS REQUIREMENTS.

EBY-BLAIN, LIMITED, Wholesale Grocers,
TORONTO

COOK'S FRIEND

BAKING POWDER

Contains

NO ALUM



The Very Finest



Ceylon Tea is used to uphold the unexcelled reputation enjoyed by

"SALADA"

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

And---Remember---The Sale is Guaranteed.

"SALADA" TEA COMPANY

MONTREAL

TORONTO

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Creating Demand for Christmas Goods

Some Actual Experiences of Dealers Who Sell Goods Not Asked for—Instances of Elevating Standard of Goods Sold to Customers—Special Lines to Display, Advertise and Talk up Between Now and Xmas—Give Special Attention to the Window.

Now that Christmas is only a little over two weeks in the distance, the dealer is in the thick of the holiday rush. In addition to handing out the goods asked for, he must give time and attention to creating demand himself, if he is to reap the best harvest.

The power of suggestion around Christmas is one that must be taken into consideration. A word from the dealer or clerk at the proper time will sell some Christmas novelty, a pound of figs, a package of dates or will induce the purchaser to take a better quality article than she had originally asked for. One of the chief aims of every merchant should be to elevate the standard of goods sold. The purchaser will have to pay a bigger price but the satisfaction secured will be worth it. Good goods eliminate dissatisfaction.

Raise Standard of Purchases.

Now is a splendid time to develop raising the standard of foodstuffs. People have usually more money to spend just now, or if they haven't more, they spend more than they otherwise would. They are susceptible to the persuasive appeals of the grocer and can frequently be induced to purchase a higher class article than is their custom.

The best grocers make this a strong plank in their platform.

"Yes, we have the lower priced sugar," was a recent remark heard by the writer, "but for your Christmas baking I believe you will be well repaid by purchasing No. 1. You will be much better satisfied."

Sold the Better Bacon.

Here is another: "We have some nice bacon at 25 cents. Yes, we have some at 22, the same as you have been getting, but you are going to get more satisfaction from the 25-cent bacon than from the other. Notice the regularity of the streaks of lean and fat, and the flavor too is superior."

The result in both cases was purchase of the higher priced article. The price is generally forgotten if the quality is above the average.

Once a dealer begins to raise the standard of any article and sends home a satisfied customer, this task gradually becomes lighter. Development is rapid, satisfaction is ensured with every sale and prospects for future business much brighter.

Besides elevating the standard of goods sold, the dealer must endeavor to create demand. The best method is by using personal appeals to back up a counter, shelf, show case or window display.

Effect of Personal Suggestion.

After the customer has given her regular order for tea, sugar, butter, etc., suggest something else, something seasonable.

"Those Malaga grapes shown in the window there have a particularly nice flavor," is one instance noted; "they are sound and sweet and I know you would like them."

Here is another:—"We have a fine line of jams just in. This is a line we never carried before, but we have made a thorough test and find it superior to anything we have ever sold."

In both cases sales were made because the dealer had something worth while and which he knew would appeal to customers.

The Lines to Feature Now.

Where help in a store is not plentiful or when everybody is busy, the merchant must rely on other influences. The power of an attractively dressed window is great as is also that of a convincing advertisement in the newspaper. At present dried fruits, nuts, extracts, flour, plum pudding spices and peels should be given every attention. Show them in the window and talk them up in the advertising if you have not the time to personally refer to them. When Christmas Day draws nearer a little more attention should be given to oranges, confectionery, walnuts, almonds, Brazils, candy, Malaga raisins, mince-meat, dates, figs, bananas, cranberries, cheese, bacon, poultry, Malaga grapes, etc. Sales of these lines Saturday before Christmas will be enormous and there can be no doubt that the dealer who has the most attractive way of offering them will reap the greatest benefit.

Confectionery Very Seasonable.

Candy and confectionery, will, however be a particularly good seller from now on. Many Xmas presents are boxes of choice confectionery and a good display will mean extra sales. Lines that can be thoroughly relied upon should be stocked so that satisfaction

will be guaranteed. Profits are good and the line is well worth extra attention. Some dealers for a month before Christmas place a special clerk in charge of the confectionery counter so as to get the maximum result.

Talk up Malaga Raisins.

More attention should be given Malaga table raisins. These should be on almost everybody's Xmas dinner table and if some attention is paid to them sales can very easily be extended. Suggest them as a wholesome diet; show them in the window and call special note to them in advertising.

Every late Xmas window should contain oranges. The Xmas eve stocking usually has an orange or two and the Xmas table is always adorned by them. Bananas are a staple but their sales can be materially increased also.

Don't Overlook Cranberry.

The Xmas turkey needs a number of accessories. There are spices for the dressing and cranberry for the sauce. Don't neglect mentioning both and particularly the cranberry. This is now practically the universal turkey sauce and suggestion is only needed in a great many cases to swing the customer's mind in favor of a purchase.

Sales can readily be increased in figs and dates. Now that the package article is on the market as well as the bulk, particular buyers are sure of a clean article. A feature should be made of the individual boxes of figs for eating purposes. One or two open boxes in a conspicuous place will do a great deal. Both dates and figs are healthy and there is little danger in giving plenty of them to children.

Talk Value of Nuts.

The nut department is a worthy one. Nuts contain oils of value to the body and are considered a splendid food. The most should be made of them for Christmas, for while they are good sellers all winter and sellers the year round, now is a splendid time to demonstrate their value. Don't allow a customer to leave the store without mentioning nuts. No one can be offered at this season, and the chances for making extra sales are splendid.

Extracts in the Display.

Many Xmas windows now shown do not contain extracts. The dealer

should not forget them as they are an important ingredient for the baking. Include them in the list of suggestions to your customers and some will surely be found to adopt your suggestion.

Sell the Best Flour.

Flour is another article to push now. Even if many people do not bake their own bread they take pride in the quality of their Xmas dainties and don't usually trust them to the art of the baker or confectioner. Increase the sales of the flour you know to be the best in your store by window displays, advertising, and personal conversation. The fact has been demonstrated that the good dealer can increase the sales of any article he may be interested in. Pick out the best brand of flour you have and sell it now. After the festive season customers will come back for more.

Good Displays in Fall Number.

By referring back to the fall number of *The Grocer* (Nov. 3)—which everyone

should keep on file—some Xmas window dressing suggestions will be observed. These are particularly good from some standpoints and no doubt will convey ideas that may be utilized. If special consideration is given to this department, sales above what people originally thought of will undoubtedly be made. Care should be taken with the window. Boxes of dried fruit, bottles of extracts, oranges, etc., placed prominently will not hold attention. The window should be symmetrical, clean and tidy. Bunches of holly, which can be secured from some of the advertisers in this issue, add to the appearance. A little money and time spent in decorations tends to spread the Christmas purchasing fever and to create a good will for the store.

Advertise for the early shopper, get the people coming early for their goods; crowd as much of the business into the next week and a half as possible and then throw all your energy and that of the clerks to creating demand among the late arrivals.

cision might be given the manufacturer. He possessed an insight that encouraged him to raise the quality of his goods if that were possible and especially to give more attention to their appearance. He must have also judged that the people were able to pay for the extra cost thus entailed. But the care in preparation for the market made on the mind of the purchaser an impression of quality, and the exterior appearance proved an asset in that there was the suggestion of quality that could not fail to attract the attention of the customer.

Public Appreciates Appearance.

It might be shown, if it were necessary, that some firms have lost ground by not keeping up with the present day movement. A traveler for an international company whose product has been given wide prominence recently told *The Grocer* of how a competing firm had practically taken over their trade. One of the contributing forces to their capture of the market was the care they gave the appearance of their article and their attention to packing.

A grocer who uses selling power must have the assistance of an appealing or attractive appearance. It is one of his best assets in making sales. He is handicapped in the very beginning if he has to overcome a certain reticence on the part of the customer caused by a none too attractiveness of the article. The manufacturer who provides for this feature lends a great co-operative influence to the retailer and the result returns to the former.

The purchasing public have apparently more money to-day than ever and they are willing to pay for quality in their foodstuffs. Grocers maintain that the cost of living has not increased through their trade and that the onus of blame for this question must be placed elsewhere. Therefore, it would appear that even though manufacturers have shown more care in the preparation and packing of their goods the grocery bill of the people has not become heavier. Those who buy extensively of luxuries may not be included in this statement, but that is another matter.

Looking back over the past year there are visible signs of improvement in the grocery trade and the question of quality and suggested quality in exterior appearance and preparation for the market has become more important than ever through the progress made during the past twelve months. Manufacturers who have taken a forward step in this direction have found retail grocers ready and willing to accept their products.

In this regard the year has been beneficial both to the manufacturer and the retailer, and this co-operation should receive every encouragement by both parties

Grocers Selling Better Quality Goods

Manufacturers Finding That the Dealer Uses His Selling Power to Push Attractive Goods of High Quality—Dealer Anxious to Give Satisfaction and Encourages Purchasing the Better Goods.

If grocers would take the time to think about it they would be greatly impressed by the improvement in the quality and appearance of many of the articles on their shelves. There seems to have been a general movement to raise goods to a higher standard and manufacturer, retailer and consumer have all played their parts with a willingness that has been very helpful.

No More Water-soaked Oysters.

A great number of examples could be mentioned to show just what has been accomplished in this direction, but every department has been invaded with beneficial results. Consider fish for instance. The water-soaked oyster is a thing of the past and the manner of display is about as sanitary as possible. The old-time salt herring is almost forgotten and the bulk of the trade runs into better lines and more appetizing.

Another example was noticed recently in dried fruits. Malaga raisins as packed by a certain Spanish packer, embraced practically all that could be desired in point of appearance and suggested quality. To begin with the box had a hinged top with a catch. It was a little less than two feet long, about a foot wide, and several inches deep. The corners are rounded, the packing was in good taste as was also the lightographing on the outside of the lid. The raisins were

eight crown fancy Malagas and for fine large well colored fruit it would be difficult to find better. This will suffice for dried fruits, but it is only one of quite a number of illustrations of what has been done to raise their general quality.

Selling Mince-meat a New Way.

Considering seasonable goods, see what has been done with mince-meat. The wooden pail and its ladle used to be the only method of selling. To-day mince-meat is sold in glasses and tins with probably a preference for the former. A particularly tasty method is that of a firm who use a white porcelain container of various sizes, one being a little larger than a tumbler. It is very suggestive of cleanliness and exceptional quality.

Likewise, there is a good demand now for plum pudding in tins and linen bags and surely if anything might have been considered a doubtful success before a trial this might surely have been questioned. But the result has been quite the reverse.

And thus a wide range of articles might be mentioned. Look over the array of preserved fruits and vegetables in glass, at the jams and marmalades. Scarcely an article has escaped this elevation of standard.

On the question as to who is responsible for this improvement, the first de-

Three Xmas Windows

Herewith are three suggestions for the floors of Christmas windows. These are all of simple arrangement and yet can be made attractive with a little care and attention.

Dried fruits, of course, must be conspicuous in at least one Christmas window. Prominent attention has been given them in accompanying suggestions.

Arranging the Half Wheel.

Figure I. is the half wheel with space between the spokes filled with nuts and dried fruits as marked. The words "Merry Xmas" may be made of peel inlaid in cranberries, cranberries in Sultana raisins or loaf sugar in currants. Neat piles of oranges at the back corners raised as high as possible set off this display nicely. If the window is large a background of open boxes of clean dried fruits on a keg of Almeria grapes could be used. Spaces separating the different fruits can be made of slats covered with tinsel paper. The sides and back of the window would of course be much improved by addition of bunches of holly, mistletoe or other evergreen.

The Flag Design.

In Figure II. we have the flag design which can with little trouble be artistically arranged.

The diagonal bars will look pretty if each is filled with a row of oranges. A large window would accommodate two rows on bottom and one in centre on top. Lemons and grape fruit might be selected for the horizontal and vertical bars. Brazils and walnuts on the left; peanuts and almonds on the right; figs and dates at top and currants and raisins on bottom complete the design.

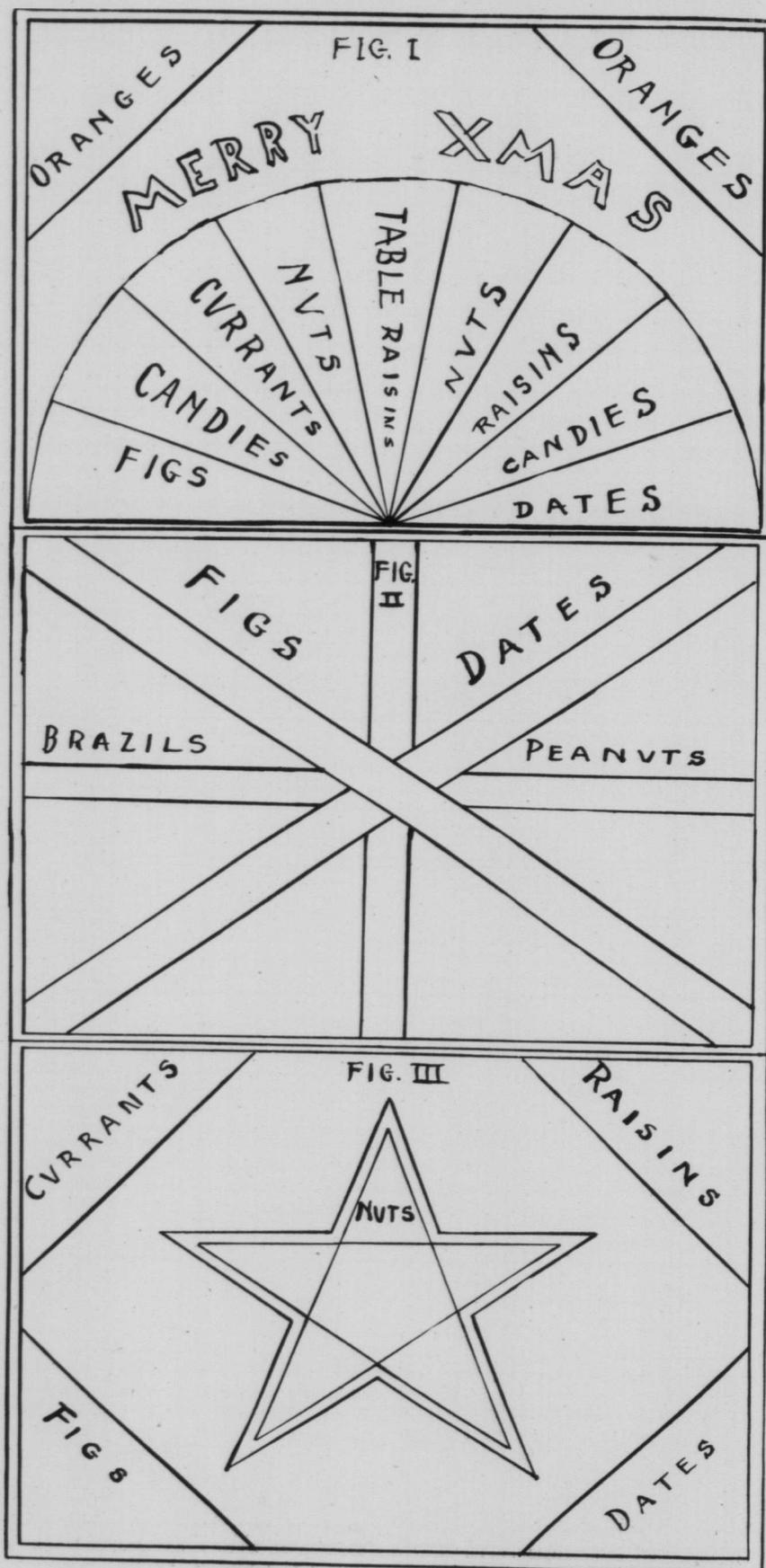
The reference made to background and addition of evergreens in figure I. applies here as well.

The Appropriate Star.

The Star design as shown in figure III. is one often used and for the Xmas season is quite appropriate.

The points of the star might be filled with nuts of various kinds and the centre with table raisins. Currants, raisins, figs and dates placed in the corners of the floor will show these goods off effectively with oranges, lemons, grape fruit, etc., surrounding the star.

N.B.—For other good suggestions on Xmas designs, see Fall Campaign Number, Canadian Grocer, Nov. 3.



Make Your Plans Early for the New Year

Begin to Set Your House in Order—Take the Inventory Carefully, Honestly and Accurately—Build up a Surplus in Solid Cash and Add to Amount First of Every Month.

* By Henry Johnson, Jr.

December is generally considered the time of the grocer's harvest. This because of the Christmas trade, which is usually so brisk as to make us almost believe first, that our business is growing and, second, that the grocery business is not such a bad trade after all. Long ago I exploded this idea so far as I was concerned, because I found that my July sales exceeded my December sales. Thus do actual figures help us out of false impressions and notions based on fancy.

Sell off the Stickers.

But December is the right time to shape your store for the end of the year accounting. In that respect it is a most useful month. In it occur many days when things are slow, trade dull and there is lots of time for cleaning up. Do that. Spend all the spare time in shaping your stock so that it can readily be counted, weighed and measured. In doing this you will find many things you can bring forward and sell out. It is the golden time to get out stickers and these should be sold out at practically any price, to release the idle capital so you can put it to work again. You will note that this suggestion is opposed to the general rule, which is to buy heavily, if not recklessly, in December, close the year with a lot of stock which can hardly be moved until the following Christmas, and then work through a gloomy January and February with the feeling that "this is the slow season in any business—we cannot work up any enthusiasm again until spring."

Be Careful of Over-stocking.

No: work your stock down, not up. Remember that the three or four days of brisk Christmas trade will run to nuts, raisins, mince meat, figs, candles, holly and kindred lines. Replenish your stock of such goods sufficiently, but do not buy enough to last even until the end. Better be just a little short of some things and have to buy from your neighbors than carry over a dollar's worth of those goods. Of other lines, such as are more or less staple throughout the year, postpone the buying, except as you must have them for daily business. And remember that every sticker you clean out now will help to

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

put you in clean condition to make January and February busy, profitable months, instead of periods of discouraging somnolence. Fix your mind on the future pleasure of cleaning up with a small stock and some ready money on hand January 1, and you will be glad you figured things that way.

The inventory is a most important thing. It is so important that it should be taken oftener than is the usual custom, especially for merchants of limited experience. Why should we stick to the custom of taking an honest account of stock only once a year? When I first took hold of my store, eighteen years ago, I took inventory at once. I took it again in sixty days; again in another sixty days; then in four months. By that time I was so familiar with the workings of it that I was safe to take it annually, as I have done ever since. But, should we have a period of depression again, or should I find reason to question some of my results, I should not hesitate a minute about shoving in an extra accounting any more than I would neglect to count my cash to see if I had what I should have.

Merchants Cheating Themselves

It has been said that the meanest man is he who will cheat himself at a game of solitaire. That is going some, but there are numbers of merchants who annually cheat themselves at inventory time. There is a peculiar temptation to make a good showing, so many points are strained, often unconsciously but often unconsciously but often also with a sort of guilty consciousness, to make things figure out well. And for what? It is like going on a spree—feels pretty good while it lasts, but one is pretty miserable on the proverbial "morning after." If you do not want any "rude awakening," be honest with yourself in these matters.

There is no sort of danger that you will work yourself any permanent harm through underestimating any of your possessions; but you can rapidly go broke through overestimating. For instance: Suppose your figures show that you have possessions which are worth \$3,500 when, as a matter of conservative figuring, they would not show up at more than \$2,500, do you think for a minute that the \$1,000 of fictitious value will not be revealed later on? Do not deceive yourself, for it surely will. In the meantime, you will feel so good

over it that you would not be human if you did not do some liberal, maybe reckless, things. But suppose, on the other hand, that you really have \$3,500 in property and have made out your figures on the basis of \$2,500, do you not know—KNOW as an absolute certainty—that the extra \$1,000 will come to the surface later on? Indeed, you do; for after a showing which is not so glowingly happy as you had thought it was going to be, you will be exceedingly careful and conservative; with the result that you will inevitably not only conserve the hidden \$1,000, but add to it for the next time of accounting.

Habit of Under-estimating.

I do not know how it happened, but it has always been my habit to underestimate. I have consistently worked against my business in every way when taking account of stock and other property. I am somehow like a friend of mine who put \$5,000 into farm lands which promised big and rapid returns. Being wise, he carried that investment on his records at \$1 valuation—wiped it all out as it were. Thus he was prepared beforehand for the period which followed—a time when farm lands seemed to be a drug on the market. But when the scheme worked out, as it did in after years, he got a good return for his money, and then he had not only the profit, but he found the original \$5,000 again. The first few years I handled the business of Johnson & Son, I almost thought I must be a dub, because the showing was so poor; but it came along all right and I am glad I never worked any other way.

So be honest with yourself in this. Figure everything "down to the bone." Leave nothing in your final accounting which will not show up later on at full value during the coming year.

If you follow these suggestions, you will be in shape to take the next step—begin to pile up a surplus in cash.

Really and actually, you do not make any money out of your business until you have that money to show—in CASH or its equivalent.

It is all right enough to have more stock, more fixtures, more accounts outstanding than you had a year ago; but it is CASH that really counts.

There is just one way to do this—pull out the cash regularly, systematically, invariably, just as you would pay rent, and put it away where you can get it any time—and then do not get it!

If your business amounts to \$6,000 a year, put away \$25 per month. Do not stop to ask how you will do this; just gather it up the first of every month and deposit it in the savings bank at 3 per cent. or 3½ per cent.

(Continued on page 50.)

Keeping Frost from the Store Window

Original Idea of a Smith's Fall Dealer—Has Double Window on Lower Half of Outside of Plate Glass—Putty Joint Between Frame and Plate Glass—Leaves "Double Window" on Winter.

By Wm. Hyndman.

I was much interested on reading your article in Nov. 17 issue "Prevention of Frost on Windows."

Having solved this great difficulty some years ago, I would like to add my experience to your article. Seven years ago after having tried other methods which proved unsatisfactory, I had a frame made to fit on the inside of window frame against the plate glass. This was really a double window 4 feet high but placed inside. I made a joint with putty at the top to prevent leakage from above running down between plate glass and the frame. This leakage came from top part of original window

not covered by the short window I added. The top edge of the frame was beveled that the water would the more rapidly run down and be carried away in the usual manner at the bottom.

Changed From Inside to Outside.

I found this method unsatisfactory as the putty joint separated from the plate glass, and the water from the upper part of glass ran down between causing ice to form. I then transferred the storm window to the outside and have had perfect results ever since.

I have this afternoon put this window in its place in the space of ten minutes where it will remain until spring.



Plan of Double Window Used by Smith's Falls Dealer on Lower Section of the Plate Glass to Prevent Frost Excluding View of Display.

WINDOW DRESSING AND AD. WRITING CONTESTS

Xmas Season Presents Good Opportunities Which Should be Taken Advantage of—Twenty-five Dollars in Prizes.

The Grocer has already had assurance from a number of clerks and dealers that they will enter our Christmas window and ad-writing contests. Full particulars of this was given on page 192 of our Annual Fall Campaign Number of Nov. 3, which every dealer no doubt has on file as a valuable trade directory.

The competitions are open to dealers and clerks. Photographs of windows must be sent to the publication office of this paper before Dec. 31. A contestant may of course, enter as many photographs of this year's displays as he desires. Prizes for the window dressing competition are as follows:—

Towns and cities over 10,000 popula-

tion, first prize, \$5; second, \$3; third, \$2. First, second and third prizes for centres under 10,000 population will be same as above. All windows must be product of dealer or his clerk.

Prize of \$5 for the best written and best displayed Xmas advertisement will be given. It must deal with Xmas goods. Clip it from newspaper, mail and briefly outline your opinion of newspaper advertising.

• • •

N.B.—In sending photograph of window display don't overlook description in writing of this window. See that your photographer gets you a good pic-

ture. Don't allow him to stand too far away. Try to have him eliminate reflections. Get a picture that will show up to advantage the details.

Address, The Editor, The Canadian Grocer, 143-149 University Avenue, Toronto.

Turned Back the Clock to Allow of More Shopping

(By A. H Harvey.)

After the first week in December business generally takes a spurt that necessitates longer hours for the clerks as well as the grocers themselves. It is inevitable. There are special holiday goods that must be brought out and made prominent, preparations must be made for the following day's business, the store is usually given a festive appearance and the great bulk of this work is usually done after hours.

It should be the clerk's part to lend as much assistance as possible during these weeks, for after the new year opens business will return to the routine. December brings the first skating, and outdoor sports vie with socials in claiming the evenings of the average youth. A clerk may, therefore, feel disposed to consider his own amusement in preference to the welfare of his employer and refuse to return for "overtime" work in the evening.

He should remember that the whole winter lies before him and that the busy period extends through only a few weeks.

This is an occasion when he can do a little extra for his employer, and the average Canadian grocer will appreciate any willingness to assist at a time when as much business as possible should be transacted. An interest in the business can be displayed by suggesting bright window, showcase and counter arrangement, and by generally entering into the spirit of the Christmas business with a whole-heartedness and energy that will be of real value to the employer. As an illustration, Christmas fell on Sunday a few years ago and a grocery clerk, knowing that his employer, who was a staunch observer of the Lord's Day, would lock the doors at midnight, turned the minute hand back twenty-five minutes when the correct time was 11.45 o'clock. He knew that Santa Claus was delaying many purchasers and thought it a shame to bar the door on customers that particular night. This is not fiction by any means.

The clerk should be interested enough in the business to do his share in making the last two weeks in the year the first, financially.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—

New York—R. B. Huestis. 115 Broadway, New York. Telephone 2282 Cortlandt
Western States Representative—A. H. Byrne. 607 Marquette Building, Chicago. Telephone Randolph 3234.

GREAT BRITAIN—

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

FRANCE—

Paris—John F. Jones & Co., 31 bis Faubourg Montmartre. Subscription, Canada, \$2.00; United States, \$2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

CARRY OVER NO DEAD STOCK.

Now is the time to get rid of all Christmas goods, novelties, etc., which will be practically unsalable after the New Year. Every dealer should make it a point to get behind these goods and encourage all his salesmen to do the same. When Christmas and New Year's are over the general public will have spent practically all their appropriation and will again fall back to straight, every day family necessities.

Make strong efforts, therefore, to sell all the straight holiday goods. If you have to advertise a little more than usual, do so; if an extra window or counter display will help, take the time to make one, and above all introduce all the customers possible to the goods you are anxious to move out. Personal suggestions of this character are bound to sell in many instances.

Better spend some time and money now in selling these goods than have dead stock on hand after the New Year.

"PARCELS POST IN THREE WEEKS."

"That a parcel post system will be inaugurated within the next three or four weeks is the prediction The World ventures to make at this date."

This appeared in The Toronto World during the week and should at once be given attention by every retail merchant in Canada. As the World is likely to have some inside information into what the new Federal Government may do, the above intimation is serious. It should be a warning to retail merchants to at once voice their opinions strongly to local members on parcels post.

That the large mail order houses are behind the proposition and that they are the people more anxious to secure it than anybody else, is the firm belief of those who have gone into the question thoroughly. The mail order houses stand to gain everything and the retail merchant to lose. Those members of parliament who berate on and bemoan the rights of the people on what they consider economic questions, forget that the retail merchants are the backbone of the country. Wherever any new settlement or district is opened, it is the merchant who first appears on the scene; he begins the erection of the first buildings which are the foundations of future towns and

cities; it is he who is entitled to a big share in peopling those districts and therefore to the increase in value of the land. Eliminate the straight merchant from any town and what is left?

Parcels post is a scheme that will enrich the few mail order houses in the larger centres at the expense of the communities from which that few draw the earnings of the people that should legitimately remain at home.

Wire or write your local member immediately. Tell him to oppose parcels post legislation and give him your reasons. Defeat the bill before it gets through committee stage. If every member receives a dozen or two curt telegrams, he will think twice before giving his influence to such a scheme.

SELLING PEEL AT A LOSS.

This is a pointed reason why some grocers fail and others remain poor.

A Montreal wholesaler calls the attention of The Grocer to the fact that a retailer was selling orange peel at 9½ cents a pound. Yet the best this wholesale grocer could quote to another jobbing firm was 10½ cents. It seems that reports such as these must exist, but it is difficult to try to understand why they should.

VALUABLE OIL IN NUTS.

Nuts should have a large sale in winter. A Montreal wholesaler who has studied the matter states that the oil contained in nuts is a good article to help provide the blood with material to counteract the cold. There are very few people, however, who take this sensible view in making their purchases.

This is one of the duties the grocer should strive to perform, the education of people in a real knowledge of the goods they purchase.

Of course, there will be a big trade in nuts for Christmas, but the trade should not rest content with that flash of business and an effort should be made to continue sales.

EDITORIAL NOTES.

Great Britain, France, Germany and Italy are the European countries that have been the heaviest purchasers of California prunes this year.

* * *

The King's army in Canada is worrying over lack of funds to pay its grocery bills. This is due to the fact that when the late Government dissolved parliament to appeal to the electorate, the regular military supply had not been granted. The next pay day is Dec. 15, and hopes are expressed that something will be done.

* * *

Information from Smyrna mentions the formation of a combination in the fig industry. It is stated that there only remains the securing of a charter for the corporation to make the plans complete. In future the growers in the interior will not be able to get fancy prices for their figs and raisins, as one buyer will take the place of the forty or fifty that represented the chief packing houses under the old conditions. Europe and America, it is further stated, will have to pay more for their figs and raisins in future and therefore fig packing will likely once more be the profitable business it used to be.

BANK OF MONTREAL

Proceedings at the 94th Annual Meeting of Shareholders.

The 94th annual general meeting of the Shareholders of the Bank of Montreal was held Monday at noon in the Board Room, at the Bank's headquarters in Montreal.

Amongst those present were:— Mr. R. B. Angus, Sir Edward Clouston, Bart., Sir William Macdonald, Sir Thomas G. Shaughnessy, Messrs. D. Morrice, H. V. Meredith, E. B. Green-shields, Hon. Robert Mackay, James Ross, W. Molson Macpherson, C. J. Fleet, K.C., Dr. H. B. Yates, G. F. C. Smith, Rev. G. H. Parker (Lennoxville), C. H. Cahon, K.C., William H. Evans, Hugh Paton, George Hooper, Henry Joseph, M. S. Foley, W. R. Miller, John Hamilton, George Durnford, C. S. Garland, W. Blackader, William Stanway, Mr. Archibald, C. Meredith, Mr. Alexander, Bartlett McLennan, James Crathern, P. F. McCaffrey, John Beatty, H. Meredith Smith, H. Dobell, J. B. Learnmont, John Patterson, H. B. Scott, C. W. Buchanan, and James Skeoch.

On motion of Mr. W. M. Macpherson, the President, Mr. R. B. Angus, was requested to take the chair.

It was then moved by Mr. C. J. Fleet, K.C., seconded by Dr. H. B. Yates, that Messrs. G. F. C. Smith and Bartlett H. McLennan be appointed to act as Scrutineers, and that Mr. James Aird be the Secretary of the Meeting. This was carried unanimously.

THE ANNUAL REPORT.

Sir Edward Clouston, Bart., the General Manager of the Bank, was then called upon to read the annual report of the Directors to the Shareholders at their 94th annual general meeting held 4th December, 1911:

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1911.

Balance of Profit and Loss Account, 31st October, 1910	\$ 961,789.11	
Profits for the year ended 31st October, 1911, after deducting charges of management, and making full provision for all bad and doubtful debts.....	2,276,518.75	
Premiums on New Stock	365,677.50	
Adjustment Bank Premises Account	3,400,000.00	
		\$7,003,985.36
Dividend 2½% paid 1st March, 1911	\$ 360,000.00	
Dividend 2½% paid 1st June, 1911	360,000.00	
Dividend 2½% paid 1st Sept., 1911	360,000.00	
Dividend 2½% paid 1st Dec., 1911	360,000.00	
	\$1,440,000.00	
Amount credited to Rest Account	3,060,000.00	
Amount expended on new Premises during year	708,800.00	\$5,148,800.00
Balance of Profit and Loss carried forward		\$1,855,185.36

Since the last Annual Meeting, Branches have been opened at Grand Falls, Nfld., West Sumnerland, B.C., Suffield, Alta., Athalmer, B.C., Kamloops, B.C., and Port Haney, B.C.

At a Special Meeting of the Shareholders, held on 5th September, 1911, an issue of \$1,000,000 new Capital Stock was authorized, making the total Paid-up Capital of the Bank \$16,000,000, and at this date \$1,013,000 of the New Stock has been subscribed for.

It has been decided to increase the Bank Premises Account to an amount which, while still thoroughly conservative, more closely approximates the value of our land and buildings as assets than did the former practice.

All the Offices of the Bank, including the Head Office, have been inspected during the year.

(Signed) R. B. ANGUS,
President.

Bank of Montreal, 4th December, 1911.

THE GENERAL STATEMENT.

Then General Statement at 31st October, 1911, was read as follows:—

LIABILITIES.

Capital Stock	\$ 14,887,570.00	
Rest	\$ 15,000,000.00	
Balance of Profits carried forward	1,855,185.36	
	\$16,855,185.36	
Unclaimed Dividends	1,508.01	
Quarterly Dividend, payable 1st December, 1911	360,000.00	
		17,216,693.37
		\$32,104,263.37
Notes of the Bank in circulation	\$ 15,914,654.00	
Deposits not bearing interest	46,187,554.74	
Deposits bearing interest	135,538,261.10	
Balances due to other Banks in Canada.....	175,687.44	
		197,816,157.28
		\$229,920,420.65

ASSETS.

Gold and Silver coin current	\$ 9,627,050.47	
Government demand notes	9,717,605.75	
Deposit with Dominion Government required by Act of Parliament for security of general bank note circulation	700,000.00	
Due by agencies of this bank and other banks		14,566,291.85
in Great Britain		14,566,291.85
Due by agencies of this bank and other banks		3,408,981.89
in Foreign countries		3,408,981.89
Call and short Loans in Great Britain and United States	42,602,772.00	
	60,578,045.74	
Dominion and Provincial Government Securities	675,479.94	
Railway and other Bonds, Debentures and Stocks	16,134,307.86	
Notes and Cheques of other Banks	7,013,395.71	
		104,445,885.47
Bank Premises at Montreal and Branches (Valued at \$9,088,000.00, Land, \$1,735,000; Buildings, \$4,353,000)		4,000,000.00
Current Loans and discounts in Canada and elsewhere (rebate interest reserved) and other assets	\$121,053,065.71	
Debts secured by mortgage or otherwise	188,204.43	
Overdue debts not specially secured (loss provided for).....	233,265.04	
		121,474,535.18
		\$229,920,420.65

E. S. CLOUSTON,
General Manager.

Bank of Montreal, Montreal, 31st October, 1911.

The President's Address

The president, Mr. R. B. Angus, then moved the adoption of the Report, seconded by the Vice-President, Sir Edward Clouston, Bart. The President said:

I beg to move the adoption of the Report; and in doing so I have to call attention of the Shareholders to two important changes in the Annual Statement.

The one that was authorized by you at the Special meeting of 5th September and subsequently approved by the Treasury Board, provided for an increase of the Capital Stock by \$1,600,000—mainly with a view of extending to that amount the right to increase the issue of notes in circulation. This appeared to be urgently demanded, as the circulation of this Bank has reached the legal limit, the amount of the paid up capital; and as other banks were much in the same position, it was feared that a great scarcity of currency would soon be experienced.

Another considerable change in the Statement at this time will be seen in the treatment of Bank premises account, which for years had been represented by the comparatively insignificant sum of \$600,000, notwithstanding the large expenditure recently incurred for Bank Buildings and for providing suitable accommodation for the increasing business throughout the country. Your Directors have been frequently criticised for having charged the full amount of the cost under this head against the profits of the year, and it has been suggested that we should alter our system to conform to that of other Banks in the published statements. We have therefore had a conservative valuation made of the property, which results in the figures now submitted, namely, \$9,088,000, land \$1,735,000 and buildings \$4,353,000, and have taken back less than half that amount or \$4,000,000—more adequately to represent this item in the balance sheet. To adjust bank premises consequently the sum of \$3,400,000 has been applied and the balance carried forward.

The calls on New Stock extend over a period of nine months and the payments being completed the capital will stand at \$16,000,000, and the rest at a like amount.

On 15th September last we sustained a loss of \$271,721.00 by burglary at New Westminster, one of our important branches, where a considerable amount of money had been provided for the payment of wages. A small portion so far has been recovered in addition to the insurance and the balance has been written off.

The business of the bank has been fairly prosperous during the year, although the employment of spare funds, in call and short loans, has been less productive than usual, the prevailing rates having been extremely low in New York and London during the whole period. The ordinary deposits show a gratifying increase, while those of a temporary character have to some extent fallen off, as we have been unwilling to encourage them at a higher rate of interest.

The money markets of Great Britain and the Continent of Europe have taken freely of Canadian bonds and stocks, municipal, railway and industrial. There was a brief interval of dullness but that condition seems to have passed and will

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vouched for securities are again in good demand. There is ample room for the employment of foreign capital in this rapidly developing country and it becomes the more imperative that no issue having any taint of doubtful value should be submitted to the foreign investor.

During the year under review Canada has enjoyed a period of great prosperity in almost every department of trade and commerce and has undoubtedly added largely to her permanent and productive wealth; although this has been more marked in the prairie provinces and British Columbia, Ontario, Quebec and the Maritime Provinces have not failed to participate.

The mining industry of British Columbia has taken on a new life, although the prolonged coal strike has seriously interfered with the operation of the mines and lessened their product. The mines in Ontario have been wonderfully productive. The iron and coal of Nova Scotia have had a large output and promise to be more profitable when their organization is more complete.

Manufacturers have been fully occupied and new industries of every description are springing up in all parts of the Dominion.

In immigration from Europe and the United States Canada has attracted 348,633 souls to her population, an increase over the previous year of 56,369. This item alone represents a very substantial gain, the value of each immigrant in money and property brought into the country has been variously estimated, and in the aggregate we know it must be very great; but still more to be valued is the advantage of the advent of so many additional hands, mostly farm laborers, who repair at once to the lands which lie open to their enterprise.

The increasing immigration, the consequent development of new acreage and the various climatic conditions make it difficult to estimate the result of the harvest. For instance the generally accepted figures for last year ranged from 80 to 95 millions of wheat, while the final outrun showed actually 118 millions in round figures. I have from a capable and well informed source the following estimate for this year: He says with regard to the Western crops:

Early estimates made by competent judges were in the neighborhood of 200 million bushels. However, since then, these estimates have been reduced to about 180 millions, owing to subsequent unfavorable weather conditions. While the quality this year, as a whole, is not all that could be desired, the average prices being paid for the lower grades are even better than the prices obtainable in many previous years for the higher grades, and consequently the net cash returns will be the largest ever obtained from our Northwest.

When considering the effect of the wheat crop in relation to its influence on the prosperity of our Dominion, the value of the other cereals produced in our Northwest must not be overlooked. If we accept the present estimates of the various important grains, which are as follows:

Wheat	180,000,000	bushels
Oats	200,000,000	"
Barley	35,000,000	"
Flax	7,000,000	"

the cash value to the farmer, at the average prices prevailing to-day, would be approximately over \$235,000,000, no inconsiderable sum, considering that this is exclusive of the farmers' receipts from various other sources, such as live stock, hay, root crops and dairy products.

Railway construction, especially in the Northwest, continues to manifest great activity; and while in its immediate effect it benefits the country by the expenditure of money and the employment of labor, where the lines are judiciously chosen, it prepares the way for settlement and affords facilities for intercourse and ready access to markets.

Most worthy of note are the extensive irrigation works in the Northwest by which the arid lands are converted into fruitful fields destined to become the homes of a large farming population. As to the ready made farms they cannot be supplied fast enough to meet the wants of would-be settlers. While the railway took the initiative in this enterprise, it is being followed by large landholders and capitalists, of Great Britain, who, from patriotic motives in some instances, are making such investments with the view of supplying homes and giving a fresh start in life to the surplus population of the Mother Country. Experimental farms for the instruction and convenience of settlers are also of immense advantage and are gradually being extended to every province of the Dominion.

A review of the various branches of trade and industry throughout the Dominion is beyond my province, although the Bank in its widespread operations is vitally interested in the commercial life of the country, and touches it at every point. I, therefore, attempt but a brief summary.

The dry goods trade of 1911 has been somewhat unsatisfactory. In the spring stocks were heavy and the demand light, this being to some extent a legacy of the previous year. But a decided improvement has set in with much better prospects.

In Canadian cottons a largely increased trade has been experienced with firm prices, and imports are gradually decreasing.

Early in the year also our woollen and worsted manufacturers suffered from the competition of foreign imports. Goods intended for the United States, where the markets were overstocked, were, according to Bradford reports, sold in Canada at a sacrifice, but that condition of things has been overcome and the mills are now well employed in goods for next season.

Indeed, competent authorities report the wholesale trade to be at present in a comparatively flourishing condition and increasing in volume.

The iron and hardware trade and groceries are said to be decidedly good, although profits are somewhat curtailed by excessive competition.

In boots and shoes a large and apparently profitable business has been transacted, notwithstanding the high price of leather. A most remarkable change has taken place in the values of butter and cheese, as compared with those of a year ago. Farmers have been receiving 3c more per lb. for cheese, and 5c to 6c more for butter. The advance has been realized on a considerable portion of

the season's make—indicating that the farmers have received at least \$3,000,000 more for their exports of dairy products than for the corresponding period of last year.

The hay crop of the Dominion for 1911 was less than the previous year, but the farmers have realized from it a larger return by \$2 to \$3 per ton, and a good demand exists both in the United States and Great Britain.

The export of cattle continues to grow less each succeeding year, this being due in a great measure to the larger consumption of the home market and the increasing population both in the East and West.

The fisheries on our Atlantic Coast have been exceedingly prosperous and last year everyone who handled fish made money through the transaction. The fishermen had the biggest catch and obtained the highest prices recorded. This is true generally both in regard to our Maritime Provinces and Newfoundland.

With regard to the Pacific Coast, the salmon pack is reported to have been an average one. The market is active, and prices good. Other fishery conditions are generally satisfactory.

Recent changes in the tariff of the United States and the comparative failure of the water powers in that country have brought the pulp and paper making in Canada into prominence. Several of our mills have been successful in their operations; and with our extensive spruce forests and unsurpassed hydraulic powers this industry is sure to find a natural development in this country.

The lumber trade has been poor throughout the year especially in British Columbia, which has had to face the keen competition of the Western States whose lumber has been forced upon the Canadian markets in consequence of the almost complete paralysis of business in their own neighborhood. In the East and especially of late, there has been experienced a marked improvement both in export and local account. In the latter there has been an unprecedentedly brisk and profitable demand in consequence of the activity of building operations.

This leads me to remark upon the real estate transactions which in some districts savor too much of speculation. In Montreal and other large Eastern cities prices have long been in a measure dormant, until recently when the public suddenly realized the necessity of providing homes and commercial buildings for the vastly increasing population. Hence the rise in values which is not without justification.

The business of the port of Montreal shows a healthy increase. The total quantity of grain exported during the season of navigation is about 29,388,359 as compared with 26,349,514 bushels last season, while the exports of flour have almost doubled.

With the high prices of agricultural produce prevailing the farmers of Canada have had a profitable year, which is reflected in the satisfactory condition of the general business in all portions of the Dominion.

There can be no more certain indication of the business activity and general prosperity of the country than the rail-

(Continued on page 36.)

Swing of Progressiveness Perr

Past Progress, Present Standing and Future Prospects
Manufacturers—Extensive Factory Equipped with the
of Business Demands Greater Factory than has been—E

TO keep pace with the spirit of the advancing times is the aim of every business, large or small.

No finer example of progressiveness exists anywhere among Canadian industries than the business of The Cowan Co., Limited, Cocoa and Chocolate Manufacturers, Stirling Road, Toronto. Established a quarter of a century ago, this business has grown up with, and kept ahead of, the rapid strides of the grocery trade of the Dominion.

Its ideal location, its railway facilities, the modern plant, the finest cocoa and chocolate machinery in the world, the quality of its products, its liberal advertising and the progressive aims of the men at the helm, have all combined to make the name of COWAN a familiar and respected one among the Canadian trade.

Finest Machinery in Existence.

That there is no finer cocoa and chocolate establishment in the world is beyond a doubt. To go through the factory and see the smooth operations of the immense machines is an education to anyone.

The machinery is the finest and most modern in existence to-day. It is practically all new and of the largest type. Every known device for facilitating and perfecting the manufacture of the products of the company has been installed. It is absolutely impossible for any man to purchase anything more modern.

With such a splendidly equipped factory one can easily understand the enormous amount of business done, which, it is stated, is close to a million dollars a year.

Planning to Build Again.

Nor is that all. When the present large factory, shown in the accompanying illustration, was erected some six years ago, it was thought to be large enough to cope with the business for many years to come.

But business has increased so rapidly since that time, that plans are now under way for another large building, one about the same size as the present. This will be similarly equipped with the very latest in machinery and modern improvements and will insure an output double what it is at present.

The Shipping Facilities.

Situated as it is on the main line west of the Canadian Pacific Railway, and at the same time with the Grand Trunk Railway on the opposite side, the site is recognized as one of the best factory locations in Toronto. Railway sidings into a factory mean much in these days of advanced trade, and The Cowan Company,

Limited, have long since experienced the value and necessity of them.

Business is done on a large scale by this company. All supplies such as the raw cocoa beans, sugar, coal, etc., are purchased by the carload and a great part of their output leaves the factory in the same way.

The Largest Water Tank in Toronto.

The Cowan Co.'s Building is constructed of Milton Pressed Brick. The Sprinkler System is installed for fire protection and is fed by the huge tank which can



be seen in the illustration. This tank has a capacity of 50,000 gallons and is the largest in the city of Toronto.

If fire should break out anywhere, the sprinklers are automatically brought into operation by the action of heat on certain portions of the piping. A perpetual stream of water immediately begins to play upon the flames.

The building is further protected at night by the Patrol Signal Service. This is one of the modern perfected inventions which brings immediate aid, if through any mishap the night watchman fails to "touch the buttons" located in every department of the building, and which register the rounds of the watchman at the downtown central station.

Hardwood floors are found throughout the entire building. On a visit through the establishment, one is struck by the cleanliness of these floors and the order of things existing everywhere.

Business Permeates the Cowan Co., Ltd.

Future Prospects of Canada's Well-known Cocoa and Chocolate
 Equipped with the Finest Machinery in the World—Rapid Increase
 in Production—Evidences of the Modernness of this Big Industry.

A good idea may be gained of the capacity of this factory when it is known that there are 111,115 square feet of floor space. This is now inadequate, as stated above, to meet present conditions.

Employees' Residences.

In other ways is the Cowan Co., Limited, more than keeping pace with the times. The firm has begun the erection of employees' homes on its own property. Two pretty little cottages are located on the south, as seen in the illustration and are occupied by employees. This idea

The immense steam plant, generating the power and operating the cold storage, is worth while seeing. In addition to steam power, motors were observed to be necessary on many machines to aid in turning out the many products of the company.

Prominent Men as Directors.

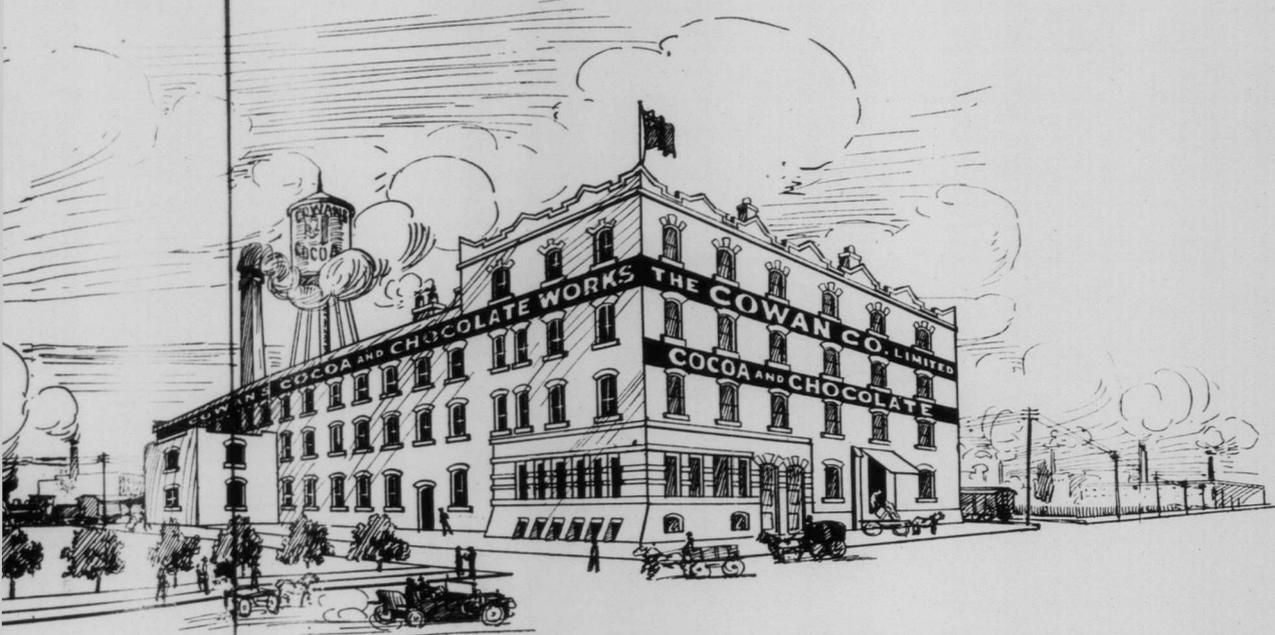
The strength of The Cowan Co., Limited, from a financial standpoint will be readily appreciated from the personnel of the directorate.

The president is Dr. Elmore Harris, the eminent Doctor of Divinity, and also one of the largest shareholders in the Massey-Harris Co.

Charles T. Stark, of Jno. Stark & Co., and also a director of The Dominion Radiator Co., is vice-president, and H. N. Cowan is the Managing Director. Mr. Cowan is a son of the founder of the company, the late John W. Cowan, who established the business in 1886. Ever since its inception the present managing director has been connected with it. The authorized capital of the company is three-quarters of a million.

A National Business.

The Cowan Co., Limited, does business from coast to coast. Branches have been established in Montreal, Winnipeg and Vancouver, thus presenting every facility for promptly supplying the trade. This is still another testimonial of this firm's ability to advance with the times and to keep more than abreast with commercial conditions.



of always having trusted employees close at hand in case of fire, etc., belongs only to the most progressive manufacturers, and the fact that this company have adopted such an advanced policy tends to place it among the leaders in Canadian commerce.

Delivery by Motor Truck Likely.

A fine new garage and stable is now in the course of erection. A south and east view may be seen herewith. It looks as if the company intends establishing in Toronto motor truck delivery system.

Clean, comfortable dining rooms for both girls and men add to their pleasure and comfort. They include every facility for enjoying luncheon and provide against employees having to travel long distances for the midday meal. In fact, it is plain to any observer visiting the factory that the employees of The Cowan Co., Limited, are unusually well treated and protected.

Improvements to the factory and machinery are going on all the time. The best and most modern equipment is the watchword. There is nothing obsolete; nothing that will retard the greatest output possible, and nothing that will tend to diminish the service rendered the trade. "The best that money can buy," is the motto, as one can readily recognize from the hum of the great machines, their appearance and the ease with which they operate and turn out the Cowan products.

The Cowan Co., Limited, always in the forefront of progress, is pushing forward to still greater things. The new building under contemplation will be equipped with the latest machinery needed to cope with increasing trade from the Atlantic to the Pacific. Judging from the progress of the last 25 years, it needs no prophetic eye whatever to see this business continue to be in the forefront of Canadian industries at the end of the next quarter of a century.—Advt.

Bank of Montreal Report.

(Continued from page 33.)

way earnings, which are phenomenally large.

I regret to announce the retirement of Sir Edward S. Clouston, Baronet, from the General Managership of the Bank. After 47 years of service, 20 of which have been passed in the Chief Executive Office, it is natural that he should seek some relief from the arduous duties of that position. I am happy to say, however, that his mature judgment and great experience will still be available to the administration, when required, in the less strenuous office of Vice-President.

He will be succeeded by Mr. H. V. Meredith, an able and well qualified officer, who will surround himself with such capable assistants as are always to be found on the staff of the Bank.

Sir Edward Clouston.

In seconding the adoption of the Report, Sir Edward Clouston said:—

As the President has dealt with the general business of the country, I will confine the few remarks I make to the statement, a copy of which you have in your hands.

To meet the wishes of the shareholders, expressed at several of our meetings, and to conform to the custom of the other banks in Canada, we have shown the amount expended on new bank premises during the year. We have also obtained valuations of all our lands and buildings, and I do not think we can be accused of overvaluation when we place the value in our statement at \$4,000,000, somewhat less than the value of the land alone. In fact, to the amount of \$9,000,000 should be added the cost of uncompleted buildings, making it \$700,000 more. The increase of \$3,400,000 over former statements has been employed partly to increase our Rest to an amount equal to our Paid-up Capital, and the surplus has been carried to our Profit & Loss Account. Speaking as an individual, and in no way as a mouth-piece of the Board, I would not advocate increasing, in future, our Rest beyond the Paid-up Capital. I should always like to keep the Profit & Loss Account at its present amount, as a Reserve, to be used when the Directors might see fit to do so in the interests of the Bank, and any surplus profits, af-

ter full appropriations have been made, I would suggest distributing among the Shareholders.

The shrinkage in deposits, as compared with last year, is accounted for by the fact that at that time we had very large special deposits, which were shortly after distributed. The regular deposit business of the Bank has been satisfactory. The increase in our Loans is an evidence that our Canadian business is steadily increasing. I think you will agree with me that the statement is a strong and satisfactory statement.

The President has mentioned that I have decided to retire from active Executive work. I have held the stage for a long time, for I find my service in the General Manager's position is more than double that of any of my predecessors. I have kept in mind, however, that while Corporations may go on forever, the men who manage them come and go, and with that in view I have always tried to arrange that the exit of any one man should not in any way interfere with the business of the Bank. In passing over the reins of office to my successor, I feel I am doing a good thing for the Bank and its Shareholders. Mr. Meredith has spent all his active business life in the service of the Bank, is familiar with its policy, is trained in its traditions, and has been uniformly successful in his previous appointments. I have no doubt he will be equally successful in the high office to which he is called, and I am quite satisfied your property will be handled conservatively.

The ballot for the election of Directors was then proceeded with, and without much delay the Scrutineers appointed for that purpose reported the following gentlemen duly elected, the old Board being re-elected:—

Messrs:—R. B. Angus, A. Baumgarten, Sir Edward Clouston, Bart., E. B. Greenshields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, H. V. Meredith, D. Morrice, James Ross, Sir Thomas Shaughnessy, K.C. V.O., Rt. Hon. Lord Strathcona and Mount Royal, G.C.M.G., G.C.V.O.

OFFICERS ELECTED.

At a meeting of the Directors held later, the Right Honorable Lord Strathcona and Mount Royal, G.C.M.G., G.C.V.O., was elected Honorary President of the Bank. Mr. R. B. Angus, President, and Sir Edward Clouston, Bart., Vice-President.—Adv't.

wisely or not, through the columns of The Canadian Grocer?

Our store is located in a good farming section with two other competitors. We sent out circulars soliciting poultry during the winter months. We had a good market for nice dry-picked and bled chickens, etc., and were offering a cent more per pound than competitors. Two young women entered the store and told the clerk they had chickens in the buggy. The assistant was sent out for them and took them to the scales. He called my attention to them as he thought they did not look up to the mark.

I examined them, and they were the worst lot of chickens I ever saw, small, had been scalded and their necks broken instead of bled; also, they were an unusual color and the flesh of some badly torn. I took them in myself and told the young women that we could not handle them at any price. I was very sorry that I had to reject them, and pointed out they were quite unsalable in the market we had, that we were pleased and willing to take all kinds our circulars asked for and that we were paying top-notch prices for good stuff only.

The young women made a few purchases and left, and upon inquiring I found they belonged to a family who had just begun to deal with us and were pretty good buyers. I never consulted the proprietor as he was busy with a traveler and I knew he put faith in my judgment, although he would have taken the stuff himself. I still feel uneasy about it, and if it is not troubling you too much I trust you will comply with my wishes.

A READER OF CANADIAN GROCER.

SELLING PRUNES A NEW WAY.

The prune is no longer to be considered as a boarding house joke. The price alone raises it to a new standard, but it is now put forward as a dainty. Here is the proof: "Glance Prunes, stuffed with walnuts, from California. This is one of the most tempting and delicious articles we ever sold yet. The demand for them is so great that the manufacturer never sends us all we order. If you want a treat get a box of Glance Prunes stuffed with walnuts, price 90c per box."

This is the description given them in a Montreal grocer's advertisement. Not only does it give the prune a higher standing in the fruit world, but it shows the writer possesses a fine idea of how advertising copy should be written.

Prizes Given for Three Best Reasons

Should Merchant Accept Inferior Poultry From Good Country Customer at Price Paid for Good Poultry, or Not?—Grocer Reader Relates Interesting Experience.

The letter printed below from a reader of The Grocer brings up an interesting question, but by no means an uncommon one. It arises probably in every general merchant's and grocer's store in the country where eggs, butter, poultry, etc., are bought from country customers. If the poultry is poor, unsalable stuff, but the customer offering it one who purchases freely, should the merchant purchase it or not?

Readers of The Grocer are requested to give their opinions as to whether the

clerk in the store mentioned in this letter did the proper thing, and reasons for thinking so; or whether he should have bought the chickens at the price named in the circular.

The Grocer will pay \$1 to each of the three readers giving best reasons for their opinions. Here is the letter:—

Editor Canadian Grocer:—The following incident happened this week, and would you kindly give me your opinion regarding it, whether I acted

Sugar Has at Last Turned Downward

Declines 10c On Wednesday—First Downward Movement Since February Last—Second Shipment of New Crop Dates Lower in Price—Brazil Nuts Higher—Broom Situation Continues Strong—Washboards Have Advanced—Citron Peel Higher in Montreal—Currants Not Plentiful in Winnipeg—Halifax Reports Strong Molasses Situation.

QUEBEC MARKETS.

Pointers:—
 Sugar.—Down 10c.
 Citron Peel.—Advance of 2c.
 Brazil Nuts.—Advance of 3c.
 New Dates.—Price quoted lower.
 Canadian Chicory.—Up now. 10 to 12.
 Montreal, Nov. 7.—With the close of navigation wholesale grocers have delivered the most of the bulky goods that were on the order sheets in order to take advantage of the freight rate by boat. However, there is a general report of extreme activity and it is fully expected that business will be good right through the holiday season. Some grocers in the country delay purchases until the eleventh hour, others buy lightly and exhaust their supplies before the heaviest part of the rush and a large number of city grocers, of the smaller means buy practically from hand to mouth. Thus, there will be a good general trade up to the first of the year at any rate.

A noticeable feature of this year's business is the heavy demand for seasonable goods. "The demand has been phenomenal," said one wholesaler, and remarked that there must be a great deal of money in the country. Currants, raisins, peel, and a long list of other goods are going out in a stream; and it must be remembered that in the most cases prices are higher than usual. In addition many luxuries are showing a new activity. For instance Malaga raisins are a feature of the season in themselves. One firm reports they have oversold on them. Another has done the same with figs and now reports an advance of one cent per pound. A representative of one firm made the statement that they expected their business for 3 months to amount to one million dollars. November showed them to be well over the required one-third and it is likely that their estimate will be reached. It is now assured that the year will make a fitting close and the wholesale and retail trade should receive splendid returns for the season and the year.

Sugar.—The market declined 10 cents on Wednesday. This is the first decline since early in the year, and first change for several weeks.

Granulated, bags	5 75
" 20-lb. bags	5 87
" Imperial	5 60
" Beaver	5 65
Paste lump, boxes, 100 lbs.	6 45
" " 50 lbs.	6 55
" " 25 lbs.	6 85
Refined, in cartons, each	6 25
Crystal diamonds, bbls.	6 45
" " 100 lb. boxes	6 55
" " 50 lb.	6 65

" " 25 lb. "	6 85
" " 5 lb. cartons, each	0 37
Crystal Diamond Dominos, 5-lb. cartons, each	0 37
Extra ground, bbls.	6 20
" " 25-lb. boxes	6 10
" " 25-lb. boxes	6 80
Powdered, bbls.	6 00
" " 50-lb. boxes	6 20
Phoenix	5 75
Bright coffee	5 50
No. 3 yellow	5 50
No. 2	5 50
No. 1	5 35
Bble, granulated and yellow may be had at 5c. above bag prices.	

Syrups and Molasses.—A good demand is felt for syrups and molasses. These are seasonable and are holding their own in the face of a heavy holiday trade.

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

Dried Fruits.—It is evident from the amount of business already transacted in dried fruits that the holiday trade will be exceptionally heavy in spite of rather high prices and the growing tendency to purchase mincemeat, plum pudding and fruit cake from the grocer. Package fruits are being shown everywhere and currants in packages appear to be selling as well as raisins in this form. Malaga raisins may be termed a "big seller" this year and generally speaking this fruit is of good size and color. Bosnia prunes have been arriving of late and the trade is now supplied with all the necessities for the holiday business. This department remains steady with firm prices. New dates due in Montreal about December 10th or 11th are quoted lower than the first arrivals. These are from the S.S. Gorjistan and coming much later than the first shipments are thus quoted slightly lower.

Evaporated apricots	0 22	0 24
Evaporated apples	0 10	0 11
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filitras, per lb., not cleaned	0 07	0 07
" " " cleaned	0 77	0 08
" " 1-lb. packages, fine filitras, cleaned	0 08	0 09
" " Pairs, per lb.	0 09	0 09
" " Vostizas, per lb.	0 09	0 10
Dates, 1-lb. packages	0 07	0 08
Dates, Hallowee, loose	0 05	0 05
Figs	0 11	0 11
Figs, 3 crown	0 07	0 10
Figs, 4 crown	0 08	0 10
" 5 crown	0 08	0 13
Figs, 6 crown	0 09	0 14
Glove boxes, 16-oz., per box	0 10	0 11
Glove boxes, 10-oz., per box	0 07	0 07
Prunes—		
30-40	0 16	0 18
40-50	0 14	0 16
50-60	0 13	0 14
60-70	0 12	0 13
70-80	0 11	0 12
80-90	0 11	0 11
90-100	0 10	0 11
Bosnia prunes	0 08	0 09

Raisins—		
Choice seeded raisins	0 09	0 10
" " fancy seeded, 1-lb. pkgs.	0 10	0 11
" " loose muscatels, 3-crown, per lb.	0 08	0 08
" " 4-crown, per lb.	0 09	0 09
Select raisins, 7-lb. box, per box	0 63	0 63
Sultana raisins, loose, per lb.	0 12	0 12
Sultana raisins, 1-lb. cartons	0 13	0 13
Malaga table raisins, clusters, per box	2 50	5 75
Malaga table raisins, clusters, per 1/2 box	0 80	1 90
Valencia, fine off stalk, per lb.	0 07	0 08
" " select, per lb.	0 08	0 09
" " 4-crown layers, per lb.	0 08	0 09

Nuts.—Jobbers have practically all their supplies for the Christmas trade and most retailers have received their orders. Prices are steady and the demand is heavy from those grocers who did not send in their orders earlier. Tarragona almonds are reported scarce and prices are expected to hold their own through the season. A sharp advance in Brazil nuts was announced on Tuesday by importers, and at the time it was unknown whether jobbers would follow or not. The advance for first quality Brazils was exactly three cents over the former price. Thus, those who have already made their purchases are now three cents a pound ahead of former quotations. The reason is a scarcity of nuts and a heavy demand. Holders in New York are reported as having advised local representatives not to be too eager to take orders for the reason that the market supply is short.

In shell—		
Brazils	0 18	0 19
Filberts, Sicily, per lb.	0 10	0 12
" " Barcelona, per lb.	0 10	0 12
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Mayette Grenobles, per lb.	0 15	0 17
" " Marbots, per lb.	0 13	0 14
" " Cornes, per lb.	0 10	0 11
Hungarian	0 13	0 15
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" " 3-crown " "	0 32	0 34
" " 2-crown " "	0 31	0 32
" " 1-crown " "	0 27	0 28
Valencia shelled almonds, new crop	0 33	0 35
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	0 08	0 08
Coon, roasted	0 08	0 09
Diamond G, roasted	0 09	0 09
Ron Ton, roasted	0 11	0 12
Sun, roasted	0 11	0 12
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 20
Pistachios, per lb.	0 08	0 07
Walnuts—		
Bordeaux halve, bright	0 33	0 35
Broken	0 28	0 30

Peel.—This market is certainly firm before a heavy demand which will be felt at its height for some time. Prices are firm and citron is quoted by some at an advance of two cents over last week's figures.

Rice and Tapioca.—The market is featureless this week. Demand is steady and the situation remains firm.

Rangoons—		
Rice, grade B, bags, 25 lbs.	3 65	3 75
" " " 50 lbs.	3 65	3 75
" " " 100 lbs.	3 65	3 75
" " " pockets, 2 1/2 lbs.	3 75	3 85
" " " 1/2 pockets, 12 1/2 lbs.	3 90	4 00
" " " C.C., bags, 250 lbs.	3 55	3 65
" " " " 100 lbs.	3 55	3 65
" " " " 50 lbs.	3 55	3 65

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pockets, 25 lbs.	3 65	3 75
" " pockets, 12½ lbs.	3 70	3 80
Fancy Patna—		
Patna polished.	3 85	3 95
Pearl	4 10	4 20
Imperial Glace.	4 60	4 70
Sparkle.	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Chips	5 30	5 40
Carolina rice	0 08	0 10
Brown Sago, lb.	0 06	0 07
Tapiooa, medium pearl, lb.	0 07	0 08
Seed, lb.	0 07	0 08

Coffee.—Just the same old firmness in the coffee market. Retailers who have held out have advanced prices in keeping with the primary market.

Mocha.	0 25	0 28	Santos.	0 22	0 24
Rio.	0 21½	0 23½	Maracaibo.	0 23	0 24½
Mexican	0 25	0 28			

Tea.—There is nothing specially new in teas. Conditions remain firm, prices are steady and high.

Japans—				
Choicest.	0 40	0 50		
Choice	0 35	0 37		
Fine	0 30	0 35		
Medium	0 25	0 28		
Good common.	0 21	0 24		
Common	0 17	0 21		
Ceylon—Broken Orange Pekoe.	0 21	0 40		
Pekoes	0 20	0 22		
Pekoe Souchongs	0 20	0 22		
India—Pekoe Souchongs	0 19	0 30		
Ceylon greens—Young Hysons.	0 24	0 25		
Hyson	0 24	0 25		
Gunpowders	0 19	0 35		
China greens—Finguey gunpowder, low grade.	0 14	0 18		
" " pea leaf.	0 20	0 30		
" " pinhead.	0 30	0 50		

Peas and Beans.—High prices prevail as explained in previous numbers. Demand is normal.

Split Peas, per bag, 98 lbs.	3 50	4 00
Whole Peas, per bus, 60 lbs.	1 80	2 00
Pot Barley, 98 lb. bag	3 67	
Pearl Barley, 98 lb. bag	4 75	
Beans, white, per bus., 60 lbs.	2 45	2 55

Canned Goods.

Montreal. — Tomatoes are coming to be regarded as scarce in the United States. There are two reasons for this. Prices are higher and jobbers report light stocks. The market in Baltimore has been steady at 95c, but of late \$1 was quoted and some even demanded \$1.05. Thus there have been numerous sales at figures showing a considerable advance. Locally canned goods are rather quiet. Orders are still coming in but the bulk of the business was done for late boat shipment and the bulk of the retail trade should have supplies that will carry them well into the winter.

Toronto.—There is a present good demand for canned goods. The fact that green goods are scarce, as well as vegetables, works for a better demand for canned vegetables than would otherwise be the case. Canned fruits, jams and marmalades have become regular sellers and are moving out freely just now.

If the situation in tomatoes here is to be gauged by that across the line from where considerable supplies have been brought, it can be said to be stronger. While not very long ago 3s in Baltimore could be had for 95 cents, now \$1.02½ is being asked.

Other lines hold a steady position.

POINTERS—

Sugar—Down 10c cwt.

Dates—Second shipment lower.

Seeded Raisins—Lower.

Brazil Nuts—Advanced.

Walnuts—New crop at lower price.

Pot Barley—Now at \$3.90 to \$4.00 per cwt.

Washboards—Up 25 to 35c per doz.

Toronto, Dec. 7.—The greatest feature of the week has been the break in sugar which declined 10 cents per cwt. on Wednesday, the first marked change since Sept. 8th when this commodity reached the highest point since 1889. Up to Sept. 8th, it had been steadily on the ascent from early in February.

The bulk of the goods that are in demand for the Christmas baking have gone out to the retail trade. There has been an excellent demand for currants, raisins, peels, spices, molasses, flavoring extracts and other essentials. Now sorting orders for lines that the grocer has run short of or which he thinks he will need before the festive season will be coming in. There will be the finishing touches, which are not in big demand until the day is near, such as icing sugar, cake candies, mincemeat, etc. Good sized orders are coming in for nuts of all kinds, confectionery, dates, figs and Malaga raisins. So far business has been of an appreciable volume and wholesalers are looking forward to a good wind up of the Christmas trade, and when the final count of the sales sheet is made, it is expected to show a goodly increase over last year.

Sugar.—The expected has come at last. Sugar is down 10 cents per cwt. This decline announced late on Wednesday is the first downward movement in sugar since February last. The trade for some time have been operating on a hand-to-mouth basis and were carrying only small stock. It brings granulated in Toronto down to \$5.85. The situation is still easy, but whether any further declines will take place this side of the new year is a question.

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

Syrup and Molasses.—A good seasonal trade is in evidence in syrups des-

pite the rush of other lines at this time. Molasses hold the same steady position. There is an excellent demand for this line at present.

Syrups—	Per case	½ gals., 24 to case	5 40
2-lb. tins, 2 doz.		Pints, 24 to case	3 00
in case.	2 40	Maple Syrup—pure	
5-lb. tins, 1 doz.		Gallons, 6 to case.	6 60
in case.	2 75	½ gallons, 12 to case.	7 25
10-lb. tins, ½ doz.		Quarts, 24 in case.	7 25
in case.	2 65	Pints, 24 to case.	4 00
20-lb. tins, ¼ doz.		Qt. bottles, 12 to case	3 50
in case.	2 60	Molasses, per gal—	
Barrels, per lb.	0 03½	New Orleans,	
Half barrels, lb.	0 03½	medium	0 30 0 35
Qtr. barrels, lb.	0 03½	New Orleans,	
Pails, 3¼ lbs. ea.	1 75	barrels	0 28 0 32
Pails, 25 lbs. ea.	1 25	Barbados, extra	
Maple syrup—Compound		fancy	0 45
Gallons, 6 to case	4 80	Porto Rico	0 45 0 52
½ gals., 12 to case	5 40	Muscovado	0 30

Dried Fruits.—There is a good sale for various kinds of dried fruits. Retailers are filling up the hollow spots in their stocks for the Christmas trade. Raisins, currants and peels have been moving freely. The latter are inclined to scarcity, especially in better quality, and prices hold firm.

As we stated would be the case, the second arrival of Hallowee dates has brought lower prices. Supplies from the first vessel were well taken care of. The third shipment is due to arrive in New York on Dec. 20.

Prunes are in the same position as a week ago. Seeded raisins on spot are again a little easier, but late advices from coast denote slightly firmer feeling there. Valencia raisins and currants are both in steady position.

Dates, figs and table raisins are going out freely for the Xmas trade.

Prunes—			
30 to 40, in 25-lb. boxes.	0 16		
40 to 50 " "	0 15		
70 to 80, in 25-lb. boxes.	0 10		
80 to 90, in 25-lb. boxes.	0 09½		
90 to 100, in 25-lb. boxes.	0 09		
Same fruit in 50-lb. boxes ½ cent less.			
Apples—			
Choice, 25 lb boxes.	0 23	0 24	
Fancy		0 25	
Canned Peels—			
Lemon	0 10	0 11 Citron	0 15 0 17
Orange	0 10	0 12½	
Figs, 2 to 2½ inches, per lb.	0 10	0 13	
Tapeta.	0 04½	0 04½	
Box figs	0 04½	0 07	
Dried peaches	0 17	0 18	
Dried apples	0 09	0 09½	
Evaporated apples	0 09½	0 10½	
Currants—			
Fine Fillatras	0 07½	0 08	
Patras	0 08	0 08½	
Uncleaned to less			
Raisins—			
Sultana	0 11	0 12	
" fancy	0 14	0 14½	
" extra fancy.	0 16	0 17	
Valencias selected.	0 08½		
Seeded, 1 lb packets, fancy	0 09		
" 16 oz. packets, choice	0 08½		
New Dates—			
Hallowee—		Package dates,	
Full boxes.	0 07½	per 1 lb.	0 07½
Half boxes.	0 08	Fards choicest	0 09½ 0 10½

Coffee.—No special or new features to report in coffee. The firmness is maintained. The statistical position is strong, that is, as far as visible supply is concerned. Chicory holds at the present price of 12 cents per pound.

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

Spices.—There is good sorting trade in spices. The present Christmas baking demand is responsible. There are no special market features. Nutmegs are

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slightly easier but practically unchanged.

	Tins	4-lb. pails	4-lb. tins doz.
Allspice.....	15-18	60-70	70-80
Cassia.....	24-32	85-115	95-125
Cayenne pepper.....	22-31	80-105	90-115
Cloves.....	22-29	75-95	85-110
Cream tartar.....	28-00	90-00	
Curry powder.....	25-00		
Ginger.....	22-29	65-85	75-95
Mace.....	50-60		00-2 75
Nutmegs.....	35-50	90-00	1 60-2 50
Peppers, black.....	22-00	67-75	80-90
Peppers, white.....	29-00	90-1 05	1 05-1 15
Pastry spice.....	17-27	65-95	75-1 10
Pickling spice.....	18-22	75-00	75-00
Turmeric.....	16-00		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk.....	0 12
Celery seed, per lb. in bulk.....	0 20
Shredded coconut, in pails.....	0 19 0 22

Nuts.—Nuts are certainly in prominence now. Orders are coming in freely for supplies for the Xmas trade. Wholesalers' stocks are practically complete. This week there have been a number of price changes and happily they have been mostly downward in keeping with new crop values. Bordeaux and Marbot walnuts are at lower price of new crop goods. New Grenobles are expected daily but the first heavy direct shipment will not arrive for a week or 10 days. Peanuts have eased off in price as suggested would be the case. Those who have been following up our market reports knew what to expect of Brazils. Prices are higher this week and are firm at the advance, for supplies are scarce.

Old shelled walnuts were pretty well cleaned up before the arrival of the new which are quoted at 35 to 38 cents. January arrivals will be lower in price.

Almonds, Formigetta.....	0 15 0 15
" Tarragona.....	0 15 0 16
" shelled.....	0 34 0 37
Walnuts, Grenoble.....	0 15 0 17
" Bordeaux.....	0 12 0 13
" Marbots.....	0 13 0 14
" shelled, new.....	0 35 0 38
Filberts.....	0 11 0 12
Pecans.....	0 17 0 18
Brazils.....	0 19 0 20
Peanuts, roasted.....	10 0 13

Beans.—Prices are unchanged but well maintained. There is a good demand through the ordinary channels.

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

Rice and Tapioca.—There are no new features to either rice or tapioca. Demand is of an appreciable volume in both lines.

Pot and pearl barley continue to increase in value. Not more than a month and a half ago pot barley was quoted at \$3.50 per cwt. The present price is \$3.90 to \$4. Pearl is \$1 per cwt. higher.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal.....	3 85
Rice, standard B.....	3 75
Rangoon.....	0 03 0 04
Fancy rangoon.....	0 05 0 06
Patna.....	0 05 0 07
Japan.....	0 05 0 07
Java.....	0 06 0 07
Carolina.....	0 08 0 10
Sago, medimm brown.....	0 05 0 06
Tapioca.....	
Bullet, double goat.....	0 08
Medium pearl.....	0 06 0 07
Flake.....	0 08
Seed.....	0 03 0 07

Brooms.—There has been no further advance in broom prices but the market is still strong. Broom corn still holds at the high figure and it is reported that 90 per cent. of broom manufacturers of Canada and United States purchased

corn at from \$140 to \$200 per ton. "I certainly don't expect any decline," stated one manufacturer. "On the contrary I expect to see further advances after the turn of the new year." The trade well know where prices went to following the 1909 crop. In that year the acreage of corn in the United States was 55,574 acres. This year, it was only 49,395 acres and besides the latter part of the crop was poor, while there has been no help from foreign corn, as it has been a poor year in Hungary, Turkey and Italy. Indications are, therefore, for continued strength in this market.

Washboards.—An advance of from 25 to 35 cents per dozen according to grades has taken place in washboards. Manufacturers state that the increased cost of the material used in their manufacture is the cause. Prices are also higher in the United States. Lumber is higher, while zinc has also been advancing considerably during the past year.

Olive Oil.—Prospects for new crop olive oil still continue quite favorable. One report says "The demand continues very good; prices are unchanged; if anything hardening, while sales of new crop have been made at figures slightly above those asked last week. It does not look as if we shall see a very low market this coming season, although prices are expected to be reasonable in view of the good crop expected."

MANITOBA MARKETS.

POINTERS.—

Sugar.—Steady.

Coffee.—Strong.

Currants.—Scarce.

Prunes.—Strong.

Beans.—Firm.

Winnipeg, Dec. 7.—Another week of mild weather has assisted materially in making up for cold spell two weeks ago. In spite of this, however, there are yet many thousands of bushels that will not be threshed till spring and as a result collections have been backward and many retail merchants have been carried over by large wholesalers.

Tone of market at present time is decidedly strong for all lines, and in many cases advances are expected within the immediate future. In discussing this topic one wholesaler predicted an advancing market on all lines this winter. When asked as to present volume of trade being transacted he was very optimistic, and pointed out that general trade conditions were healthy, and that in spite of disappointment regarding collections, caused by delayed harvesting, orders were being received in large quantities, which at same time were conservative with conditions. This factor alone he claimed was very encouraging

as it demonstrated that retailers realized that in view of the prevailing situation they were not justified in asking for large credit. The main drawback at the present time was the serious blockage that was existing in the freight yards in the city of all railroads for the last three weeks. Conditions were not better than last week and that cars were lying in the yards which should have been unloaded from ten days to two weeks ago. This neglect might be due to some extent to the effort to get as many cars of wheat to head of lakes before navigation closes. This should have taken place on Nov. 30, but an extension to Dec. 5 was granted by insurance companies, and in rush to get all vessels clear before midnight of that date, other lines of freight are simply being ignored. After the close of navigation the price of wheat usually drops about three cents. To give some idea of the enormous quantities of grain leaving the head of lakes it might be well to state that 3,095,000 bushels were loaded out in the 24 hours preceding midnight of Nov. 30.

In the trade direct all lines are holding steady and few changes are necessary. A rearrangement of prices will be noticed in some cases.

Sugar.—The situation in sugar is somewhat firmer than it was last week, and now that the Christmas season is on hand there is little chance of decline before the end of the year. Retailers have stocked up to supply the season's demands but they are still looking for lower figures and will not order more than enough to supply immediate demand. Prices remain unchanged therefore at last week's figures.

Montreal and B.C. granulated, in bbls.....	6 40
" " in sacks.....	6 35
" yellow, in bbls.....	5 50
" " in sacks.....	5 95
Icing sugar, in bbls.....	6 75
" " in boxes (25 lbs.).....	7 00
Powdered sugar, in bbls.....	6 55
" " in boxes.....	6 55
" " in small quantities.....	6 30
Lump, hard, in bbls.....	7 25
" " in 3-bbls.....	7 35
" " in 100-lb. cases.....	7 25

Syrup and Molasses.—Steadiness continues to prevail in these lines and while no rapid advances are taking place, yet the market is likely to go higher before the winter is out. Prices being quoted by the largest wholesalers in town are:

Syrups—	
24 2-lb. tins, per case.....	2 38
12 5-lb. tins, per case.....	2 73
6 10-lb. tins, per case.....	2 66
3 20-lb. tins, per case.....	2 67
Half barrels, per cwt.....	4 00
Barbadoes molasses, in half barrels, per gallon.....	0 48
New Orleans molasses, half barrels, per gallon.....	0 30 0 31

Dried Fruits.—An active demand still continues for all lines of dried fruits. New figs are active and moving freely. Prunes are perhaps of greatest interest this week and all indications point to an advancing market. One large wholesaler stated that 90 per cent. of the crop in California has already been shipped. Result is that this will mean bare market early in new year. Prices he predicted would range as high next spring for

prunes as they were this summer. These conditions have been brought about by abnormally strong European demand. Two steamers had sailed from San Francisco for Europe last week each carrying about 500 carloads of prunes. Such a condition has never been known before and California growers are unable to account for it. As regards Mediterranean fruits the trade was watching the effect of the present Turco-Italian war with interest. It is the opinion that if hostilities continue much longer Turkey will order all exports to cease, which would consequently affect the price of figs considerably. All Mediterranean fruits will be scarce unless some change takes place. Prices prevailing at present are :-

New prunes.	Per lb.	70-80s, 25s, s.p.	0 09
90-100s, 25, s.p.	0 08	70-80s, 10s, s.p.	0 10
90-100s, 10s, s.p.	0 09	60-70s, 25s, s.p.	0 09½
80-90s, 25s, s.p.	0 08½	50-60s, 25s, s.p.	0 10
80-90s, 10s, s.p.	0 08½	40-50s, 25s, s.p.	0 11½

New Figs—

Camel 3-crown table figs.	0 10
" 4-crown table figs.	0 11
" 5-crown table figs.	0 11½
" 6-crown table figs, about 10 lbs.	0 12
" 6-crown table figs, about 50 lbs.	0 12½
" 7-crown table figs, about 10 lbs.	0 14½
" 7-crown table figs, about 10 lbs.	0 14
Emmanuel 3-crown.	0 08½
" 4-crown.	0 09
" 5-crown.	0 09½
" 6-crown.	0 10
" 7-crown.	0 11
Club box figs.	0 06

Cooking Figs—

Choice boxes	0 05½
Half boxes	0 05
Half bags	0 04½

Valencia raisins—

Fine, f.o.s., 28s, s.p. per box	2 60
Fine, selected, 28s, s.p. per box	2 10
4-crown layers, 28s, s.p. per box	2 30
4-crown layers, 14s, s.p. per box	1 20
4-crown layers, 7s, s.p. per box	0 58
Ne plus ultra, 28s, s.p. per box	2 30

Currants—

Dry clean, per lb.	0 07½
Washes, per lb.	0 08
1-lb. package	0 08½
2-lb. package	0 17½

Nuts.—Regular Christmas demand is already prevailing for all lines of nuts and all lines are moving freely. No new stocks have been added to market.

New Filberts, large.	0 11½	Tarragona Almonds.	0 15½
Marbot Walnuts	0 13½	Aberness	0 14½
Brazil Nuts	0 18	Pecan Choice	0 17

Coffee.—Coffee market is unchanged, demand remaining strong and prices holding firm.

Coffee, standard Rio.	0 17½	Coffee, choice.	0 17
		Coffee, extra choice.	0 18½

Beans and Peas.—New prices are quoted in beans and peas. The lines are exceptionally strong and the demand is keen.

Beans, 3-lb. picker, per bushel	2 55	2 65
Hand picked, per bushel	2 70	2 75
Peas, split, 100 lbs.	3 10	3 15

BRITISH COLUMBIA.

Vancouver, B.C., Dec. 7.—The seasonable Japanese orange is on the market again, the first shipments having arrived this week. They are of good quality this year, and give evidence of greater care in the orchards in the Orient. It looks as if the Jap, ever quick to learn, is profiting by the rejection of shipments two seasons ago, because of infec-

tion by fruit pests. Prices are 50 and 55 cents, retailing at 65 cents.

The price of eggs has climbed to its usual winter altitude, beyond the reach of the ordinary population. Strictly new-laid, the kind to be depended on, are not jobbed to a large extent, in many instances being sold direct to the stores. They are bought for 75 and 80 cents, and retail at 85 cents. Selected retail at 40 cents, with a lower grade at 35, the jobbing price being 32 and 33 cents. The 40-cent brand are good for general purposes and there are large sales.

NEW BRUNSWICK MARKETS.

St. John, Dec. 7.—General satisfaction prevails among majority of local wholesalers regarding the increased trade of late, largely due to preparations for holiday season. Money is circulating quite freely, and orders are steadily coming in. Travelers in general report good business through country centres of province, as well as in other cities. All outlying districts have been supplied for the Christmas trade in so far as large orders are concerned, and dealers are gratified with the results. Retailers are now buying sorting up orders.

Bacon	0 15	Eggs, henney	0 4½	0 45
Beans, hand		Eggs, case	0 28	0 30
picked, bus	2 50	Fin. Haddies	4 40	4 50
Beans, yellow		Fish, cod, dry	6 25	6 50
eye, bus	2 60	Flour, Manitoba	6 45	6 50
Butter, dairy		Ontario	5 60	5 65
lb.	0 21	Ham	0 10	0 15
Butter, creamery, lb.	0 24	Lard, compound		
Buckwheat, west, grey, bag	2 80	lb.	0 10½	0 11
Cheese, new, lb.	0 15½	Lard, pure, lb.	0 12½	0 13
Currants, 1½, lb.	0 08	Lemons, Messina, per box	4 50	
Molasses, icy		Barbados, gal	0 40	0 41
Oatmeal, rolled	5 75	Oatmeal, std.	6 35	
Pork, domestic mess.	22 00	22 50		
Pork, American clear	21 50	24 00		
Potatoes, bbl.	1 75	2 00		
Raisins, Cal., seeded	0 10½	0 11		
Rice, lb.	0 03½	0 04		
Salmon, case—Red spring	7 75	8 00		
Cohoos	7 25	7 50		
Sugar—Standard gran.	6 00	6 10		
Austrian	5 90	6 00		
Bright yellow	5 80	5 90		
No. 1 yellow	5 50	5 60		
Paris lumps	7 00	7 25		

NOVA SCOTIA MARKETS.

Halifax, Dec. 7.—Orders now coming to hand for Christmas groceries are of good volume and trade this season gives promise of being excellent. Stores are making fine displays of dried fruits, and other goods for the festive season. All

Provision houses buying poultry are advising country merchants to ship their turkeys early this month. One firm places date at not later than Dec. 19, as, it claims, there will likely be a slump in prices after that date.

the dealers have the goods, however, and they will get them out in good time. The sales of dried fruits so far is above the average, particularly Valencia raisins, the stocks remaining in wholesale grocers' hands being small. This has caused an unusually heavy demand for California muscatel raisins which are going to the trade at 8½ cents per pound.

Grocers' Letter Box

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

Editor Canadian Grocer:—Can you inform us through your Letter Box column of the names of independent canners in Ontario.

We have perused The Canadian Grocer for a number of years and have derived many advantages from it for our business.

W. DURANCE.

Hamilton, Ont.
Editorial Note.—Among the names of firms requested are the following: Essex Canning Co., Essex; Oshawa Canning Co., Oshawa; J. B. Orser, Bloomfield; Church Bros., Picton; Jno. McKay, Limited, Bowmanville; London Canning Co., London; Ontario Canning Co., Sarnia; Vineland Canning Co., Vineland.

Mr. Manchee, of H. W. Nelson & Co., Toronto, was in Chicago last week attending convention of National Broom Manufacturers' Association of United States and Canada. There were over 300 manufacturers of both countries.

Invitations are out for the smoking concert of the Toronto Retail Grocers' Association to be held in St. George's Hall, on Thursday evening, Dec. 14.

Wilson & Kenning, Haileybury, Ont., have sold to Jacobs & Gordon.

The Standard Blend Tea Co. has been given charter by the Ontario Government. The office is at Peterboro, Ont.

The National Packers' and Machinery and Supply Association will held its annual convention in Rochester the second week of Feb., 1912.

In the last issue of The Canadian Grocer error was made in the two-page ad. of Sugars and Canners, Ltd., Montreal, who are well known in different parts of the country as the "Always Something New" confectionery people. The popular line of mixed candy was given as selling at 7½ cents per lb. instead of 8½ cents. Readers when ordering kindly note.—Advt.

NEW CANNING CONCERN.

Montreal Despatch Tells of Men Interested—Five Factories Contemplated.

Montreal, Dec. 7.—(Special.)—There is a report here of the formation of a new big canning company headed by C. H. Cahon and a number of Montreal capitalists. It is stated that 5 factories will be erected in Ontario. While there is nothing definite yet re the name of the company, rumor has it that it will be called the British-Canadian Cannery Co., and that it will begin with paid up capital of \$500,000 bonds, paying six per cent., and \$750,000 of common stock. Those already identified with the company are C. H. Cahon, H. A. Lovett, John Black and Sir Henry Bate of Ottawa.

D. C. T. A. BANQUET.

Montreal, Dec. 7.—The annual banquet of the Dominion Commercial Travellers' Association to be held in the Windsor Hotel, Monday, Dec. 18, gives promise of the usual brilliance with which this function has usually been accompanied. Among the public men who have signified their intention of attending are Sir Wilfrid Laurier, Hon. Geo. E. Foster, Hon. C. J. Doherty, Fred C. Lariviere, president of the Chambre du Commerce,

Montreal, and J. H. Burland, president of the Board of Trade.

Premier R. L. Borden has been invited and may possibly be present if his parliamentary duties do not prevent him.

ALBERTA MERCHANTS' DEMANDS.

Want Practically all Exemptions Abolished Where Debtors May Escape Debts.

Edmonton, Alta., Dec. 5.—The retail merchants of the province had a deputation officially call upon Premier Sifton recently to present a petition which they claim has been signed by every retailer in the province. It pleads for the abolition of practically all exemptions under cover of which debtors are enabled to escape paying their debts.

The retailers claim it was very well in the old days of the territorial councils to exempt a great many articles so that farmers and others could be induced to come into the country. The retailers say that to exempt all these articles now is to aid dishonest people to escape from paying their grocer and butcher bills.

The retailers think that farm implements, stock and land should only be exempt from seizure when they are held and owned by a debtor actually living on and farming the land.

SOMETHING NEW IN MONTREAL.

Montreal, Dec. 7.—A week ago there was opened in Dupuis Freres, departmental store, what is termed a model grocer department having for its motto "quality, economy and good service." The firm's avowed aim is to supply their numerous customers with the highest class food products at wholesale prices, plus a small percentage to cover cost of administration. H. B. Wylie, formerly of the grocery department of W. H. Scroggie, Ltd., has charge of the Dupuis department.

It is apparent that the new venture, like many others of the same kind, is merely a form of advertising and is an illustration of what the ordinary retail grocer has to contend with.

XMAS CARD PHRASES.

- New walnuts—every nut is full of meat.
- Taste the taste of these chocolates.
- Everything for the Christmas cake.
- Don't forget to buy icing sugar.
- These cake candies will set off your cake nicely.
- Figs are both healthy and pleasing to the palate.
- Buy our assorted nuts.
- Purchase your table raisins now.
- Poultry dressing for that turkey.
- Of course, you want cranberry sauce.

New Season's Goods

NOW IN STORE

RED SPANISH PIMENTOS, in tins

EXTRA MUSHROOMS, in glass

CHOICE FRENCH PRUNES, in glass

BRUSSELS SPROUTS and

SPINACH, in tins

L. A. PRICE & COMPANY, Shippers

BORDEAUX, FRANCE

L. CHAPUT, FILS & CIE. Wholesale Importers

FANCY GROCERIES, TEAS AND WINES

Distributors

MONTREAL

REMEMBER

Be ready to meet the extra demand that will be made for the very HIGHEST CLASS FOOD DELICACIES, during the coming Holidays.

Clark's Paragon Ox Tongue

"Inglass Brand," 1½ and 2. In Cans, 1½, 2 and 2½.

Juicy, sweet and without a rival for savouriness, has that tonguey taste which has made Clark's Ox Tongues famous and in demand from Halifax to Vancouver.

Clark's Christmas Plum Pudding

THE VERY ESSENCE OF DELICACINESS



Clark's Pork and Beans

WITH PLAIN, TOMATO AND CHILI SAUCES



W. CLARK, - MONTREAL

Manufacturer of the Celebrated MINCEMEAT
put up in the NEW STYLE CAN. 

Expenses and Leaks in Business

Their Relation to Profits—Grocery Business Looks Good on Paper and to Those Not Acquainted With Big Expenses and Leaks Which Cut Away Profits—Some Examples.

(By R. J. Young.)

The grocery business looks good on paper. That, perhaps, is one of the reasons why clerks are often so anxious to get into business for themselves, afterwards to be disappointed in results.

It may be the reason why consumers unaware of the large expenses and the many leaks, believe that the dealer dispensing groceries has a gold mine. It is the incentive for many people to enter the business who know practically nothing about it. For the simple reason that it looks good when figured on paper.

Prospects Were Rosy.

When I first enquired into the prospects, I was delighted with the bright future which seemed to be ahead with very little exertion. I was told by men in the business, that the profit on groceries averaged around twenty per cent. That may be pretty nearly true. It varies greatly with different dealers.

On beginning to figure on that basis, I reckoned on doing a \$200 business per week. That would mean a profit of forty dollars per week. Figuring that expenses would be fifteen dollars, that would leave twenty-five dollars net profit. This, compared with the salary I was then receiving looked mighty big. Here's how I figured out my expenses:

Rent of store per week	5.00
Wages for assistant	6.00
Keep for horse	2.00
Light, per week50
Heat, per week50
Advertising, per week	1.00

Total\$15.00

Is Now a Wise Man.

I am wiser now in regard to the expenses of running a grocery store and of the profit derived by the proprietor. In my expenses I had forgotten to figure on a few items. In making an estimate one should include rent, salaries, light, heat, advertising, delivery, management, stationery, printing, loss by bad accounts, wrapping paper, twine, decorations, fire insurance, deterioration of fixtures, telephone, cost of collections and business tax.

To be exact, one might also add another very substantial list, including brooms, cleaning, donations, newspapers, wagon grease, horse shoeing, nails, messengers, pencils, pens, postage, post office box rent, repairs, soap, telegrams, free cigars and candies, harness, extra help, broken goods and goods forgotten to be charged.

Proprietor's Salary.

Then to top this, the proprietor must be given a salary, and take what is left as the return on money invested or deduct the interest on the amount invested and take what is left for salary.

Indeed, the grocery business is not exactly the dream which I figured it in my days as a clerk, nor the returns so encouraging

Watch the Leaks.

Besides keeping expenses at a minimum for the business done, the grocer must give special attention to the prevention of leaks if he would secure a living profit. Not alone must the large and conspicuous leaks that drain away the store's profits be closely watched, but also the smaller ones which through their relatively less importance are liable to be overlooked, but these same smaller leaks decide to a great extent the amount of total profit.

Poor buying is a source of considerable loss in many establishments. While the grocer should always aim to keep a complete stock, there is a difference between this and overbuying. It is preferable to buy a too small amount than too large. Purchases should be gauged on previous sales of the article, considering always the prospects for an increase or decrease in its sale in the future.

There is also the prevention of the accumulation of dead and unsalable stock in the store. If you purchase a case of a certain article and two packages stand on your shelf until they are not fit for sale, then you have made practically nothing or perhaps lost on the deal. Remember that the profit comes from the sale of the last package of every dozen. With that fact before you, use your salesmanship not only to sell the eleven but the twelfth, for therein lies your profit. There is also much in knowing when to move an article regardless of cost. I believe that the first loss is the best.

Overweight in Sugar.

Carefulness in weighing is another essential of the successful store. I was in a brother grocer's store the other day when a clerk was weighing several packages of sugar. In the first place, he impressed one with the fact that his chief desire was to complete the work regardless of his employer's profit. The counter, scales, and the floor, received a

liberal sprinkling of the valuable sweet-stuff. When he had finished, I placed three of the parcels on the scale and found the generous clerk had given customers all the way from 1½ to 4 ounces of sugar more than they were entitled to. In other words, he has cheated his employer of just that much. Just another example of the leaks that will creep into a business where every care is not exercised.

In the storehouse of the same store was observed a good many leaks. On first view one of the most prominent was a hole in a sack of grain which was allowing the profits, literally, to flow down the crack in the floor. At one side was a sack of peanuts, also with a hole. To this the clerks had given considerable attention, but in the way of helping themselves to the contents whenever they happened to pass. Farther on a bundle of paper bags had fallen out upon the passageway, and over these the clerks had trampled, making many unfit for use.

Catsup Lost in Sawdust.

Passing out of the storehouse I found a case filled with sawdust in which was still a bottle of catsup which the clerk in his hurry had neglected to unpack.

At one side of the backyard was a pile of broken boxes which the grocer was using as kindling instead of keeping them in good shape and selling the same. There was indeed plenty of evidence that the store needed a business doctor.

The grocery business is no dream. However, it will return a fair living profit to the man who is prepared to give it the necessary effort and attention, and who watches closely the expenses and the leaks.

RICE IMPORTS.

During the six months ending September, 1911. Canada imported 7,563,650 pounds of cleaned rice. Of this, 4,101,673 pounds came from Great Britain, 2,387,935 pounds from Hong Kong, and 485,042 pounds from the United States. Uncleaned, or unhulled rice comes in free. During the same six months, 31,144,892 pounds were imported. United States sent only 1,300 pounds, Hong Kong 6,232,827, Japan 6,047,578, and other countries 18,863,187 pounds.

GUM AS MOUTH-CLEANSER.

Dr. Le Grand Kerr, of New York, a specialist in diseases of children recommends the use of chewing gum as a mouth cleaner. It is, he says, especially effective in infectious diseases where a child usually rebels against the use of cleansing lotions.

The Handiness of



added to their downright goodness, leads the discriminating woman to use them in far larger quantities and with greater readiness than old-fashioned meat extracts.

Make this handiness of **OXO Cubes** a strong point in your selling talk. Point out to her that there is no dipping with a spoon---no measuring---no waste.



With **OXO Cubes** on hand she is never at a loss for an appetizing, refreshing hot drink or a nourishing soup, and with them she can vastly improve the flavor and food-value of the warmed-up meat dishes which are so difficult to make tempting.

It's worth while to push **OXO Cubes**, co-operate with the **OXO** advertising and get for yourself this rapidly growing **OXO** trade.



Put up in 10c. and 25c. Boxes

CORNILLE DAVID & CO.

MONTREAL TORONTO WINNIPEG
OTTAWA LONDON, ONT. ST. JOHN, N.B.



RETURN THE
COUPON



Accurate Oil Measure

Do you know that most hand measures in use to-day are too large—They are. If you have one you are probably giving away a part, if not all, of your profit on each gallon. *That's Pure Loss.*

To insure everybody a square deal buy a

BOWSER Self-Measuring System

It is guaranteed to give correct measure, U.S. Standard—(231 cubic inches). That is fair to you and to the customer alike. Then it does away with measures, funnels, barrels, oil odors, contaminated merchandise, etc. It saves Space, Time and Money. The cost is so slight you can't afford to do without one—They will pay for themselves.

Send the Coupon NOW for our Illustrated Catalog. It's FREE.

S. F. BOWSER & CO., Inc. - Fort Wayne, Ind.
Atlanta New York Boston Philadelphia Minneapolis
San Francisco St. Louis Dallas Chicago Toronto

S. F. Bowser & Co., Inc. I am interested in your self-measuring oil tanks. Please send me book No. 5, illustrating complete line. This without obligation on my part.

Name.....
Address.....

Just Arrived

Italian Peeled Tomatoes

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

Haricot Vert, Italian Canned Green Beans

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

ALSO

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

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

H. E. VIPOND
197 St. Paul St., - MONTREAL



Its Flavor Leads to Sales

**"ROYAL SHIELD"
COFFEE**

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

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

Campbell Bros. & Wilson, Ltd., Winnipeg

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



ELEVEN GOLD MEDALS

FUSSELL'S CREAM

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

THE WHIPPING CREAM

Is better than "Devonshire Cream"

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

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

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

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

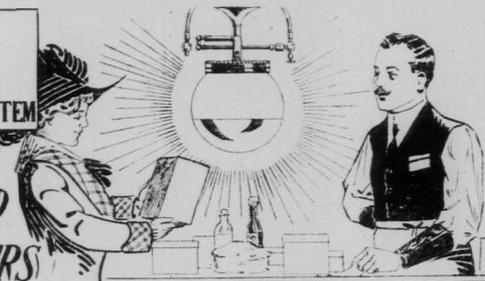
Guaranteed to keep good for 12 months unopened at all seasons

Sole Agents in Canada, from whom Samples may be obtained:

Alexander Marshall, 144 Water Street, Vancouver, B.C., for British Columbia and Yukon District; Hamblin & Brereton, Limited, corner Notre Dame and Victoria Streets, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John Street, Montreal, for Quebec and Ottawa; McCarthy, Holloway & Reid, P.O. Box 1056, Edmonton, Alberta, for Alberta; R. B. Colwell, 265 Barrington Street, Halifax, for Nova Scotia.

THE
R-K
LIGHTING SYSTEM

*MAKES
PLEASED
CUSTOMERS*



Think of it from your customers' point of view. People don't know why they dislike a store, but consciously or unconsciously, they avoid a poorly lighted one. On the other hand, in a well-lighted store, customers stay longer, do their shopping better and buy more.

Please your customers and increase your sales by having the best lighted store in town. R-K Lighting System will make it bright as day at a less cost than any other method of lighting. Can be installed anywhere—no matter where you live. You own your own gas plant, always ready to light. Each lamp produces from 500 candle power up, of pure white, brilliant light at an average cost of one cent per hour.

You need a light like this in your store. Write to-day for Booklet "M"—It's free—a postal brings it.

Rice-Knight, Limited

TORONTO

CLERK'S CONDITION AND THAT OF YEARS AGO

Independence Existing Now Was Not so Prominent in the Old Days—A Conspiracy Among Clerks Which Ended in Failure.

By A. H. Harvey.

Grocers find a certain independence among clerks to-day that was altogether lacking in the trade two or three decades ago. Looking back to the days when he was passing through his clerkship the grocer recalls the long hours that were then the general rule, but now his clerks have no night work and when they are requested to give a little extra time it is not always done with the best grace.

A grocer recently discussing this point remarked that when he was a clerk his employer was but little short of a czar. Hours were long, and if a clerk demurred he was generally instructed to find other employment. This grocer had learned the business in the Old Country where he was apprenticed for four years to a grocer who paid him the princely wages of 3s 6d a week. However, the clerk had usually received a thorough training and he went out into the world with an efficiency and capability that is said to be lacking in the present day product of the trade, or at least with quite a percentage of it.

Couldn't Stand Their Ground.

The grocer recalled one occasion when a silent mutiny broke out among the clerks with whom he worked. There had been long hours and some of the clerks talked of walking out if their position was not ameliorated. This grocer threw in his lot with the others but when the time came to carry out their plans, the ringleaders backed down and our grocer was the only one ready to act.

To-day, good clerks are scarce, and conditions are much improved. It is a noticeable fact that the inferior clerks are those who make the heaviest demands. They over-estimate their importance, possibly feeling secure in their position.

PUSH GELATINE SALES.

Pointers on How Good Results Can be Accomplished.

By H. T.

How many sales of gelatine will you have during the coming holiday trade?

This question is suggested by the fact that to secure the best returns during the coming season the grocer must use his imagination in order to place before his customers as extensive a stock as possible. Gelatine is an article that goes into all but the poorest homes and is included or should be included in all Christmas orders. The grocer should remember that gelatine not only forms a part of many delicacies of the table but it enhances the appearance of the tables when just little things add to the charm of a home gathering.

But, gelatine has been mentioned only as an example of opportunities that are presented but of which full advantage is not often taken. The grocer must decide for himself what his programme is to be. He knows the limits of his stock and the character of his customers. He must play his own game.

But speaking of gelatine, it must be remembered that there is a wide demand for this article during winter. Little

social affairs in the homes are numerous and gelatine should have a fair trade. Giving this and kindred articles an occasional selling help in the form of a window or counter display will assist materially in bringing results.

POSITIONS WANTED.

COFFEE EXPERT (with wide experience in green and roasted coffee in buying, blending and superintending roasting) desires position as manager of coffee department in wholesale grocery or coffee firm. Winnipeg or West preferred. "Coffee Blender," Box 404, CANADIAN GROCER, Toronto

**FINEST
ENGLISH KIPPERS
AND
EUROPEAN GAME
Venison
Exporters**

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
23 Gt. CHARLOTTE ST.
LIVERPOOL, England

**HOW MUCH
IS YOUR
NAME WORTH ?**

We are safe in saying that it will be worth a considerable amount to you if you determine to sell the best of goods all the time.

Macaroni Vermicelli
("SWALLOW" BRAND)

should be stocked and pushed right now. You know the reason.

Make a point of asking for "Swallow" (In French, Hirondelle) when ordering from your wholesaler. You will get quality goods by specifying this brand.

The G. H. Catell Company, Ltd.
MONTREAL CANADA

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

MINCE MEAT

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

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

Think it over. It is worth while.

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

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

**YOUR GOODS KEPT
PROMINENTLY BE-
FORE THE WHOLE-
SALE TRADE** ❧ ❧



Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's Your Move

Nicholson & Bain

Wholesale Commission Merchants and Brokers
HEAD OFFICE - - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

IF'S

IF the housewife asks you for something to produce a polish not a faint shine

HAND HER ROYAL POLISH

IF you want a line giving thorough satisfaction, just

STOCK ROYAL POLISH

IF you want a profitable seller that every household needs

IT'S ROYAL POLISH

IF your customers want a polish for brass and metal

SELL THEM ROYAL POLISH

IF you are under the impression that polishes deteriorate through time

EXAMINE ROYAL POLISH

**IT IS DIFFERENT AND SUPERIOR TO
ANY OTHER MANUFACTURE. THAT
IS WHY IT IS THE LINE FOR YOU.**

**The Royal Polishes Company,
Montreal**



'Pride of Canada' Maple Syrup

is undoubtedly the purest on the market to-day. It IS maple. That is why you should have it to supply those customers asking for Maple Syrup.

THE ADVANTAGES

to you of handling this line in preference to others are numerous. You have the satisfaction of recommending Quality Goods. You have the pleasure of seeing your customer endorse your recommendation and still greater the satisfaction of selling more goods than formerly.

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

The Maple Tree Producers' Assoc.

LIMITED

MONTREAL TORONTO

'PON HONOR PRODUCTS
Gunns Quality
Wafer Sliced
Breakfast Bacon

(No Rind—No Waste)

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

Why not try a sample
 with your next order?

GUNNS

Pork and Beef Packers, - WEST TORONTO

Fearman's "Star Brand"
Lard

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

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

1-lb. and 2-lb. cartons

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

ORDER NOW

F. W. Fearman Co.
 HAMILTON LIMITED



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

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

Manufactured only by



Truro, N. S.

Huntingdon, P. Q.

**You'll Never
 On McLean's**



**Lose Money
 "White Moss"**

Cocoanut

of Quality

Always greatly in demand for its exceptional flavor, pure white long shreds and full weight package.

Canadian Cocoanut Co., Sole Makers, Montreal

"NUGGET" POLISHES

WILL NOT FREEZE

SHOW YOU A GOOD MARGIN OF PROFIT

Price list mailed on request.

THE "NUGGET" POLISH CO., LTD.
 TORONTO, ONT.

Christmas Poultry in the Limelight

Dealers are Wondering How Supplies Will be—Look for Ample Offerings for Xmas—Turkeys Generally Small in Size—Difficult to Size up Live Hog Situation—Comparison of Feed and Product in Chicago—United States Eggs Come to Canada—Butter Holds Strong—Cheese is Steady.

With Christmas fast approaching, poultry and more especially turkeys are being brought into the limelight. Dealers are wondering how supplies for the festive season are going to turn out. On the whole, they seem inclined to believe that supplies of poultry will be ample. Turkeys, while rather scarce in some sections, are quite plentiful in others. While the quality is quite good, they will run into small sizes. This week from various parts of Ontario and Quebec, shipments are going west to supply the Xmas trade.

It is an important fact that as yet, arrivals of poultry at the various centres have been small. However, there is always an inclination to hold supplies until the near approach of Xmas in hope of higher prices. In many sections this was the case last year and quite a flood came to market Christmas week. Country dealers generally make arrangements with the surrounding farmers for their supply.

The tendency in live hogs is slightly stronger this week. Offerings at some centres have been rather stunted. The English bacon market has also firmed up again. It is a difficult matter for the dealer to size up the live hog situation. Arguments are put up on one hand why the market should strengthen and by others why it should not. It is claimed by some that the rather free movement that has been in order during the fall was brought about by the high price of feed and that this will be at the expense of receipts later on. Still this has been put forward for some time back and still at intervals receipts get heavy.

"A rather interesting situation is produced at present in the cost of feed stuffs and in the cost of products," says a dispatch from Chicago. "The price of grain is nearly 50 per cent. higher than last year in both corn and oats. Prices for rough feed stuffs are not correspondingly as high, but mill feeds of all kinds are considerably higher than a year ago. On the other hand, the price of products is lower than a year ago."

The arrival of United States eggs at several Canadian centres indicates the size of storage stocks in this country and the general situation in eggs here. Prices are firm here and the same is also true at the moment across the line. Fresh eggs are extremely scarce and are bringing high prices.

While stocks of butter on most markets are considered small as compared with last year, the tendency is firm.

Cheese is also steady under a strong statistical position.

MONTREAL.

Provisions.—The provision market is practically where it was a week ago. Pure lard is in good demand with pork moving well. Live hogs are quoted at \$6.40 this week, showing an advance.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 12½
Cases, tins, each 10 lbs., per lb.	0 12½
" " " 5 " " "	0 12½
" " " 3 " " "	0 12½
Pails wood, 20 lbs. net, per lb.	0 12½
Pails tin, 20 lbs. gross, per lb.	0 11½
Tubs, 50 lbs. net, per lb.	0 12½
Tierces, 375 lbs., per lb.	0 12
One pound bricks	0 13
One pound lard—	
Boxes, 50 lbs. net, per lb.	0 08½
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09½
" " " 5 " " "	0 09½
" " " 3 " " "	0 09½
Pails, wood, 20 lbs. net, per lb.	0 09½
Pails tin, 20 lbs. gross, per lb.	0 08½
Tubs, 50 lbs. net, per lb.	0 08½
Tierces, 375 lbs., per lb.	0 08½
One pound bricks	0 10

Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	17 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Heavy short cut clear pork, bbl.	22 50
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbls.	7 50
" " 200 "	14 50
" " 300 "	21 50

Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 10½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11½
Large sizes, 18 to 25 lbs., per lb.	0 13
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 14
" " small, 9 to 12 lbs., per lb.	0 15½
Breakfast bacon, English, boneless, per lb.	0 14
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	6 40
" dressed, per cwt.	9 25

Butter.—As has been hinted at in these columns of late, the butter market shows an advance in price this week. The supply of butter in store here shows a considerable decrease compared with last year's figures. Demand remains steady. It is expected that the market will continue firm and that higher prices will be reached. Butter is dear in the United States and if the Old Country market goes higher the home prices will surely be raised.

Creamery	0 32
Dairy, tubs, lb.	0 24 0 27

Cheese.—The market continues firm under a better export enquiry. Local demand is good and prices are unchanged. The export figures are reported slightly higher following the new export interest.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" " small, 20 lbs.	0 16 0 16½
Old cheese, large	0 16½ 0 17½

Eggs.—With Advent there should be a little keener demand for eggs. Receipts of new laids have been fair considering the time of the year. Prices are unchanged this week and this market shows no feature.

New laids	0 60
Selects	0 32
No. 1	0 27

Honey.—The market remains unchanged. There is a fair demand that is seasonal. Prices are the same as formerly.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 16
Buckwheat, in comb	0 12

Poultry.—Poultry is one of the prominent lines just now. There is a heavy trade passing with supplies fairly liberal and prices what may be termed moderate when the high figures for other lines are considered. It is difficult to form an idea of what the supply will be around Christmas and New Year's, but it is expected that the market will be up to the average. Just now it is steady and active with prices reasonable.

Fowl	0 11 0 12	Turkeys	0 20
Chickens	0 19 0 15	Ducks	0 18
Geese	0 12 0 13		

TORONTO.

Provisions.—Trade is on a moderate scale. Lard is moving freely. The present busy baking season helps in the extension of its use, while the high price of butter induced many housewives to substitute it whenever possible for butter. The only change in provision prices this week is a one cent reduction in breakfast bacon. There is a general steady tendency to the heavier lines of pork products.

A week of rather stunted offerings has shaped the price of live hogs upward by 25 cents, present quotations at country points ruling at \$6.15.

Smoked meats—	
Light hams, per lb.	0 15 0 16
Medium hams, per lb.	0 14½ 0 15½
Large hams, per lb.	0 14 0 15
Backs, plain, per lb.	0 17 0 18
" pea meal	0 20
Breakfast bacon, per lb.	0 15 0 16
Roll bacon, per lb.	0 10½ 0 11
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb.	0 11½ 0 12
Heavy mess pork, per bbl.	19 00 20 00
Short out, per bbl.	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb.	0 11½ 0 11½
" tubs "	0 11½ 0 11½
" pails "	0 11½ 0 12
" compounds, per lb.	0 09 0 09½
Live hogs, at country points	6 15
Live hogs, local	6 75
Dressed hogs	9 00 9 25

Butter.—Fresh creamery prints are more valuable by 1 cent per pound than week ago. The whole butter situation is quite strong and there are few if any dealers ready to predict easiness in price in the immediate future any way. It is

WE WANT

Turkeys

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street
TORONTO

generally agreed that stocks of butter fall considerably below those of year ago.

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

Eggs.—Some time ago we pointed out what could be expected of the egg market. It will be recalled that we laid emphasis on the smallness of stocks put away during the summer months and the rapidity with which supplies were being cut into. The last week has witnessed the arrival of several cars of United States eggs on this market. While of course storage stocks are not cleaned up here, these recent imports denote the tendency of the market. Storage eggs are generally a cent higher this week while new laid, scarce and in keen request, are selling at a price which certainly puts them in the luxury class. As high as 60 cents is being asked for guaranteed new laids.

Storage eggs	0 37 0 29
New laid eggs	0 50 0 60

Cheese.—No further change is noted in cheese. Trade under the high price is routine in character. The same strong feeling still prevails.

New cheese—		New twins.....	0 16 0 16 1/2
Large	0 15 1/2 0 16	Old Stilltons.....	0 17
Old cheese.....	0 17		

Honey.—There is a fairly good demand for honey and prices hold firm. Otherwise there is nothing to report.

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

Poultry.—It is general belief that on the whole, supplies of poultry for the Xmas season will be ample. At least, it is claimed by more than one house in touch with the situation that such is the case. The amount of poultry coming forward at the present time is small but there are plenty of inquiries, indicating that there must be considerable poultry in the background. It is hinted that perhaps the same holding back of supplies will be carried on as last year, causing a considerable rush to market at the last moment. Some houses are sending out word for shipments to be sent in early because it is not likely anything will be gained by holding off. Considerable supplies are being sent out of Ontario to the West to supply Christmas trade there and of course the market tendency will depend to some extent on the demand from that source and the amount left for the Ontario markets.

Turkeys at any rate will run to small sizes, although otherwise it is said the quality will be good. The high cost of feed will no doubt show itself in general poultry.

There is an easier feeling in fowl and chickens this week, as denoted by some houses. Some buyers of turkeys are offering a slightly higher figure.

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

Fowl, live.....	0 05 0 07	Ducks, live.....	0 10 0 11
Chicken, live.....	0 18 0 09	Geese, live.....	0 09
		Turkeys, live.....	0 15

Dressed poultry 2 to 3 cents over the above prices.

MAKE YOUR PLANS EARLY FOR THE NEW YEAR.

(Continued from page 29.)

If you have some pressing indebtedness which you must wipe out, do this anyway—you can pay the debt with this money as it accumulates. The point is that you will, first, form the most valuable habit any man can form and, second, continue in this work after you are free from the debt.

Deposit the Cash Regularly.

If you are doing \$12,000, lay aside \$40 to \$50 per month. If your business is \$20,000, put away \$60 to \$75. And whatever you start with, keep up that monthly amount, rain or shine, good times and bad. You must make at least 5 per cent. net on your sales, and the surest way to really make that proportion is to pay out that proportion every month in this way. The reason I reduce the proportion on the larger business is because it is relatively harder to make a liberal profit on a big business than on a small one, because you cannot be so close, personally, to the bigger business. But the cash resource of such a reserve will daily make you more able to realize in money the full possibilities of the bigger business, because you will daily become a better manager.

Lastly, do not say that you cannot afford to have any capital lying around at 3 per cent. or 3 1/2 per cent., because you can make much more in your business. Just fix in your mind this idea: "One of the best ways to make money is to KEEP IT." We can talk about what you will best do with it after you have a little of it. I shall be glad to help you any time.

Lastly, please note that every word of this is based on my own, personal experience—so I know just what I am talking about.

The Regal Flour Mills have been incorporated with a capital of five hundred thousand dollars. The head office is in St. Thomas, Ont.

Calgary, Alta., has the prospects of getting a new cereal factory. The Magnetic Wheat Food Co., now operating in Halifax, N.S., are negotiating for a site there.

Apples! Apples!

GEORGIAN BAY DISTRICT

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

Georgian Bay District

The Quality is No. 1

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

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of "Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

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

Headquarters for Maple Flavor

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

Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist 86-88 Fulton St., - New York

Grocers: You make more profit by handling a good article that is guaranteed by the manufacturer and extensively advertised than by investing your money in some unknown brands with which you get a bonus of free goods and which your customers do not want at any price.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.



E. W. GILLETT COMPANY LIMITED

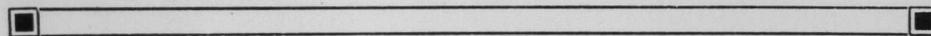
TORONTO, ONT.

Winnipeg

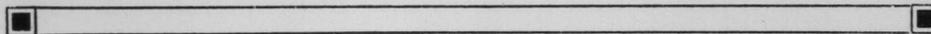
Montreal

WHY YOU SHOULD USE "BEACON" BRAND OYSTERS and HADDIES

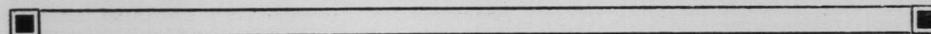
OUR oysters are the only oysters that are shipped in a new, non-returnable package from the sea-shore to your shop. Quite an improvement on the plan of getting oysters in a can that is returned again and again, and perhaps not properly cleansed—is it not?



Every oyster is fully matured, nice and plump. The flavor is unimpaired by "bleaching" or "watering." Include a package in your next order to us.



AND DON'T FORGET THAT BEACON HADDIE



We have succeeded in getting our curers to produce an extra choice stock. Beautiful thick fish, with just the right amount of smoking to give them a flavor all their own.

THE F. T. JAMES CO., LIMITED

CHURCH AND COLBORNE STS., TORONTO

CANADA :
No better
Country



MOTT'S :
No better
Chocolate

"Elite"

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

Diamond

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

Ask your jobber.

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

SELLING AGENTS:

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

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada
McVITIE & PRICE

are now sending regular supplies of their biscuits to Canada.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS: Manitoba and Saskatchewan
RIHA FDS & BROWN, James Street, WINNIPEG

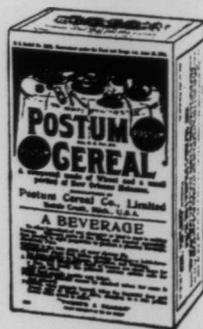
Ontario and Quebec:
W. G. PATRICK & CO. :: TORONTO

The Steady, Increasing Demand for

POSTUM

since it was put upon the market, 16 years ago, is the natural result of the vast benefit it has done thousands, yes, millions of persons in all parts of the world.

Continuous, truthful advertising has pointed out the injury coffee does to many; and an easy, pleasant way to dismiss coffee ills.



People buy Postum and become steady users because they recognize its beneficial effects; and the grocer who supplies the demand enjoys the excellent profit—generally better than on coffee—and the sale of Postum is guaranteed.

"There's a Reason"

Attractive, easy-to-put-in Postum Window displays increase sales—sent prepaid to any grocer upon request.

CANADIAN POSTUM CEREAL COMPANY, Limited, Windsor, Ont.

Domestic Flour Trade Shows Briskness

Good Volume of Present Business in Flour—Little Buying Ahead—Export Trade Still Slow—Cereals Moving Freely—Interest in Christmas Confectionery—Good Season, Both in High-priced Goods and Children's Favorites—Assortments Sold by Some Dealers.

Domestic trade in flour is on a good scale. Not that there is any abundance of contracts for future needs, for such business is particularly scarce as compared with other years, but in the routine trade that is being transacted for immediate wants. Then with the Christmas baking season in full swing, pastry flour is moving out freely. Export demand for flour continues on the low level reported during the past month. Cereals are selling well, the weather being favorable for their sale.

Weather in Argentine which is having its share in influencing movement of wheat prices is very fickle. However, the reports of damage by rain and frost were apparently taken with a grain of salt by wheat operators. Present reports are of fine weather. Considerable Canadian wheat of the lower grades is being worked off for export.

Although most dealers had orders in ahead for the greater proportion of their Christmas confectionery, "filling in" and "assorting" orders are now coming forward. Christmas is the big season of sale for sweetmeats, not alone in the ordinary lines, but also in the higher priced boxed goods this season perhaps finds the largest sale of any time during year.

The variety of candies which children prefer will be big sellers. Some dealers make a specialty previous to the festive season of making up assortments of candies which retail at different prices from 25 cents as high up as they can sell. Sometimes these are placed only in the ordinary paper bags, while others have special boxes for the purpose.

MONTREAL.

Flour.—There has been no change in the flour market. Demand is steady and prices are in last week's position. The local trade is good, but out of town buyers appear to be supplied for the time being.

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

Cereals.—A good seasonable demand is felt for rolled oats with the market showing considerable activity. There is no particular change in conditions for the week and prices have a firm tone at present. As is natural to expect, the amount of business passing is quite heavy.

Fine oatmeal, bags.....	2 86
Standard oatmeal, bags.....	2 86
Granulated oatmeal, bags.....	2 86
Bolted cornmeal, 100 bags.....	1 75

Rolled oats, jute bags, 90 lb.....	2 60
Rolled oats, cotton bags, 90 lb.....	2 65
Rolled oats, barrels.....	5 45

TORONTO.

Flour.—There has been no perceptible change in flour situation in past week. New features are lacking. Manitoba wheat on this market went to 1.08½ on Saturday last, highest figure yet recorded for present crop, but quotations just now tally exactly with those of week ago. Domestic trade is good, the near close of navigation having been responsible for good sales during past couple of weeks.

Ontario wheat is lifeless and is likely to continue so until the break of the new year. Exporters of Ontario flour claim they cannot get orders at figures which will permit a profit, hence export business is practically nil.

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

Cereals—Cold weather is good for cereal trade. Even now with the Xmas rush at hand, retailers find it good business to feature this line.

With good consumptive demand, millers busily engaged in turning out the product and raw market holding firm, rolled oats continue in steady position while same may also be said of the other lines.

Rolled oats, small lots, 90-lb. sacks.....	2 60
Rolled oats, 25 bags to car lots.....	2 50
Standard and granulated oatmeal, 95-lb. sacks.....	2 86
Rolled wheat, small lots, 100-lb. barrels.....	2 90
Rolled wheat, 5 barrels to car lots.....	2 75
Cornmeal, 100-lb. bags.....	2 00
Rolled oats in cotton sacks, 5 cents more	

ORANGE AND LEMON CROPS.

The orange crop of California made a gain of 145.4 per cent. during the decade between 1899 and 1909, increasing from 5,882,000 boxes in 1899 to 14,436,000 boxes in 1909. The lemon crop increased from 874,000 boxes in 1899 to 2,716,000 boxes in 1909. The production of oranges in Florida increased from 273,000 boxes in 1899 to 4,853,000 boxes in 1909 while the lemon crop in that state went up from 2,359 boxes in 1899 to 12,367 in 1909.

A shipment of 8,000 bushels of Ontario white winter wheat was sent to England last week, which is the first lot of Ontario winter wheat that has been exported during the past three years.



ARE YOU GETTING
YOUR SHARE
OF THE BIG TRADE
DOING IN

the biscuit of unvarying quality,
with its own crisp, rich creamy
flavor, the

**MOONEY
PERFECTION
Cream Sodas**

If not, you are losing good
profit and many sales. This is
the popular biscuit of the select
trade.

Send us a trial order. There
is good profit for you.

**The Mooney Biscuit
and Candy Co., Limited**

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,
SYDNEY, C.B. HALIFAX, N.S.
FORT WILLIAM, CALGARY
VANCOUVER, B.C. ST. JOHN'S, N.F.LD.



MAPLEINE
(THE FLAVOR DE LUXE)

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

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

The Crescent Mfg. Co.
SEATTLE. WN.

You can talk across the continent for
two cents per word in a Hardware and
Metal Want Ad.

Christmas Window-Dressing Competition

AND

AD-WRITING CONTEST

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

THE CONDITIONS

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

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

THE PRIZES

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

AD-WRITING

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

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

ADDRESS

THE EDITOR, THE CANADIAN GROCER

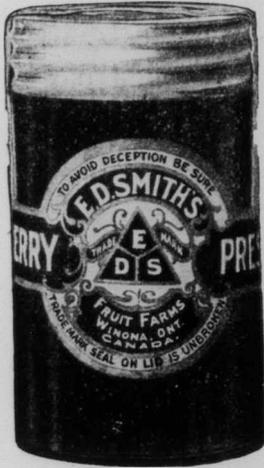
143--149 University Ave., TORONTO

"Spell Purity"—" 'E.-D.-S.' P-r-e-s-e-r-v-e-d F-r-u-i-t "

"E.D.S." Preserved Fruit in the rightful sense does not spell purity. But were it applied only to Jams, Jellies, Catsup, etc., the one and only correct answer would be

"E.D.S." BRAND

This is not an idle statement, but backed up by government authority, when upon Government inspection "E.D.S." fruit preserves were pronounced 100% pure. An authoritative statement, such as this, Mr. Grocer, will aid you materially in first sales; the superior quality of the goods will hold it—and make "E.D.S." brand your most profitable stock.

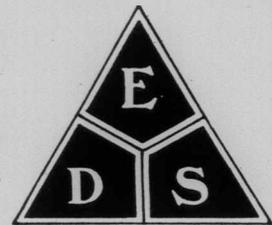


Crabapple Jelly

is another model of the purity home that is drawing big trade. Put up in the same shaped bottles as Strawberry Jam, in all sizes, to suit every class of trade.

Made only by **E. D. SMITH,** at his own fruit farms **Winona, Ont.**

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



**We Paid One Man \$128.00
In November**

for securing subscriptions to MacLean's Magazine, during his spare hours.

This man joined our circulation organization on October 30th, 1911. He had no previous experience as a circulation salesman. He secured every subscription in his home town, which has a population of 2,300.

In every town in Canada there is a man who can make comparatively the same success. The men with enterprise, initiative and with a desire to hold a worthy place in the world's activities, are the men we want to fill such positions.

We have a number of good openings at present. There may be one in your town. We pay liberally.

WRITE FOR FULL PARTICULARS TO

MacLean Publishing Company, Limited

143-149 University Ave.,

Toronto, Canada

Christmas Fruits

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

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

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

EVERY

time you purchase a box of

"St. Nicholas"

OR

"Home Guard"

Lemons you are getting the

B. L. O. E.

Best Lemons on Earth.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Anticipate Big Xmas Fruit Trade

Dealers Expect Festive Season to Produce Large Sales of Fruits—Oranges are Big Leaders—Will be in Abundance for Xmas—Cranberries High in Price and Rather Scarce—Many Dealers Handle Specials at This Time—Potatoes Hold Firmly.

With Christmas only two weeks off, a good deal of attention is being directed to fruits. Retailers have already arranged or are now planning for their Xmas supply. Travelers for the fruit houses are busy throughout the country securing orders for the Christmas needs. Arrangements have been made by some houses for sending heated cars along certain railroad lines, thus giving the retailer delivery of his goods at the freight rate and also making sure that they reach him without any injury by frost. Oranges are the big leaders for the Xmas trade, but Almeria grapes, bananas, grapefruit, apples and cranberries also come in for a good deal of attention. Dealers are anticipating a good volume of Christmas trade.

Oranges will be in good supply for the occasion. Navels are coming along freely and are showing better color. Floridas are plentiful, while Jamaican fruit also adorns the eastern Canadian markets.

Cranberries are already high in price and not particularly plentiful, although the Christmas season always brings a big sale for them.

Many dealers around the festive season make a big specialty of such lines as celery, head lettuce, cucumbers, hot house tomatoes, mushrooms, etc. People like to have something special for the Christmas table.

Potatoes, although without any special features, hold firmly on all Canadian markets.

MONTREAL.

Green Fruits.—An increasing demand for oranges is a feature of the trade. Navels are not plentiful yet and the most of the purchases are being made of Valencias. Apples are steady and in good demand. Cranberries are naturally moving well at this time of the year. The week has not been marked by any special feature.

Apples—	Grape fruit, Flo-
Spies 5 50 5 50	rida, case 6 00 6 50
Famous 3 75 5 50	Jamaica, case 4 00
Baldwins 4 25 4 75	Grapes, Malaga,
McIntosh reds 6 00	per keg 5 00 6 00
Greenings 4 25 4 50	Grapes, Cal., box 2 50 2 75
Bananas, crated. 2 00 2 50	Lemons 3 50
Cocoanuts, bags. 4 00 4 50	Limes, a box 1 25 1 50
Cranberries, Cape	Oranges—
Cod, boxes 22 to	Navels 3 75 4 00
25 qts. 2 40 2 60	Valencia 5 00 5 50
Cranberries, N.S.	Jamaicas, box 2 00 2 50
bbls. 8 50	Mexican 2 00 2 50
	Pineapples—
	Cuban, case 3 50 4 00

Vegetables. — Potatoes still remain firm at last week's prices with strength then mentioned still remaining. Celery is moving steadily and will find a good enquiry during the holiday season. On-

ions are prominent before the trade just now.

Beans, green, hamper 3 00	Leeks, doz 1 50 1 75
Carrots, bag 0 90	Onions—
Cabbage, doz 0 40	Spanish, crate 3 75
Cauliflower, doz 1 75	Half crate 2 50
Celery, 6 doz to	Canadian reds,
crate, per crate 4 00 4 50	100 lbs. 3 00
Cucumbers, doz 0 60	Sweet potatoes,
Garlic, 2 bunches 0 25	per basket 2 00 2 25
Green Peppers	Montreal pota-
bushel basket 1 75 2 25	atoes, new, bag. 1 25 1 35

TORONTO.

Green Fruits.— A moderate routine trade in general lines of fruits is now in evidence. The cold weather is assisting in the sale of lemons.

There have been heavier arrivals of California navel oranges and prices have naturally weakened. Quotations rule this week from \$3.25 to \$3.75. Jamaicas are offered at \$5 per barrel. Oranges are being given considerable attention of late.

Grapefruit is moving out fairly well. California grapes are over and interest is now being directed to Almeria stock. Cranberries are unchanged in price.

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

Vegetables.—It is now generally conceded that there is no overplus of root productions such as beets, carrots, and onions. The yield of these lines in Ontario was small, having been cut down by the drought. Already prices are quite high and from present indications will be maintained.

Potatoes are in the same boat. While there has been no further change in prices this week, present quotations are well maintained. The colder weather has a tendency to stiffen prices somewhat.

APPLES

Handpicked Greenings

\$2.50 per barrel delivered
in Toronto in lots of
14 barrels

Correspondence Solicited
Box 404, Canadian Grocer

Boston cucum- bers, doz.	2 25	Parsnips, bag... 0 80	0 96
Boston head let- tuce, doz.	1 75	Onions— Spanish, case... 3 50	3 75
Canadian beet, per bag.	0 75	Spanish, 1/2 cases. 1 85	2 00
Cabbage, Cana- dian, dozen... 0 50	0 65	Canadian, 75-lb. bags.	2 00
barrel.	1 75	Potatoes, N. B. stock, bag.	1 50
Carrots, bag.	0 80	Potatoes, Onta- rio, bag.	1 40
Celery, per doz.	0 40	Sweet potatoes, hamper.	1 75 2 00
Cauliflowers, dz. 1 25	1 50		

24 CARS NAVEL ORANGES

AT OUR TORONTO AND HAMILTON HOUSES

is the amount we are handling this season for Xmas.

Royal Crest Brand Navels possess all the necessary qualities of a High-Class Xmas Orange, and the earliest and most matured to leave California.

IF YOU WANT THE BEST, BUY

“ROYAL CREST”

Fancy Fruits.

Also Fancy Holly

WHITE & COMPANY, LIMITED

TORONTO and HAMILTON

YOU ARE SURE OF

FRESH TOMATOES

all winter. Mr. Grocer, and, furthermore, you will have no loss from the decayed or crushed variety if you entrust us with your business. Write about

“CROWN” BRAND

OUTDOOR GROWN

6 BASKETS TO THE CRATE

Each crate thoroughly examined before shipping.

All crushed Tomatoes removed.

Weekly Shipments Guaranteed.

WEST INDIES FRUIT CO.

30 William Street, Montreal

FOR—

“Green Mountains,”

“Delewares”

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,

LIMITED

ST. JOHN, - - N.B.

THE HOLIDAY TRADE

demands the very best quality that money can buy.

Let us look after your Xmas order and you will be able to satisfy the most particular.

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

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

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH, ONT.

BUSTER BROWN

LEMONS

are carefully graded and packed and you should always order Buster Brown Brand for best general satisfaction. As we grow better we want better Lemons. This is the reason our orders are increasing. Your business will increase too by handling our pack. Mention the Brand or name FOLLINA.



FOLLINA BROS., Packers, Italy

W. B. STRINGER, Sales Agent, Toronto



Fish - Oysters



Advent Gives Impetus to Fish Trade

First Special Fish Season Starts off With Good Healthy Stride
—Good Season Anticipated—Fish Consumption in Canada has
Apparently Been Increasing More Rapidly Than Production—
Unusually Stormy Weather Interferes With Nova Scotia Catch.

Fish trade with the opening of Advent has taken on a good brisk stride. This week has brought a good demand for smoked and prepared lines as well as fresh frozen fish and this briskness is expected to continue for the next couple of weeks. Oysters are also moving freely.

A good season is anticipated, although prices are comparatively high. Supply of fish in Canada is apparently about on level with demand, which would indicate that consumption has been increasing more rapidly than production.

Nova Scotia reports unusually stormy weather and the catch of fish has accordingly been small. The receipts of salt codfish in that province have also been rather disappointing.

QUEBEC.

MONTREAL—First week of Advent has been accompanied by brisk business in practically all lines of fish. There has been a big demand for smoked and prepared fish and the trade of past week should continue through next two, and after the new year opens there is expected a seasonable trade of large proportions. The demand for fresh frozen fish, has been heavy and the representative of one firm stated that prospects are brighter than even this year. Prices are comparatively high and consumption of fish appears to have about caught up to production. It was stated that orders for some lines had been turned down because of supply being below the demand. On the whole, however, orders are being well met and the trade is looking forward to a continuation of conditions that promise a better season than last year and it was admittedly a good one. It has been said that the supply of fish in Canada is just about sufficient for demand, which means that its consumption has been increasing more rapidly than production. Oysters have been given a new impetus during the past few days and are going out freely.

FRESH	
Steak cod, headless, per lb. 0 05	Haddock, per lb 0 04 1/2 0 05
	Smelts, fancy 0 10

FROZEN	
Haddock 0 04	Round red salmon 09 0 10
Halibut, per lb. 0 08	Gaspesalmon 18
Herring, frozen, per 100 fish. 1 70	Qualla salmon . . 0 07 1/2 0 08
Pike, round lb 0 05	No. 1 smelts, lb. 0 10
Pike, dressed & headless, lb. 0 06	Extra smelts, lb 0 14
Steak cod 0 05	Lake trout, lb. 0 10
Mackerel 0 11	Tomcods, per brl. 2 00
Dressed perch 0 10	Whitefish, large 08 1/2 0 09
Dore or Pickarel 0 07	Whitefish, small 0 06 1/2 0 06 1/2

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

SALTED AND PICKLED	
New green cod, per lb 0 04 1/2 0 05	No. 1 green pollock, per 20 lb. 7 00
New Labrador herring, per bbl. 5 50	Salmon, B.C., red, bbl. 14 50
New Labrador herring, per half bbl. 3 15	Salmon, B.C., half bl. 8 00
Labrador sea trout, bbls. 12 00	Salmon, Labrador, bl. 15 00
Labrador sea trout, half bbls. 6 50	Salmon, Labrador, half bl. 8 00
No. 1 mackerel, pail. 2 00	Salmon, Labrador, trcs, 300 lbs. 21 00
No. 1 mackerel, 1/2 bbls. 8 00	Salt eels, per lb. 0 06 1/2 0 07
Scotia herring, No. 2, bbl. 6 50	Salt sardines, bbls. 5 50
Lake trout, kegs 2 00	Salt sardines, 1/2 bbls. 3 00
Choice mackerel, pail 2 00	Sea trout, 1/2 brl. 6 50
Mackerel, 1/2 bbls 8 00	Sea trout, bbls. 12 00
No. 1 green haddock, per 200 lbs. 7 50	Scotch herring 6 00
	Scotch herring, keg 1 00
	Holland herring, 1/2 bl. 5 50
	Holland herring, keg 0 75

SMOKED	
Smoked eels, per lb. 0 10	
Bloaters, large, per box 1 10	
Yarmouth bloaters, fancy, per box 1 25	
Haddies, fancy, 15-lb. boxes, per lb. 0 07 1/2 0 08	
Filletts, fancy, 15-lb. boxes, per lb. 0 11	
Herring, new smoked, per box 1 18	
Kippers (small), per box of 50 fish 1 25	

SHELL FISH	
Oysters, choice, bulk, imp. gallon. 1 40	
Oysters, bulk, selects. 1 60	
Oysters, fancy cape, large bbls. 9 00	
Malpeque Oysters, per bbl 8 00 12 00	
Solid meats—Standards, gal., \$1.70; selects, gal., \$1.90.	

ONTARIO.

TORONTO—First week in Advent brought large flood of business to fish dealers, and general satisfaction is expressed at way trade has opened up. Among other things the weather has been favorable to handling fish with least trouble, and this assists a great deal in inducing retail grocers to take up the line. Frozen halibut is big favorite at present time and sales are heavy. Frozen and smoked fish in general are moving freely.

In quotations on oysters, there is a difference in what different firms regard as "selects," "straights" or "standards" as the case may be. This accounts in some instances for differences in price. For straights, one firm quotes \$1.75 for 1's, \$1.70 for 3's and \$1.65 for 5's. Some others quote selects at the

same price. This difference in standards is perhaps explainable by the fact that "selects" from one shipper or district may be inferior or superior to "selects" from another shipper or district. Sales in oysters so far this season have been good.

Sale of shell oysters in this market is not large. Three bushel barrels are quoted at \$9 to \$10.

FRESH CAUGHT FISH	
Steak cod 0 07 1/2	Fresh caught herring 0 05 0 06
Haddock 0 04 1/2 0 06	
FROZEN FISH	
Gold eyes 0 05	Red salmon, round 0 10
Pike 0 05	Sea herring, lb. 0 04 1/2
New Pink sea salmon 0 09	Sea herring, 55-lb. bx 2 25
Whitefish 0 10 0 11	Mackerel, lb. 0 12
Red salmon, headless and dressed 0 11	Mulletts 0 04
Halibut 0 09	Bluefish 0 12

SMOKED	
Kippers, per box 1 25	Cod, Imperial 0 06 1/2
Bloaters, per box 1 10	Quail-on-toast 0 07
Finnan Haddie, lb. 08	Filletts of haddie 0 11
Digby herring, bundle 1 00	Ciscoes, basket. 1 25

PICKLED	
Lake herring, per keg 4 00	Labrador herring, bbls. 6 00
Oysters, selects, gallon 1 70	Labrador herring, half bbls. 3 25
Oysters, standards, gal 1 65	

NOVA SCOTIA.

HALIFAX—There is not much change in local situation as regards receipts. Unusually stormy weather has prevailed along the coast, and in consequence fishermen have been able to secure little, with exception of some boats on the in-shore grounds. Smelts are a little more plentiful and are selling well. The price, however, is high for these fish. These are selling at wholesale for 13 cents per bunch of twelve, and the fish are small.

Dealers are greatly disappointed at receipts of salt codfish. Few fish are coming along. According to advices received here the catch on the Gaspé coast this season is forty per cent. less than the average one, but the fishermen are making up for the shortage in the catch by the abnormally high prices.

Export sales are fairly good, even at high prices ruling. Both Scotland and Norway are said to have contracted for all available supplies, and shortage of French catch has made an exceptionally good demand from the Mediterranean, and there is no doubt but all the available fish in Nova Scotia and Newfoundland will be marketed before new catch is obtained. There is not much doing in pickled fish. Some odd lots of shore herring are arriving and they are selling at fairly good prices. Some large shipments of cured fish are now being made to the foreign markets.

Three vessels loaded with codfish sailed from Lunenburg this week for the West Indies.

The shipments of fresh deciduous fruits from California for 1911, have exceeded those of any previous year in the history of the fruit business.



Your Advent Trade

in fish should be a large one if you feature the proper lines. You will make no mistake if you read over the following list and order right away. You can sell fish, and lots of it.

"Ocean" Brand HADDIES and FILLETS

Quick Sellers Good Profits Satisfaction

ARBROATH SMOKIES

Have you heard of this line? Quite a winner.
Write for particulars.

"CANADA" BRAND

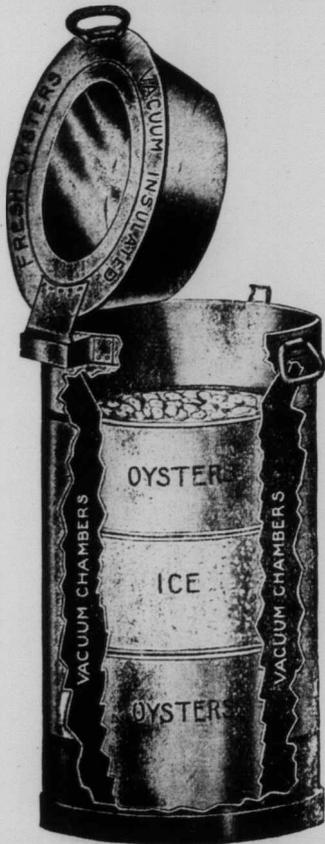
PURE BONELESS COD FISH

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

We are somewhat behind in our shipments of CANADA CRATE and CANADA STRIP, but we can supply all other lines immediately. We must ask customers who have not received goods promptly to bear with us, as the demand has been unusually large.

Halifax Cold Storage Co.

47 William Street, MONTREAL



CHRISTMAS!

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

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

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

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

Connecticut Oyster Co.

Canadian Branch: 50 JARVIS STREET, TORONTO, ONT.

Methods Used in the Canning of Salmon

Big Change in Canning Methods in Recent Years—Machinery Now Extensively Used—Cleanliness One of the Big Features in the Work—Sanitary Canning Machines Now in Use—How the Salmon is Cooked.

The average grocer sells a good deal of salmon. It is with him a staple, all the-year-round seller. He knows perhaps the different grades from the best sockeyes down through the red spring, cohoes and pinks, but perhaps is not so intimately acquainted with the methods especially those adopted recently which are used in canning this article.

Not so many years ago, says one writer, when a nice, juicy salmon started his journey through the average Pacific Coast cannery he was destined to be passed through a good many yellow hands before he finally rested with millions of his fellows in the hold of a lime-juicer headed for the markets of the world.

From the time he left the water he was tossed from one Chink to another, cleaned, cut, packed, steamed, soldered, cooked, soldered again, and then labeled. It took a good many of those deft, clever hands to pack the millions of fish that went every year to the far corners of the world, and the matter of labor was always a big item to the packer.

Birth of the Iron Chink.

Then came the wonderful "Iron Chink" born of the brain of the unfortunate Edmund Augustine Smith, whose tragic death in June, 1909, ended a career

which would surely have meant much in labor saving machinery for canneries.

The "Iron Chink" took the fish from the moment they landed in the cannery and delivered them cleaner than any Chinaman ever delivered them, to the cutting knives, the cookers and all the rest of the human machinery.

This was about the last big change in the canneries till a year or so ago, when there was introduced as an experiment several lines of so-called sanitary canning machines. These machines, which had been used with success in many other lines, had never been tried in the salmon canneries, and the result of their trial was watched with a great deal of interest by the big interests of the salmon world.

This year has seen a thorough try-out of this method of canning, and so successful has the experiment proved that many canneries will next year be using the new method of canning that waited before till the plan was more thoroughly tried out.

The new method is simple, yet withal so thoroughly practical that it appeals immediately to the men who are most interested in the big plants.

No Puncturing of Can.

There is no cooking followed by a puncturing of the can, as in the old

method, where many deft Chinamen were always busy soldering up the little holes that had been made to let out the steam and heat generated when the cans were sent through the cooker.

In the new system, as soon as the cans are filled, they are sent through what is technically known as the exhauster, a flat, steam-tight box through which they travel very slowly in a temperature of 212 degrees Fahrenheit. This cooks the fish somewhat, and in so doing expands the fish and the air in the cans so that when the cover is placed on immediately upon emerging from the exhauster, there is a tendency to draw the ends of the can inward as the contents cool.

The cans are then placed in racks in the usual method, trundled into steam retorts, where they are cooked for ninety minutes at about 250 degrees Fahrenheit. This completes the process of canning by the new method, a very simple process indeed when one looks back to the time when all this was done by hand and there were solder troughs, testing wheels, gibbering Chinks and waste everywhere.

W. E. Sutton, sample room manager of the Parsons, Brown Co., Toronto, met with a painful accident recently, the index finger of his right hand being badly crushed. It was at first thought that amputation would be necessary. However, he was operated on at the General Hospital on Monday, and in place of the crushed bone a piece of ivory was inserted. Latest reports from his surgeon state that he is getting along as well as can be expected.

THREE LEADERS
That Make the Buyer Satisfied

Golden Brand Lake Erie Ciscoes
Rich and sweet.
Special low price this week.

Golden Brand Haddies

Neptune Brand Oysters
Solid Meats, are great.

Drop us a line and we will be pleased to send you quotations weekly.

JOHN FITCH
WHOLESALE DEALER IN
FISH AND OYSTERS
120 King St. West, Hamilton, Ont.
PHONES: Day 3647, Night 3477

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

53 Highest Awards in Europe and America

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



Registered Trade-Mark

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

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

TOO MUCH CREDIT BUSINESS WILL KILL YOUR PROFITS.

The credit customer is all right, if he pays regularly, BUT THAT'S IT. He sometimes waits too long, and sometimes gets in too deep for comfort. You don't want to offend him, don't want to lose him. You can keep him within the limit of safety by using

ALLISON COUPON BOOKS

Furthermore, he will be pleased with the system because he sees that it safeguards his interests as well as yours.

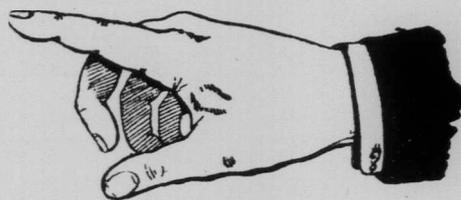
HERE'S HOW THEY WORK:—



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

For sale by jobbers everywhere.

Allison Coupon Company
INDIANAPOLIS, IND.



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

"BRUNSWICK" Brand

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

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

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

Connors Bros., Limited

Black's Harbor, N.B.

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

ADVENT

ADVENT

QUAKER BRAND SALMON

Have you been supplied?

High grade salmon is scarce now.

We are filling orders in rotation as received.

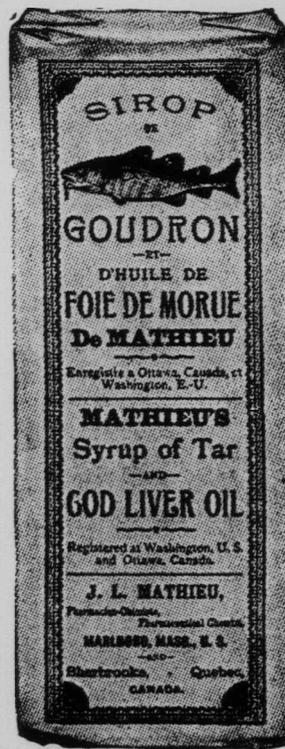
Mathewson's Sons

MONTREAL

ADVENT

ADVENT

Money In Other People's Coughs



A suggestion, when you hear a cough, that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer. "Many mickles make a muckle."

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

Where fever accompanies a cold,

Mathieu's Nervine Powders the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

—1911 Christmas 1911—

An Assortment of

PERRIN'S

Attractive

FANCY

BISCUIT

Packages

and

Fruit Cakes

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

Master Mason

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

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

are all lines of sustained profit.

Write for Price List.

The Rock City Tobacco Co.
 Quebec Winnipeg

Banner All Brass Lamp Burners



MADE WITH

COVERED BASE



It is put in the BANNER for YOUR PROTECTION
 Does not collect dirt, dead insects, or inflammable material.

SOLD BY ALL JOBBERS

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL. WINNIPEG AND VANCOUVER

Tuckett's Orinoco Tobacco

NO BETTER
 JUST
 A LITTLE Milder
 THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESS FOR SALE.

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

SALESMAN WANTED.

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

MISCELLANEOUS.

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

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

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

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

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

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.

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

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

MISCELLANEOUS.

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)

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. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

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

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

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

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

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

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

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

TECHNICAL BOOKS.

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.

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 Avenue, Toronto.

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

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

AURORA COFFEE

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

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

SATISFIED CUSTOMERS



are all those to whom you sell

Black Knight Stove Polish

The brilliancy of polish and its lasting qualities are features which will not be found in any other stove polish.

The polish comes quickly and goes slowly. It will not stain the hands.

Put up in attractive boxes. Feature this attractive line—your profit is assured.

Order from your jobber

The F. F. DALLEY CO., Limited
Hamilton, Canada, and Buffalo, N.Y.

IN EVERY LOCALITY Ontario Salt

has made a place for itself permanently in the hearts and affections of the housewife, and through them in the thoughts and minds of all classes of your trade.

With a demand so sure, every local source of supply should be adequately stocked.

For prices, etc., address

The Ontario People's Salt & Soda Co.
KINCARDINE LIMITED ONTARIO

In the sections where the choicest Canadian Butter is made, you will go a long way before you find any but

Windsor Butter Salt

Practically every pound of prize-winning butter at the Dairy Exhibitions is made with Windsor Salt.

No other salt is good enough. No other salt sells.

THE CANADIAN SALT CO.,
WINDSOR, - ONTARIO LIMITED

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY
ALL
JOBBER

½-lb tins—
3 doz. in case.

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT

WALTER WOODS & CO.

HAMILTON

WINNIPEG

TWO CENTS PER WORD

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



CLARK'S PORK AND BEANS in Tomato Sauce

Per doz
No. 1, 4 doz. in case.... 0 50
No. 2, 2 doz. in case.... 0 90
No. 3, flats, 2 doz in case 1 0
No. 3, talls, 2 doz in case 1 25
No. 6, 1 doz. in case.... 4 00
No. 12, 1 doz. in case.... 6 50

LAPORTE, MARTIN & CO., MONTREAL. AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

Sur Extra Fins.....	1/2	flacons, 40 Bou.	11 00
Extra Fins.....	1/2	tins kilo	15 50
Tres Fins.....	1/2	" 100 "	15 0
Fins.....	1/2	" 100 "	14 00
Mi-Fins.....	1/2	" 100 "	12 50
Moyens No. 1.....	1/2	" 100 "	11 00
Moyens No. 2.....	1/2	" 100 "	10 00
Moyens No. 3.....	1/2	" 100 "	9 50
Asparagus, Haricots, etc.			

MINERVA PURE OLIVE OIL.

Case—	Case—
12 litres.....	24 pints.....
12 quarts.....	24 1/2 pints.....
Tins—	Tins—
5 gals., 2s.....	20s.....
2 gals., 6s.....	4s Sq.....
1 gal., 10s.....	4s Rd.....
1/2 gal., 20s.....	

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.....	5 00
La Neptune, 50 qts.....	6 00
St. Nicolas, 50 qts.....	7 00
La Sanitas Sparkling, 50 qts.....	8 00
" " 100 pta.....	9 00
" " 100 splits.....	4 00
Vichy Lemonade Savoureuse, 50s.....	7 50

CASTILE SOAP

Le Soleil, 72 per-cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 1/2 lb.
" 12 lbs., 24 lb. bars.....	0 08 1/2 lb.
" 50 lbs., 1 lb. bars.....	3 50 case
" 200 lbs., 3/4 oz. bars.....	3 75 case
" La Lune, 65 per-cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 lb.
" 12 lbs., 24 lb. bars.....	0 08 lb.
" 50 lbs., 1 lb. bars.....	3 25 case
" 100 lbs., 3/4 oz. bars.....	1 80 case
" 200 lbs., 3/4 oz. bars.....	3 40 case
Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.	
Box, 25 lbs., 1 lb.....	0 07 1/2
" 25 lbs., loose.....	0 07

DUFFY & CO. BRAND.

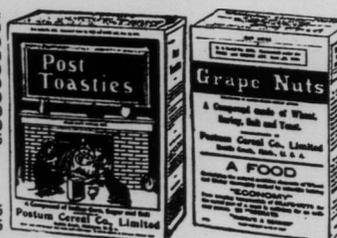
Grape Juice, 12 qts.....	4 75
" 24 pts.....	5 15
" 36 splits.....	4 75
Apple Juice, 12 qts.....	4 50
" 24 pts.....	4 75
Champagne de Pomme, 12 qts.....	5 00
" 24 pts.....	5 50

Matts Golden Russett— Sparkling Cider, 12 qts..... 5 00
" " 24 pts..... 5 50
Apple Vinegar, 12 qts..... 2 50

PASTES.
THE C. H. CAPELLI CO., LIMITED, MONTREAL, CANADA
Alimentary Pastes.
"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.
Cases of 25 packages, 1 lb..... 0 06
Cases of 25 lbs., loose..... 0 05 1/2
Egg noodles, cases of 50 pkgs., 1/2-lb. 0 06 1/2
Egg noodles, cases of 10 lbs., loose.. 0 06
Lasagnes, cases of 10 lbs., loose..... 0 06
Marguerite, all varieties, pkgs. only. 0 05

Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.



Force, 36's..... 4 50
Gusto, 36's..... 85

Mustard

COLMAN'S OR KEEN'S
Per doz
D.S.F., 1/2-lb. tins 1 40 F.D., 1/2-lb. tins 1 45
" 1-lb. tins 2 50 Per jar
F.D., 1/2-lb. tins.. 0 85 Durham, 4-lb. jar 0 75
" 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 "

Canned Haddies, "Thistle" Brand

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



100 Boxes..... \$44 00
24 No. 3 Jars..... 33 60
12 No. 5 Jars..... 27 60

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal
Tierces, lb 0 10
20-lb. pails \$2 10
20-lb. tins \$2 00
60-lb. tubs per lb..... 10 1/2
3-lb. tins, 20 to case per lb..... 0 11
5-lb. tins, 12 to case, per lb..... 0 10 1/2
10-lb. tins 6 to the case, per lb..... 0 10 1/2



GUNNS "EASIFIRST" SHORTENING
Tierces... 0 09 1/2
Tubs... 0 08 1/2
30-lb. pails. 0 10
30-lb. tins.. 0 09 1/2
10-lb. " 0 10 1/2
5-lb. " 0 10 1/2
3-lr. " 0 10 1/2
1-lb. cartons 10 1/2

Lye (Concentrated).



GILLET'S PERFUMED LYE
Ontario and Quebec Prices.
Per case
1 case of 4 doz \$3 50
3 cases of 4 doz 3 40
5 cases or more 3 35

Marmalade.

SHIRREFF BRAND
"Imperial Scotch"
1-lb. glass, doz... 1 55
2-lb. glass, doz... 2 80
4-lb. tins, doz... 4 65
7-lb. tins, doz... 7 35
"Shredded"
1-lb. glass, doz... 1 90
2-lb. glass, doz... 3 10
7-lb. tins, doz... 8 25



Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.
4 lbs. box "Special"..... per box 0 22
8 lbs. " " "Standard"..... " 0 44
5 lbs. " " "Standard"..... " 0 27 1/2
10 lbs. " " "Standard"..... " 0 55
60 lbs. cases or 75 lbs. bbls..... per lb. 0 05
25 lbs. cases 1 lb. pkgs (Vermicelli) (Globe Brand) " 0 06
5 lbs. box "Standard"..... per box 0 30
10 lbs. " " "Standard"..... " 0 60
25 lbs. cases (loose)..... per lb. 0 06
25 lbs. cases, 1 lb. packages..... " 0 06 1/2

Jelly Powders



Assorted Case, Contains 2 doz. \$1.80
Lemon (Straight) Contains 2 doz. \$1.80
Orange (Straight) Contains 2 doz. \$1.80
Raspberry (Straight) Contains 2 doz. \$1.80
Strawberry (Straight) Contains 2 doz. \$1.80
Chocolate (Straight) Contains 2 doz. \$1.80
Cherry (Straight) Contains 2 doz. \$1.80
Peach (Straight) Contains 2 doz. \$1.80
Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case, Contains 2 doz. \$2 50
Chocolate (Straight) Contains 2 doz. 2 50
Vanilla (Straight) Contains 2 doz. 2 50
Strawberry (Straight) Contains 2 doz. 2 50
Lemon (Straight) Contains 2 doz. 2 50
Unflavored (Straight) Contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

Teas

THE
'SALADA'
TEA CO.

Wholesale Retail
pipes only.

.....	\$0 25	\$0 30
.....	0 27	0 35
.....	0 30	0 40
.....	0 35	0 50
.....	0 44	0 60
.....	0 55	0 80



.....	0 21	0 26
.....	0 20	0 25
.....	0 23	0 30
.....	0 28	0 40
.....	0 30	0 40
.....	0 35	0 50
.....	0 40	0 60

MELAGAMA TEA

MINTO BROS.,
45 Front St. East

We pack in 60 and
100 lb. cases. All
delivered prices.

Wholesale	Retail	
.....	0 26	0 30
.....	0 27	0 35
.....	0 30	0 40
.....	0 35	0 50
.....	0 40	0 60
.....	0 55	0 80
.....	0 70	1 00

Ceylon Teas, in
1 and 1-lb. lead
packages - black
or mixed.

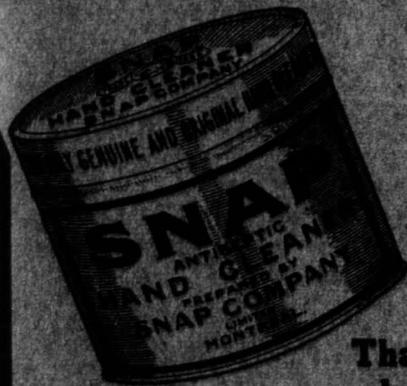
1 lb at 25c.....	\$0 30
1 lb at 25c.....	0 31
1 lb.....	0 34
1 lb.....	0 36
1 lb.....	0 38
1 lb.....	0 40
1 lb.....	0 42
1 lb.....	0 45

Jellies
& Co.,
red raspberry, straw-
berry, black currant,
blueberry, apricot,
orange, 2 doz. in case,
1 doz. in case, \$1.90 per
pail in crate, 37c. per
pail in crate, 52c. per
pail in crate, 62c. per
pail, 74c. per lb. Pack-
ages if desired.
raspberry, strawberry,
orange, pineapple. 12 oz.
per doz.; No. 2 tin
37c. per pail; No. 7
crate 52c. per pail;
per lb. Packed in
if desired.
made - guaranteed fin-
est jars 2 doz. in case,
1 doz. in case, \$2.00
per doz. in case, \$2
per doz. in case, \$2
per doz. in case, \$2
per tin; No. 7 wood
per pail; 30-lb. wood

Flour
White Swan Spice
and Cereals, Ltd.
White Swan, 15
flavors, 1 doz. in
hand some counter
carton, per doz., 90c.



Quebec Prices.
cent packages. \$1 15
3 dozen in box. 1 15



Clean
Hands
Always

That's a surety
when you use

SNAP HAND CLEANER

There's no preparation so widely approved by
people who require a thorough hand cleanser.
It removes instantly all vestige of paint, grease,
tar, ink, or dirt, without injuring the daintiest
skin.

Stock Snap and increase your sales.

Snap Company, Limited
MONTREAL

Brunner, Mond & Co.'s

WASHING SODA

Drums, 336 lbs.	Barrels, 336 lbs.
" 224 lbs.	Bags, 224 lbs.
" 112 lbs.	" 112 lbs.
" 100 lbs.	" 100 lbs.

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland Montreal

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every eleventh day a
Pickford & Black steamer
leaves Halifax for Ber-
muda, St. Kitts, Antigua,
Barbados, Trinidad and
Demerara; the round trip
occupying thirty days.

For further particulars
apply to

PICKFORD & BLACK, Ltd.

Agents
HALIFAX, N.S.



Oakey's

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

'WELLINGTON'

KNIFE POLISH

JOHN Oakey & Sons, Limited

Manufacturers of

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

Wellington Mills, London, England

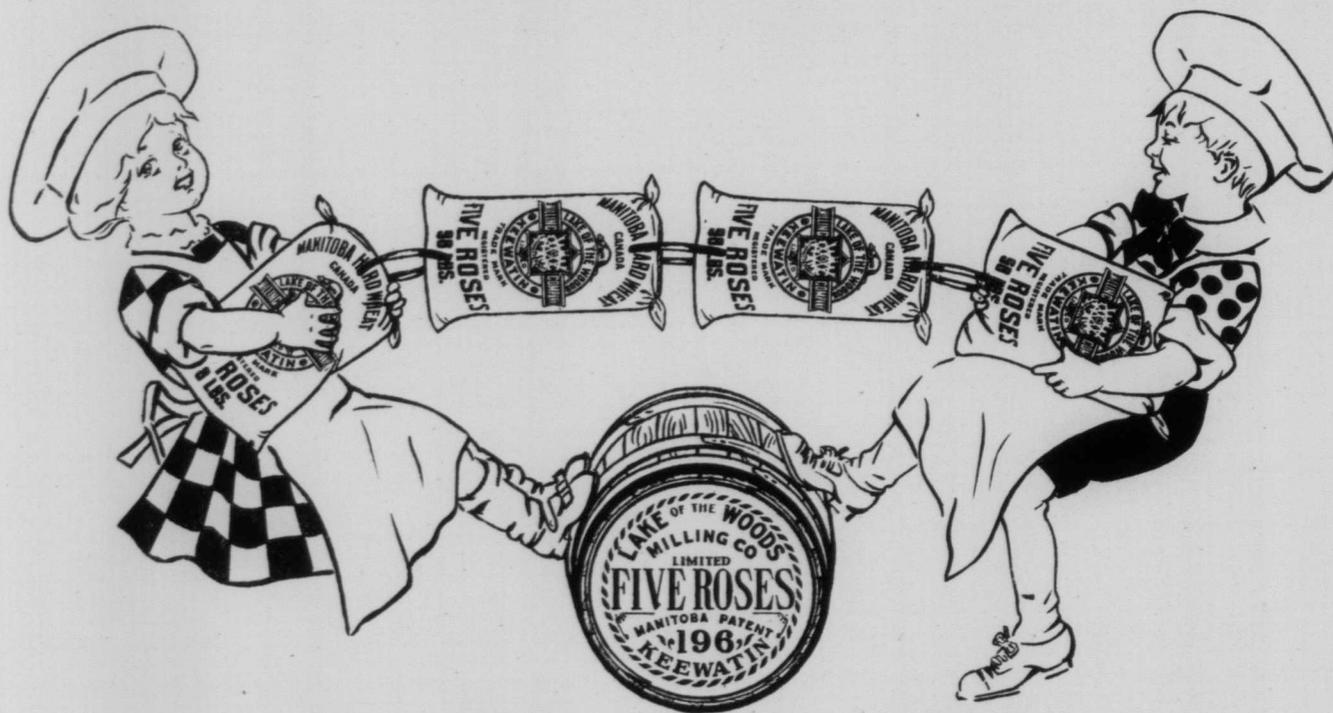
Queen City Water

White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil
ever sold in Canada.

FOR SALE EVERYWHERE



No Weak Link There

No Profits Lost

See how it works, Brother Grocer. A woman is ready to buy from you 50 bags a year, maybe more. But she will not purchase the 50 bags unless the last bag be as good as the ones that have gone before. If the first bag be right—and the second—and the ninth— She purchases the tenth with confidence. Your sales keep increasing, you see. Your profit is *continuous*—because of *Steadfast Quality*. But if the tenth bag be bad, will she purchase the eleventh? Will you continue filling her flour requirements? No—your chain of profits snaps at the tenth purchase.

You have profited only on *ten* bags when you might have profited on the *total amount* of her yearly purchases. Don't you see NOW what *Uniformity* means to flour sales? If sales are greater than ever, it's because FIVE ROSES flour yields *uniform results both in store and kitchen*. Each bag or barrel starts a chain of Permanent Profits.

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs
Daily capacity, 10,500 barrels.

And *each* sale is a sturdy link, without flaw or weakness. This also is true, that the constant effort made in the big mills out West to maintain the integrity of FIVE ROSES, assures to YOU *permanency of profits*. This is the only flour that is *unreservedly guaranteed*—Simply because it needs no guarantee. Sell quality, Brother Grocer, not in one barrel, or two barrels, but in *each* and every barrel. Sell FIVE ROSES—sell it NOW. Write your Jobber—or our nearest office.
ACT!

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached Not Blended