

CANADIAN GROCER

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

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

Toronto: 143-149 University Ave.

Winnipeg: 521 Union Bank Building
New York: 115 Broadway.

VOL. XXV.

PUBLICATION OFFICE: TORONTO, JANUARY 13, 1911

NO 2.



Robinson's Patent Barley

As a healthy, nourishing, enjoyable, and palatable food for young and old, Robinson's Patent Barley has no equal. Druggists sell it; grocers sell more of it. Those who are wise will sell it always.

Write for Particulars

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**
Agents for the Dominion of Canada

There Are Syrups and Syrups

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

"Crown Brand" Corn Syrup

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

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St James St., Montreal

Macaroni Vermicelli Spaghetti

The peculiarly desirable qualities of Taganrog (Russia) wheat impart to the Macaroni, Vermicelli, Spaghetti and fancy pastes made by Codou of France, a delicacy and flavor unlike any others—the quality is superb.

Added to that is the dependency of expert workmanship furthered by the aid of a model factory. With the definite purpose of securing the “**BEST**” insist upon having “Codou’s.”

Look for the Name “CODOU”

on the package—it assures and guarantees satisfaction. It is the stamp of reliability—the seal of goodness—the real and genuine. With it in your stock you are certain to avoid complaints. “Codou”—that is the name to think of.

**Arthur P. Tippet
& Co., Agts.**

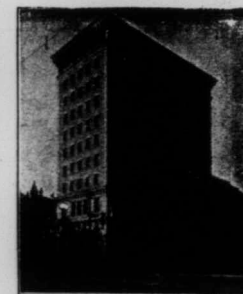
8 Place Royale, Montreal
84 Victoria St., Toronto

Made in France



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

<p>R. B. Colwell BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS E. D. Smith Lowneys Toblers</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, - - - N.B. Open for a few more first-class lines.</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p>J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p>WANTED SUNDRIED APPLES. We are prepared to pay 7½c. at outside points and 15c. for each good bbl., for all you can ship during this month. If any other buyer is paying more, let us know.</p>	<p>Arrived in store one car NEW ORLEANS MOLASSES HALF BARRELS PRICES RIGHT Lind Brokerage Company 73 Front St. E., Toronto</p>
<p>FOR SALE Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. J. T. ADAMSON & CO. Customs Brokers and Warehousemen — 27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p>W. H. Millman & Sons Wholesale Grocery Brokers TORONTO — NEWFOUNDLAND T. A. MACNAB & CO. ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful at- tention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.</p>	<p>THE HARRY HORNE CO. 309-311 King Street West, Toronto Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE — WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - - - MAN. Domestic and Foreign Agencies Solicited.</p>
<p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p>— WINNIPEG — H. G. SPURGEON Wholesale Broker and Manufacturers' Agent Canadian, British and Foreign Agencies Solicited. 230 Chambers of Commerce. P.O. Box 1812</p>
<p>WESTERN DISTRIBUTORS LIMITED Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our posi- tion is your opportunity. SASKATOON, - - - WESTERN CANADA</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885</p>	<p>DISTRIBUTORS, LIMITED P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Mer- chants, Warehousemen. Track connection with all Railroads.</p>
<p>George G. Hunt Broker and Commission Merchant St. John's, - - - Newfoundland Manufacturers wishing to introduce their goods in Newfoundland please write to the above, stating terms, etc. Also can obtain shipments of all kinds of Fish, Cod Oil, etc., at lowest prices. CORRESPONDENCE SOLICITED.</p>	<p>BUCHANAN & AHERN Wholesale Commission Merchants and Importers QUEBEC, P.Q. Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc. Correspondence Solicited. P.O. Box 79 — W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</p>	<p>A. Francois Turcotte COMMISSION MERCHANT Quebec One or two more agencies wanted FIRST CLASS CONNECTION — MOOSE JAW — WHITLOCK & MARLATT Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.</p>

TWO WAYS of making money selling cigars

The First

Selling cheap goods
with a long profit—
(You won't sell many)

The Second

Selling a good line with
a reasonable profit—
(You'll sell lots)

The "second way" is the better—Sure profits and increasing trade.

If you decide on the "second way" you'll have to have our

"ANCHOR CIGAR"

The best 5c. straight on the market—and there's more profit than some other 5c. lines.

Send us your orders.

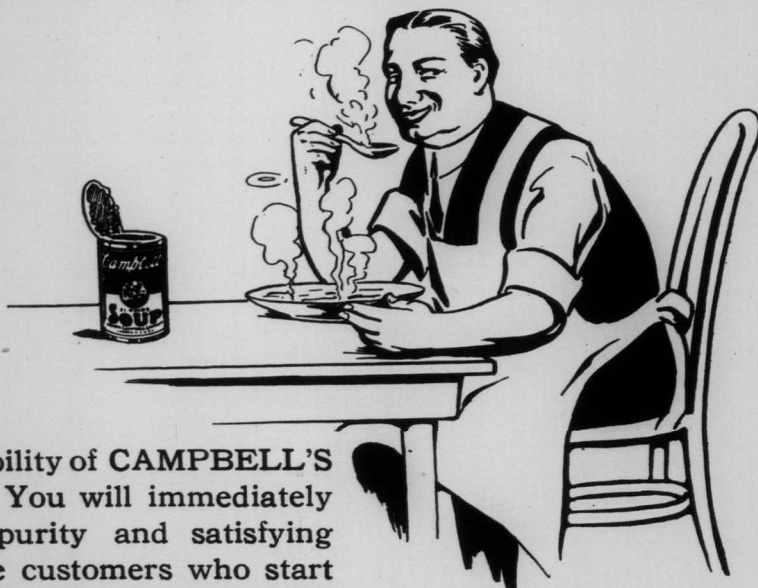
EBY-BLAIN, LIMITED

WHOLESALE GROCERS
TORONTO

"The Proof of

Campbell's SOUPS

Is In The Eating."

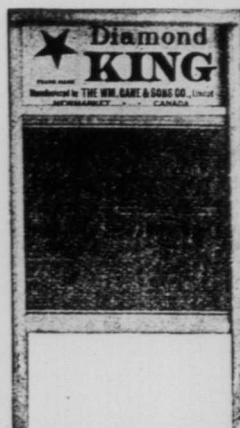


The best way to judge the saleability of CAMPBELL'S SOUPS is to try them yourself. You will immediately appreciate their fine flavor, purity and satisfying quality, and, you'll see why the customers who start buying them because of our extensive advertising keep on buying them ALWAYS. Your sales of CAMPBELL'S SOUPS will increase after you've tasted them, because you'll recommend them with more enthusiasm.

JOSEPH CAMPBELL CO. CAMDEN, N.J.

"21 Kinds—Look for the Red-and-White Label."

Cane's Washboards LOOK BETTER, LAST LONGER



At anywhere near the same price, there are no washboards so attractive in appearance and that give such good service as Cane's. Early in our business career we formed the habit of putting the soundest materials and the most superior workmanship into our goods

And the habit remains !



The boards shown on this page are three of our leading lines. Our catalog shows the full range—a board to meet every demand, and the best value at all prices.

Your jobber sells Cane's washboards—or should.

Ask him to show you !

THE WM. CANE & SONS CO., Limited
NEWMARKET, ONTARIO



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK. ❁ ❁

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

A Very Popular Line!



**“SIMCOE” Brand
BAKED BEANS**

have everywhere received the popular verdict of approval because they combine superfine quality with generous quantity.

Quality is assured by using only specially-selected hand-picked beans and the purest sauces and spices, and the green label tells your customers that SIMCOE TINS contain more beans than 3's flat sold at higher prices.

“Red Cross” Brand can be supplied instead of “Simcoe” Brand if desired.

Dominion Cannerys Limited
Hamilton ∴ **Canada**



Merit and Integrity

Have sustained the
High Reputation of

BORDEN'S BRANDS

For over 50 years

Borden's Condensed Milk Co.

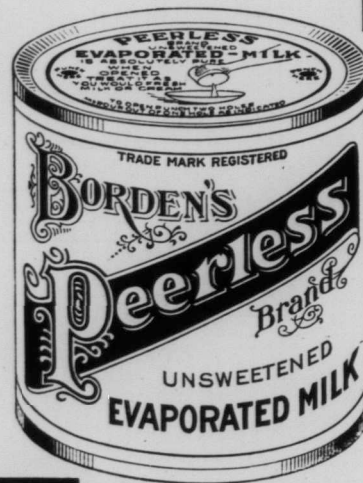
The Original

"Leaders of Quality"

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

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



SATISFY YOUR CUSTOMERS

Eggs cost too much for you to ask your customers to put up with breakage and miscounts. Use

STAR EGG CARRIERS AND TRAYS FOR SAFE DELIVERY

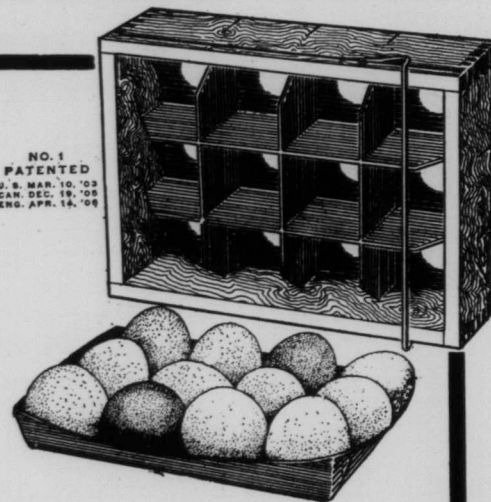
At the time of delivery every egg is left in a neat Star Egg Tray upon the table, in plain sight, where both the customer and the delivery boy can see that there is neither miscount nor breakage.

THEY SAVE YOU TIME AND MONEY, TOO.

Write to-day for our booklet, "No Broken Eggs," and ask your Jobber. It will pay you.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.

NO. 1
PATENTED
U.S. MAR. 10, '03
CAN. DEC. 19, '05
ENG. APR. 19, '09



FREE TO THE GROCER

with

COMFORT SOAP

“It's All Right”



Any one of the following premiums given free with ten boxes of Comfort Soap:—

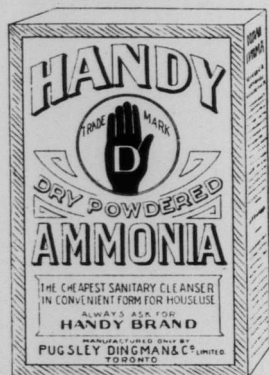
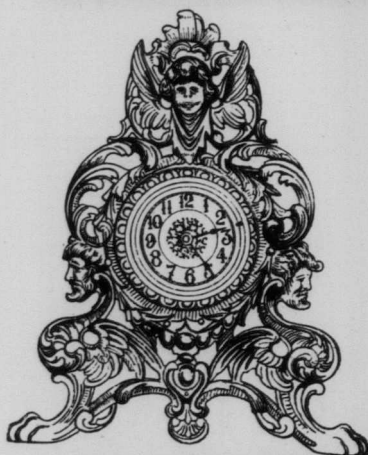
One **Wire Door Mat**, size 22x34. Specially constructed so as not to warp. Just the thing for winter weather. Helps keep the store clean.

A **Gilt Clock**, good time keeper and handsome in appearance.

Two boxes **Kleano Soap**, a hand soap specially adapted for Painters, Printers, Mechanics, etc. Thirty-six cakes to a box, retails at 5c. a cake.

Twenty-four tins **Comfort Lye**, quality guaranteed 100% pure, patent air-tight tins. You sell the best when you sell Comfort Lye, retails at 10c. a tin.

Twenty-four packets **Handy Ammonia** (dry powdered). Handy Ammonia is a well-known brand of dry powdered Ammonia and sells readily at 10c. a package.



WRITE TO-DAY FOR ILLUSTRATED PRICE LIST.

Address:— **Comfort Soap, Toronto**

THE CANADIAN GROCER

PERRIN'S

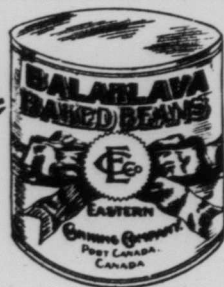
LEMON



NECTAR

BISCUITS

CRISP AND TASTY BEYOND COMPARISON
WITH ITS DELICIOUS CREAM FILLING. JUST THE GOODS
TO BRIGHTEN UP TRADE AFTER THE HOLIDAYS



BALAKLAVA BRAND BAKED BEANS

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

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.S.

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

West India Co., Limited

305 St. Nicholas Building,
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

IF YOU HAVE MADE UP YOUR
MIND TO TRY

PAT-A-CAKE BISCUITS

TRY ALSO

GOLDEN PUFF

Another great success.

HAVE YOU WRITTEN
FOR OUR ALBUM YET?

PEEK, FREAN

& CO., LTD.

LONDON

ENGLAND

A "STERLING" LEADER!

Only the freshest fruit and purest spices
are used in the manufacture of



Sterling

BRAND

CATSUP

and its distinctive flavor has made it a
great public favorite.

It is handled and bottled in a modern
sanitary factory, leaves a good profit
margin and never fails to satisfy.

Better send along your order to-day.

THE T. A. LYTLE CO. LTD.
Sterling Road, -- -- TORONTO



It Appeals to Busy Women

Here's a line, Mr. Grocer, that never fails to appeal to
women because of its economy of time and money.

Minute Tapioca

The only Tapioca that requires no soaking. A delicious
pudding can be made right from the package in fifteen
minutes. And six full quarts can be made from each
package.

Your Jobber Can Supply You

Minute Tapioca Co., Orange, Mass.

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

Make "1911" Your Banner Year

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To do so you must have **THE BEST**.

"VERGINE" BRAND OLIVE OIL

is a sure trade builder. This brand is known and extensively advertised throughout the Dominion of Canada, and the demand is increasing every day. If you have none in stock

START THE NEW YEAR RIGHT

Send us your inquiry for "Vergine" Olive Oil to-day. Samples and prices promptly submitted upon request. Don't trust your memory.

DO IT NOW!

Head Office :

Cor.
Church & Colborne Sts.
TORONTO

The Charles
Cicero
Company LIMITED

Branch :

256 St. Paul Street
MONTREAL

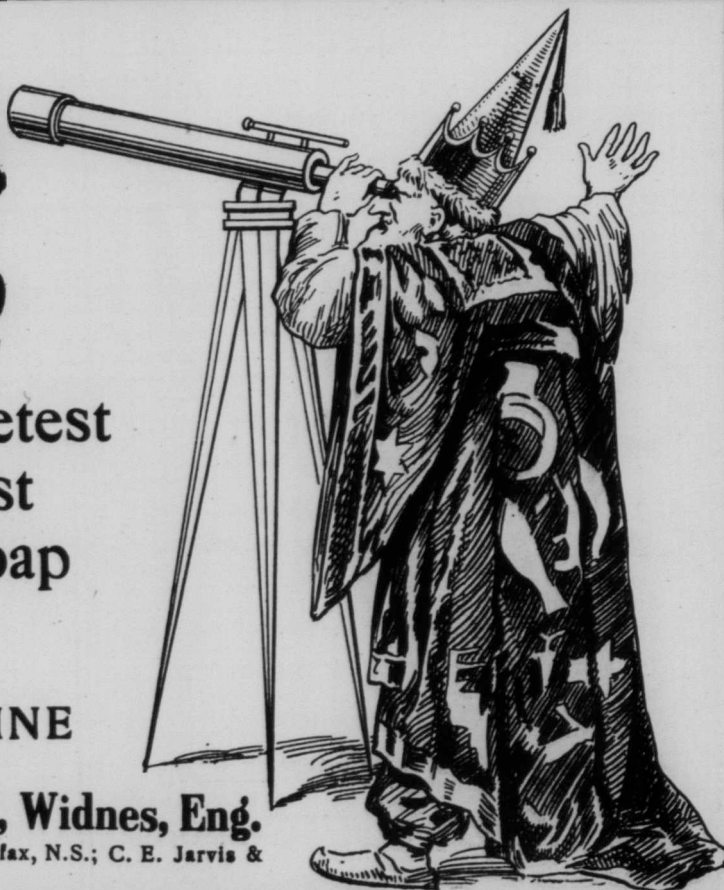
Gossages' Magical Soap

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

GUARANTEED GENUINE

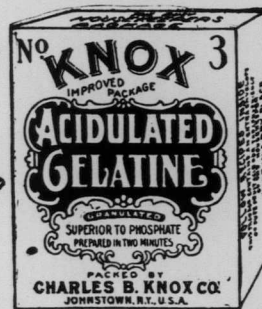
William Gossage & Sons, Ltd., Widnes, Eng.

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





A bag of Money For you, Mr. Grocer



Both Good Sellers

Our extensive advertising is constantly calling your customers' attention to the PURITY of KNOX GELATINE and suggesting many delicious desserts which can be made from it at small cost. Those who once try it prefer it to other gelatine because it makes two full quarts per package, and, it will pay you to induce as many customers as you can to try it, because it sells at 15 cents per package and pays you a generous profit. KNOX ACIDULATED GELATINE is a good thing to talk about because the extra envelope of concentrated lemon juice in each package saves your customers the bother and expense of preparing the natural fruit.

Charles B. Knox Company, :: :: Johnstown, N.Y.

JAPAN TEAS

We are closing out the balance of our stock of attractive values. At this particular period Jobbers' attention is specially called. Samples from this office or our resident agents at request.

S. T. NISHIMURA & COMPANY
MONTREAL and JAPAN

Many people forego the pleasure Coffee gives them owing to the trouble of making it. With

SYMINGTON'S COFFEE ESSENCE

your customers can have the most fragrant and delicious Coffee without fuss or difficulty by simply adding boiling water. Remember there is no other Coffee Essence to equal SYMINGTON'S.

Thos. Symington & Co., Edinburgh and London

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



THE AVERAGE PERSON

Is not a good judge of groceries and knows it.

¶ Therefore, the particular buyer looks for certain "guide posts" to indicate the store upon which he can depend for quality when buying groceries.

¶ He may not know how to select good tea or coffee in bulk, for instance, but he knows he gets value when he buys Heinz Pickles; and is likely to be favorably influenced toward the grocer who sells them and other trade-marked goods of equal standing.

¶ He may not be able to argue for or against Benzoate of Soda, but he knows he prefers to take no chances with drugs in his food, and is likely to read the label on the kind of Ketchup the grocer recommends.

¶ HEINZ PURE FOOD PRODUCTS bring new customers and help to keep old ones, because the 57 Varieties are guaranteed pure and guaranteed to please, or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products.

"Worth Crowing About"

"A Quick Seller"

BAIRD'S SAUCE

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

Agents:—Maclure & Langley, Ltd., 12 Front E., Toronto—604 Lindsay Bldg., Montreal
A. L. McKenzie & Co., Winnipeg; R. Robertson & Co., Vancouver and Victoria.



CHILDREN THRIVE ON IT

That's one of the best recommendations to you to stock and feature

"Canada First" Evaporated Cream

It is the purest and most healthful substitute for Fresh Cow's Milk obtainable and every can comes to you guaranteed and fully sterilized. There's a certainty of repeat orders ahead for every grocer who is selling "CANADA FIRST" Brand. Order from your Jobber.

THE AYLMEY CONDENSED MILK CO., Limited

AYLMER, ONTARIO.

Head Offices, Hamilton, Ontario

**"TRIAN"
BRAND**

STANDARD
OF
QUALITY



LARGE AND
COMPLETE STOCKS
OF ALL LINES
AT
CLOSE PRICES

NEW ONTARIO

The retail merchants of New Ontario can save time and money by buying from us, the former because we can give them ten to fifteen days' quicker deliveries, and the latter because we give them the benefit of Car Load Freight Rates to the Head of the Lakes.

Fort William is the geographical point of supply for the territory served by the C. P. R. for 200 miles east and on all three roads from Lake Superior to the Manitoba boundary.

The CAMERON-HEAP CO., Limited

FORT WILLIAM, ONT.

CAMERON & HEAP
KENORA

CAMERON & HEAP, Limited
REGINA and PRINCE ALBERT, Sask.

*Really
Pure*

**FUSSELL'S
THICK CREAM**

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

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

Samples and particulars of:

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

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

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

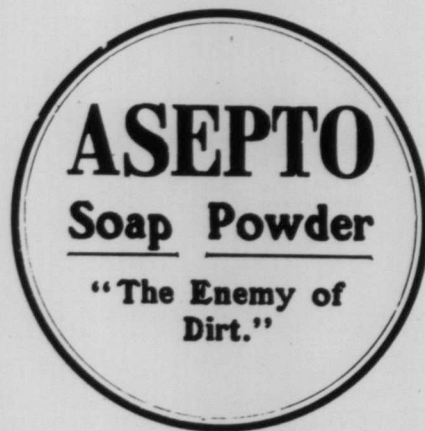
WHITE SWAN LYE

Shows you a profit of 50%
and gives your customers
much more for their
money than other brands,
and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

Here it is!



Will save the user labor and money, without injuring the tenderest hands or most delicate fabric. There is a fine paying proposition for you in handling ASEPTO!

Order Through Your Wholesaler.

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

Agents—Rose & Laflamme, Limited, Montreal.

**THE MOLASSES THAT
INCREASES SALES!**

Apart from the unquestioned quality
and flavor of

**GINGERBREAD
BRAND
MOLASSES**

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

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

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED

HALIFAX - - - NOVA SCOTIA

Canada's Best Soap

To insure the best results from your soap sales, you *must* have a brand that will appeal to the housewife, and Canada's Best Soap will

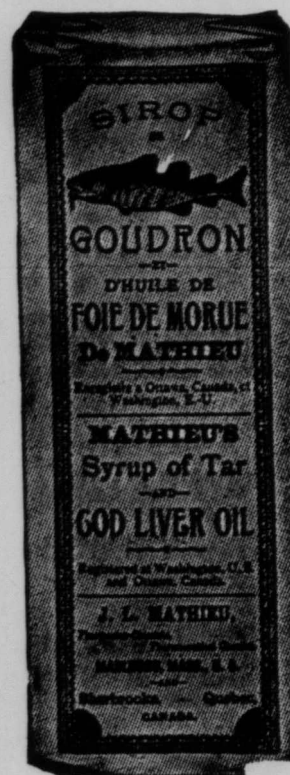
MAKE YOUR SALES HUM

Canada's Best is a white laundry soap that will delight every user.

It contains no resin, which is so common in ordinary yellow soap, and will not cause that "sticky" feeling in hard, or cold water. Canada's Best washes linens, flannels, woolens and colored clothes with equal satisfaction, and will not injure the finest fabrics.

Order quickly. Big advertising campaign is now convincing your customers.

United Soap Company
Montreal



**MATHIEU'S
SYRUP**

of Tar and Cod Liver Oil

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

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

Its sales have increased wonderfully everywhere. It is a sure seller.

**MATHIEU'S
NERVINE POWDERS**

are needed wherever colds are attended with pains and fever.

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

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

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

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

YOU WILL MAKE MONEY

If you feature
Cabinet Maple Syrup
 THIS SEASON.

Get prices from wholesale grocery travellers.
 Quality guaranteed to give satisfaction.

Imperial Syrup Co.
 MONTREAL

Tea Hints for Retailers

By JOHN H. BLAKE

This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

- The Tea Gardens of the World*
- Tea from Seed to Leaf*
- Tea from Leaf to Cup*
- The Tea Marts of the Orient*
- How to Test Teas*
- Where to Buy Teas*
- Is it Wise to Place an Importation Order?*
- Bulk versus Package Teas*
- How to Establish a Tea Trade*
- Tea Blending*

(275 pages)

(24 full-page Illustrations)

Sent to any address on receipt of \$2.00.

MacLean Publishing Company
 (Technical Book Department)

143-149 University Ave.,

TORONTO



Rowat's Pickles

The Connoisseur's Choice.

Send us your order now for Holiday Supplies, if you have not already done so.

Paterson's Sauce

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. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



INVALID OXVIL

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



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

THE PERFECT FLUID BEEF

INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts. INVALID OXVIL is now being sold by all the leading grocers and chemists in Canada on the strength of its Purity and Genuine Beef Flavor.

Manufactured and Guaranteed by
The F. L. BORTHWICK CO., Kingsland Rd., London, England
 Write for Illustrated Price Lists to our Canadian Agents:
THE HARRY HORNE CO, 309-311 King St. W., TORONTO

GET THE HABIT

of stocking goods of known quality for which there is a regular and insistent demand.



Queen Quality Pickles

will meet every requirement of your best class trade, because they are real quality goods. Only the freshest and choicest vegetables and other ingredients are used, and QUEEN QUALITY give satisfaction, because of their purity and flavor.

Put up in 10 oz. and 20 oz. bottles.

Send to-day for **ED** Discounts and Prices

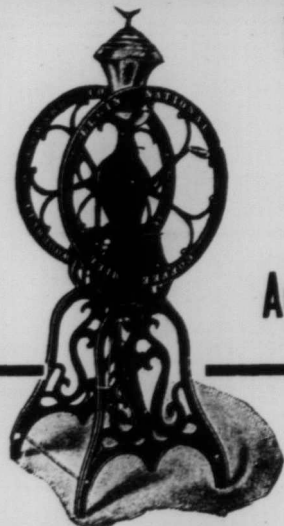
Taylor & Pringle Co, Limited
OWEN SOUND, ONT.

Durability

Finish

Fast Grinding

Easy Adjustment



These are some which recom-

of the features mend the

ELGIN NATIONAL COFFEE MILL

to a place of prominence in your store. The "Elgin" is equipped with the new style force feed steel grinders, and has special adjuster device for regulating the grinding. An ornament and attraction to any store.

Ask any of the following jobbers for Descriptive Catalogue:

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

Woodruff & Edwards Co., Elgin, Ill.



A Strong Combination :

UTILITY CLEANLINESS ATTRACTIVENESS

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

Write for Illustrated Catalogue
 "Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

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

Berlin, Ontario

Before Stock Taking

We want to give all our customers the best opportunity to buy their teas from us at exceptionally low and attractive prices.

Our Actual Stock 5,000 Boxes "TEAS"

INCLUDING:

Japan Teas and Siftings,
Green Ceylon and Siftings,
Young Hyson and Oolong,
Gunpowder, all grades,
Pea Leaf, Pinhead, Ping Suez,
Black Ceylon and Indian,
China Congou.

We carry the best assorted stock and our special brands are leaders. We have bought heavily before the advance, and are in a unique position to give you the best values in the market.

Our aim is to please our customers by giving them the **QUALITY**.

We are prepared to book orders for your future requirements.

Samples and prices submitted with pleasure.

We will be glad to have our samples compared with others, as we feel sure to be the **WINNERS**.

NO HUMBUG WITH US—we have made a reputation for ourselves.

Try us and you will be satisfied.

L. CHAPUT, FILS & CIE.

Wholesale Importers, MONTREAL

Founded in 1842

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BRAND

TEAS

Our stock is full, anticipating our annual sale. All lines away below to-day's market.

Our travellers have rare bargains. We will mail samples on application.

Be wise and take advantage of this special sale

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

**Better Profit
Bigger Business**

are assured for every grocer who is handling

**ST. GEORGE
Evaporated Milk**
UNSWEETENED

Its purity is unequalled, and it cannot fail to enhance your reputation for handling 'quality' goods.

The finest substitute known for fresh cow's milk.

We also can, from the richest country milk and pure sugar, the following guaranteed brands of condensed milk:-

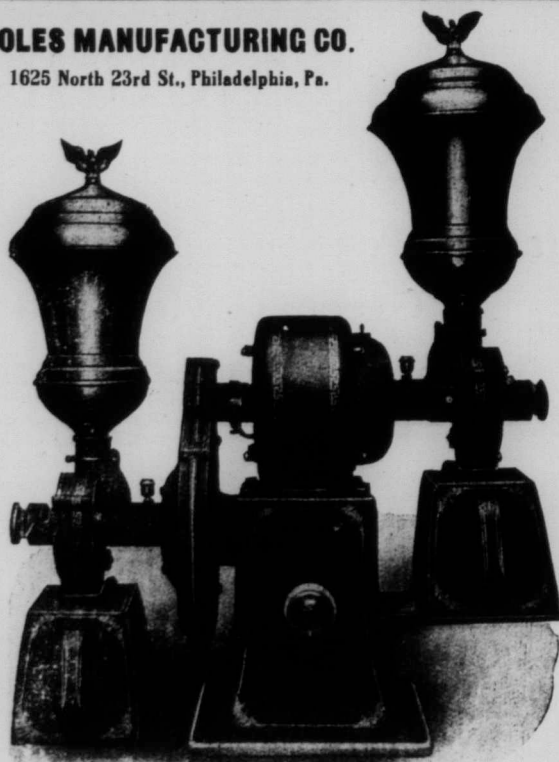
"BANNER" and "PRINCESS" Brands

Try them! They will satisfy your particular customers.

J. MALCOLM & SON
ST. GEORGE, ONTARIO

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.



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

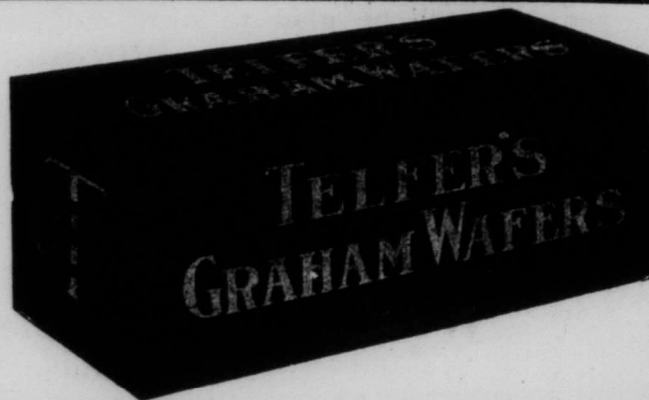
The Package of Quality !

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

FEATURE THIS LINE---IT PAYS.

TELFER BROS., Ltd., - Collingwood, Ont.

Branches:
TORONTO WINNIPEG HAMILTON FT. WILLIAM



THE CANADIAN GROCER

THE TEST

SUGAR THAT'S ALL SUGAR.
THE PERFECTION OF REFINING.
THE PRODUCT OF PURE CANE CRYSTALS.

St. Lawrence Granulated

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL



For Your Profit and Reputation!

Common sense demands particular care in the Brands of Canned Fish you handle, and your best interests are safeguarded by featuring

"KING OSCAR" BRAND

They will be found uniformly pure, sweet, tasty, wholesome and well packed; and they are ready sellers and good profit producers.

Order a trial case from your wholesaler.

CANADIAN AGENTS

JOHN W. BICKLE and GREENING (J. A. Henderson)
HAMILTON ONTARIO

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McLean's Cocoanut

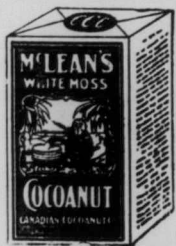
to your particular customer.

It never fails to satisfy.

THE 'QUALITY' BRAND

The
Canadian Cocoanut Co.,

Sole Makers
MONTREAL



KOKOBUT

Unrivalled for Frying, Cookery and Pastry.

THE NEW HOME ECONOMIZER

12 ozs. KOKOBUT = 16 ozs. other cooking materials.

THE HOUSEWIFE

**ASKS FOR IT AND WANTS NOTHING ELSE.
NOW IS THE TIME TO STRIKE.**

You can double your profits by stocking this easy seller.
Write for free sample and terms

SOLE MANUFACTURERS **COCOA-NUT BUTTERS LIMITED**
206 Papineau Avenue - - Montreal

You'll Hit the Bull's Eye

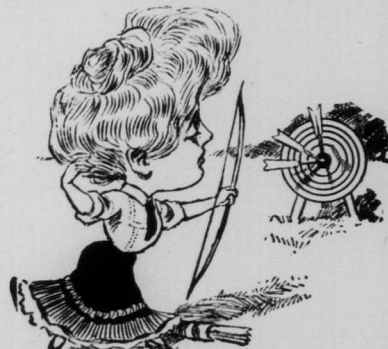
on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made it a prime public favorite, and its retailing price of 40c. leaves you a "well-worth-while" profit. See to your stocks.

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BRANCH—SAULT STE. MARIE



WHITE DOVE COCOANUT

is the best 'possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. Downey,
MONTREAL



Do You Lose Money?

through forgotten charges, disputes, errors, poor collections, or in any of the many ways so common to credit business? If you do, you should try the ONE WAY to avoid them. The way that thousands of progressive merchants are using every day.

Allison Coupon Books

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

HOW THEY WORK



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

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

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 Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right. **FRANK L. BENEDICT & CO., Montreal Agents**

A. O. LANDRY

STE. FLAVIE STATION, QUE.

Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions

Open to buy Timothy, Red, White and Alsyke
Clover Seeds.

CAMMEMBERT CHEESE

Le Gaulois Brand

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

CAMMEMBERT — CAMMEMBERT
Le Gaulois

THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

THE HODGSON GUM CO.

698 St. Lawrence St. MONTREAL

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

We make special brands to order.

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOPS, ETC.

Save expense to shipper

J. N. WARMINTON

207 St. James St., - MONTREAL

KEEP POSTED ON SUGAR

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

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

'2 in 1'

JELLY POWDER

is a rapid seller because, apart from its delicious flavor, the package contains a powder for sauce to be served with the jelly.

This unique feature has had a big influence on the sale of "Club" Jelly Powders! Send along a trial order and give "Club" Jelly Powders prominence.

They pay well to sell!

S. H. EWING & SONS
Montreal and Toronto

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense

TORONTO SALT WORKS
TORONTO, ONT. Geo. J. CLIFF, MANAGER



REVISED PRICE LIST

	RICHARDS PURE SOAP	100 Cakes
	RICHARDS QUICK NAPHTHA SOAP	100 Cakes
	RICHARDS SNOW FLAKE SOAP CHIPS	100 Pkgs.†
QUANTITY	PER CASE	PREMIUM
1 Case	4.15 Collect	
5 Case Lot	4.15 Freight Paid & 20 Bars Quick Naptha Soap	
10 Case Lot	4.05 " " & 40 Bars Quick Naptha Soap	
25 Case Lot	4 05 " " & 1 Case Quick Naptha Soap	
		or Richards Pure Soap

TERMS NET THIRTY DAYS.

Subject to Change Without Notice.

THE PREMIUM SOAP IS EQUAL TO DISCOUNT OF 20c. PER CASE.

The Richards Pure Soap Company, Ltd.

Established 1860.

WOODSTOCK, ONT.

Sold to retail at 5c per cake straight.

Apply direct or through any Wholesale House.

Our mail prices, our Travellers' prices, and the prices quoted by the wholesale trade are all the same, and we guarantee every merchant a square deal.

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



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

GORMAN, ECKART & CO.,

Ltd., London, Winnipeg



This Carton Answers The Only Objection

How many customers do you sell dates to? Probably not one out of 25. This though dates are delicious, healthful and generally liked.

Do you know why? Because dates in bulk cannot be made to look clean and sanitary. A bundle of dates from which some have been broken away looks pretty unappetizing.

When you sell **Dromedary Golden Dates**, you answer the only objection anybody can possibly have against dates. They are packed in cartons, are selected, clean and sanitary and will keep moist and fresh indefinitely.

We are advertising these goods to your customers. Help yourself to this trade.

All jobbers sell **Dromedary Dates**.

We also pack **Royal Excelsior** and **Anchor** brand package dates.

The Hills Brothers Company
Beach and Washington Streets, :: New York

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

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

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

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

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

The Canada Sugar Refining Co., Limited
Montreal, Can.

Established in 1854 by John Redpath

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care that she gets it again.

The moral is very simple—and very sound.

H.P.

SAUCE

W. G. Patrick & Co., Toronto and Montreal.
H. B. Seaton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson, & Brown, Ltd., Calgary, Ala.
The Midland Vinegar Co., Birmingham, Eng.
Kirkland & Rose, Vancouver.



The Trail of '98

THE MOST REALISTIC AND THRILLING CAN-
ADIAN SERIAL STORY EVER PUBLISHED

has been secured for Busy Man's Magazine, and commenced with the November Number. It is from the pen of

ROBERT W. SERVICE

The Canadian Kipling, of whose Books
"The Songs of a Sourdough" and "Ballads of a Cheechako,"
over 100,000 copies have been sold.

Service at one time was an obscure bank clerk in a remote corner of Canada. To-day his name is on the lips of seventy-five per cent. of the population of the Dominion, as a result of his two poems "Songs of a Sourdough" and "Ballads of a Cheechako."

In The Trail of '98, Service drops the limitations of the poet for the time being, and tells of one of the romances of the rush to the Yukon in '98. With a bold, free pen, yet with all the skill of the poet, he unfolds his story, every line of which conveys to the reader that dramatic interest which is continually expected.

It is not a problem Novel. It has nothing to do with abstruse speculation. In its virility it seems primarily 'a man's book, yet it cannot fail to interest the woman who likes to hear of strong, brave men and fair women in a rugged land.

The Trail of '98 commenced with the November issue. For the coming winter nights the Busy Man's reader will have in this intensely interesting story a wonderful source of refreshing entertainment.

Have your subscription commence with the November Number. Mail \$2 to-day and your name will be entered on our subscription list for one year.

Busy Man's Magazine

143-147 University Ave.

Toronto, Ontario

Before Stock Taking

Merchandise at Reduced Prices

In order to reduce our stock before our annual stock-taking, we have decided to offer from now until the 1st of February to all Grocers and General Merchants, several lines of merchandise of the best quality at a reduction varying from ten to twenty per cent.

87 c/s	French Vermouth	10%
55 "	Scotch Buchanan	10%
244 "	Mitchell's Irish Whiskies	10%
22 "	Rye Seagram (flasks)	10%
63 "	Gin Pollen & Zoon (fancy bottles)	10%
7 "	Tonic Wine, Red Heart	10%
71 "	E. Dupont Claret	10%
15 "	Chamberizette Strawberry Vermouth	10%
9 bbls.	Dauke's English Beer Splits	10%
32 c/s	Mushrooms	10%
83 "	1st quality Imported Sardines	10%
100 "	Sun Ray Mineral Water	20%
40 "	Vichy Sanitas, Pints	20%
42 "	Blue Ribbon Black Tea	20%

Castile Soap

We have a stock of 1,500 cases of the best French-made Castile Soap. The "Soleil" Brand is unexcelled. The "Lune" Brand is a pure selected product. All Castile Soaps have greatly increased in price. Owing to the large stock we have on hand we will sell at our former low prices until the end of the month. We import these soaps from the celebrated Miallian & Fils Factory at Marseilles.

Dried Fruits

All Dried Fruits have considerably increased in value and the market has yet an upward tendency, but as we have purchased before the rise, we will sell you at very low prices *until the end of this month*. We have a full assortment in all varieties of Dried Fruits.

Teas

We will pay the freight on all purchases of 200 pounds of tea in cases (not tea in packages) to all stations in the Provinces of Quebec and Ontario.

Fish

The time for the sale of fish is near; it is the proper time now to send in your orders for *Cod-fish, trout, herrings, sardines*, which we will sell at a reduction of 10 per cent. Our prices are interesting for the purchaser.

First arrived, first served.

We will sell at the prices advertised until the 1st of February, as long as we have these goods in stock.

LAPORTE, MARTIN & CO., Limited

Wholesale Groceries, Wines and Liquors

MONTREAL

Adams
Allan, J
Allison
Americ
Andrew
Asepto
Aymer

Baker, J
Balfour
Benedic
Bickle,
Borden
Borthw
Buchan
Burt, F.

Canero
Campb
Canada
Canada
Canada
Cane &
Carr & J
Chaput,
Chishol
Christie
Church
Ciceri &
Clark, J
Clawson
Coope, J
Coles M
Colwell,
Concord
Connor
Crescen

Dalley,
Distrib
Domini
Domini
Domini
Downey

Eastern
Eby-Bla
Eckardt

Nineteen years of reliable service have held the leadership for "SALADA" Tea. Always—at all times—quality and value have been maintained. The year just closed recorded a gain of nearly 3,000,000 packages over 1909. This increase is as gratifying to us as to the 26,000 Grocers in Canada selling "SALADA."

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Purchasing Power of Farm Products

Tables Showing How These Have Increased During Past 14 Years—A 300 Pound Hog Bought More Than Twice as Much Sugar in 1910 as It Did in 1896—Buying Power of Other Products Greatly Enhanced — Why the Farmer is Prosperous.

In these days when we hear so much about high prices and see through the columns of the daily press that the farmers are getting but a small pittance of the final selling price of their produce, it will be exceedingly interesting to consider the present purchasing power of his products with those of 1896—fourteen years ago. For after all the real value of an article is its exchange value and therefore the real worth of farm produce is measured by its value when placed in comparison with the value of staple articles which he desires to purchase.

Increase in Value of Farm Products.

In the smaller of the accompanying tables the average prices of farm products in March, 1910 and March, 1896 are given showing the increases the farmer has been receiving in both dollars and percentage. In one case this increase amounts to 340 per cent., and in only one instance does it fall below 50 per cent.; in 8 out of 14 cases it is above 100 per cent.

In comparing these increases in the amount of money received by the farmer for his products with the increases in cost of the goods he purchases from the retail merchant, it is easily seen that he is getting very much the best of the bargain and has no reason to complain.

For instance the average price of wheat in 1896 was a little beyond 63 cents per bushel; in 1910 the average price was \$1.18.

In 1896 ten bushels of wheat bought 47 pounds of coffee but in 1910 ten bushels bought 134 pounds of coffee, so

that any advance in the price of coffee in 1910 over that of 1896 is completely swamped by the greater purchasing power of a bushel of wheat as well as a ton of hay, a steer, a hog or a dozen of eggs.

Sugar Behind in the Race.

Considering sugar, it will be observed that in 1896 the farmer could exchange 10 bushels of wheat for 132 pounds; but in 1910 his 10 bushels would purchase 249 pounds. Twenty bushels of potatoes in 1896 bought 77 pounds of sugar; in 1910 they bought 135 pounds. A ton of hay was equal in value to 238 pounds in the former year and 358 last year, making a difference of 220 pounds. Since sugar in March, 1896 was practically the same as in 1910, the farmer was considerably ahead last year.

Similar conclusions are arrived at when hogs are placed in the spotlight. The increase in the price of hogs between 1896 and 1910 was \$6.71 per cwt. In 1896, a 300 lb. hog bought 228 pounds of rice; but in 1910 it had a purchasing power of 572 lbs. of rice. In 1896, thirty dozen of eggs would buy 77 lbs. of salt; in 1910 this was increased to 162 lbs.

From these tables it will therefore be seen that the farmer in 1910 was in a splendid position as compared with 1896. He secured a great deal more last year for his products and while in some cases he may have had to pay more for what he wanted yet there is a big difference in his favor.

If the retailer's selling prices have advanced in proportion to that of the prices of the farmer's products, we

would have sugar, coffee, molasses, rice, salt, etc., from 50 to 100 per cent. higher than they are at present.

Counteracting Arguments.

All this information absorbed by the retailer will be of much benefit to him. He is frequently told by the farmer that his prices are so much higher than those existing 10 and 15 years ago; but the farmer is prone to forget the greater advances which have been marked up in his favor during the same period of time. If a 1200 lb. steer or a 300 lb. hog doubles its purchasing power in salt and sugar in 14 years, then half the steer or hog in 1910 would purchase the same amount of salt or sugar as the entire steer and hog would in 1896. It doesn't require a great deal of mental strain to solve that problem, the result of which further shows that the farmer is ahead by half a steer and half a hog so far as sugar and salt are concerned.

These facts go to prove for one thing the prosperity of the American farmer—and this is indeed very gratifying in view of the importance of the farmer to our physical and economic welfare—but it also emphasises the point that the middleman has not advanced his selling prices on staple articles beyond any undue limit taking into consideration the increased purchasing power of the farmer's products.

Laborer Earning More.

The same reasoning applies to the increase in the workingman's wage scale. While the laborer often raises objections to prices he has to pay now for

WHAT THE FARMER GETS FOR HIS PRODUCT.

Article	Unit	In March											
		1910		1896		1910		1896		1910		1896	
		10 bus wheat bought	20 bus potatoes bought	1 ton hay bought	A 1,200 lb steer bought	A 300-lb. hog bought	30 doz. Eggs bought	1910	1896	1910	1896	1910	1896
Coffee, Rio No. 7	Pounds	134	47	72	27	193	85	1,115	383	361	87	87	27
Molasses, New Orleans	Gallons	32	19	17	11	46	34	265	154	86	35	20	11
Rice, Domestic, choice	Pounds	213	123	115	72	306	222	1,767	994	572	228	138	72
Salt, American	Barrels	13	9	7	5	19	16	112	72	36	16	8	5
Sugar, Granulated	Pounds	249	132	135	77	358	238	2,065	1,067	669	244	162	77
Tea, Formosa, fine	Pounds	49	25	26	14	71	45	409	204	132	46	32	14
Carpets, Brussels	Yards	9	6	5	4	14	12	81	54	26	12	6	13
Carpets, Ingrain	Yards	22	15	12	9	32	27	186	125	60	28	14	9
Cotton Flannel, 2½ yds to lb	Yards	131	97	71	56	189	175	1,092	784	353	180	85	57
Ginghams, Amoskeag	Yards	169	123	91	72	243	222	1,404	994	454	228	110	72
Sheetings, Bleached 10-4	Yards	42	35	22	20	60	63	351	283	113	65	27	20
Sheetings, Brown 4-4	Yards	153	114	82	67	220	207	1,268	927	410	212	99	67
Shirtings, Bleached 4-4	Yards	118	85	64	50	170	154	982	692	318	159	77	59
Shoes, Men's Vici Kid	Pairs	a4	b2	a2	b1	a6	b5	37	22	12	5	a2	b1
Suitings, Clay worsted, 12 oz	Yards	9	8	4	4	13	15	75	67	24	15	5	4
Coal, Anthracite, stove	Bushels	67	49	36	29	96	89	555	401	180	92	43	29
Coal, Bituminous	Bushels	110	69	60	40	159	125	917	560	297	128	71	40
Petroleum, Refined, 1500 w.w	Gallons	101	57	54	33	145	103	836	463	271	106	65	33
Barb wire, Galvanized	Pounds	509	323	275	189	731	584	4,218	2,615	1,366	600	330	190
Nails, Wire 8-penny	Pounds	641	210	347	123	921	380	5,312	1,700	1,721	390	416	124
Brick, Common, domestic	Bricks	1,978	1,147	1,071	672	2,841	2,072	16,380	9,272	5,307	2,127	1,285	676
Cement, Portland, domestic	Barrels	8	3	4	14-5	11	5.7	68	25	22	5	5	14-8
Lime, Common	Barrels	11	7	6	4	16	12	94	56	30	...	7	4
Oak, White, plain	Feet	215	174	116	102	310	314	1,786	1,406	579	...	140	102
Shingles, Cypress	M	3	2½	1.6	1.4	4.4	4.5	25	20	8	4.5	2.0	1.4
Spruce	Feet	474	442	257	259	682	800	3,931	3,578	1,273	821	308	261

(Tables compiled by A. O. Dawson, Canadian Colored Cottons, Ltd., Montreal.

goods he gets that stances he earned 14 amount of

Average more than

Corn, Wheat, Cotton, Oats, Barley, Hay, Hops, Potatoes, Flaxseed, Cattle, Hogs, Butter, Eggs, Rye,

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Every store shot every bus goods and will bring chants do they should sets along delivery.

Some their imp without e from the brought t But the d that he i in the est use of his sales and One of use to ass delivery s ers back ery may goods are right and splendid. delivery a place in t and that vice are n man alone

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THE CANADIAN GROCER

goods he requires, he frequently forgets that he is receiving in many instances more than double the wage he earned 15 years ago by the same amount of labor.

er plane and in the elevation the farmer and laboring man are generally more greatly benefited than the retail merchant. His percentage of profit has remained practically the same, when

a good opinion of the store, while uncleanliness may lead them to believe that the goods are handled in a similar manner inside the store.

Such practices as abuse of the delivery horse, loud language or boisterous manners, all lead customers to form a bad opinion of the dealer who sends out such a man.

Some merchants are always desirous of employing young men for delivering instead of boys, or of taking great care in the selection of a boy to get one who will look after his employer's interests.

The delivery man must use his brains in his work. He must study the character of the different customers, so as to know just how to use them. Some customers to which he delivers might wish him to even come in and partake of a cup of tea or a light luncheon, while others might want him to leave as soon as he had made his delivery. He must study the matter, and know how to act in each case; he must always remember to be courteous, even-tempered and tactful in carrying out his duties.

The Loss of a Customer.

One merchant recently related to the writer how he lost a customer through an ill-tempered delivery man. The latter was delivering goods and had to make three trips from the rig to a certain house. There was both an inside and outside door, and on leaving the house the first time, he left the outside door open. The housewife promptly closed it, and the delivery man had considerable trouble in opening it on his second trip. He should have known enough to close it the second time, but he did not, and it was closed once more by the housewife.

On the third trip he had more trouble in opening the door than before, and by the time he reached the inside of the house his temper was in a fury, and he greatly astonished the woman by exclaiming: "If you don't leave that door open I'll break the — thing." It is needless to say that the grocer lost this woman's trade, and that the delivery man promptly lost his job when the proprietor learned of his conduct.

The deliverer should be careful not to enter a house with muddy or dirty boots, and to place the parcels in the proper place. He should always be particular how he conducts himself also. An example of what not to do may explain: A delivery boy recently entered a house and seeing a fowl on the table, picked it up to examine it. The housewife did not like the idea of him placing his hands on it, and promptly told him so. While many a woman would have thought nothing of the occurrence, it must be remembered that all people are not alike. When a housewife is busy, the delivery man should not take up too much of her time.

Has Opportunity to Sell.

Besides the many important things that contribute indirectly to the increasing of sales, there is also a way in which the delivery man may do direct work by showing some real salesmanship

Average prices in March, 1910, and March, 1896. The average prices of these products more than doubled.

Product—	March, 1910	March, 1896	Advance since March, 1896	
			Actual Advance	Per cent.
Corn, per bushel	\$0.6245	\$0.2859	\$0.3386	118.4
Wheat, per bushel	1.187	.631	.556	88.1
Cotton, per pound1504	.7825	.07215	99.2
Oats, per bushel4472	.1927	.2547	132.2
Barley, per bushel6931	.3056	.3875	126.8
Hay, timothy, per ton	17.05	11.40	5.65	49.5
Hops, per pound33	.07½	.255	340.0
Potatoes, per bushel3213	.1850	.1363	73.7
Flaxseed, per bushel	2.145	.885	1.260	142.4
Cattle, choice to extra steers, per 100 lbs	8.19	4.25	3.94	92.7
Hogs, heavy, per cwt.	10.615	3.9025	6.7125	172.0
Butter, dairy, per pound3115	.1980	.1125	57.3
Eggs, per dozen2570	.1240	.1330	107.3
Rye, per bushel7910	.3643	.4267	117.1

The present high prices of some goods must therefore not be attributed to any one source. There is a general tendency to raise everything to a high-

er level. The better service he renders, the quality of the goods he handles and the general increase in operating expenses are all taken into consideration.

Role of Delivery Man in Selling Goods

How He Can Utilize the Resources at His Command to Assist His Employer—Methods of Some Young Deliverers Who are Sprouting Into Salesmen—Personal Cleanliness, Courtesy, Temper and Tactfulness Play Important Parts.

Every person employed in a grocery store should aid in the great object of every business — that of "selling" goods and rendering such service that will bring continued trade. Most merchants do not pay as much attention as they should to one of their greatest assets along this line, and that is the delivery.

Some delivery men have realized their importance along this line, but without encouragement and instructions from their employer they have not brought the business that they should. But the delivery man should remember that he is one of the greatest factors in the establishment, and should make use of his opportunities to increase the sales and better the service of the store.

One of the best methods that he may use to assist his employer is by efficient delivery service. It brings the customers back again, while inadequate delivery may drive them away although the goods are of a high quality, the prices right and the service inside the store splendid. It must be realized that the delivery man is taking his employer's place in the part of the work he does, and that bad features of delivery service are not charged against the delivery man alone, but against the store.

Bring Back Broken Parcels.

Therefore carefulness should be one of the chief features of his work. He should see that each parcel is delivered in good condition to the customer, and if a parcel should be broken, it is a

great deal better to return it to the store to have it repaired than deliver it in bad condition. There should be special baskets or boxes for carrying the parcels into the house. Goods are often damaged by the employe attempting to carry two large an armful of goods into the house at once.

Watch the Coal Oil Can.

Those who deliver coal oil to customers should look carefully after this article. It is surprising how easily goods may be damaged by oil. If it is even close to certain articles, such as butter, it will spoil their flavor. It is therefore necessary to have some plan of delivery that will make it impossible to even affect goods in the slightest way.

A great many merchants have done this by arranging a tin-lined box in which several coal oil cans may be placed. Another good method is to have a coal oil tank under the seat or underneath the vehicle, with the tap outside the box of the delivery wagon. In this way it is not even necessary to bring the cans to the store, thus saving the customers the trouble of carrying them, and removing the danger of oil cans being damaged in delivery.

Cleanliness is Important.

The delivery man should pay attention to his personal appearance, and cleanliness in delivery. It must be remembered that it is food that is being delivered and not hardware. This, along with a clean wagon or sleigh and a nicely groomed horse, give the people

THE CANADIAN GROCER

in selling goods while delivering. Coming in contact with so many customers, he has a splendid chance to make more sales.

One of the chief methods is in getting orders for goods that the housewife has forgotten when she called at the store, and more especially when she gave her order by telephone. He should always be on the lookout for such orders and should not forget to introduce the subject to her frequently. Name the articles over to her whenever advisable, and she will quite often think of something else. Take one thing at a time and do it well. Say for instance, "How is your stock of currants and raisins to-day? We have just opened up a fresh shipment and they are of excellent quality."

Then there is a good chance of introducing new lines while delivering.

Let the delivery man take some new line along with him when he goes out, but he should be sure that he knows its use and quality and be able to talk intelligently about it.

Probably the dealer has just received a new line of maple syrup. Let him have the delivery man place a can in a basket, and when delivering parcels he may say: "Here is a new brand of maple syrup that we have just received. It is made in the Lower Province and is of fine quality. Would you like to try a can?" In this way a dealer can often introduce new lines.

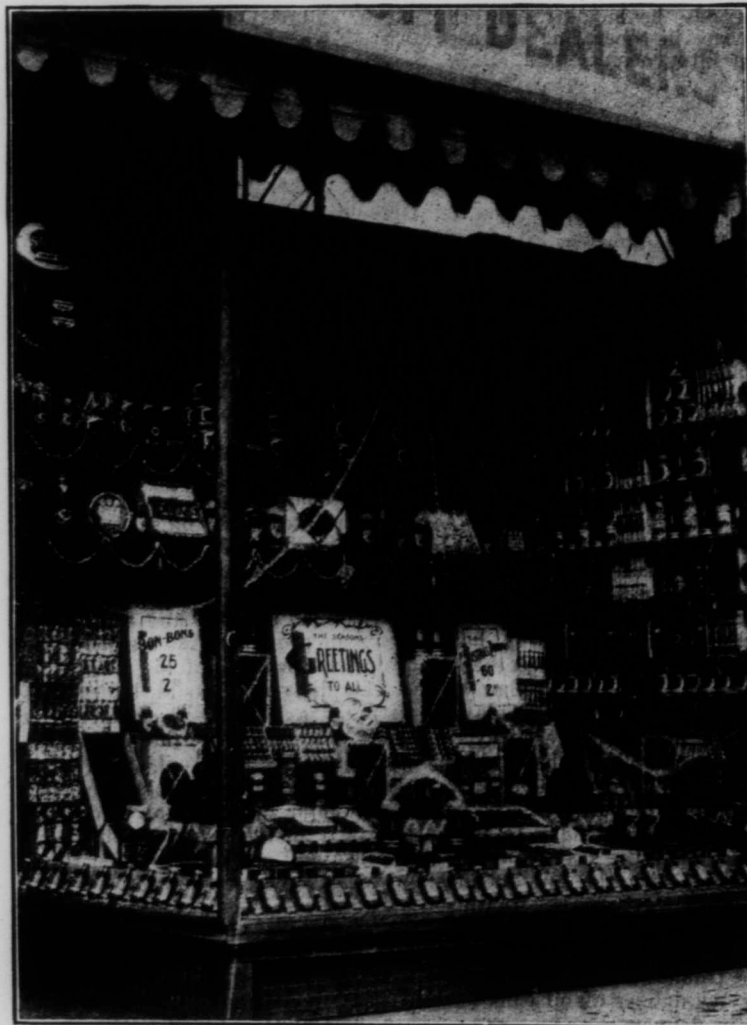
A Good Selling Idea.

One young man who has been delivering only a short time, but who will undoubtedly get along well, tells his experience of selling new lines: "Sometimes I take the article along with me

and introduce it directly, but other times I do not. I go into a house with perhaps a new brand of meat sauce in the basket. When I have delivered the parcels, I casually mention how many bottles of this sauce we have sold, telling the housewife about its quality, but not mentioning anything about selling it to her. Very often she will tell me to send down a bottle. I never leave the one I have with me, as this would spoil the effect of my selling plan. I do this often to relieve the monotony to the customer of always trying to sell her when I call. I often tell one about articles that I have not with me, then when I call next time I will say: "Here is the marmalade I was telling you about, Mrs. Customer. Would you like to try a jar?"

With all these methods at hand neither employer or delivery man should forget this all important phase of present day merchandising. Let not the employer forget to encourage the delivery man in this line nor the delivery man neglect to bring all these methods into use to assist his employer.

A BRITISH COLUMBIA CHRISTMAS WINDOW



From Victoria, B. C., comes the above window. It was shown in the store of the West End Grocery Company, of which Wm. H. Jeffrey is the proprietor. The window was dressed by his clerk, J. Walton, who has been in Canada about a year, having come from England.

The rear and side shelves are covered with a rich, dark-red, crepe paper, and the floor and trays with a pale green. On the floor

there are displayed currants, Sultana and Valencia raisins, and Jordan almonds, all with price tickets. The symmetry of the window attracts attention, the crackers, oranges, upright boxes of dried fruit, etc., being arranged with the greatest of care.

Mr. Walton's object was to dress a window which would not only be pleasing to the eye, but which would sell goods. His object was realized, he states.

Sees Trouble in Enforcing New Tea Regulations

A Chicago tea writer, commenting on the recent recommendation of the United States tea experts regarding the stamping of the words, "Artificially Colored" on all teas that are colored, says that "the idea is not a workable scheme; it will mean an injury to the trade and effect no good."

The experts recommended that this stamp be placed on all packages whether in chests or smaller denominations. When it is understood that almost all China green teas come in what is known as half and quarter chests, and seven-eighths of all Japan teas in retainers of 70 and 80 pounds, the purpose of the Agricultural Department cannot be served without great expense, he maintains. It would necessitate the placing of a deputy marshal in every store throughout the country, he says, whose duty it would be to see that the stamp "Artificially Colored" is put on every pound, half pound, etc., that is weighed out from the original retainer. This is the only method, in his opinion, by which the consumer can be informed of the presence of coloring.

There is talk of the vegetable growers sending delegations to Ottawa to protest against certain provisions of the Weights and Measures Act, which they claim are unjust to them. In the sale of vegetables by weight the vegetable men claim injustice is done to them by the fact that they are supposed to give sixty pounds weight to the bushel, whereas they claim some lines do not weigh this much to the bushel measure, such as onions and parsnips.

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Why the Difference in Retailers' Success

The Successful Dealer Gives Quality and Good Service—He is Courteous to Customers and Secures Adequate and Reliable Employees—He Operates a Clean Store and Attends to Detail in Arrangement and Display.

By O. S. Johnston.

Many a grocer is puzzled when a customer leaves him and cannot imagine how he offended her or what was her reason for transferring the account.

After some thought, however, it suddenly dawns on him that there is not the same appearance about his store as others which are more patronized, and that he will probably lose some more valuable accounts unless he takes steps towards a remedy.

There are various reasons why customers continually deal with the one grocer. Quality in goods is always appreciated and the success of any mercantile concern depends to a great extent upon the merits of the goods handled.

Goods selling at a high price are not necessarily the best although some individuals are carried away by credulity and pay more money for an article which is not so good as another of a cheaper brand. Every grocer should aim at selecting those brands which are best and which he can sell at satisfactory prices with fair profits.

Give Superior Service.

Quality in service is also most desirable, as courtesy shown, not only to regular customers, but also to transients, creates a strong feeling of appreciation on their part. In fact, the clerk should remember that politeness hurts no one.

As much attention should be paid to telephone orders as if the customer were standing at the counter. Every grocer has his own method of dealing with such orders, but the most successful is the one who receives them with that air of gratitude which appeals to the individual ordering and which often secures the sale of some additional articles.

Follow Up the Markets.

What are the present conditions of the market? Every grocer and clerk should endeavor to post himself with information on the markets before starting his week's work as customers often like to know why vegetables, for instance, cost them more than previously. Readiness and ability to answer such questions convinces the customer that their grocer is quite reliable.

Were one to purchase a peck of potatoes in two or three different stores he would, perhaps, be surprised to find that each had a different taste, and that one was as sound as the other. The potatoes were similar in appearance but not in flavor. He would soon realize that the best class had been selected by a grocer who knew his business. Such ability to pick out the best grade of any commodity has frequently paved the way to success and should be cultivated, not only by the grocer, but also by his employees.

Disorder is a Handicap.

Untidiness is by no means an element of success. How often are goods delivered with their wrappers torn and otherwise tossed about? The housewife does not like this, nor does she frame a good opinion of the grocer, as she receives goods on different occasions in the same manner.

Articles carefully packed and delivered in a neat condition create a good impression and are the means of securing the grocer the goodwill of the customer.

The public are strong in their demands for clean and sanitary goods. They want clean goods from clean hands and it is only natural to associate a dirty store with an inferior class of goods. No man furnishing such goods can hope to have permanent success. No trade can be built upon them as they are too weak a foundation. Goods attractively displayed catch the eye of the customer and have more selling power than those arranged without system and having an untidy appearance. Every good grocer

realizes this fact and has his fixtures as polished and as neat looking as possible.

He knows that highly-finished woodwork will pay him in the long run as it will make his stock more prominent and act as a silent salesman. Repairs should always be made in the store when needed and not be postponed till to-morrow. It is to the advantage of the grocer to have his general equipment always in first-class condition.

Good help is hard to get in many cases. Yet the progressive grocer will not be satisfied till he secures employes in whom he can place his entire confidence. An untidy and careless clerk drives away trade and is no acquisition to his employer.

The grocer when engaging clerks should always endeavor to secure the services of those who have had a sound elementary education; those who can read, write and spell correctly. The wages demanded may be a little higher but does it not pay to have men who can send out neat invoices in which there are no errors?

In short, let the smaller grocer remember that to-day there is more attention paid to the sanitary nature of foodstuffs than formerly, and that unless the dealer pays attention to detail in general he can hardly expect to have himself or his store reckoned as first-class in the public's estimation.

JUDGING THE FIELD FOR TRADE JOURNALS

By Carl H. Van Fulson, in Trade Journal Advertiser.

The question is asked, "Are there too many trade journals?"

The whole matter might be summed up by saying that there are too many poor ones and too few good ones.

The common superstition is that there is no publication that is not of some use both to the advertisers and readers. It is held that nobody ventures upon the unchartered sea of trade journalism without a feeling that there is a demand for the sort of publication he intends to issue.

But the impartial and wise outsider who has had occasion to look over the trade and technical papers in the various fields comes to the conclusion that some of these publications must make money in ways not appearing on the surface or else by dint of going increasingly into debt.

In the field of trade and technical journals it is a safe prediction that such publications will always exist. There can be no law to prevent their appearance, and even when advertisers compel publishers to show cause before they sign contracts, the ingenuity of tricky publishers will meet such requirements.

Not a few publications of the class to which I am now referring are house organs of the most puerile and useless sort, appealing only to an ignorance that is rare even in the districts far removed from the bustle of modern business life.

The advertiser's cry on all hands is

that there are too many publications, that it is impossible for even a careful man to discriminate between the rival claims of periodicals apparently of about an equal grade.

There may be, and probably is, some truth in these protestations of advertisers, but the condition is not different in the industrial field from that in the field of general advertising. Without any difficulty one can name five general magazines that are as like as peas in their contents, appearance, nature of appeal, and probable class of circulation.

The daily press can always be drawn upon for an apt illustration in discussing trade journal conditions, for the trade and technical paper is more nearly allied to the newspaper than it is to the magazine. The best publications are those that approach most closely to the quality of a modern newspaper. They are prepared under conditions more nearly resembling newspaper requirements than magazine exigencies.

Here is perhaps a good question to ask yourself in considering the value of a trade paper—is it run wholly and exclusively as a business proposition by the man or company that owns it? If the answer be in the affirmative, why the paper deserves at least careful weighing before you characterize it as superfluous in the field, as one of those that come under the head of "too many."

Transferring White Space into Profit

Criticism of Some Grocery Advertisements Illustrating Poor and Effective Publicity—One Shows a Waste of Newspaper Space—An Ad. From an English Retail Dealer of an Unusual Character.

By A. H. McKay.

When a good business merchant says that he would just as quickly close his store door as to cease advertising, his judgment is worthy of consideration. As, was recently reported in *The Grocer*, Hugh Malcolmson, a Chatham grocer, expressed these sentiments and his good judgment on trade problems is certainly reflected in the quality and quantity of his business.

Every dealer will agree that advertising in one or more of its many phases is absolutely necessary to getting business over and above the actual demand. He recognizes this fact when he places his sign, "John Brown, Grocer and Provision Dealer," over his door or on his window. He recognizes the power of advertising when he places his name on his delivery wagon or on his counter-check books, and when he uses an account or cash register, meat cutter or silent salesman; yet we often hear him say: "No, I don't believe in advertising." The fact is that he does believe in advertising but he doesn't know it.

There are those who are firm believers in newspaper advertising, and others who say they are not. In the latter case, if the truth were known, nine out of ten either never attempted it or their copy was such that it never even attracted attention, without even considering its power to sell.

Must Be Trade Getter.

Newspaper advertising that does not arouse a desire on the part of the prospective purchaser to purchase the article or articles advertised is not of much consequence. It must "draw" trade and not merely exist as an interesting conversation or as a simple announcement of classes of goods carried in stock.

Of the latter variety, the ad. of Stalker & Wells, Prince Rupert, B.C., is a splendid example. What chance

would an ad. such as it have with that of McCullough & Co.'s which points out so explicitly that they supply quality goods and which describes six articles so attractively that they are bound to make an impression on the minds of consumers.

The first point of criticism against the former is the merciless waste of white space. While it is considered good advertising to clothe talks in a little white space so that they will stand out prominently and be attractive, yet there is a limit.

The next point is that practically all grocers handle groceries, provisions, fruits and vegetables and therefore the fact that they are advertised under the name of Stalker & Wells is no reason why anybody should go there for them. This ad. may "attract" attention because of the white space but it would not for a minute "hold" it, not taking into account the ability to "sell."

Some Appetising Talks.

On the other hand the brief introduction of the ad. of the McCullough Co., Stoughton, Sask., will attract and hold attention because it emphasizes dependable groceries and low prices. The body of the ad. will certainly sell goods. The price quotations are a good feature apart from the pithy talks. Who would not want to buy honey after reading the little sales talk given?

One From Across the Ocean.

The advertisement sent in by W. Richardson, of Ashford, Kent, one of the readers of *The Canadian Grocer* in England, contains an especially interesting talk. It is rather difficult to judge such an ad. from the standpoint of good advertising in this country, since it is of such an unusual character.

This sort of ad. is used weekly by Mr. Richardson, the same copy never being used twice.

Stalker & Wells GROCERS

Second Ave.

Near McBride

Phone 187

—Groceries

—Provisions

—Fruits

—Vegetables

FAMILY TRADE
OUR SPECIALTY

An ad. from Prince Rupert, B.C., which could easily be improved upon.

Weekly Bulletin of Prices.
The advertisement of E. C. Matthews

GROCERY QUALITY AND PRICES

YOU know that there is no store in this district where the well known high standard of the grocery stock is maintained as it is in this store. We know that on a great majority of groceries our prices are considerably lower than what you will find in other stores.

DEPENDABLE GROCERIES—LOW PRICES—A COMBINATION YOU SHOULD NOT IGNORE.

Apples

Our car of apples has been shipped from Ontario and we are safe in saying that they will be the finest stock ever brought in to this town. Grown in the best apple producing county of Ontario, packed by expert packers, bought by us at a price so that we can sell them to you at easily a saving of 10 per cent.

CALL AND LEAVE
YOUR ORDER AT ONCE.

MAPLEINE

A new and delicious flavoring for cakes, candies, frosting and for making syrup superior in flavor to genuine Maple. This is purely vegetable and is put up in 2 oz bottles. Price

.50c.

SYRUP

Have you tried the Lily White Brand. It is a table syrup of exceptionally fine quality, made from finest selected white corn under perfect hygienic conditions.

5 lb. Pall 40c.
10 lb. Pall 75c.

GRAPES

Only a few baskets left not more than a hundred. Everyone who has had any know what lovely stock they are. Every basket in perfect condition and at the same price

35c.
or 3 for \$1

CRANBERRIES

First of the season and everyone high bush berries. It is surprising how many dainty dishes can be made from this healthful berry. We never had better in stock than now.

15c lb
2 lbs 25c.

Honey

The finest quality we have had in years. The fine flavored white clover honey that so many are fond of, fact is many prefer it to the buck wheat honey.

1 lb comb 30c
16 oz bottle 25c
5 lb pall \$1.00.

McCULLOUGH & CO.

A well-written, easily read advertisement used by a Stoughton, Sask., firm.

represents a copy of a large circular he issues weekly. Such an ad. is sure to get results if circulated among those

"Members turn in the names of their customers, good as well as bad, to the association. I think some of the United

States grocers' associations could utilize some of their ideas with profit."

Some time ago The Grocer published the complete rules and regulations of the Vancouver association.

Hop-picking time is Bloater time.

With the tinge of white-frost on the grass and the tiles there is a pleasure in the glow of the morning fire and the sizzling of a grid-cooked herring.

Drip, drip, splutter, splutter, as the fish dispenses its aroma and makes our breakfast hunger ravenous.

That the means to remove that hunger are near you and ready to hand is additional cause for satisfaction for the dash of cold water, I had written gold water, from the tap has flicked your blood into movement stung with the icy chill.

Yes, an autumn morning is a good thing, a sight of the fire a better thing, and A Bloater Breakfast the best of all.

Need I say that on the Fish Side of Bank Street you will find piles and rows of Bloaters and of Herring.

Bloaters to which the smell of the oak dust that this Thursday night they were smoked with, still clings, and the smoke from which has tinged them with its color of bronze.

To-day Friday we have them at 12 and 10 for 1s. When the fish get smaller we will have them at a lower figure, that is coming, but a big bloater is better—each one, big or little, has a head and just as many bones; there-

fore, the most economical is the large one.

Whilst I am writing Friday's display is being made up, framed on three sides with a layer of bright green parsley there is a pile of Brown Shrimps, many gallons of them.

The glass-covered ticket with its grey background has a big white 2d painted upon it, that those that run may read, perhaps that quotation is out of date now, it is unfashionable to run. We ride a bike or drive a motor-car.

Well, we will not quarrel, whichever it is, running, walking, biking, motor-ing, so long as the stop short is made outside 4 or 9 Bank-street we are content.

4 Bank-street is on the post office side of Bank-street, that is the Fish Store.

9 Bank-street is on the lawyer's side of Bank street, that is the Fruit Store.

Needless you say to particularize, but we do like our friends to make a bee-line to us when they come to town, and when some one says to us, with a sort of wondering ignorance, "Where's Halletts?" and we wonder at their ignorance of the well-known lawyers. Well, there may be some who ask, "Where's Richardson?" therefore, the explicitness. We say, in short, as the post office, when the address is dubious, "Try Bank-street."

PRACTICAL THOUGHTS.

The success of the past should be the greatest kind of an inducement for a merchant to put forth every effort possible for the future. Personal experience of this kind is of more value than following in the limelight of somebody else.

The merchant in a small town who takes advantage of his opportunities and keeps apace or a little ahead of the times is just as sure to be successful as the gentleman above referred to. Of course, success is only accomplished by work. A few rules to help towards it are: The Golden Rule. To be square in every deal. Wait on every customer quickly. Give the quantity or measure of what is asked for, and more. Advertise goods exactly what they are. Never approach a customer with a frown on. A smile will nearly always sell goods. Behind all this must be energy and hard work.

An English dealer's advertisement for selling bloaters in hop-picking time.

consumers who are anxious to save as much as possible on their grocery purchases. Mr. Matthews, it will be seen, is also anxious to promote cash buying are lower than the regular prices. The item in reference to potatoes is of the variety that causes a housekeeper to investigate. Those words "dry, mealy" have a commanding effect. The same applies to honey and dates.

Mr. Matthews' first circulars were of a different character to this but they eventually evolved into a regular weekly news letter to customers and prospective purchasers. He says the results have justified the move.

Buffalo Dealer Praises Work of B.C. Association

Association work in Canada is believed by some to be more advanced than among the merchants of the United States. E. O. Miner, a grocer of Buffalo, N. Y., has written an article upon this point holding up as an example the Vancouver (B. C.) Retail Grocers' Association, which he considers "one of the brightest and most enterprising of the great Northwestern associations."

"The Vancouver Association," he says, "maintains a rigid credit system, and insists that its members follow it. In fact the credit system, with the rating plan for consumers which goes with it, is one of the most valuable features of the association. Each member is supposed to obtain from the association cards which are to be used to make memoranda regarding customers wishing to obtain credit.

CASH ONLY at these prices

MATTHEWS'

CASH ONLY at these prices

Grocery Bulletin

ISSUED WEEKLY

NOVEMBER 18-19

No. 4

Are you looking forward to Christmas? If so, deal here and save money for your Christmas Presents!

Redpath's Granulated Sugar, 19 lbs. \$1.00	Big Bag Flour, reg. 80c, for per bag 65c
Imported Macaroni, reg. 15c pkg. for 10c	1/2 stone bag Flour 23c
Seedless Raisins (better than Sultanas) lb. 10c	1/4 stone bag Flour 12c
Cooking Figs 2 lbs. for 15c	New Mince Meat per lb. 10c
Aylmer Corn (new pack) per tin 10c	Pea Meal Bacon (piece or whole) per lb. 23c
McDonald's Little Sardines, reg. 13c for 10c	Tiger Brand Salmon, worth 20c for per lb 17c
Shamrock Salmon, reg. 20c tin for 18c	Corn Flakes 3 pkgs. for 25c
Fresh Ground Coffee, reg. 35c per lb. for 25c	Malta Vita 3 pkgs. for 25c
Challenge Brand Milk, 3 tins for 25c	Jersey Cream Brand Milk, 3 tins for 25c
Mixed Biscuits, reg. 12 1/2 c. lb., for per lb. 10c	New Valencia Raisins, per lb. 10c

Potatoes are advancing in price; Friday and Saturday Dry Mealy Potatoes 15c per peck, 80c. per bag.

HONEY! HONEY!!

You should always have Honey on hand in case of a cold. Friday and Saturday Special: Choice Clover Honey in Combs 20c., Choice Clover Honey in Jars 10c and 20c.

DATES, FIGS, ETC.

We have a choice line of new Dates and Table Figs. Come and see them. Cooking Dates, reg. 10c. lb. for 5c.; Table Dates, choice and fresh, per lb. 10c.

We always have a Choice Line of Vegetables, Turnips, Beets, Parsnips, Etc.

SOAPS ARE SOARING.

Special for Friday and Saturday: Comfort, Surprise, Richard's, Quick Naptha, 6 bars for 25c. Soap Chips, reg. 5c. a pkg., 3 pkgs. for 10c. N.P. Soap (can't be beat) per bar 15c.

TEA. TEA. TEA.

Last call on Teas at this price. Our regular 30c. Tea, black, green or mixed, 23c. a lb., 5 lbs. for \$1.10.

E. C. MATTHEWS 257 PARLIAMENT ST.

ORDER EARLY AND INSURE PROMPT DELIVERY.

MAIL ORDERS FILLED AND DELIVERED

Reproduction of weekly circular announcing cash prices on certain goods issued by a Toronto grocer.

The Canadian Grocer

Established 1886

THE MACLEAN PUBLISHING CO., LIMITED
JOHN BAYNE MACLEAN - PRESIDENT

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

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

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DECLINES THAT WERE EXPECTED.

No one who has been reading the Grocer during the past month will be at all surprised to learn of the two drops of 10 cents each per cwt. in sugar, one of which occurred last week just after this paper went to press and the second on Tuesday of this week.

In our issue of December 16, it was stated that the market, although at the time temporarily firm, was weak but that no decline was to be expected until the first or second week in January. This is exactly what has occurred. The reason a decline was not recorded sooner was because United States refineries had run short on raws and could not obtain required supplies from Cuba where they were plentiful until after the New Year.

These declines place standard granulated sugar at \$1.40 on a Montreal basis, or 30 cents below the price ruling at this time last year. At no time during 1910 was sugar so cheap, the lowest prices being \$4.70 in January and \$4.60 in December. In 1909 the lowest price was \$4.35 in January and March; during that year the quotations never got beyond \$4.70. It is probably a significant fact that during the past two years sugar gradually strengthened from now until August and September with of course some occasional slumps. The raw market is still weak, the estimated visible supply of raws being more than 300,000 tons in excess of the figures at a corresponding period in January 1910. The drop should serve to stimulate demand for a time at least.

BEGIN WITH A CLEAN SHEET.

Every effort should now be made to clear outstanding accounts off the books. The new year ought to be commenced with as little as possible owing the deal-

er and with a clean sheet so far as the dealer and his own creditors are concerned. A special effort in this regard would not only put more money in circulation but would give an added glow of health to the present satisfactory conditions of the trade.

The collection end of the business is undoubtedly one of the most essential. Where business is not conducted on a strictly cash basis, quite a formidable proportion of sales will be made on credit. The success of the business will depend largely then on the ability of the merchant to realize on his outstanding accounts.

Collecting, under ordinary circumstances, is not an easy matter. Few men display much readiness in meeting bills and the longer the account runs the harder becomes the settlement thereof. It is necessary then for a dealer to attend to collections promptly if he desires to get the best results. Collecting should never be "put off"; the persons owing accounts will do all the putting off that the business can stand. The successful merchant will never for a day lose sight of his account books, and will not permit himself to give up any particularly slow pay customers in despair believing that by persistent and unremitting effort the pocket of the recalcitrant debtor can always be reached in time. Collecting is not a pleasant task but it is so absolutely necessary that no dealer can afford to shirk it.

Lack of success in making collections is generally due to lack of system. Spurred on by the generally satisfactory condition of affairs during the past year, retail dealers would do well to plan out carefully a collecting system, and adhere to it rigidly.

MUCH STRENGTH IN PRUNE MARKET.

The keynote of the situation in prunes is the demand, is one opinion recently advanced. Continuing this writer says: "It is by no means impossible that before new prunes are available the market will be entirely bare. The stock in California parcelled out among the entire trade will be nothing. Nor will the stock on hand last very long if there is any demand.

"At the present season it is usual to have from 500 to 1,000 cars of prunes in California for the winter demand. Today there are less than 200. Original scarcity, and a heavy demand from abroad have reduced the stock to a point lower than for many years, and pushed prices, at least for small sizes higher than they have been in most dried fruit men's recollection. Those who usually have large stocks at this time find that their present holdings are largely confined to 30s. and 40s. Small sizes are prominent through their scarcity."

The writer concludes by saying that prunes are not indispensable, and people will stop eating them if the price gets beyond a certain point. It is well to remember, of course, that prunes are only one item in the dried fruit list which as a whole is featured by unusual strength.

GOOD SEASON FOR SYRUPS.

One item in the grocery list that dealers will be able to sell rather easily this season is table syrup. Many have already realized this, if the amount of orders coming into wholesalers is to be taken as significant.

There is, too, more than one reason combining to produce this result. Apples are scarce and dear; honey is fairly high and syrup is a good healthy food. It is sold in large quantities to lumber and construction camps in the north and its use is even spreading in the town and cities. Dealers have therefore several good talking points which, combined with the comparative cheapness of syrup, will be sure to make sales.

There has been a slight drop in syrup on the Winnipeg market, but as this commodity does not change in price very frequently the eastern market is not likely to be affected. Out in the west business in syrup is principally done on the car load plan so that a change of 5 cents a case is noticeable. In the east, however, business is carried on in cases and price changes seldom occur unless there is some special reason. These changes too, usually amount to about 25 cents per case when they do occur. The last change took place last year.

DEPENDING ON OTHERS.

It is well to remember that the successful man does not do all the work himself.

Most men who have succeeded, have been surrounded by able assistants. No dealer should be afraid of placing certain duties on his clerks for fear they will not be able to do it properly. Perhaps there are many things that they might do better than their employers.

If the merchant's advertising has not been up to the standard let him give some of his clerks a chance to write the copy. He might discover to his advantage to get them to suggest new ideas and to carry their ideas into use. If a dealer follows only his own ideas, he is apt to get into a rut.

PREVENTING LATE DELIVERIES.

The daily newspaper can be a great help at different times to the retailer and his staff. Especially is this the case around holiday times and on Saturday nights when so many people delay their shopping until the last minute.

A case in point comes from Owen Sound, Ont., where one of the papers

circulating early shop which deal Referring the article.

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INCREASI

References in this paper Grocers wl movement i a clerk or stock and t successful in demand, th clerk and tl Personalit asset of the strong and ed on quicke and a thoro in regard to tains to it. The purpo and indeed (

circulating there took up the question of early shopping in a convincing manner which dealers say had its good results.

Referring to the matter the writer of the article said in part :

The employes of our business houses are as usual being besieged and burdened with an enormous amount of work on Saturday nights, especially is this so at this busy season of the year. Some shoppers never think it worth while to come down town early, and as a result, they order their goods at the last minute and of course wish them to be sent to the house. Consideration for others is never dreamed of, and the poor delivery boy who is out until one and two o'clock on Sunday mornings, is the only one who suffers.

This illustrates how inconsiderate the average person is when the convenience and comfort of some one else is in the balance. There is no sane reason to be advanced to show why the general public should put off their Saturday night purchasing till 10 and 11 o'clock. If the merchant makes the least error in his delivery or book-keeping, he is very soon confronted with it, but he himself, apparently has to submit with passive obedience to the whims of the people. And these same people will frequently send away from home for some article which they see is offered as a bargain at a few cents cheaper than their own dealer—such are the vagaries of human nature.

What is needed is an educational campaign among them and in this the service of the daily paper should be enlisted. Grocers in Owen Sound interviewed after the rush stated that while their holiday business exceeded that of last year, yet this trade was distributed throughout the entire time leaving the final Saturday night fairly quiet.

This illustrates that when the matter is presented fairly, the public or at least a portion of it will respond.

INCREASING THEIR EFFICIENCY.

References have frequently been made in this paper to the Institute of Certified Grocers which is becoming a popular movement in the Old Country. The more a clerk or dealer studies the goods in stock and the methods that have proven successful in selling goods above actual demand, the more valuable will be the clerk and the more successful the dealer.

Personality is a great and inalienable asset of the retail grocer of to-day. And a strong and attractive personality is based on quickened and deepened intelligence and a thorough understanding and skill in regard to the trade and all that pertains to it.

The purposes of the institute classes, and indeed of the whole policy of the in-

stitute, is to strengthen the personality of all those who come under its influence and is therefore a most worthy object.

RAISED STANDARD OF SALMON.

To secure the confidence of customers is of the greatest importance to successful salesmanship, and this can not be done by merely being honest, which in itself, is essential, but by proving to the customer that the goods a dealer or clerk is selling are thoroughly understood.

A clerk cannot learn this by merely looking at the boxes which contain the goods, or at the shelves on which they are carefully arranged, and in many cases not even to his employer. He needs to read carefully a trade paper, which supplies him from week to week with the information he requires.

The value of understanding the goods was well illustrated in a grocery recently, when a customer asked for a can of salmon. Different shapes and sizes, at different prices were placed on the counter. The customer asked the why and wherefore of the different shapes and different prices. The merchant was well up in his business, and explained why different shaped cans are used, and the different qualities of salmon.

The customer at once decided to take the best quality at the highest price, with the remark, that she always liked to buy from him because she found that he knew more about the goods than she did herself, and because she got better value than if she used her own judgment.

The great value of being able to talk intelligently about the goods a merchant handles is not sufficiently understood, nor appreciated. The success of a merchant depends more on this than on the sometimes foolish idea of cutting prices.

Good, intelligent service will stand the storm of most competition.

A BUSINESS MEN'S COURT.

An arbitration court for business men is proposed by the Chamber of Commerce of New York.

The feature of the plan is the establishment of a tribunal where business men who desire to be honest and who desire a fair arbitration of their differences can secure a prompt decision at a minimum expense. It is recognized that such a tribunal will not be available when either side is not desirous of being entirely fair and honest.

It was advanced at the January meeting of the Chamber and it is likely that it will be completed next month.

MUCH DEPENDS ON DELIVERY.

A retail grocers' association recently held a special night for the delivery men and boys and a special invitation was

extended to them all. Short talks were given for their benefit.

The delivery man is an important factor, as the store's service, good or bad, quite largely depends upon him and it is he who sees the customer last. If the sugar and other articles get soaked down with kerosene en route to the customer it does not help the reputation of a store.

It is not uncommon to hear a woman say : "I like to trade up at So-and-So's because the goods reach here in good condition and that delivery boy is a real pleasant young man," or "I don't like So-and-So's store—they seem to employ a dirty, cheap set of delivery boys, not half as nice as they do over at Smith's."

WESTERN MERCHANTS INTERESTED.

Secretary Geo Hyndman, Winnipeg, of the Western Retail Association, promises the support of the West in the merchants' case against the proposed Co-operative bills which have been introduced into the House of Commons. One of the bills has been brought forward by a western member of parliament so that the west is keenly interested.

Merchants all over Canada who consider it against Canadian principles to allow privileges to the few should be present at Ottawa on the occasion of the big deputation which will descend upon the capital in the near future.

Watch for the announcement of the date of the deputation and keep it open.

DEFINITION FOR SUCCESS.

Success is not measured by measurement or weight, nor is it always one size. It is as applicable and profitable to the small merchant as to the larger one. It is a fixed thing, yet it is elastic enough for all who have earned the right to its title.

Hardly no greater honor could be bestowed upon a man born of parents whom he never knew, and as a boy, taken in charge of by a man with a God-fearing heart, who bestowed his honorable name upon him. The future, however, was before the boy, but he at once began to dig for success, showing his appreciation to his benefactor by close application to the opportunities given and hard work. This young man is now the governor-elect of the commonwealth of Tennessee, and demonstrates the highest kind of success which is also possible in commercial lines.

Get the public into your confidence, so it will be unnecessary to hang up a big guarantee sign. If you have its confidence such a sign is unnecessary, because they know your goods are right before they buy, but if any mistake has been made it will be rectified promptly.

Looking Backward and Forward

By an Economist Whose Many Years of International Experience in Such Matters Makes His Words Authoritative—Political Revolutions in Europe, Two General Elections in England, the Death of the King, and the Strike in France Have Severely Tested the Strength of Existing Conditions—Canada's Future Becoming More and More Involved With International Factors.

By James Mavor, Professor of Political Economy at The University of Toronto.

1910-1911 Political Aspects.

The year which has just closed has witnessed many important political occurrences—the death of King Edward, the two general elections in England, both conducted under circumstances of unusual excitement, the revolution in Portugal and the establishment of a republic in that country, the industrial-political strike in France, the election in the United States, and the revolutionary disturbances in Mexico and in South America. Had the industrial or the financial situation in 1910 come, for any technical reason, into a position of unstable equilibrium, almost any one of these important events must have disturbed that equilibrium more or less seriously. They all passed without any significant disturbance. This fact alone seems to suggest that the lessons of the year 1907 have to some extent been learned in the United States, and that the financial recovery there from the debacle of that year is a real recovery. The year 1911 is not a year when any great periodical political disturbance normally occurs. It is possible also that any changes which are at all likely to take place in the constitution of Great Britain have already been discounted, so far as the money market is concerned. Other political events, or their influence, it is not possible to foresee.

The Financial Liquidation of the Crisis of 1907.

In the early months of 1907 a very large amount of 4 year notes was issued by the railway and other interests in the United States. The conversion of these notes into long term or into permanent securities, necessarily involved a considerable time. So long as there remained a large balance unprovided for, anxiety on this account was inevitable. One year ago, however, the best banking opinion in New York leaned to the view that provision had by that time been made for the bulk of the funds represented by the notes. The net amount outstanding at that time, though still large, had been very greatly reduced. Although it is not possible to state with accuracy what proportion of the original issues still remains to be dealt with, there is reason to believe that it is small, and that the actual carrying out of the conversion opera-

tions resulting in the retrieval of the notes issued in 1907, need not be attended by any serious consequences in the money market, although it must be accompanied by transferences of considerable amounts. So far as further concealed legacies from the period of crisis are concerned, it is difficult to believe that in the aggregate they could count for much.

Industry in Europe and in the United States.

During the past year there has been a considerable revival of trade in European countries. Last year's harvests were good, and both in Germany and in Great Britain the volume of business increased. In the latter country unemployment fell during the early part of the summer to a point only fractionally higher than the point which it reached in the record year for ten years previously, viz., 1900. In the United States there has been in certain centres on the other hand, a distinct falling off. So far as the iron and steel industry is concerned, it would appear that the domestic demand is not commensurate with the capacity for production, and that many works in Pittsburg, for example, have had to discharge workers in large numbers. The relatively high production cost of these great staples in the United States seems to be the most serious impediment to their exportation, excepting at a price which is not remunerative. There must, however, be taken into account the increasing miscellaneousness of production in the United States and the wide area over which many industries are now spread, each producing centre finding its own general, though not invariable market; within a range whose requirements can be more or less readily estimated beforehand. There are certain signs which indicate that greater intelligence and foresight are being brought to bear upon the practical management of business enterprises in the United States, than might readily be observed a few years ago.

Elements of Uncertainty for the Year 1911.

So far as the United States are concerned the chief elements of uncertainty are the outcome and the effect of the settlement of the railway rate question now pending before the Interstate Commerce Commission and the outcome and

effect of the forthcoming decisions of the Supreme Court in the Oil and Tobacco cases. In addition to these, there are the questions of the course of prices of the great staples and the probability of some form of tariff revision. There is also as an important factor the question as to how much further the United States will be able or will desire to continue its policy of hoarding gold with the consequent extreme absence of economy in the employment of it as a circulating medium.

In Europe the same question appears in a similar form, France and Russia have both been hoarding gold extensively, the first as a dealer in gold, and the second as an exporter desiring payment in that metal in order to establish its financial position. The operations of the first are of course determined by the state of the market; the operations of the second must reach a limit ere long. When the hoarding of gold is checked, the result, provided the production is maintained, must be the cheapening of the metal and the rise of prices of commodities.

Canada's Borrowings.

During the year 1910, Canada has continued to draw funds largely from Europe. These funds have been drawn, not only against government, municipal and corporation securities, but they have also been drawn to a very large extent by the increasing practice of private investors sending out deposits to Canadian banks with the object of investing the funds in this country. It is difficult to place a figure upon the aggregate of such remittances, but it finds its expression in the increased importation of goods. Canada cannot borrow or import capital without doing so in goods; and thus the so-called adverse balance of trade is quite easily accounted for. The limits of this borrowing may be yet far ahead. They must be conditioned, not merely by the amplitude of the natural resources of the country, but also by the increase of population and by the productivity of the people.

The Banking Situation.

The failure of a small bank in the closing days of the year, on the eve of the revision of the Bank Act, has inevitably created some anxiety and perplexity. It is extremely difficult, as the few past years have shown, to strike a happy medium between a system in which a few

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A System to Follow Up Business Standing

Must be Begun Just After Stock-taking Time—How it is Carried Out by One Country Merchant — He Follows up His Stock on Hand by Deducting Profits From his Sales—Watches His Liabilities Closely.

large banks should control the mechanism of commercial finance in an autocratic way and a system in which competition in banking among a large number of small banks should lead to unsound banking practice and ultimate insolvency. It is extremely doubtful whether any practicable system of inspection could have prevented the collapse of any one of the three banks which during recent years have come to grief. But it may be that some more definite relation between the Bankers' Association and the Treasury Department may be devised by means of which the latter, on report by the former would be bound to take action of an appropriate description, according to the circumstances of the case.

The present situation exposes all banks, no matter how soundly their business may be conducted, to the effects of a widespread disbelief in all banks—a disbelief that no doubt temporarily, but some times seriously, affects, specially the outskirts of, a community where a banking disaster has taken place. The subject is too delicate, too intricate, and too intimately connected with the external credit of the country, upon which further supplies of needed capital depends, to be thrown into the cauldron of popular discussion in parliament or out of it.

Crops and Business in Canada.

The statistics of these given elsewhere show that while the western crop was deficient, the deficiency was compensated for by the increased crop in Eastern Canada. This was a very fortunate circumstance for the country, because the moral effect of a deficient crop in the present stage of its development might under certain circumstances be very injurious. Industrially and commercially we come to be drawn, year by year, more and more, into the net work of international commerce and therefore we may expect to find that in the future we may suffer sympathetically with other countries in their crisis, to a greater extent than has been the case hitherto. It is important, therefore, that especially in the case of enterprises in which a speedy return to capital cannot be expected, banks and other financial houses should exercise great caution.

For reasons which need not be discussed here, prices—of land, especially—have been advancing rapidly and up till the present in many fields, there has been a high velocity of return; but this process cannot in the nature of things continue uniformly at the same rate. When indiscreet advances are made they contribute to the rapidity of the advance, but they also contribute to the rapidity of the fall.

At this season of the year after the merchant has taken stock, it is a good time to prepare and carry into action new plans that will help the business to a sounder footing.

It is altogether likely that during stock-taking, a merchant has found some lines that are inclined to be stickers. This is a splendid time to start them selling. Perhaps all that is needed is a little salesmanship. Sometimes in the hustle of business there are some lines that have been forgotten. Many a merchant in his efforts to clear out what was becoming dead stock has created a demand that has meant increased business. Although this may occur only occasionally, still every merchant knows that it is well to keep the stock moving.

After finding out exactly the amount of one's stock, liabilities, etc., it will be well to put into action, some plan whereby he may tell at all times just how the business stands. These plans must be different to suit different businesses. For the small merchant who wishes to keep a record without too much book-keeping connected with it, perhaps the following method related by a country town retailer might be useful:

Following Up Stock on Hand.

"Having ascertained the amount of stock on hand, I decided on a method by which I was able to keep a pretty accurate account of stock. Supposing that when I took stock on Jan. 1, it amounted to \$3,000. During January I purchased \$1,500 worth of goods. I sold

\$2,000 worth of goods, but this is the selling price, so as to reduce this to cost price, I deducted the amount of profit I thought was about correct—15 per cent. This made the cost price of goods sold \$1,700, so that the stock on hand on Feb. 1st would be \$2,800. Although this may not be exactly accurate as a dealer can not tell just exactly what the profit is, still it will be close enough to show him where he is at.

Keeps Track of Liabilities.

"At stock-taking time, I found I owed \$1,300. During January I bought \$1,500 worth of goods and paid \$1,000 out, so that on Feb. 1 I owed \$1,800.

"On Jan. 1 I had \$2,000 on my books; I sold on credit during January a total of \$500; I received on account \$400, so on February 1, I have \$2,100 on my books.

"Now on Feb. 1st I know how much stock I have on hand, how much I owe and how much I have out on credit.

"Accordingly I keep the record, during each month of the year, and find it comes out nearly correct at next stock-taking time."

The Time to Begin.

And so with any other plans which one may wish to work out to assist in his business system, this is the correct time of the year to begin. The merchant has now his business laid out before him in plain figures and not as an unknown quantity as it is at other times of the year, and as it is with merchants who never take stock.

THE IMPORTANCE OF HONESTY

By Geo. B. Cortelyou, formerly Secretary of the U. S. Treasury.

It seems to me that what the young man in business to-day needs to have emphasized is the importance of honesty, in its fullest and broadest significance.

If he possesses the power to see and to think clearly he will find that those who have achieved real and lasting success in business are men known for their scrupulous honesty and strict adherence to the highest standards of business conduct.

Of course we have, all too frequently, examples of men who have acquired wealth by methods in which the primary virtues seem to have played little or no part, whose natures have been hardened and whose souls have shriveled in the mad struggle; who sit apart, solitary and alone, trusting no one and trusted by no one.

The young man in business must see to it that his success is not purchased at such fearful cost. He must keep his mind open to the influences that make for human progress and social betterment, and he must do all his work with

thoroughness, for it is only then that work is well done.

If he will do these things, then the greater his material success the greater the benefit, in the largest sense, not only to himself, but to his country.

DEMISE OF A PRICE-CUTTER.

A San Francisco report says:—Guthrie, the price-cutter on 24th Street, has folded his tent and moved away. Nearly every well-known brand of soap he sold for 6 for 25c, even though some of them cost 41-3c a cake. He disturbed conditions for every retail grocer in his neighborhood, and they were all greatly pleased to learn of his business demise. He operated his business with himself and a boy, and at the price he sold his goods, there was only one end to his business existence. Some friend purchased his stock of goods. He has ignominiously closed his store and is no longer a thorn in the side of the legitimate retail grocers of that neighborhood who desire to make a living profit on the goods they sell. Requesat-in-Pace.

The Markets—20 Cent Decline in Sugar

Wholesalers Do Not Know Exactly How to Regard the Sugar Market Now—
Trade in general shows a Healthy State—Dried Fruits, Canned Goods and Tea
are Still Prominent.

See also Provisions, Cereals and Fruit, Pages Following.

ONTARIO MARKETS

POINTERS—

Sugar—Declined 20c.
Dried Fruits—Position strong.
Tea—Firm.
Salmon—Firm.

Toronto, Jan. 11.—Trade in general has been good during the past week. Sugar as expected declined, dropping 20 cents per cwt. in all markets. At the present price, sugar is 30 cents lower than at a similar date last year, so that the year has been started with one of the chief staples at a moderate price. Those interested do not know how to regard the market just now. Many wholesalers believe that there will be a still further decline. At any rate they are not stocking up with any great quantity. As usual for this month, the sugar trade is quiet.

Dried fruits still maintain a strong position with reports of scarcity of some lines. Prunes, currants and raisins are all firm just now.

Tea prices continue to look stronger. Common tea being higher in price and the quality not so good, it will no doubt cause a better grade to be used. This should not increase the cost of living as the better teas are the cheapest in the end.

Salmon and canned goods in general are keeping strong. A fair demand and a scarcity of stocks make prices keep firm.

Sugar.—The expected break took place in the sugar market, a decline of 10 cents being made last week just after the paper had gone to press, with a further reduction of 10 cents on Tuesday of this week, bringing the price of extra granulated in bags down to \$4.50. The decrease in price was caused by the arrival of new raws at a low price which naturally affected the refined product.

Some wholesalers are inclined to think that the bottom price has not been reached yet, although any further decline of any great extent cannot be expected. Most wholesalers are not stocking up, arguing that there is apt to be another reduction and at any rate there will be no increase.

Trade in sugar is quiet, the reduction in price having failed to stimulate the demand. This is always a quiet month for sugar, the consumption being small.

The total stock of Europe and America last week was 3,132,069 tons against 2,573,412 tons at the same time last year. The visible supply is 3,187,069 tons against 2,828,412 tons at a similar date last year.

Extra granulated, bags.....	4 50
20 lb. bags.....	4 60
Imperial granulated.....	4 30

Beaver granulated.....	4 35
Yellow, bags.....	4 10
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.....	4 90
" 50-lb. boxes.....	5 10
" 25-lb. boxes.....	5 20
Powdered, bris.....	4 70
" 50-lb. boxes.....	4 90
" 25-lb. boxes.....	5 10
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	5 40
" in 50-lb. ".....	5 50
" in 25-lb. ".....	5 70

Syrups and Molasses.—No change of prices has been noted here although there was a decline of 5c per case in syrups at Winnipeg this week. The 1910 sales were splendid and a good year is anticipated from the fact that apples and similar goods are high in price while syrups are lower than at this time last year. There is a little easier feeling in molasses but no change in price has taken place. Trade is steady.

The sales in starch for the first week of the year were exceedingly good, orders being numerous.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.....	2 25	Gallons, 6 to case.....	4 60
" in case.....	2 25	" " " ".....	5 40
6 lb. tins, 1 doz.....	2 60	" " " ".....	5 40
" in case.....	2 60	" " " ".....	3 00
10 lb. tins, 1 doz.....	2 50	Molasses—	
" in case.....	2 50	New Orleans, medium.....	0 30 0 35
30 lb. tins, 1 doz.....	2 45	New Orleans, bbls.....	0 23 0 32
" in case.....	0 03 1/2	Barbadoes, extra fancy.....	0 45
Half barrels, lb.....	0 03 1/2	Porto Rico.....	0 45 0 52
Quarter ".....	0 03 1/2	Muscovada.....	0 30
Pails, 35 lb. ea.....	1 70		
" 25 " ".....	1 20		

Dried Fruits.—There is a decided upward tendency in the dried fruit market and some jobbers are inclined to believe that by spring, prices will be higher. Already there have been advances in some lines. The demand for raisins has continued, although at this time of the year the consumption generally falls off, and as a result prices are decidedly firm. Currants are also in the same boat as raisins, reports from the primary market having had a bracing effect. Reports from Greece say that the currant stocks are inadequate for normal demand. A report from Montreal states that currants are in light supply there and recent arrivals have gone immediately into consumption, as they were badly needed.

Prunes are firm, supplies being scarce. Especially is this noticeable in 30 to 40 and 40 to 50 size, which have advanced from 1/4 to 1/2 cent per pound. Firmness is noted in other lines of dried fruits and one wholesaler said he believed that it would pay him to hold his present stock as no doubt prices would be higher but that he must supply his customers.

The trade in most lines of dried fruits is all that could be expected at this time of the year.

Prunes—			
30 to 40, in 25-lb. boxes.....	0 13 1/2	0 13 1/2	
40 to 50 " " ".....	0 12 1/2	0 13	
50 to 60 " " ".....	0 12	0 12	
60 to 70 " " ".....	0 11 1/2	0 11 1/2	
70 to 80 " " ".....	0 09	0 10	
80 to 90 " " ".....	0 09	0 10	
90 to 100 " " ".....	0 08 1/2	0 09 1/2	
Same fruit in 50-lb. boxes 1/2 cent less.			
Apricots—			
Standard.....	0 16	0 16 1/2	
Choice, 25 lb boxes.....	0 16	0 17	
Fancy.....	0 19	0 20	
Candied Peels—			
Lemon.....	0 09	0 11	0 15 0 17
Orange.....	0 10	0 12 1/2	
Figs—			
Elemes, per lb.....	0 08	0 10	2 1/2 " 0 11 1/2 0 12 1/2
1 1/2 inches.....	0 08 1/2	0 10 1/2	2 1/2 " 0 11 1/2 0 13 1/2
2 " " " ".....	0 08 1/2	0 10 1/2	Umbrella boxes. 0 12 0 14
2 1/2 " " " ".....	0 09 1/2	0 12	
Tapnets, " " " ".....	0 04	0 04 1/2	
Bag figs.....	0 04 1/2	0 06	
Dried peaches.....	0 10	0 10 1/2	
Dried apples.....	0 08	0 09	
Currants—			
Fine Filiatras... 0 07 1/2 0 08	Vostizzas.....	0 10	0 12
Patras.....	0 08 1/2 0 08 1/2		
Uncleaned 1/2 cent less			
Raisins—			
Sultana.....	0 10	0 12	
" fancy.....	0 11	0 13	
" extra fancy.....	0 14	0 16	
Valencia selected.....	0 08 1/2	0 09	
Seeded, 1 lb packets, fancy.....	0 08 1/2	0 09	
" 16 oz. packets, choice.....	0 07 1/2	0 08	
" 12 oz. " " " ".....	0 07	0 07 1/2	
Dates—	Sairs.....	0 04 1/2	
Hallowees—	Package dates, per 1 lb.....	0 06 1/2 0 06 1/2	
Full boxes.....	0 05	0 05 1/2	Fards choicest... 0 10 0 10 1/2

Nuts.—			
Almonds, Formigetta.....	0 15	0 15 1/2	
" Tarragona.....	0 15	0 15	
" shelled.....	0 15 1/2	0 16	
Walnuts, Grenoble.....	0 15 1/2	0 16	
" Bordeaux.....	0 14	0 14	
" Marbots.....	0 15	0 15	
" shelled.....	0 39	0 40	
Filberts.....	0 12 1/2	0 13	
Pecans.....	0 18	0 20	
Brazil.....	0 15	0 15 1/2	
Peanut, roasted.....	0 09 1/2	0 12 1/2	

Nuts.—Trade in nuts is not brisk at the present time, retailers having seemed to drop this line immediately after the holiday. Prices are holding steady with peanuts particularly firm in the primary market. A large percentage of growers report a short crop and a careful estimate of the present crop of 1910 shows that the yield is about 71 per cent. of an average production. There has been an increased consumption of both almonds and walnuts in the last year.

Almonds, Formigetta.....	0 15	0 15 1/2
" Tarragona.....	0 15	0 15
" shelled.....	0 15 1/2	0 16
Walnuts, Grenoble.....	0 15 1/2	0 16
" Bordeaux.....	0 14	0 14
" Marbots.....	0 15	0 15
" shelled.....	0 39	0 40
Filberts.....	0 12 1/2	0 13
Pecans.....	0 18	0 20
Brazil.....	0 15	0 15 1/2
Peanut, roasted.....	0 09 1/2	0 12 1/2

Spices.—Prices have undergone no change but the same firmness prevails in the primary market. There is a good demand, spread over the whole list in general.

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

Tea.—Tea still continues in its strong position and higher prices are expected by wholesalers. Low grade tea recently

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THE CANADIAN GROCER

sold in the primary market at Calcutta at 17c. This was the highest price for it in 17 years. This was tea that was lower grade than most common teas used here. The latest news from Northern India confirms earlier reports of cold weather having set in, in several districts. It would therefore seem probable that the Indian crop will be smaller than last year. The imports of tea from Ceylon to United Kingdom for the first ten months of last year, show a decrease of 7 million pounds.

Although the crop from Ceylon was some 9 million pounds less than 1909, an increase in that from India of some 18 million pounds makes the total production of British grown tea about 9 millions more. Quality of tea, especially in lower grades, has shown a falling off. One jobber stated that he did not expect to see tea lower for at least eight months at any rate.

Coffee.—The coffee market still maintains its strong position with lower grades showing a little firmer standing. One wholesaler said that he expected this firmness to continue for at least six months.

It was stated that there were only 683,842 bags of coffee in New York last week and that it was in control of a few firms. The fact that Santos is offering the lower grades of coffee is regarded by some as a sign that the end of the crop is approaching.

Although some have held the opinion that the upward movement in coffee prices was due to "bull" tactics, still statistics tend to show that the rise has been brought about by natural causes.

One jobber said: "A fact that cannot be discounted is the shortage in the supply of coffee available and the poor prospects for the growing crop. As matters now stand it looks as if there can be no drop in the coffee market in the near future while there is a good chance for an advance in price."

Prices remain the same with a normal demand.

Rice and Tapioca.—A fair amount of trade is passing in these lines, although at this time of the year wholesalers do not expect a heavy demand. Prices remain the same.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal. Per lb. Sago, medimm brown 0 05 1/2 0 06 Tapioca—Bullet, double goat 0 08 Medium pearl 0 05 1/2 0 08 Flake 0 08 Seed 0 05 1/2 0 08

Evaporated Apples.—Light stocks and general firmness are the principal features of the market in this line. Local dealers scorn the report from Winnipeg that if Ontario prices continue high that they will purchase their supplies from the States as they say that if brought from across the border they would cost from 2 to 3 cents per pound more than Ontario prices.

Evaporated apples, 0 11 1/2 0 12

Beans.—There is no change in the price of beans.

Prime beans, per bushel, 1 85 1 90 Hand picked beans, per bushel, 2 00 2 10

CANNED GOODS

MONTREAL.—There is a lull in the demand for canned goods, but that is expected this time of the year. However, business is much more satisfactory than was expected.

Peas, standard, dozen, \$1 20 Peas, early June, dozen, 1 35 Peas, sweet wrinkled, dozen, 1 35 Peas, extra sifted, dozen, 2 00 Pumpkins—3 lb., 95c.; gallon, \$3.00. Beans, dozen, 1 00 Corn, dozen, 1 00 Tomatoes, dozen (Ontario and Quebec) 1 45 Strawberries, dozen, 1 90 Raspberries, 2s, dozen, 1 77 Peaches, 2s, dozen, 1 90 Peaches, 3s, dozen, 1 90 Pears, 2s, dozen, 1 80 Pears, 3s, dozen, 2 40 Plums, Greengage, dozen, 1 67 1/2 Plums, Lombard dozen, 1 00 Lawtonberries, 2s, dozen, 1 60 Clover Leaf and Horseshoe brands salmon—1-lb. talls, per dozen, 2 07 1/2 1-lb. flats, per dozen, 1 32 1-lb. flats, per dozen, 2 25 Other salmon—Humpbacks, dozen, 1 40 Cohoes, dozen, 1 60 Red Spring, dozen, 1 90 Red Sockeye, dozen, 2 10 Lobster Futures—1-lb. flats, dozen, \$2.75; 1-lb. talls, dozen, \$4.25. 1-lb. flats, dozen, \$5.25.

Compressed corned beef, 1s, 2 00 Compressed corned beef, 2s, 3 35 English brawn, 2s, 3 15 Boneless pigs' feet, 2s, 3 15 Ready lunch veal loaf 1s, 1 50 Ready lunch veal loaf 1s, 2 60 Roast beef, 1s, 2 00 Roast beef, 2s, 3 35 Stewed ox tail, 1s, 1 60 Stewed kidney, 1s, 1 50 Stewed kidney, 2s, 2 65 Minced collops, 1s, 1 40 Minced collops, 2s, 2 50 Corned beef hash, 1s, 2 60 Corned beef hash, 2s, 3 30 Jellied hocks, 2s, 3 60 Paragon ox tongue, 1s, 7 50 Paragon ox tongue, 2s, 8 50 Paragon ox tongue, 2s, 9 50 Paragon lunch tongue 1s, 4 00 Tongue lunch, 1s, 3 50 Sliced smoked beef, 1s 1 50 Sliced smoked beef, 1s 2 50

whole, Rosebud, 2s, 1 27 3s, 1 52 Cabbage, 3s, 0 97 Carrots, 2s, 0 97 Corn, 2s, 0 97 fancy, 2s, 1 05 on cob, gal, 0 77 Peas, Standard, size 4, 2s, 1 35 Early June, size 3, 2s, 1 40 Sweet Wrinkle, size 2, 2s, 1 87 Extra fine sifted, size 1, 2s, 1 87 Pumpkin, 3s, 0 97 gal., 3 02 Spinach, table, 2s, 1 27 3s, 1 77 gal., 5 02 Tomatoes, 2s, 1 05 3s, 1 07 gal., 3 75 Turnips, 3s, 1 12 1 15

FRUITS

Apples, standard, 3s, 1 20 gal., 3 50 Blueberries, standard, 2s, 1 27 gal., 5 27 Cherries, black, not pitted, heavy syrup, 2s, 1 52 black pitted, heavy syrup, 2s, 1 92 red, not pitted, heavy syrup, 2s, 1 52 red pitted, heavy syrup, 2s, 2 17 white, not pitted, heavy syrup, 2s, 1 63 white pitted, heavy syrup, 2s, 2 02 red pitted, gal., 8 52 Gooseberries, 2s, heavy syrup, 1 77 Lawtonberries, 2s, heavy syrup, 1 77 Peaches, 2s, white, heavy syrup, 1 87 2s, yellow, heavy syrup, 1 87 Raspberries, black, heavy syrup, 2s, 1 77 black standard, gal., 7 02 red, heavy syrup, 2s, 1 77 red, standard gal., 7 02 red, solid pack, gal., 9 27 Rhubarb, preserved, 2s, 1 52 3s, 2 27 standard, gal, 3 27 Strawberries, heavy syrup, 2s, 1 77

Clover Leaf and Horseshoe brands salmon: 1-lb. talls, dozen 2 05 2 07 Cohoes, per doz, 1 77 1-lb. flats, dozen 1 30 1 32 Red Spring, doz, 1 87 1-lb. flats, dozen 2 22 2 25 Lobsters, halves, per dozen, 2 65 2 75 Other salmon prices Humpbacks, doz 1 30 1 35 Lobsters, quarters, per dozen, 1 60 Pinks, 1 30 1 35 Northern River Sockeye, 1 95 Chicken, 4 00 Soup, 2s, 1 90 Turkey, 4 00 Soup, 1s, 1 40 Ducks, 4 00

QUEBEC MARKETS

POINTERS—

Sugar—20c decrease. Coffee—Strong. Tea—Likely increase.

Montreal, Jan. 12.—The trade had scarcely done talking about the decline in sugar last week, when news of a further 10c drop was reported. Grocers who, as we suggested in recent issues, bought sparingly since the downward tendency was noted will feel pretty good. The reports from Europe about the large quantities of raw beet there and the incoming of the January Cuban crop, coupled with a general weakening in demand have been directly responsible for these changes.

Reports were going around here recently about a weakening in the coffee market but they have proved ungrounded as latest advices from New York show the market in a still stronger position than some weeks ago.

Business in general is brightening up and the trade is in a good mood.

Sugar.—The market has been active during the past week. Prices have been reduced 20c all round since last week's reports. The drop was anticipated by the retailers and a small stock was kept on hand. Wholesalers think that the prices are not likely to change again for some time.

Granulated, bag, 4 40 50-lb. bag, 4 50 Imperial, 4 50 Beaver

VEGETABLES

Asparagus tips, 2s, talls, 2 52 Group B Group A Beans, Golden Wax, 2s, 0 97 1 00 Midgets, 2s, 1 30 3s, 1 37 Refugee or Valentine (Green) 2s, 0 92 0 95 Refugee Midgets 2s, 1 30 1 40 Beet, sliced, blood red, 2s, 0 97 1 00 whole, blood red, 2s, 0 97 1 00 sliced, blood red, 3s, 1 32 1 35 whole, blood red, 3s, 1 37 1 40

THE CANADIAN GROCER

Paris lupp, boxes, 100 lb.	5 30
" " " 50 lb.	5 30
" " " 25 lb.	5 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 10
" " 100 lb. boxes	5 20
" " " 50 lb.	5 30
" " " 25 lb.	5 50
" " " 5 lb. cartons, each	0 37 1/2
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 1/2
Extra ground, bbls.	4 85
" " 50-lb. boxes	5 05
" " 25-lb. boxes	5 25
Powdered, bbls.	4 65
" " 50-lb. boxes	4 40
Phoenix	4 35
Bright coffee	4 25
No. 2 yellow	4 15
No. 1	4 00
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Syrups and Molasses.—There is a slight decrease in the molasses market, but not of much account. Syrup remains practically the same and presents no new features.

Fancy Barbadoes molasses, puncheons	0 34	0 35
" " " barrels	0 37	0 37
" " " half-barrels	0 39	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 35
" " " half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrup, bbls.	0 03	0 03
" " 1-bbl.	0 03	0 03
" " 1-bbl.	0 03	0 03
" " 25-lb. pails	1 70	1 70
Cases, 2-lb. tins, 2 doz. per case	2 25	2 25
" " 5-lb. " 1 doz.	2 60	2 60
" " 10-lb. " 1 doz.	2 50	2 50
" " 20-lb. " 1 doz.	2 45	2 45

Dried Fruits.—Business, locally, is somewhat quiet. Although there is little business being done the situation in California dried fruits is more interesting than it ever has been at the beginning of a new year.

Currants being a light supply are firm and quiet. Peaches which are relatively larger in supply than any of the other Coast dried fruits are greatly assisted by the scarcity and high price of dried apples, for which they are being and will be increasingly substituted. Consequently the tendency of prices is upward.

The market for apricots has a strong tone.

Currants, fine filletas, per lb., not cleaned	0 06 1/2	0 07 1/2
" " cleaned	0 07 1/2	0 08 1/2
" " Patras, per lb.	0 08	0 08 1/2
" " Vostizas, per lb.	0 09	0 09 1/2
Dates	0 05 1/2	0 05 1/2
Figs, 4 crown	0 09	0 11
" " 5 crown	0 10	0 11
" " 6 crown	0 11	0 12
" " 9 crown	0 13	0 14
Prunes—		
30-40	0 12	0 12
40-50	0 11	0 11
50-60	0 10 1/2	0 10 1/2
60-70	0 09 1/2	0 09 1/2
70-80	0 09	0 09
80-90	0 08 1/2	0 08 1/2
90-100	0 08 1/2	0 08 1/2
Raisins—		
Choice seeded raisins	0 07 1/2	0 07 1/2
" " fancy seeded, 1-lb. pkgs.	0 08 1/2	0 08 1/2
" " loose muscatels, 3-crown, per lb.	0 07 1/2	0 07 1/2
" " " 4-crown, per lb.	0 09 1/2	0 09 1/2
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07 1/2	0 07 1/2
" " select, per lb.	0 07 1/2	0 07 1/2
" " 4-crown layers, per lb.	0 08 1/2	0 08 1/2

Tea.—Prices are being better maintained, especially for lower grade and it is expected confidently that there will be another strengthening soon in these lines. One dealer predicts that this change will take place within a week.

Choicest	0 40	0 50
Choice	0 35	0 37
Japan—Fine	0 30	0 35
" " Medium	0 25	0 28
" " Good common	0 21	0 23
" " Common	0 19	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 02
Ceylon greens—Young Hysons	0 20	0 25

Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " " pea leaf	0 20	0 30
" " " pinhead	0 30	0 50

Coffee.—The market is firm and recent reports from New York indicate that the market will be stronger. Prices locally, however, are unchanged.

Mocha	0 22	0 30	Santos	0 18	0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Spices.—There continues to be a fair demand for spices, but the market is not attracting much attention.

Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" " Cochin	0 17	0 20
" " ground	0 15	0 19	Mace	0 30	0 75
Cloves, whole	0 20	0 30	Nutmegs	0 16	0 18
Cloves, ground	0 22	0 30	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	" " white	0 20	0 25

Rice and Tapioca.—There has been a sharp rise in the values of tapioca in the primary markets since the turn of the year. Prices of medium and hard pearl have advanced nearly 1/4 of a cent per pound, and are now nearly as high as at any time during the last twelve months; this, however, has not as yet affected the local market.

The shipments from the Straits Settlements for the last year are less all round than for 1909, being:

To U. S.	7,885	8,535
To Gt. Britain	11,685	12,550
To Continent	6,975	7,740

Notwithstanding these reduced shipments there is no accumulation of stock in the East, in fact the production is visibly curtailed. Firmer prices are not expected for some time to come.

The demand for rice is fair, prices remaining firm.

Rice, grade B, bags, 250 pounds	3 00	
" " " 100 "	3 00	
" " " 50 "	3 00	
" " " pockets 25 pounds	3 10	
" " " 1/2 pockets, 12 1/2 pounds	3 20	
" " grade c.c., 250 pounds	2 90	
" " " 100 "	2 90	
" " " 50 "	2 90	
" " " pockets, 25 pounds	3 00	
" " " 1/2 pockets, 12 1/2 pounds	3 10	
Tapioca, medium pearl	0 06 1/2	0 07

Nuts—Prices are still holding firm; it is not expected there will be much doing in this line for some time to come as most of the dealers have stock left, the holiday trade not being quite as heavy as was expected.

In shell—		
Brazils	0 15	0 16
Filberts, Sicily, per lb.	0 11	0 13
" " Barcelona, per lb.	0 10	0 10 1/2
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Grenoble, per lb.	0 16 1/2	0 19
" " Marbone, per lb.	0 15	0 16
" " Cornes, per lb.	0 11 1/2	0 11 1/2
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" " 3-crown " "	0 32 1/2	0 35
" " 2-crown " "	0 27	0 31
" " (in bags), standard, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb.	0 65	0 65
Pistachios, per lb.	0 75	0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Broken	0 30	0 32

Evaporated Apples.—There is no change in evaporated apples this week, dealers are still quoting 12 1/2c per lb.

Beans and Peas.—The market is quiet with demand normal; prices remain the same.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

MANITOBA MARKETS

POINTERS—

- Sugar—Reduced.
- Muscatel Raisins—Advanced 1/2c.
- Dates—Advanced.
- Syrup—Declined.
- Coffee—Higher.

Winnipeg, Jan. 12.—The outstanding feature of the market this week is the fluctuation with the tendency toward higher prices. After the December rush it has been found that stocks were not only low in local centres, but that there was a shortage in crop centres. This does not apply to sugar and syrup, each of which has been reduced during the past few days.

The tendency of the general grocery market is toward high prices. The demand the world over is very great for all lines, and the increased population of Western Canada, and the large number of stores that are opening up, make it almost impossible for Western Canada importers to keep enough stock on hand. Word comes from crop centres that plantations are increasing the area of their crops with the particular Canadian market in view, and in future years so long as the crop conditions are favorable there should be a large enough quantity produced for reasonable quotations to continue.

The western grocery trade is in good condition notwithstanding the prices which prevail. Orders new and repeat are large and numerous. Merchants are keeping up their payments in an admirable manner, and the money market, at the beginning of this hopeful year, seems to be quite free.

Sugar.—All sugars have been reduced 20c. No word has been sent up here as to what the future indications are, but it seems scarcely possible that any lower prices will be quoted. However that was what was considered after the past 2 or 3 declines. Just now when the merchants are not heavily stocked with sugar, buying will be heavier than usual at the present quotations, which under ordinary conditions would tend to strengthen the market. It is rather unfortunate that the ordinary supply and demand does not more perfectly rule the sugar market. If this were so, however, there perhaps would be times when higher prices would be paid than at present.

Montreal and B.C. granulated, in bbls.	5 03
" " " in sacks	5 00
" " yellow, in bbls.	4 65
" " " in sacks	4 60
Ice sugar, in bbls.	5 65
" " " in boxes	5 85
" " " in small quantities	6 30
Powdered sugar, in bbls.	5 45
" " " in boxes	5 65
" " " in small quantities	5 80
Lump, hard, in bbls.	5 95
" " " in 1-bbl. cases	6 05
" " " in 100-lb. cases	5 95

Foreign Dried Fruits.—The fruit market is bare, and there is no mistake that prices are advancing. Prunes have been strong for some time, and although no new quotations are made higher prices than these are being paid in some centres. There is only one item in the following list which may be said to be plentiful, and this is peaches; the price prevailing on choice peaches is moderate, and the quality is excellent. Bulk dates, orange-peel, uncleaned currants and muscatel raisins have been advanced.

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H. Corner

Black Teas

Teas have been advancing in price for some months back, and what looked like a high price a couple of months ago looks very cheap to-day. It has been a veritable boom in all kinds of Blacks, but it has been healthy, the fact is that the surplus stocks have been gradually reduced to a minimum and with an increasing demand for consumption from heretofore unlooked for quarters something had to give and there was only one way the market could go and it was up! up!! up!!! Now, then, we have something to say that will interest you. Away back when the prices were sneaking around on a much lower basis than now, when in fact the market was scraping on the bottom, we started in to buy and kept on buying, not only for present needs but also for future requirements---Result, we have now on hand magnificent values all through the list and we are enabled to offer our popular blends at the old prices. Now, then, any buyers who want to be placed on the tea basis of three months ago, communicate with us for samples of the following:—

Camp Blend, good plain serviceable quality	-	15c.
Regal " good draw and style	- - -	18c.
Number 35 Blend, good plain make and splendid draw	- - - - -	21c.
Monarch Blend, fine style and draw with some tip,		26c.
Imperial Blend, fancy style and excellent draw	-	33c.
Golden Tip Blend, as the name implies, choicest in both style and cup quality	- - -	37c.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Corner Front and Scott Streets

TORONTO

**Manufacturers, Manufacturers' Agents,
Brokers, Etc.**

BRITISH COLUMBIA DIRECTORY

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

Importers and Roasters of High Grade
Coffee.

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.

R. ROBERTSON

J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

**Wholesale Brokers
GROCERIES, PRODUCE, FRUITS, GRAINS
Importers and Exporters**

Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A B C, 5th Edition; Revised Economy; Modern
Economy; Utility and Dowling's.

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

Andrews & Nunn

Manufacturers' Agents and
Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence
Solicited

Highest
References

The Condensed Ads. in this
Paper will bring good results

**VICTORIA
FRUIT GROWERS' ASSOCIATION**

The largest packers and shippers of first-
class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

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

**5%
TO
10%
SAVED**

GROGERS of NORTHERN ONTARIO

Why let Freight Rates eat up your legitimate
profits? Our customers all agree they can save
the above percentage by avoiding unnecessary
freights! WHY NOT YOU?

Get in touch with us to-day; trade with us
to YOUR advantage.

Our goods are at your door and our prices
are right.

THE YOUNG COMPANY, Limited
NORTH BAY - and - SUDBURY

The Demand for **SAUERKRAUT**
is daily increasing

ASK
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QUOTATIONS



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Place your order early

CANNING DEPARTMENT
ONTARIO SEED CO., Successors, WATERLOO, ONT.

It will be interesting for the trade to know that in the first week of this year we actually shipped, in Ontario, 44 thousand pounds of "SALADA" and we had 21 thousand pounds of orders unfilled. These were all broken lots—no car loads among them, which means that in five days we received, by mail and through our travellers, orders for 65 thousand pounds of tea from Ontario alone.

The "SALADA TEA" CO.

WONDER-SHINE

A profitable article for every grocer—50% profit.

That's **WONDER-SHINE**, the new silver cleaner.

Now, the other two points that interest every dealer are:—

Quality—to know that the quality is right, and

Popularity—popular goods are easily sold.

We know the **quality** is right or we would not be spending \$10,000 in advertising **WONDER-SHINE**.

And this extensive advertising means **popularity**.

We are advertising judiciously—carefully educating the Canadian housewife to the "**WONDER-SHINE** way" of cleaning silver—the popular way.

WONDER-SHINE saves the busy housewife time and toil—cleans silver, gold and plated ware without rubbing.

Write for free full size package and our new "Selling Plan."

Just a post-card with your name and address to-day.

WONDER-SHINE means permanent, satisfied customers and increased profits.



Household Convenience Co., Ltd., Toronto, Canada

Smyrna Sultana raisins, uncleaned, per lb.	0 13		
" " " cleaned, per lb.	0 13		
California raisins, choice seeded in 1-lb. packages	0 07 1/2		
" " " fancy seeded, in 1-lb. packages	0 07 1/2		
" " " choice seeded in 1-lb. packages	0 08 1/2		
" " " fancy seeded in 1-lb. packages	0 09		
Raisins, 3 crown muscatels, per lb.	0 07 1/2		
Prunes—			
25-lb. bx, 90-100, lb.	0 07 1/2	Prunes, 50-60 "	0 10
" " 80-90 "	0 08 1/2	Prunes, 40-50, lb.	0 11
" " 70-80 "	0 08 1/2	Silver prunes, ac.	
" " 60-70 "	0 09 1/2	to quality.	0 11 1/2 0 14
Currants uncleaned, loose pack, per lb.	0 07 1/2		
" " dry, cleaned, Filiatras, per lb.	0 08 1/2		
" " wet, cleaned, per lb.	0 08 1/2		
" " Filiatras, in 1-lb. pkg. dry, cleaned, per lb.	0 09 1/2		
Pears, per lb.	0 13 1/2	Neotaries, lb.	0 12
Peaches, stand-		Dates, per lb.	
ard, per lb.	0 09	Hallows, bulk	0 06 1/2
Peaches, choice.	0 10	Dates, packages	
Apricots, stand-		30 in case.	0 07
ard, per lb.	0 16	Peel, lb., lemon	0 10
Apricots, choice	0 16 1/2	" " orange	0 10 1/2
per lb.	0 16 1/2	" " citron.	0 13 1/2
Plums, pitted, lb.	0 12		

Syrup and Molasses.—It would seem that buyers have had their way in reducing the market, at any rate their forecasts have been right. Prices have been reduced 5c and it is evident that the manufacturers are determined to send out all superfluous stocks in order that the market may come back to normal condition. At the following prices, it is believed that it will not be long for the stock to be limited to such an extent as to affect the price. There is no change in the molasses market; it is moving out in a satisfactory manner.

Syrup—			
24 2-lb. tins, per case.	1 98		
12 5-lb. tins, per case.	2 33		
6 10-lb. tins, per case.	2 22		
3 20-lb. tins, per case.	2 21		
Half bbls., per lb.	0 03 1/2		
Barbadoes molasses in 1/2-bbls., per gal.	0 50		
New Orleans molasses, 1/2 bbls., per gal.	0 36		

Nuts—The nut market is quiet just now, and only specialty orders are coming in. Prices are all firm, and there is no indication that reductions will be made. The Manchuria nuts are having good sale.

Almonds, shelled 31	0 34	Walnuts, shelled 0 38	0 41
Filberts.....	0 11 0 12	Walnuts, Man-	
		churia, per lb.	0 16

Evaporated Apples.—The market is going up on evaporated apples due to the pressing scarcity of stocks. Local jobbers are hunting all over the continent for supplies, and in many cases are meagrely rewarded. It looks as if stocks would have to come altogether from the South in the future, and in that case higher prices must prevail.

25-lb. box, per lb.	0 11 1/2 0 12
50-lb. box, per lb.	0 11 0 11 1/2

Beans.—The demand has not altogether dropped off since the good ordering of December, and there seems to be plenty of stocks in reserve in the east, which will be cleaned up as the season goes on. A local wholesaler stated today that the demand was stimulated for beans over the entire west due to the scarcity of potatoes.

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

Coffee.—The Government of Brazil is manipulating the coffee market at the present time in the endeavor to regulate the tariff of this article to other countries. The government evidently intends to protect themselves on this their leading commodity, and prices have been considerably advanced. Extra choice coffee has been forced up 2c.

Coffee, standard Rio....	0 15	Coffee, choice.....	0 16
		Coffee, extra choice.	0 17

Tapioca and Sago.—Tapiocas continues strong while sago is still weak. There is

nothing new to report on the market.

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

ALBERTA MARKETS.

Calgary, Jan. 12.—The decrease in the price of sugar of ten cents a hundred pounds was the feature of the week. This lowering was the result of the shift in the prices in New York. The prices for the week ending to-day are:

Beans per lb.	0 04	Prunes.....	0 09 1/2
Butter, eastern,		Currants.....	0 09 1/2
dairy, in tubs	0 24	Dried apricots	0 18
Butter, eastern,		Eggs, local, strict-	
dairy, choice.	0 26	ly fresh.....	0 45
Butter, local,		Flour, first class,	
creamery, lb.	0 31	100 lb. bag.....	3 00
Bacon.....	0 21	Tapioca, per lb.	0 06 1/2
Canned Goods—		Evap. apples, lb.	0 12
Peas, Early June, 2s	1 37 1/2	Ham, cooked.....	0 27
Tomatoes, case.	1 80	Lard, pure.....	0 15
Corn.....	1 27 1/2	Lard, compound.....	0 12
Apples.....	3 10	Potatoes, Ashcroft,	
Strawberries.....	2 10	per ton.....	27 00
Salmon.....	8 00	Rice, per ton.....	75 00
Cornmeal, 100 lbs.	2 45	Sugar, std gran.....	5 4
Cheese, Ont.....	0 14 0 15	Sugar, light yellow..	5 24
Manitoba.....		Sugar, dark yellow..	5 14
Dried Fruits—			
California rais-			
ins (Sultans)....	0 06 1/2		

BRITISH COLUMBIA MARKETS.

Vancouver, Jan. 12.—Merchants report a good business during the holiday season, with the usual after falling off. Prices remain fairly steady. The potato supply has been heavier during the past two weeks, though quotations have been maintained. If the weather continues mild, prices will not go up, as there is a good quantity on hand, but a drop in temperature will mean a jump. This would not be because the supply was imperilled, but simply that more might be made by those who are holding. Last spring potatoes were thrown away, after very high prices had been exacted, and the outlook is that the supply at present is sufficient.

Wholesalers are of the opinion that bottom prices have been reached for hams and bacons and advance is looked for.

Prices are a little easier in apples, the supply being heavy. Oranges and lemons have been coming in liberally, and prices are lower than what they were at the same time last year. The market was so well supplied with Japanese oranges that thousands of boxes had to be sold below cost. Owing to rain in Japan during the ripening season, the keeping quality of the fruit was not so good. This stock has now been cleaned out.

Housekeepers are quite excited over a five cent drop in the price of the best of fresh eggs. They may now be retailed for 75 cents, as against 80 and 85 cents a couple of weeks ago. The jobbing price runs from five to ten cents lower, though there is little margin for the dealer. The owner of the hen knows the market and demands the last figure, and as the price is high, the retailer cannot always afford to add even a fair percentage.

NOVA SCOTIA MARKETS.

Halifax, Jan. 12.—The wholesale grocers closed the year with a good volume of business, and the prospects for the coming season are excellent. Just now the most of the firms are stock-taking, and as the Christmas rush is over, trade at the present time is a little dull. All the large industries throughout the Province are working full time, and have

a good supply of orders on hand, and the general outlook is favorable.

Owing to the absence of snow the lumbering operations in various parts of the Province are practically at a standstill, and the demand for provisions for the lumber camps is lighter than usual. In consequence of this the molasses trade is dull. Fancy Barbadoes in barrels is quoted at 35 cents and choice Barbadoes at 32 cents.

Pork is getting back to the old price, having advanced \$1 since last report and lard has advanced one cent per pound.

The receipts of eggs and butter are now small, and few fresh eggs are coming in. Case eggs range from 27 to 30 cents. Creamery butter is 28 to 29 cents, and large tubs of dairy 24 to 25 cents.

Apples, bbl.	2 50 3 50	Oranges—	
Butter—		Jamaica oranges.....	6 00
Creamery prints	0 28 0 29	Cal. navels.....	3 00 3 50
per lb.		Pineapples.....	4 25 4 50
Creamery solids		Rolled oats, bbl.	4 60 4 70
per lb.	0 24 0 25	Pork, American	
Dairy, tubs, lb.	0 24 0 25	per bbl.....	26 50
Bacon.....	0 21 0 22	Pork, clear bbl.	28 00
Bananas.....	2 90 2 50	Hams smoked 0 2)	0 21
Beans, per bus.	1 95 2 40	Codfish, quintal	5 60
Cornmeal, bag.	1 60 1 65	Herring, pickled	
Cream of tartar	0 30 0 32	per bbl.....	5 00
Canned goods—		Lard.....	0 17
Beans.....	1 00	Molasses, fancy	
Corn.....	0 97 1/2	Barbados, bbl.	0 35
Tomatoes.....	1 15 1 25	Molasses, fancy	
Peas, std.	1 00	Barbados, gal.	0 32
Peas, early June	1 15	Potatoes, bus.	0 60
Corn beef, 1/2	1 85	Onions, Spanish	
Onion beef, 1/2	1 95	per lb.....	0 02 1/2 0 02 1/2
Cocoanuts 100.	5 90	Onions, Can., 75	
Eggs, case eggs	0 27 0 30	lb. bag.....	1 40
Flour h. wheat		Raisins, Val.....	0 08 1/2
per bbl.	6 35 6 50	Sugars—	
Flour, Ontario		Extra Standard,	
blends, bbl.	5 15 5 40	granulated.....	4 7
Fruits—		Unbranded Yel-	
Lemons, Messina	3 75	low.....	4 10
		United Empire.....	4 65
		No. 1 yellow.....	4 25

Reasons Why One Retailer Could Cut Down Prices

A story comes from an eastern Ontario town which serves to illustrate why some grocers are able to sell goods at a lower price than others. During the early months of 1910, a man moved into this particular town and opened a grocery store. His prices were considerably lower in many cases than those of the other merchants, one case being recalled where he was selling grapes during the summer at 20c per basket when the other merchants were paying 25c per basket wholesale.

These low prices were greatly wondered at by the other merchants but the reason lately came to light when his store was closed up by a wholesaler. It was found that he had paid for little of his goods, running as large a bill with one wholesale house as he could and then transferring his account to another house. In this way he got considerable goods from wholesalers, including Toronto houses. When his store was seized on, it was found to contain little goods he having transferred his stock into cash as much as possible. Needless to say the merchants in that town when questioned in regard to prices in the future, will reply that they "have to pay for their goods."

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Practical Methods in Retail Stores

A Calgary Dealer's Method for Introducing a New Line of Goods—Displaying Dried Fruits to Get the Best Results—How a Demand Was Created for a Table Syrup—Using Tact in Discovering a Customer's Wants—Device For Showing Oranges and Other Fruits.

How a New Line is Introduced.

Calgary, Alta., Jan. 12.—“I have several methods of introducing a new article,” said a local grocer. “In the first place when it is opened up I explain its use as carefully as I can to my clerks and give them information which will be of use to them in selling it. If the line is important enough, I have a window display of it. If it is not, I make a careful interior display combined with a short talk in my newspaper advertising about it.

“For the first week, I devote the article to a different clerk each day, thus stirring up some friendly rivalry among the selling staff to see which will sell the most during his day. I also tell my order clerks to introduce the article to the customers. In this way I generally have a pretty good demand worked up in a few weeks.”

Finds Work in Slack Times.

Winnipeg, Jan. 12.—“I always find something to do,” said a local grocer recently when questioned as to how he got out in his time during the dull season. “In the grocery business it is very seldom that there is no work for idle hands. Instead of standing around, complaining about bad business, I get to work and do something to improve the appearance of the store. Shelves have to be refixed often, counter displays re-arranged, show cases and show windows to dress and so many other things that enhance the appearance of the store and eventually bring more business, that I do not see how any merchant could say that business is so dull that he did not know how to put in the time.”

Displaying Dried Fruit.

Saskatoon, Sask., Jan. 12.—That merchants might sell more dried fruits and make more money out of what they do sell if they would use proper methods in displaying is the opinion of a local dealer. A good idea, he claims, is to have a glass that will fit over the top of the dried fruit box. These may be transferred to the new boxes as they are opened by having a detachable holder.

With this the fruit will be kept in a splendid condition and will not dry out as when it is exposed to the air. The customers will also be impressed with the better methods employed to keep the fruit free from dust.

An Advocate of Calendars.

Elora, Ont., Jan. 12.—Many a merchant especially in the small towns and villages has often pondered on the question: “Does a yearly calendar pay?” George Maben of Elora, believes that they do, if judgment is used in the selection of calendars, so as to get something out of the ordinary and also to use them in such a manner as will increase trade. Mr. Maben says: “This

year we got out a calendar, a little better than the average, as we always try to do. It was in the form of a handsomely embossed wall pocket, on the upper portion of which was placed a thermometer and a calendar below. Advertising was placed on the front of the pocket. It was of such a unique character that the local paper commented on it most favorably. As a result many people visited our store and with proper methods we have succeeded in securing many of them as regular customers.”

A good point in regard to the calendar is the addition of the thermometer, thus extending its use over more than one year which with the name of the firm on the front of the wall pocket should do considerable advertising.

Created Demand for Table Syrup.

Brantford, Ont., Jan. 12.—A local dealer relates one method by which he created demand for table syrup as follows: “My table syrup trade had been confined almost altogether to my country customers. I began to wonder why the people in town did not use it when it was in such demand by the farmers. I had just received a new brand, somewhat clearer than the ordinary and I decided to see if I could not create a trade for it among my town customers. I made a display of it in a prominent part of my store, with a card telling of some of its merits. I also placed some of the syrup in glass jars about the display so that customers could see how clear it was. Some of these jars I gave to my order men, with some information that would help them to sell it. I soon noticed a big increase in the sales of this syrup among my town customers.”

Discovering a Customer's Wants.

St. John, N.B., Jan. 12.—A local dealer recently said: “A merchant has to be careful in selling goods to a new customer or he is liable to spoil matters on the first sale. Now suppose a customer you do not know enters your store and asks you about bread flour. You have several grades ranging from \$2.80 to \$3.25 per cwt. Not knowing what grade of flour she has been using, you would be very foolish to suggest any particular brand as she may have been using something altogether different and if she is used to a certain kind, she would not be very likely to make good bread out of an altogether different grade, although it might be No. 1 Manitoba.

“Suppose your customer has been using a flour in which the whole wheat is used. It would not be advisable to suggest No. 1 Manitoba, but to offer a little higher grade of whole wheat flour. This also applies to many other articles in the grocery store and by a little tactfulness one may find out what grade of goods a customer has

been using and then offer something of similar quality.”

A Circular and an Ad.

Orangeville, Ont., Jan. 12.—To promote his holiday trade, F. H. Arkell, East Broadway, issued a four-leaf circular calling attention to his Christmas stock. The first page was of an introductory character under the heading: “A Few Words Only, But to Your Interest.”

The inside pages were devoted to describing the stock in brief, pithy phrases which might have been set up in a little more attractive form. The outside back cover referred to promptness in delivery, etc.

Mr. Arkell also ran the following novel advertisement:

OVER THE 'PHONE.

“Hello!”

“Hello!”

“Is that you, Mrs. Knowitall?”

“Yes.”

“Well, say, have you done your Christmas shopping yet?”

“Yes.”

“Orangeville?”

“Sure! Oh, that's the place to go. Well, say! Where can you do best there?”

“Oh, there is not much difference, only in Groceries. You certainly ought to go to Arkell's for them. He has the most up-to-date stock I have seen. His Raisins, Currants, Peels, Dates, and other necessaries for Christmas Baking are so new and fresh and clean. I would try him if I were you.”

“Well, thank you very much! That's just where I'll go. I have heard that he had about the best stock in town and that his prices were very reasonable.”

“That's Arkell, the East End Grocer!”

“Yes, alright! Ever so much obliged. Bye-bye!”

This style of advertisement is not frequently used and while it undoubtedly forms an interesting paragraph, yet it is a question whether the talk is convincing enough to not only hold the attention of the prospective customer but to cause her to purchase her groceries at this store.

A Device for Displaying Fruit.

Toronto, Jan. 12.—Several grocers in Toronto are getting good results from a fruit and vegetable rack which besides being a great space saver, is an excellent method of displaying goods. It is an appliance which is nailed on to the original fruit boxes so that the fruit is held in, when the boxes are turned on their side. Slanting out from the mouth of the box, the display is made much better.

By this method any number of boxes may be placed horizontally one upon the other. One grocer in speaking about its merits said he would not be without this device, as it is both a floor space saver and a business getter.

Never Returned a Draft in 21 Years of Business Life

Shelburne, Ont., Jan. 12.—After 21 years in the grocery business, Mr. Fead, of Fead & Co., is retiring.

He began his business career with \$400, and by conducting his store on a quality basis first of all, and price afterwards, he was able to build up a large trade. Mr. Fead is known in his district as the man in whose store a housewife could always get what she wanted so that his assortment was carefully selected. He made a careful study of his trade, and what he purchased he had the salesman's instinct to sell.

This dealer prides himself on the fact that in 21 years he never returned a draft. He was certain that if there was any error in it there would be no difficulty in having it adjusted. He had faith in his fellow man with whom he dealt.

Mr. Fead was a constant attendant at business. This will be readily noticed when it is asserted that during his business life as a merchant he took only 2½ holidays; he was ill 2½ days, thereby becoming an absentee from business for only 5 days in some 6,500.

His aim was to run as closely as possible to a cash trade and he found this not a difficult task.

A. R. Johnston, senior member of A. R. Johnston & Co., wholesale and retail grocers, Vancouver, B.C., died last week.

HOLBROOKS LIMITED

of Birmingham, England and Toronto, Canada.

Sole proprietors of The "HOLBROOK" Brand Norwegian Smoked Sardines in pure Olive Oil.

"SWAN" Brand Pure English Pickles in 20 oz. tall, square bottles with patent stopper.

And
HOLBROOKS
WORCESTERSHIRE
SAUCE

Canadian Offices:
40 Scott St., TORONTO, ONT.
Manager: H. GILBERT NOBBS.

PASSES IT ALONG.

Manitoba Dealer Sees That His Clerks Get an Opportunity to Read The Grocer.

Editor Canadian Grocer.—I have appreciated very much your articles published on sago and tapioca, also the one on mace and nutmeg of the following week. I read The Grocer every week with interest and then pass it on to the assistants working with me as I believe that a knowledge of where the goods come from and how manufactured is a great help to a clerk. It helps him to have more confidence in himself when talking to a customer about the goods he is trying to sell and I believe a customer seeing you have a knowledge of your goods has more confidence in

you and along with good service it creates business.

B. J. SHEPARD,
c. o. Dauphin Mercantile Co.
Dauphin, Man., Jan. 11, 1911.

Joseph Yates, for 28 years a traveler for Christie, Brown & Co., died on Thursday, Jan. 5, at the age of 72 years.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.

KINGSTON, JAMAICA

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered U. S. Pat. Off.

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

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

The More

that women understand Fels-Naptha, the greater its popularity and the demand for it.

If all women knew just how much work Fels-Naptha soap so easily saves, few women, indeed, would be without it.



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Manufacturers and Shippers

... in ...

Eastern Canada, Europe and the U.S.A.

desiring to place grocery lines in the rapidly developing market of Western Canada will do well to get in touch with us. We have a most extensive connection with the Western Canada trade, and exceptional commercial facilities, including large warehouses in Winnipeg, Calgary, Edmonton, Saskatoon and Regina, the five main distributing centres of Western Canada. Now is a good time to begin cultivating this great market. Commence by writing us for detailed information.

NICHOLSON & BAIN, Wholesale Commission Merchants
and Brokers.

HEAD OFFICE, - - WINNIPEG, MAN.

WINNIPEG

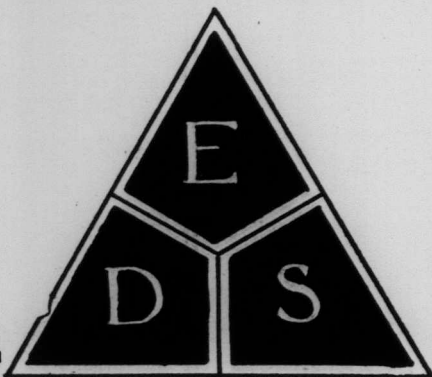
REGINA

SASKATOON

EDMONTON

CALGARY

Good Enough
for the
Government



is not good
enough for us!

We're not "ag'in the Government," but we DO want you to realize that their standard of purity in fruit preserves is not good enough for us!

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

are ABSOLUTELY PURE, and contain no dyes, no preservatives and no excess of water; these chemicals are present in many other makes, and yet they are pronounced GENUINE by the Government.

Do you realize the value of this PURITY feature when recommending a line of preserves? You can't say the same of any other Canadian make.

Made only by

E. D. Smith

at his own Fruit Farms,

Winona, Ont.



Agents:

N. A. HILL, TORONTO

W. H. DUNN, MONTREAL

MASON & HICKEY, WINNIPEG

R. B. COLWELL, HALIFAX, N.S.

J. GIBBS, HAMILTON

ENOUGH BETTER than
the ordinary kind to win
and hold customers—

GUNNS PORK SAUSAGE

You can confidently recommend
to your trade.

Made under Government
Inspection.

Let us book your order for
regular shipments.

GUNNS Limited
Packers :: Toronto



Talking
Points

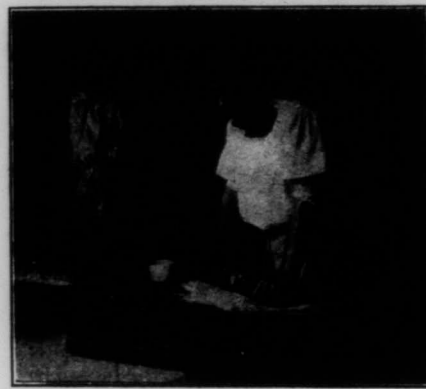
For Grocers and Clerks!

Have you told your customers—
That Jersey Cream is wholesome, fine-flavored, rich and
always uniform in quality—always reliable;
That, being sterilized, Jersey Cream is absolutely free
from the germ life common to raw milk, and is a
nourishing food for children;
That, being unsweetened, Jersey Cream is superior to
raw milk for all culinary purposes?

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



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



GOOD PASTRY

Requires good Lard and pure Lard. We guarantee that
which we sell you to be both good Lard and pure Lard.
We give you our personal guarantee that it is absolutely
pure Lard, and we give you the Certificate of the Food
Inspection Department of the Dominion Government that
it is pure Lard.

Put up in 350 lb. Barrels
60 lb. Tubs
20 lb. Pails
20 lb. Tins
10 lb. Tins
5 lb. Tins
3 lb. Tins
1 and 2 lb. Cartons

F. W. FEARMAN CO., LIMITED
HAMILTON, ONT.

Breakfast Bacon

That mild, sweet, crisp bacon you are looking
for to give your customers satisfaction and
build up a steady trade.

Ryan's Hams

ARE ALWAYS RELIABLE.

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

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The good
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Provisions.
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Breakfast an
up 2c per lb
Pure Lard—
Boxes, 50 lbs. 1
Cases, tins, ea
" " " "
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Pails, wood, 20
Pails, tin, 30 lb
Tubs, 50 lbs. n
Tierces, 375 lbs.
Compound Lard—
Boxes, 50 lbs. r
Cases, 10-lb. th
" " " "
" " " "
Pails, wood, 20
Pails, tin, 30 lb
Tubs, 50 lbs. n
Tierces, 375 lbs.
Pork—
Heavy Canada sho
Bean pork.....
Canada short cut
Clear fat backs...
Heavy flank pork,
Plate beef, 100 lb h
" " " "
" " " "
Dry Salt Meats—
Green bacon, flank
Long clear bacon,
Long clear bacon,
Hams—
Extra large sizes, 1
Large sizes, 18 to 2
Medium sizes, 15 to
Extra small sizes, 1
Bone out, rolled, h
" " " "
Breakfast bacon, 1
Windsor bacon, sh
Spiced roll bacon,
Hogs, live, per cwt
dressed, per
Butter.—T
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is quite stro
is still in
unchanged.
New milk creamer
Dairy, tubs, lb....
Fresh dairy rolls..
Cheese.—T
the demand
Prices are u

Let This Sink in Deep

Twenty-five years ago we discovered the formula for the unbeatable confection—Chocolate "Bordo."

The most strenuous efforts of other manufacturers have not yet resulted in a discovery of anything nearly equal to it.

Chocolate "Bordo"

continues to occupy a position of completely isolated excellence.

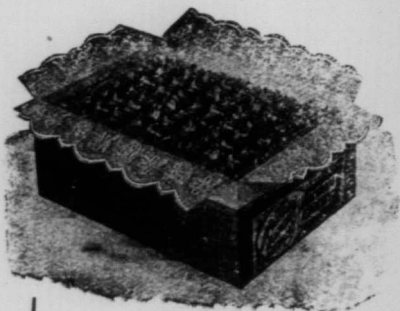
It possesses a flavor that defies duplication. Every dealer who realizes the value of selling a chocolate with a flavor quite different to and inestimably more delicious than any other will ultimately handle Chocolate "Bordo."

Your first move in the right direction is to write us for samples and particulars. Do it to-day.

THE Montreal Biscuit Co.

(The Originators)

Brewster Ave. - MONTREAL



Annual Staff Gatherings

The salesmen of the E. W. Gillett Co., gathered from all parts of Canada at the head office in Toronto last week. Several days were profitably spent in discussing various phases of salesmanship, trade and general advertising, experiences of the past year and plans for 1911. On Friday the selling staff presented Mr. Dobie, president of the company, with a handsome easy chair. The presentation was made by W. C. Murray, manager of the Montreal branch. In the evening the staff were entertained by the management at a theatre party.

Enthusiasm, goodfellowship and thorough-going enjoyment characterized the New Year Dinner of the Ontario branch of Red Rose Tea, at the Toronto office on Saturday night last. About fifty of the traveling, office and warehouse staffs and their wives sat down in the board room to an excellent repast furnished by Coles. Geo. H. Campbell, the manager, presided. T. H. Estabrooks was unable to get up from St. John, N.B., but sent a message of hearty greeting, and after the toast to the King, his health, proposed by N. W. Williams, was honored with great enthusiasm. Mr. Campbell in reply, gave an interesting sketch of the growth of the Red Rose Tea business. "The Tea Itself" was proposed by B. E. Miller, with an appropriate eulogium and was responded to by Messrs. Leech, E. E. Boyd, and Furness. To the toast to the travelers, proposed by W. S. B. Armstrong, all of those gentlemen replied with a rich flow of humor, jest and story. Other toasts were "The Accounting Staff" proposed by J. H. Boyd; "The Warehouse Staff," proposed by Frank Leech; "The Ladies," proposed by C. R. Furness and responded to by A. L. Curry. The front of the menu card bore a group picture of Mr. Estabrooks, Mr. Campbell, and the travelers. The inside pages were enlivened after the dinner there was a ball throwing contest for the ladies, with six prizes of Gold Label Red Rose Tea. The contest was highly amusing, first prize being won by Miss Florence Williams. The evening concluded with a short program of music and readings. A concluding hit was made by Norman Williams (son of N. W.) who put one over his dad by singing as an encore, "Everybody Works in this Firm but my old Man."

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

McVitie & Price, of Edinburgh and London, have been honored by receiving a royal warrant of appointment as biscuit manufacturers to His Majesty King George V. This firm also enjoyed this distinction during the reigns of their late late Majesties, King Edward VII. and Queen Victoria.

Laporte, Martin & Co., Limited, Montreal, are offering special bargains during January, in order to reduce their stock previous to stock-taking. Many standard articles are on their cut price list which every wise buyer will not fail to read carefully in this issue. In spite of the constant advance in the price of imported Castile soap, Laporte, Martin & Co., Limited, of Montreal, owing to their large stock in hand have not advanced their prices. You can by ordering early from this firm stock the best imported Castile soap, as the rise promises to stand.

Uses Cayenne Pepper to Rid Store of Rats

Editor The Canadian Grocer,—Enclosed I am sending \$2 as renewal to your valuable paper. I consider I am benefited a great deal more than \$2 by continuing reading it.

I noticed in last week's issue an article on the prevention of rats and mice among flour and meals, and I am able to suggest something which I have tried out and found to be a sure cure for this trouble. It is very simple and inexpensive so I thought it might be of interest to some of your readers.

In the first place I might say I was fortunate in knowing of this before I saw the item in The Canadian Grocer, for I believe I would have been tempted to try out the method which you published and which would be rather expensive. For a long time I was certainly pestered and annoyed patching up holes that had been eaten through bins and in sacks by mice and rats. Not only that, but I have had to exchange goods that had been delivered owing to the fact that mice had chewed holes in the packages and dirtied them.

The method I am going to give was told to me almost two years ago by an owner of a chopping mill. I tried it out and never since have I found a hole in a sack or any trace of mice or rats around the store. Here it is:

Sprinkle a little Cayenne pepper on the floor or shelvings where flour is kept. If this is done is done the four footed pests will not come back for the second sniff. You see, when rats and mice are traveling along the floor they keep their noses close to it and, therefore, are sure to take in a considerable quantity of the pepper.

The other grocer's idea was, no doubt, a good one, but I scarcely think that many would care to go to the expense he did unless they owned the building.

J. M. DONOVAN.

Peterborough, Jan. 10, 1911.

In a recent issue of The Grocer a trade note appeared to the effect that McLaurin & Dow, grocers, Fort William, Ont., were selling their business. This firm states that this is an error—that they have no thought of selling—and The Grocer gladly makes the correction. The present business was established in 1864.



THE OLD RELIABLE



The large demand for Royal Yeast Cakes throughout Canada has in the past led manufacturers in other lines of business to put on the market brands of yeast cakes they claim to be "just as good" as Royal Yeast, and some dealers have tried to substitute these unknown brands for Royal Yeast Cakes. All such attempts have proved to be failures.

WHY EXPERIMENT WITH UNKNOWN BRANDS?



E. W. GILLETT CO. LTD.

TORONTO, ONT.

Winnipeg

Montreal



Bookkeeping Without Books!

Sixty thousand merchants in all parts of Canada, the United States and foreign lands are saving time, labor and money in handling their credit accounts by the use of

The McCaskey Gravity Account Register System

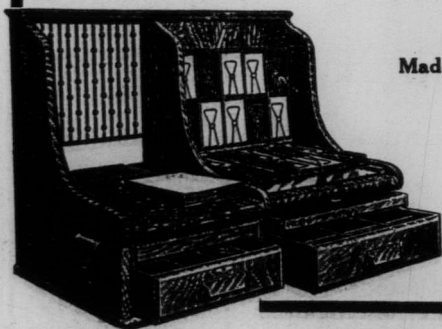
The McCaskey System, with One Writing and in one-fourth or one-third of the time, accomplishes everything that is done by use of day books, journals, ledgers bills, statements, etc., and in this way saves time, labor and money. Let us refer you to some of our customers in your locality.

Information about the System is free.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

90-98 Ontario St., - - - Toronto, Can.



Made in Canada.

FIRST AND STILL THE BEST

CLARK'S Concentrated Soups (Chateau Brand)

Sell Well.

These are soups in tins, and of surpassing quality. Several varieties. As they need only the addition of boiling water, housekeepers find them most convenient.

Priced to sell at 10 cents a tin, CHATEAU BRAND CONCENTRATED SOUPS are winning a large share of this trade.

Wm. Clark, - Montreal

Manufacturer of High Grade Food Specialties

Write us now about this new way of selling cereals

It's a way that means *bigger sales* at better profits. A way that enables you to give a customer *more* for her money, with *quality* guaranteed.

And it prevents you from losing by waste or deterioration.

In a nutshell, the proposition is this: Standard cereals, Flaked Wheat, Flaked Oats, Oatmeal, Graham Flour, etc., put up in dust-proof, moisture-proof paper bags, attractive in appearance, easy to handle, giving bigger weight for the money than any similar lines sold in advertised cartons. And there's a bigger profit for you than you can get with any cereals in advertised cartons on the market.

You can't afford to delay investigating this new idea in cereal-selling. If note paper is not handy, just tear out this ad. and mail it to us with your address. And do it *now*.



THE CHISHOLM MILLING COMPANY,
LIMITED
TORONTO, ONTARIO

Satisfaction!

**Success Means More Than "Goods Sold."
It Means Customers Satisfied.**

Thousands have quit coffee because it injured their health, and now use

POSTUM



with perfect satisfaction.

A DELICIOUS, HEALTHFUL TABLE BEVERAGE.

The price of coffee advances, but the price of Postum remains the same. Good Profits for Grocers in Postum, and a steady, growing demand.

"There's a Reason"

POSTUM CEREAL COMPANY, Limited, Battle Creek, Michigan

Adva

The firm reported last changes in made; bu ward tend see an The adva steady, in last week for the l by Toron

A big marked May whe March" belief th 000,000

on poore The A for the 362,000 l The whe 27,077,00 this year crop dal Kansas cause of firmness

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The s work o oats to The c is quit situatio both v an adv rolled be affe

Flou ket ar last w from l eign d sales Winter Straight Manitoba

Roll oats i Fine oat Standar Granula Bolted c Rolled c

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Advance in Flour Will Not Be a Surprise

Wheat Markets Have Grown Still Firmer, and Millers Expect Change in Flour Prices—Rolled Oats Market Looks Stronger, But There is no Change in Price—A Good Demand.

The firmness in the wheat market reported last week still continues, but no changes in flour prices have as yet been made; but millers say that if the upward tendency continues, they expect to see an advance in flour prices soon. The advance in wheat prices has been steady, increasing six cents within the last week; \$1.04 is now being asked for the best northern Manitoba wheat by Toronto dealers.

A big wheat man in Winnipeg remarked this week: "I expect to see May wheat sell 10 cents higher before March." He based this opinion on the belief that the American crop of 620,000,000 bushels is overestimated, and on poorer conditions of winter wheat.

The American visible supply of wheat for the past week shows a decrease of 362,000 bushels over the preceding week. The wheat stock on Jan. 10, 1910, was 27,077,000 bushels, while the same date this year it was 43,920,000 bushels. The crop damage reports from Oklahoma, Kansas and Missouri have been the cause of forcing wheat to its present firmness.

The acreage of winter wheat under crop in the United States this year is the largest ever seeded, but the condition is the lowest recorded on a similar date for a number of years. The total crop of wheat in Canada last year, according to revised reports, was 150,000,000 bushels. Reports from Argentina place the exportable surplus at 82,800,000 bushels or about 4,000,000 bushels under that of last year.

The same forces that have been at work on the wheat market have caused oats to go higher also.

The demand in both flour and cereals is quite satisfactory just now, and the situation may be summed up in that both wheat and oats are strong, and an advance probable in both flour and rolled oats, but millers expect flour will be affected first.

MONTREAL.

Flour.—Firmness prevails in this market and things are just the same as last week, there being a fair demand from local and country buyers. The foreign demand continues fair and further sales were made.

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

Rolled Oats.—The demand for rolled oats is fair at unchanged prices.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated	2 40
Bolled cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb.	2 15
barrels	4 65

TORONTO.

Flour.—The chief feature of the market is an advance in wheat which local millers state may eventually lead to higher prices for flour. The wheat market has steadily been growing firmer, but as yet the flour market has not been affected. Trade in flour is reported satisfactory so far this month.

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

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

Cereals.—The demand for both rolled oats and rolled wheat remains steady. The oat market is stronger, and if the firmness is maintained, it will no doubt lead to higher prices for rolled oats. No change in prices have as yet been recorded.

Rolled oats, small lots, 90 lb. sacks	2 20
" 25 bags to car lots	2 10
Standard and granulated oatmeal, 68 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. bris.	2 85
" 5 bris. to car lots	2 75

GETTING TOGETHER IN B. C.

Organization Work Meets With Success and Also Some Opposition.

Vancouver, B.C., Jan. 12.—Organization throughout the province under the auspices of the B. C. Retail Merchants' Association, has been fairly successful, the two places in the interior that did not come up to the mark being Rossland and Fernie. Those who made the trip from the coast were F. W. Welsh, James Foran and R. D. Dinning. A public meeting was held in Rossland, but the general feeling was against organization, the president of the Miners' Union urging this action. It is felt that Rossland will soon come into line.

There was nothing doing in Fernie, owing to the reason that the two largest stores, the Crow's Nest Trading Company and the Trites-Wood Company were not on a sufficiently friendly common foundation. Twelve other merchants in that city were willing to form an association, but naturally thought that the two big houses should lead the way.

At Nelson and Cranbrook, things were altogether different. At a public meeting held in the Board of Trade rooms, organization was effected, and nearly every merchant present expressed himself as to the benefit to be derived from the association. Officers of the Nelson Retail Merchants' Association are: President, J. R. Hunter; vice-president, J. A. Irvine; secretary-treasurer, W. A. Horstead; directors, W. J. Meagher, W. H. Jones, Harry Amas, L. K. Larsen and A. S. Horwell.

There was a splendid turnout at Cranbrook. Mayor Fink giving able assistance. Officers of the Cranbrook Retailers' Association are: President, J. P. Fink; vice-president, R. E. Beattie; secretary-treasurer, W. H. Wilson; directors, A. C. Pie, G. W. Patmore, J. F. Campbell, A. Raworth, G. R. Leask.

Both these associations are in affiliation with the provincial association.

Merchants at Cedar Cottage, a suburb of Vancouver, have taken the first steps towards the formation of an association. The following officers were appointed: President, J. Peckham; vice-president, John J. Cashon; secretary-treasurer, F. Avling; executive committee, J. L. Howling, J. Graham and J. Simpson.

JOHN D.

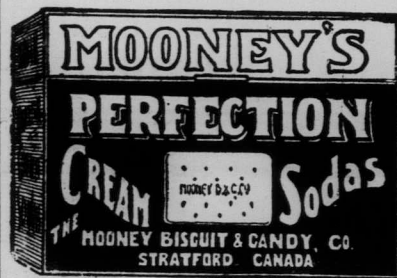
ROCKEFELLER

is said to have lived for several years entirely on Soda Biscuits. This is hard lines, because the best of Soda Biscuits—even the incomparable **MOONEY'S PERFECTION CREAM SODAS**—can hardly be recommended as an invariable diet.

But

as a dealer in groceries you can conscientiously recommend that **Mooney's Perfection Cream Sodas** be on every table in your locality at every meal.

The unvarying and lasting crispness of **Mooney's Perfection Cream Sodas** is the strongest imaginable selling argument and it's always a winner.



The Mooney Biscuit & Candy Co., Limited

STRATFORD - ONT.

Factories at
STRATFORD, ONT.
WINNIPEG, MAN.

MAPLEINE

(The New Flavor)

Mapleine is a high-grade product—absolutely pure—possessing a most delightful flavor—superior to Maple.

One ounce of Mapleine (with white sugar) makes a gallon of delicious syrup.

Sold in 2oz., 4oz., 8oz., 16oz., 32oz. and gallon bottles.

"Mapleine Dainties" sent free on request.

Frederick E. Robson & Co. Sales Agents
26 Front St. E., Toronto



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



Stick Licorice
AND
Pepsin Chewing Gum
(NOTE THE BRAND)

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

and a full range of
LICORICE SPECIALTIES

for Grocers, Confectioners
and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE
NATIONAL LICORICE COMPANY
MONTREAL, CANADA



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality,
but also for the way in which they are put up.
They are invariably packed for export in air-tight
tins, and reach the retailer in the same fresh and
crisp condition that they left the factory. Think
what this means to you!

ORDER FROM NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

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

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

All the year round
Mott's
"Diamond" and "Elite"
brands of
Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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

By Royal



Letters Patent

NELSON'S
POWDERED GELATINE

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

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

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

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

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 24 Inns of Court Buildings, Vancouver, B.C.

Real Sellers

You will find no other flavoring extract that sells as fast as

Shirriff's TRUE VANILLA

It is a real purity product, made of finest Vanilla Beans that grow in Mexico---and made in such a way that it has far greater strength---and will satisfy your trade far better---than inferior and imitation vanillas.

You can recommend Shirriff goods to the trade you are most anxious to get and keep. Stock these

**Stronger
Richer
Daintier**

Shirriff's EXTRACTS

Your profit is bigger on them. Your sales are surer. Order and let them prove it to you. If your jobber cannot supply you, write direct to

IMPERIAL EXTRACT CO.

8-10-12 Matilda Street, - TORONTO



Your Biggest Asset— A Satisfied Customer

And because satisfaction always follows in the train of quality

Tillson's PAN-DRIED Oats

is the line of Breakfast Food for you to feature! It is prepared solely from the finest quality Canadian Oats, and is easily assimilated, very nutritious, and pleasing to the palate.

We are creating the demand for Tillson's Oats by our extensive advertising. Are you ready to get your share of the business?

*Better send along
that order to-day.*

Canadian Cereal and Milling Co.

Limited

HEAD OFFICE
LUMSDEN BUILDING
TORONTO



PUT UP IN 2 SIZES

Premium Family Package
Retailing at 25c.

Pan-Dried Package
Retailing at 10c.

Plans for Making Bright a Dull Season

A Number of Suggestions Given by a Practical Merchant in a Country Town Store—Pave the Way for a Good Fish Season From Now Until the End of Lent — Sell the Farmers Their Next Supply of Flour and Use Salesmanship to Move Out Nuts, Fruits and Fancy Goods Remnants.

January and February are inclined to be dull business months with many stores. People have been buying somewhat heavily during the holiday season and as a result the trade is affected to a certain extent during the following months. But the progressive merchant is beginning to realize that the first couple of months of the year should not be thus and that the only way to counteract this, is not to die with the trade. Accordingly as the trade becomes slacker, the enterprising merchant will increase his efforts to keep his sales on the increase.

Now most merchants will readily understand and agree with what has been said, but the really progressive man will not stop at this, but will begin at once to lay plans in his endeavor to keep the cash register clinking and the clerks hustling during the mid-winter season.

The merchant must first make up his mind that he will make business hum. He must get enthusiastic over the idea and over the different plans he is going to use to accomplish the desired object. He will take his clerks into his confidence, imparting his schemes to them and endeavoring to get them to suggest plans also. In this way the spirit of enthusiasm will take hold of the clerks and thus bring much better results.

Hustle After the Business.

Now the mid-winter season is a particularly good time for the merchant to extend his fish trade. The season is longer than usual this year, and by getting a good start, the good effect will be felt during the whole season. Prices are not high and by right methods, demand may easily be created. Of course if a merchant only stocks up in this line and sits down to wait for trade to come, the results will not likely be encouraging.

Fresh Fish Added to His Stock.

One merchant's experience, known by the writer, in opening a fish trade may be beneficial to others. He says: "In looking around for some new line to stimulate January sales, I decided to increase my stock of fish. Before I had been handling only salt and smoked fish. I added several lines of fresh fish, paid particular attention to displaying them and advertised in the local paper, stating the different kinds I carried and the price. I also issued a small circular which I sent out, calling attention to my fish advertisement, the result was a greatly increased fish trade.

"I also used a new plan in introducing other lines of fresh fish. In one case a lady called, looked over the fish stock but did not feel inclined to buy. I asked her if there was any particular kind of fish she wished that we did not have in stock. She said that her boarders liked 'flounders,' and the store at

which she dealt had stopped handling them. I immediately assured her that I would get them for her and named the day I would have them in. She seemed very pleased with the way I had tried to supply her wants and she called around at the stipulated time. She not only bought flounders, but also purchased several other articles and our trade with her has been increasing ever since."

Good Time to Sell Flour.

Another item that the merchant may push to good advantage during the season is flour. Consumers as well as the merchants have somewhat forgotten this article during the holiday rush. Farmers also generally put in a stock of flour in the fall that lasts them a couple of months and their supply will be found to be growing small; it is, therefore, a good time to introduce the idea of laying in another two months' supply. The method of introducing this to the farmer must be worked out by the merchant himself as circumstances play a prominent part.

It must always be remembered that advertising in the local paper backed by proper salesmanship will do a great deal. When the farmer comes in to buy his weekly supply of tobacco, take advantage of his presence to introduce the flour question.

Do not allow your sale of nuts to dwindle just because the holiday season is over. Merchants must get over the idea that Christmas is the only season that a supply of nuts should be kept on hand.

We find many merchants when New Year is over, transferring what nuts they have left over to some back corner of the store, instead of keeping their stock up to the standard and endeavoring to increase the sales in that line. A fact that may be used to good advantage by the salesman in the sale of nuts, is their value as a food.

Sells Remaining Fancy Goods.

One merchant in explaining his method of procedure to keep sales up to the average during the first months of the new year, says:

"I handle fancy goods and notions during the Christmas season, and always try to clear them out before the New Year. If I happen to have some left after New Year's Day, I always try some method of getting rid of them, even if I have to sell them below the original market price, as I would rather lose a little in profits than carry a dead stock over to another season.

"I then start in on nuts and fruits, keeping a good stock on hand, displaying them in my show windows and introducing them into my advertising in the local paper. I tell the clerks and order-boys to mention either nuts or fruits whenever making a sale, and find that my increased trade in these lines

makes up for the natural general dullness in the business."

Talk Up Quality.

This is advice which most merchants can use to good advantage this year. Although nuts are a little dearer than other years, the quality is good, and this has more influence on a customer than price. Oranges, malaga grapes and other fruits are of good quality and are moderate in price.

With all these many things that the merchant may utilize, the mid-winter season should at least be as good as the average, instead of it being one of dullness as most merchants have regarded it in the past.

Commercial Men. from the West on a Business Trip

Toronto, Jan. 12.—During the week 21 representatives of wholesale grocery houses in the Canadian West—from Kenora, Ont., to Fernie, B.C.—visited this city after exploring Ottawa and Montreal. In each city they were the guests of manufacturers whose goods they are handling throughout the prairie provinces.

The object of the trip east was to become more thoroughly acquainted with the sources of some of the lines they distribute and to meet the principals of the manufacturing firms. Some of them did some buying. The 21 represented an annual buying power of probably \$30,000,000.

The commercial men were accompanied by Financial Editor Appleton of the Winnipeg Free Press. He states that trade in general in the west is in a splendid condition. While the drought certainly affected the grain production last year yet it has been a blessing in disguise since it will tend to make farmers better tillers of the soil and business men more careful in their every day dealings. This is the opinion of many shrewd bankers in the West who claim that had this check not occurred, money would have been tossed about too freely and the present staple trade and financial situation would not have been a likelihood.

A "DOUBLE-YOKED" LOAF.

Western Ontario Magistrate Maintains It is All One.

St. Thomas, Ont., Jan. 12.—George R. Rinn, grocer and butcher, 51-53 St. Catharines street, was defendant in the latest of the several "bread cases," decided in Ontario courts. Police Magistrate Glenn handed out his judgment in an action in which Mr. Rinn was charged by W. J. Shaw, food inspector, with a violation of the Bread Sales Act. Mr. Rinn secures his supply from local bakers, and in this instance the loaf objected to by the inspector was divided by an impression in the centre, quite common since the new Act came into force, and indicating that the loaf had become "small bread." In contradiction to the recent judgment of Judge Morson at Toronto, the magistrate found that this loaf was not two separate loaves, "any more than a double-yoked egg was two eggs."

LITTLE FLOUR CHATS FOR YOUNG GROCERS UNDER EIGHTY



To Me It Isn't Bread Flour, nor Pastry Flour—But Just "Five Roses"

Oh, yes, quite an old hand at it.

I've been selling flour well on twenty years.

And this I *know* to be true.

That a woman is mighty impatient of poor quality in her raw materials, or quality that varies.

I've found it just as hard to *hold* trade once I had it as to get it when I hadn't.

There's Mrs. Broadacres again—one of those inventive housewives, always trying new stunts in the cooking line.

Marvellous cook, I'll admit.

But so particular!

When I was selling her whatever flour I had in stock, every time she came in I felt like dodging behind the counter.

Did once.

Now she has been doing her experimenting with FIVE ROSES for many moons.

And it's always "more of the same."

Says she has successfully achieved every recipe in her cook books—looking for new worlds to conquer.

There's *versatility* for you, in one and the same barrel.

It's all the same to FIVE ROSES—pastries, cakes, breadstuffs—open any page in the cookbook, it delivers the goods.

Bread flour, pastry flour—they mean *nothing* to me.

But FIVE ROSES does.

Whatever the women want to make or bake—FIVE ROSES, say I.

I stock none other—the word "flour" spells FIVE ROSES.

And I can look every customer square in the eye.

Which I couldn't do before.

Five Roses

Packed to suit your trade—barrels and halves

Bags of 7, 14, 24, 49, 98 pounds

Ask your Jobber

LAKE OF THE WOODS MILLING COMPANY, LIMITED, MONTREAL, "THE HOUSE OF QUALITY"

Slight Lull in Fruit Trade Just Now

But Dealers are Looking Forward to a Good Year in Fruits
—Oranges are Plentiful and Quality is Excellent — Potatoes
are a Little Firmer in Price—Large Shipments of California
Celery With Good Demand for it.

Like a calm after a storm, a slight lull may be expected in trade after any holiday season. Thus it is with fruits and vegetables at the present time; but this must not be taken to mean that trade is bad, but like every other business, fruit dealers like to start the year with a rush. There is a bright outlook for trade during the year, and wholesalers are busy in preparing plans that will bring them increased business. The supply of California oranges is large, which may be drawn from the fact that shipments from California amount to 150 cars, where only 40 or 50 cars were shipped at this time last year. With moderate prices and excellent quality, as the fruit is nicely colored and sweet, there should be a good demand.

MONTREAL.

Dried Fruits.—Dullness following the holiday season characterises this market. Save for stray orders from grocers who have run out of oranges or other lines, there is practically nothing doing.

Business was brisker this time last year, but it is confidently expected that there will be a change for the better soon.

Apples, bbl.	4 50 7 50	Oranges—	
Bananas crated,		California.....	4 00 5 00
bunch.....	2 00 2 25	Pineapples—	
Cranberries, bbl.	11 00 15 00	Florida, case....	3 75 4 25
Cocoanuts, bags.	4 25	Plums, crate....	2 00 2 25
Malagas keg.....	6 50	Pears, bbl.	7 00 10 00
Lemons.....	2 75 3 50		

Vegetables.—“We expected to see a brightening up in this market this week, but it has instead been disappointing,” said one dealer. Cucumbers are moving out slowly, and some holders are afraid that they will have to lower prices considerably in order to prevent direct loss. Peppers are declining.

Beans, American		Onions—	
basket.....	12 00	Spanish, cases..	2 75 3 00
Beets, bag.....	0 75 0 90	Red, bag.....	1 25
Carrots, bag....	0 75 0 90	Potatoes, bag ..	1 00 1 10
Cabbage, doz....	0 40 0 50	New Bermuda	
Cabbage, bbl. ..	1 00 1 50	potatoes, lb.	0 07
Celery, crate....	4 00 4 25	“ basket	1 85
Cauliflowers	1 50 3 00	“ bbl.	4 00
Cucumbers, doz.	2 25 2 50	Parsley, dozen... 0 75 0 80	
Garlic, 2 bunches	0 25	Parsnips, bag ..	1 00 1 25
Green Peppers,		Radishes, dozen	
small basket ..	2 00	bunches.....	0 60 0 75
Leeks, doz.....	1 75 2 00	Spinach, bbl ...	5 00 5 50
Lettuce—		Tomatoes, hot-	
Curly lettuce, box	1 30 1 60	house, lb.....	0 35 0 40
Boston, box.....	2 75	Turnips, bag....	0 75 0 90

TORONTO.

Green Fruits.—Although trade at the present might be better, still there is a fair demand in most lines and those interested believe that trade will improve in the near future. There is a good supply of oranges on hand, which are of excellent quality for this time of the year, prices remaining steady. Lemons are a little easier but 300's remain firm, the demand for this size being large.

There is also a slightly easier feeling in cranberries just now.

Apples, bbl.	3 50 6 00	Jamaica, case..	3 0 3 50
Apples box....	2 00 2 50	Lemons—	
Bananas.....	1 50 2 00	Messina.....	2 75 3 00
Cocoanuts, sack	4 00 5 00	Limes, box.....	1 25
Cranberries, bbl	9 00 9 50	Oranges—	
Cranberries, case	3 50 3 75	Tangerines, a	
Malaga bbl.	5 00 6 50	strap.....	5 50 6 00
Almeria, bbl....	5 00 7 00	Florida.....	2 50
Grape Fruit—		Navels.....	2 50 3 00
Florida, per case	3 50 4 00	Mexicana.....	2 00 2 25
		Pomegranates, doz.	0 75
		Pineapples crate	4 00 4 50

Vegetables.—The demand in vegetables is fair with trade distributed pretty well between the different lines. There is a plentiful supply of California celery on hand with good sales for this line. Under the heavy demand, there has been an increase in the price of yellow onions. The prediction some time ago of higher prices for potatoes will no doubt be realized, as one firm are now asking \$1 per bag. One dealer stated that he expected them to go even above this figure as the supply later on will likely be scarce, while others believe that there are enough potatoes in the country to supply the demand. Other dealers were not prepared to express any opinion on the market at all, so that is how the situation stands.

Beets, Louisiana		Endive, 12 heads	1 00
doz.....	1 25	Lettuce, Cana-	
Canadian beet,		dian, head....	0 30
bag.....	0 60 0 75	Boston head let-	
Cabbage, case—		tuce, doz.....	1 50
Canadian.....	0 75 1 50	Onions—	
Cabbage, per 100	3 50 5 00	Spanish, large..	2 50 3 00
Carrots, Cana-		Spanish, 4-cases	1 50
dian, bag.....	0 50	Yellow, per bag	1 35 1 50
Carrots, Louisi-		Potatoes, Onta-	
nia, doz.....	1 00	rio, bag.....	0 85 1 00
Celery, dozen ..	0 30 0 40	Sweet, hamper.	1 25 1 50
Celery, Califor-		Parsley, per doz	0 75
nia, case.....	4 50 5 00	Parsnips, bag ..	0 60
Cucumbers, Bos-		New turnips, p.r	
ton, doz.....	2 50	11-qt. basket...	0 80

The tariff on beans shipped into the United States now is 45 cents a bushel and only 25 cents when shipped into Canada. Canadian growers, it is said, would be satisfied to see the duty abolished altogether. Failing that, they want it 45 cents a bushel both ways. During the past five years, it is said, three bushels of beans have been exported to the United States for every two sent into Canada.

The Nova Scotia Fish Company has been organized to carry on the fishing industry in Nova Scotia waters.

Alexander Badenoch, for the past two years buyer for Foley Bros. & Larson, Winnipeg, and formerly a grocery traveler in Western Ontario, has been appointed manager of the wholesale grocery department of the Hudson Bay, Winnipeg.

C. E. Disher, of H. Donkin & Co., Vancouver, B.C., was in Toronto during the week and made a visit to the Toronto office of The Canadian Grocer. He returned home by way of Chicago.

GRAPE FRUIT

Can give you the best shipped from Florida. Fine heavy, juicy Fruit, Volunteer Brand 'Sunkist' ORANGES, PALERMO and MESSINA LEMONS

CALIFORNIA CELERY, PINEAPPLES, DATES, FIGS, NUTS, ETC.

McWILLIAM

Mc. AND E.

EVERISI

25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas
Home Guard

PACKER:
FRANC TRACUZZI

If you don't specify above brands when ordering you will find out the brands your jobber wants to sell—The brands that show him the largest profit. But that don't do you any good, so "Be Wise" and insist on "St. Nicholas" in which case the "Big Profit" will be at your end of the line, "Be Wise."

AGENT
J. J. McCABE, Toronto

Puck

SAYING

Productions
T

A man who only draws Ask for at times. to see the r

When you town call on it over with it.

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SAYINGS TO PONDER OVER.

Productions of the Mind of a Grocery Trade Philosopher.

A man who does not half-try usually only draws one-half salary.

Ask for suggestions from your clerk at times. Often they are in a position to see the necessity of a change.

When you see a trade abuse in your town call on your fellow grocer and talk it over with him. He may help to stop it.

The expense of doing business is large and growing larger each day. Cut prices will not assist in paying the expenses.

The clerk who knows more than the employer about the business should impart some of the information. It will be acceptable and if there is a good reason the suggestion may be adopted.

If you are only engaged in the grocery business temporarily, you will not make a success of it. Put all your energy into it if you are to succeed.

If you solicit a great deal of your trade, remember it is costing you money to do so, and you can't afford to offer returns.

The only way to secure friends is to be one.

Cheer up! The fly in the soup doesn't like it a bit better than you do.

John Topp says: "A man's days always tell the secrets of his nights."

A polite clerk will attract customers and the grouchy one will lose them fast.

Be a gentleman at all times, even if the customer says "I will pay that bill when I get ready."

A modified tone of voice is always best in a grocery store. If yours is harsh, cultivate it.

An employe should not be allowed to turn down a customer who has a complaint. That's the employer's duty.

"Father," asked the grocer's little boy, "what are trade winds?"

"Just wait, Lester," replied the merchant. "There'll be a drummer in here pretty soon trying to sell me something I ain't got no use for—and then you'll find out."

MARMALADE ORANGES

Our shipments are due in Toronto in a week's time. We will have the best Bitter Oranges coming to Toronto.

Sizes:— 160's, 200's, 240's.

Also Valencia Oranges, 420's, & 714's, and choice Lemons,

All the above needed for good Marmalade.

Book Orders Early, Supply Limited this Season.

Our Weekly Price List for the asking.

WHITE & CO., Limited
TORONTO, Branch at HAMILTON

HEADQUARTERS

—FOR—

Fancy Navel Oranges

GRAPE FRUIT,
ALMERIA GRAPES,
BANANAS, LEMONS,
CRANBERRIES,
OYSTERS, NUTS,
FIGS, DATES

Write, phone or wire your orders.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

GRAPEFRUIT

Dealers and Consumers:

If you know, or never knew, the deliciousness of Grapefruit, try some of our FLORENCE VILLA BEAUTIES.

SILK SKIN

FULL FLAVORED

JUICY

FLORIDA
CITRUS EXCHANGE

W. B. STRINGER, D.M.

TORONTO



Fish - Oysters



Trade in Fish Has Opened Up Well

Shows That Retailers are Starting to Develop Fish Trade Early in Season—Report from the Coast Shows a Better Supply of Fresh Fish—Finnan Haddie is Again Offered—Prices on Atlantic Coast Show a Little Stronger Feeling.

The new year demand for fish has opened up well and points to a successful season in this line. Reports from the coast show an upward tendency in price although there has been a better supply of fresh fish, the arrival of both cod and haddock being fairly large. Finnan haddie, the supply of which was short for some time, is being offered again.

The mackerel season was a disappointment, being the poorest on record. A report from the coast shows a decrease in 1910 in receipts of salt cod, fresh cod, halibut and fresh mackerel over 1909. With the benefit enjoyed by the trade in that the climate of the country is of a character that allows frozen fish to be kept at small expense, the outlook for future trade is bright.

NOVA SCOTIA.

Halifax.—Fresh fish is in better supply this week than for some time past. There have been fairly large arrivals of cod and haddock, and smelts are in good supply. The receipts of lobsters here, are small, but heavy shipments continue to be made to the Boston market, where prices are good and the demand excellent. The increased receipts of fresh fish have enabled the packers to place some finnan haddies on the market, stocks of which had all been cleaned up. There are few salt mackerel offering and the local market is bare of fresh halibut. Fresh frozen herring are offering in fairly good supply.

There is a better foreign demand for cured and pickled fish, and fairly large shipments are being made. Codfish continues high and in good demand.

As predicted some time ago prices have advanced. The choicest shore cod are now quoted at \$7.75 to \$8; medium are selling at \$7 to \$7.25, and small at \$6.50 to \$6.75. Large bank cod are \$6.75. These prices are from store. Quotations ex-vessel are slightly lower. The best haddock are selling at \$5.25 to \$5.50; Lake at \$4.75 to \$5, and Pollock, \$4.50. The choicest Cape Breton herring are quoted at \$4.75 to \$5, and Newfoundland at \$3.50. No. 1 mackerel are selling at \$20, and No. 2 at \$18. The prices quoted for dry fish are the highest in many years..

ONTARIO.

Toronto.—Trade in the fish market after a somewhat quiet period following the holiday, has opened up well again with a good demand. This shows that retailers are starting in to develop their

fish trade early in the year and the good effect will no doubt be felt in increased demand during the whole season. There is a particularly good trade in sea fish of all kinds. There are no shrimps to be had at all. Prices remain about the same.

FRESH CAUGHT FISH	
Steak cod.....	0 08
FROZEN LAKE FISH	
Gold eyes.....	0 06
Halibut.....	0 09 0 10
Lake Superior herring	0 04
Lake Erie herring	0 07
Pike.....	0 06
Pink sea salmon	0 09
Round red	0 09
OCEAN FISH (FROZEN)	
Herring, per lb.....	0 04
Flounders.....	0 05
SMOKED, BONELESS AND PICKLED FISH	
Acadia, tablets, box.....	2 10
Acadia 1-lb. bxs per crate.....	3 60
Acadia, 2-lb. boxes, pr. crate.....	2 80
Acadia 3-lb. bxs per crate.....	5 40
Shredded cod.....	2 25
Blosters, box.....	1 25
Boneless Digbys, box	1 00
Codfish, Bluenose, "	1 40
Cod steak, per lb.....	0 07
Haddock.....	0 06 0 07
Salmon trout.....	0 12
Smelts, No. 1.....	0 12
Smelts, extra.....	0 15
White fish, pan frozen.....	0 10
Yellow pickerel.....	0 08½
Mu lets.....	0 04
Bluefish.....	0 12
Cod, Imperial, per lb.....	0 05
Filleta, per lb.....	0 12
Herring (Labs.) half-barrels.....	3 25
Herring, bbl.....	6 00
Haddie, Finnan 0 08½	0 09
Rippers, box.....	1 30
Oysters, extra selecta, gal.....	2 25
Oysters, selecta, gal.....	1 50
Oysters, standard, gal.....	1 00
Pickled lake herring, 100 lb. kegs.....	4 00
Quail on toast, per lb.....	0 06

NEWFOUNDLAND.

St. John's.—Owing to the high prices offered for codfish in Canada and United States, it is expected that all the fishing fleets that prosecute the banks fishing on the South-west coast will start for the fishing grounds earlier this year than heretofore. Already crews are being looked for and high wages are being offered. It is expected that most of the vessels will be there before March 1.

About a dozen cargoes in sailing vessels and 1 cargo by steamer have left Newfoundland the last 20 days for foreign markets with codfish in bulk. There has also been a large shipment in drums and casks. All cleared from St. John's.

Codfish, large and medium merchantable, per qtl.	6 90
" small	5 90
" large Madeira	6 90
" small	5 90
" large and medium West India	4 00
" small	3 50
" Labrador per qtl	3 70
Haddock	3 50
Herring, No. 1, large and medium, barrel	2 70
" small	2 50
Lang.	3 50
Lobsters, No. 1 flats, case 48 1-lb. tins.	18 00
Salmon, per case 48 1-lb. tins.	5 25
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun.	105 00
softwood	99 00
Cod Liver Oil, gallon	0 70

QUEBEC.

Montreal.—The market has not yet got over the weakening effect of the holiday trade, but as the time goes on the demand should improve.

This month and the coming one is the period in the year when the biggest sales of frozen fish are expected. Up to now the weather has been favorable, and if the cold weather keeps up until the first week in March there will be a shortage in many lines, particularly halibut, salmon, mackerel, and whitefish, of which the visible supply is limited.

In the pickle, prepared, and salt lines the supply is not large, and the prices are likely to maintain as they are now. Some days ago it was anticipated that green cod and salt herring would advance but this kind of fish is mostly sold after the cold weather has gone, which means two months from now, so the market is not eager to buy. There is a good supply of smoked fish; prices are low. Bulk and shell oysters are also in less demand, and prices low.

FRESH	
Perch.....	0 08
Steak cod.....	0 05
Market cod.....	0 04
Haddock.....	0 06
Bullheads.....	0 10
FROZEN	
Codfish.....	0 04
Dore, winter caught, per lb.....	0 08½
Haddock.....	0 04½
Halibut, per lb.	0 08 0 09
Herring, per 100 lb.	1 70 1 80
Market cod.....	0 04
Steak cod.....	0 05
Mackerel.....	0 12
Tom cods, bbl.....	1 90 2 00
Flounders.....	0 05 0 06
Fike.....	0 06 0 07½
Salmon, B.C., red	10 0 12
Gaspe salmon, per lb.....	0 20
Smelts, 10 lb. bxs	0 09 0 12
Whitefish, large, lb.....	0 09 0 10
Whitefish, small.....	0 07
SALTED AND PICKLED	
Green cod, No. 1, bbl.....	8 00 9 00
Labrador herring, bbl	5 50
" " " bbl	3 25
Labrador sea trout, bbls.....	12 50
Labrador sea trout, half bbls.....	7 00
No. 1 mackerel, pall.	3 00
" " " bbls.....	9 50
No. 1 pollock, bbl.....	6 00
Scotia herrings, No. 2, bbl.....	4 50
Lake trout, half bbl.	6 00
Salmon, B.C., red, bbl	14 00
" " pink, bbl	12 00
" Labrador, bbl	16 00
" " " bbls	8 50
" " " trcs.....	22 00
300 lb. bxs	0 07½ 0 08
Salt eels, per lb.	0 07½ 0 08
Salt sardines, 20 lb. pis	1 00
Scotch herring, keg	6 50
" " " bbl	1 00
Holland herring, 1 bbl	5 50
" " " keg	0 75

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY

HAMILTON

JAMES SOMERVILLE Manager

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie

Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and

Dealers in HIDES, WOOL and RAW FURS

As expected, we have been kept very busy filling orders for all our lines.

Ocean Brand Fish

are so palatable that once tried they are always used. Packed under most sanitary conditions, they never lose that rich flavor which has won them such a reputation.

SOME OF THEM:

HADDIES NEW KIPPERS BLOATERS

BOUTILIER'S SMOKED FILLETS never fail to please.

Stock up. They sell themselves.

You want a profitable line? Try our Frozen Fish now in stock:

STEAK COD MARKET COD HADDOCK
NEWFOUNDLAND HERRING also **SALT HERRING**

The Halifax Cold Storage Company, Ltd.

45 William Street

Selling Branch

Montreal, Quebec

**SELL SARDINES
WITH A GUARANTEE**

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

CONCORD CANNING CO.

The guarantee

- 1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
- 2 That fresh caught fish only are used in our canneries.
- 3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable.
- 4 That we use the greatest care and cleanliness in the packing.

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied.

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

List of Wholesalers---

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

Donald says :

"There is no alum present in

Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by Dr. J. T. Donald,
Dominion Gov't Analyst.

November 26, 1910.

MATHEWSON'S SONS

WHOLESALE GROCERS

202 MCGILL ST., - MONTREAL

Brazil Nuts, Their Growth and Value

Thee Averages 100 Feet in Height — The Nuts as We Get Them are Originally Contained in a Hard Spherical Shell—

SMOKED	
Bloaters, large, per box, 60s.....	1 20
Haddies.....	0 07
Boneless haddies.....	0 05
Herring, new smoked, per box.....	0 28
Kipperd herring, per box, small.....	1 20
Kipperd herring, per box, large.....	1 50

SHELL FISH	
Shell oysters, bbl., choice.....	12 00 13 00
XXX Shell Oysters.....	10 40
Lobsters, live, per lb.....	0 85
Oysters, choice, bulk, Imp. gal.....	1 40
" Selects, Imp. gal.....	1 60
" bulk, selects.....	1 60

PREPARED FISH	
Boneless cod, in blocks or packages, per lb.....	5 1/2, 6 1/2 and 7 1/2
Pure mixed boneless fish, blocks and packages, lb.....	0 05
Shredded cod, per pkg.....	0 15
Skinless cod, 100 lb. case.....	6 25
Dried cod, medium, 100 lb. drum.....	7 00
Dried cod, large, bundles.....	6 00
Dried cod, medium, bundles.....	6 00
Dried haddock, medium, bundle.....	5 50

BRITISH COLUMBIA.

Vancouver.—Halibut is a scarce article these days. One vessel got in at the first of last week with 9,000 pounds, and another several days later with 35,000 pounds. The former was out 22 days and the latter 31 days, which are rather long trips. The ordinary run in good times is about 14 days with a catch of anything over 100,000 pounds. It is expected that low catches will prevail for two or three months at least. Prices remain the same. In frozen goods, the demand is much greater than the supply. Prices in these lines are without change. Every effort is being made to get fish, but still there is not enough to supply the market. The first large shipment of frozen fish was brought down last week from the fishing station at Pacofi, Queen Charlotte Islands.

Editor Canadian Grocer,—I appreciate very much your descriptive articles on nutmegs, mace, sago and tapioca, and also your willingness to answer such questions.

Will you kindly tell me something about the source of Brazil nuts; how they grow, how they are gathered and their value as a food?

GROCERY CLERK.

Moose Jaw, Sask., Jan. 11, 1911.

EDITORIAL NOTE.—The "castanheiro" is the Spanish name of the tree which produces what the grocer knows as Brazil nuts. It averages 100 feet in height, is branchless for some forty feet above the ground, and bears, for its size, but little foliage. The rough shelled nuts as we know them are originally contained in a spherical shell, thick and hard, and usually about seven inches in diameter, attached to the branch by a short stem which withers gradually as the fruit ripens. Opposite the stem is the "tampa" or lid, a provision of nature which rather suggests human agency. This lid usually, but not always, comes away when the shell falls, and sometimes while it still hangs on the tree, in which case the ten to twenty nuts as they come to us, so neatly packed in it are scattered for some distance.

Danger in Gathering Nuts.

In the Amazon basin in South America, exists large tracts of land cover-

ed so thickly with these trees that there is an element of danger in the collection of the nuts, as may be realized by any one who, standing in a "castanhal," hears the heavy shells crash through the boughs and branches and reach the soft earth with a thud and an occasional sharp report as the lid burst off. The nuts are sold to buyers by auction.

In transport care is necessary to keep the nut cargo in good condition. When the Brazil nuts are placed on sale by grocers they are dry and oily and would hardly appeal to the natives who know them as they come from the tree, crisp and milky.

Should be Used the Year Round.

The consumption of nuts is not what it should be. Some claim that the price is too high and the only reason for this seems to be that production has not kept pace with the demand. Christmas and New Years always give a decided impetus to the trade but nuts possess a dietetic value which recommends their use the whole year round. Taking Brazil nuts for example, in the two Brazilian states, Para and Amazonas, the collection of the nuts is considered a trifling affair and indeed it is hardly taken seriously when rubber is bringing a good price. More attention is paid the work however when the market registers a slight decline in the rubber column.



A Medal for Your Methods

BY sending us a list of your methods and giving us instances whereby they have secured you new business, raised the standard of quality of purchases of your regular customers, and sold new lines of goods to them, you will be engaged in a competition which may not only win you a medal for **Constructive Salesmanship**, but which will make you a better merchant or clerk. If you do this you will be analyzing your own business and discovering its strong and weak points.

It costs nothing to try, apart from a little stationery, a postage stamp, some time and attention and an exercise of brain power.

To inquire about further particulars write

The Editor—The Canadian Grocer, 143-149 University Ave., Toronto

Salt
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JANUARY— The Biggest Fish Month of the Year!

Are your stocks in good shape to reap

the fullest benefit from your January Fish selling? We are HEADQUARTERS for everything you require in the fish line! Ample stocks on hand of

Fish of all Kinds. We have several rapid-selling lines to offer, including our famous "BEACON BRAND" HADDIE.

Oysters. You can meet the public demand for this favorite fish food by featuring "BEACON BRAND" OYSTERS.

Better send along that order to-day!

The F. T. James Company, Limited

Church and Colborne Streets, - - TORONTO

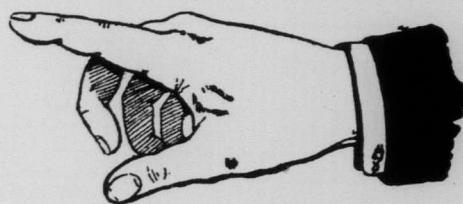
Salt Fish Specials

Labrador Herring

Barrels, \$5.60 per bl.
 ½ Barrels, \$3.15 per bl.
 Guaranteed No. 1, bright stock, split. Fall 1910 pack.

Lake Superior Herrings

\$3.90 100-lb. Kegs.
 Headless and dressed stock. Bright and appetizing.



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 flavour 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 Harbour, N.B.

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

Items Done in Brief for Busy Dealers

**Retailers' Inspection Committee Examines All New Goods—
A Retailer Who Never Institutes a Special Sale—Get Suggestions From Clerks—Merchant Sold at Almost Cost and Failed
—Names of Wholesalers Who Sold to Him Being Collected.**

The grocers of Kansas City, Mo., have formed an ice plant of their own under the name of the Grocers' Ice and Storage Co.

Seedless oranges are now extensively grown in Bahia, Brazil, South America, but the cultivation of them in other places has not been entirely successful.

Salesmanship involves shrewd mind-reading; it involves tactful mind-reading; it involves working along the lines of least mind-resistance. Salesmanship is not so much a matter of formula as of discretion.

San Francisco Retail Grocers' Association has an inspection committee which examines all new goods placed on the market from the points of profits, purity of the goods, and financial stability of the manufacturer. Those favorably considered by the committee are approved and recommended to the association.

"We have never had a special sale," said a retail grocer recently in reviewing his business, for I do not think it a good policy. Some of my neighbors buy heavily, become interested in other businesses, need money, cut prices and have special bargain sales to secure ready cash. That is their way but it is not mine. Price-cutting is unnecessary and is not an evidence of the best kind of grocer."

A large Ontario departmental store employs thousands of employees and they are all co-operating to a certain extent to improve the store management, or business. The office asks for suggestions from the clerks and offers rewards for them if they are found to be practical. Thus all the clerks are working for the house. Some such method should be employed even by the smallest retailer.

An individual named Weger in San Francisco is one of those who evidently thought he could sell goods at cost for an unlimited time and still pay his expenses. A price-cutter he was and after a short flight in business he turned his affairs over to the Board of Trade and disappeared. A list of the wholesalers who supplied him will be prepared in order that the retail trade may know who their real friends are. The Grocers' Advocate published in that city says there are but few grocers of that ilk left and the sooner the remaining few disappear, the better will it be for the honest retailer who pays 100 cents on

the dollar for the goods he sells to his trade.

The Vineland Canning Co., Vineland, Ont., has been granted an Ontario charter. Among the provisional directors are C. and W. Fretz, Vineland, and W. G. Lumbers, Toronto.

The Co-operative Trading Co., Port Arthur, Ont., has been incorporated under a provincial charter. The provisional directors include two editors, four carpenters, and a merchant.

The tradesman had rendered his bill, waited a month and then wrote: "Please sir, I want my bill."

Back came the bill, with these words: "Certainly; here it is."

The bill was returned, and in a month the tradesman again wrote: "Kindly send me the amount of my bill."

And the answer came, promptly and politely: "Certainly; it is \$104.26."

The third month the tradesman again wrote: "Will you send me a check for the amount of my bill?"

The answer came, with a blank unsigned check: "Certainly; here is the check. I have kept the amount of your bill."

The fourth month the tradesman wrote: "I want my bill paid."

And the answer came back: "So do I."

Then the tradesman gave it up.

De Slowpay—Say, what do you mean by sending me a statement of my account a week before the first of the month?

De Grocer—I thought it would be a good idea to get mine in early in order to avoid the rush.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

Those made by McDUGALL are peerless. Insist upon having them.

D. McDUGALL & CO., Ltd., Glasgow, Scot.

TRADE MARK

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



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TRADE CHANGES OF THE WEEK.

What is Going on in The Grocery Trade Throughout Canada.

Ontario.—William R. Hill, general merchant, Chalk River, Ont., has assigned.

David Gottdank, grocer, Ottawa, has assigned.

T. Guay, grocer of 94 Avenue Road, Toronto, has assigned.

L. W. Primeau & Co., grocers, Chatham, Ont., have assigned.

E. Baker, grocer, Stratford, Ont., has sold to R. S. Jones.

F. X. Leclere, grocer, Ottawa, Ont., has assigned.

Bennett & Code, grocers, Carleton Place, Ont., have sold to Peter Spiers.

Henry Porteous, general merchant, Kilmaurs, Ont., has assigned.

D. G. Davis, of Sparta, Ont., has sold his grocery business to G. A. McCullough.

Howard Bros., Wallaceburg, Ont., have purchased the grocery store of E. H. Ruttan.

V. Charlton, of Ailsa Craig, has purchased a grocery business in London, Ont.

The stock of J. Cousins, general merchant of Amherstburg, who assigned has been sold.

G. H. Kercher, 351 Ontario St., Strat-

ford, Ont., has sold his grocery business to Mr. Ball, of Toronto.

George Ross, of Pembroke, Ont., has sold his interest in the grocery firm of Leach & Ross to his partner, Mr. Leach.

Quebec.—A demand of assignment has been made on E. D. Berthelot, grocer, Montreal.

Fortier & Frere, grocers, Montreal, have dissolved.

Quebec Mail Order Supply, Quebec, P.Q., has registered.

The assets of F. Rossetti, grocer, of Montreal, have been sold.

The assets of M. Lipshitz, grocer, Montreal, have been sold.

The general store of Robitaille & Frere, Lake Megantic, Que., is burned.

Jos. St. Germain, general merchant of St. Louis De Gonzague, has assigned.

Maritime Provinces.—V. Ambrose Savoy, general merchant of Upper Neguac, N.B., has assigned.

Merritt Bros., Ltd., St. Johns, N.B., have assigned.

F. L. Munroe, Halifax, N.S., grocer, has assigned.

The general store of Simon Theriault, Back Bay, N.B., is burned.

Reed Co., Ltd., Moncton, N.B., have purchased the grocery business of W. H. Edgett.

Western Canada.—R. D. Cuthbert, grocer, Winnipeg, has sold to W. Rourke & Co.

J. M. C. Wilson, grocer, of Strathmore, has assigned.

James Anderson has opened a grocery business at Vancouver.

W. A. Nichol has sold his general store at Forward, Sask.

Heddon and Backus have opened a general store at Rumsley, Alta.

The general business of Brown Bros. at Khedive, Sask., has been dissolved.

Mrs. E. James, Vancouver, B.C., has sold her grocery business to J. Gillis.

Peters & Co., grocers, Vancouver, B.C., have sold to W. D. Rutherford & Sons.

Henderson Bros., general merchants at Cundie, Sask., have sold to Mr. Simons.

J. H. Wallis, Winnipeg, has sold his grocery business to Campbell and Smallman.

O. W. Benedict has purchased the grocery business of A. Elbourne, at Vancouver, B.C.

Lewis Bros., general merchants of Gilbert Plains, Man., suffered \$12,000 loss by fire.

The grocery business of McDougall & Spittal, Edmonton, Alta., suffered loss by fire.

J. Fishbacher has purchased the grocery business of F. Jones at Vancouver, B.C.

J. W. Hill and Son of Oxbow, Sask., have purchased the grocery business of A. G. Gleiser.

J. J. Fitzpatrick has purchased the grocery business of McKay and Campbell at Vancouver.

Scribner and Boyle, grocers of Stewart, B.C., are dissolving partnership. C. Boyle will continue the business.

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.



THE CANADIAN GROCER

Classified Advertising

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

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

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

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

GROCERY FOR SALE.

FOR SALE—An up-to-date grocery business in one of the best manufacturing towns in Western Ontario. Box 371, CANADIAN GROCER, Toronto.

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.

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and a guaranteed to give satisfaction or your money back. If you want a good, strong, clean working Typewriter, at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa (tf)

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

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.

BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

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

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office, Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes 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 Ave., Toronto.

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

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

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.

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

Diamond
1-lb. tins.
1-lb. tins.
1-lb. tins.

Cases.
4-dozen..
3-dozen..
1-dozen..
3-dozen..
1-dozen..
1-dozen..

MA
BAK
POV
Special cases or

Special cases or

WHITE
White
doz. in
4-lb. tin

WHITE
White
doz. in
4-lb. tin

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No. 3, 2
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Cartoc
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QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
W. H. GILLARD & CO.

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

IMPERIAL BAKING POWDER

Cases	Sizes	Per doz.
4-dozen	10c.	\$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
1-dozen	2 1/2 lb.	10 50
1-dozen	5-lb.	19 80



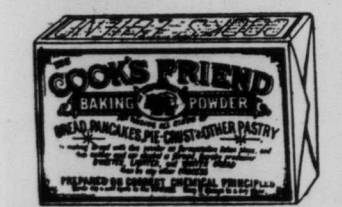
Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Cases	Sizes	Per doz.
4-dozen	5c.	\$0 50
4-dozen	4-oz.	0 75
4-dozen	6 "	1 00
4-dozen	8 "	1 30
4-dozen	12 "	1 80
4-dozen	16 "	2 25
4-dozen	2 1/2 lb.	5 00
4-dozen	5-lb.	9 50

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



COOK'S FRIEND BAKING POWDER

Cartons	Per doz.	No. 12, 4-oz., 6 dz 0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz. 0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz. 3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz. 1 75
No. 3, 3-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz. 1 10
No. 10, 12-oz., 4 dz	2 10	No. 15, 2 1/2 lbs. 7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lb. 14 00

FOREST CITY BAKING POWDER

Dozen	Per doz.
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

White Swan Spices and Cereals Ltd.
White Swan Breakfast Food 3 doz. in case, per case \$3.00.
The King's Food, 2-doz. in case, per case \$4.80.

White Swan Flour

White Swan Barley Crisps, per doz. \$1.
White Swan Self-rising Buckwheat Flour, per dozen \$1.
White Swan Self-rising Pastry Flour, per dozen \$1.
White Swan Wheat Kernels, per doz. \$1.40.
White Swan Flaked Rice, per dozen \$1.
White Swan Flaked Peas, per dozen \$1.

DOMINION CANNERS, LIMITED

Per doz	Per doz
Aymer Jams	Peas
Strawberry 1 95	Peas 1 70
Raspberry 1 95	Red currant 2 00
Black currant 1 95	Black currant 2 15
Red currant 1 75	Crabapple 1 45
Raspberry & red currant 1 95	Plum 1 70
Raspberry and gooseberry 1 80	Grape 1 85
Plum jam 1 55	Orange Jelly 1 55
Green plum, stoneless 1 75	Green Fig 2 25
Gooseberry 1 75	Lemon 1 60
	Pineapple 1 95
	Ginger 2 25

Pure Preserves—Bulk

5 lbs.	7 lbs.	14's & 30's per lb.
Strawberry 0 59	0 82	0 10
Black currant 0 59	0 82	0 10
Raspberry 0 59	0 82	0 10

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, 1/4-gross box	2 00

Chocolates and Cocoas
THE OWAN CO., LIMITED

Cocoa—	
Perfection, 1-lb. tins, per doz.	\$4 50
Perfection, 1-lb. per doz.	2 40
Perfection, 1-lb. per doz.	1 30
Perfection, 10c size 5-lb. tins	0 90
Solu bulk, No. 1, per lb.	0 20
Solu bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations on Cocoas in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, 1/2's & 1's, cakes, 12-lb. bxs.	0 35
Perfection chocolate, 200 size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, 1/2's and 1's, 12-lb. bxs., per lb.	0 40
Queen's Dessert, 1/2's, 12-lb. boxes	0 35
Vanilla, 1-lb., 12-lb. boxes, per lb.	0 28
Parisian, 1/2's, " "	0 28
Royal Navy, 1/2's, " "	0 30
Diamond, 1/2's, 12-lb. boxes, per lb.	0 24
1/2's	0 25

Leings for oak—

Chocolate, white, pink, lemon, orange, almond, maple and coconut cream, in 1-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, " "	0 25
Nonpareil wafers, No. 1, " "	0 30
Nonpareil wafers, No. 2, " "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 50 bundles, per box	1 35
Milk chocolate, 50 cakes, per box	1 35

Agents, C. E. Colson & Son, Montreal.
In 1/2, 1 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities, 0 37

JOHN P. MOTT & CO.'S
R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Perse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.



Mott's breakfast cocoa, 10c size 90 per dz.

" breakfast cocoa, 1/2's	0 38
" " " " " "	0 38
" No. 1 chocolate, 1/2's	0 32
" Navy " " "	0 25
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, 1/2's	0 24
" Plain choice chocolate, liquors, 0 32	
" Sweet Chocolate Coatings, 0 20	32

WALTER BAKER & CO., LIMITED.
Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c. lb.; Breakfast cocoa, 1-5/4, 1 and 1/2 lb. tins, 41c. lb.; German's sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 25c. lb.; Caracas sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, 1/2 lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Caracas cocoa, 1 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 pkgs., tied 5a, per box \$3.00. The above quotations are f.o.b. Montreal.

Cocoa Nut
CANADIAN COCOA NUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
1-lb. packages	0 27
1-lb. packages	0 28
1 and 1-lb. packages, assorted	0 26
1 and 1-lb. packages, assorted	0 27
1-lb. packages, assorted, in 5-lb. boxes	0 23
1-lb. packages, assorted, in 5-lb. boxes	0 29
1-lb. packages, assorted, 5, 10, 15 lb. cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	0 17	0 17
Special Shred	0 17	0 16	0 16
Ribbon	0 19	0 15	0 15
Macaroon	0 17	0 17	0 17
Desiccated	0 16	0 16	0 16
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoa Nut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 3-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk
BORDEN'S CONDENSED MILK CO.
Wm. H. Dunn, Agent, Montreal & Toronto.

Eagle Brand Condensed Milk	4 50
Gold Seal Condensed Milk	4 50
Challenge Condensed Milk	4 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00
Peerless Brand Evaporated Cream family size	3 50
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80
Peerless Brand Evaporated Cream hotel size	3 70



TRURO CONDENSED MILK CO., LIMITED
"Jersey" brand evaporated cream per case (4 dozen) \$3 50
"Reindeer" brand, per case (4 dozen) 5 00



Coffees
EBY, BLAIN CO. LIMITED.
Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.	
Club House	\$0 32
Nectar	0 30
Empress	0 28
Duchess	0 26
Crushed Java and Mocha whole	0 17
" " " " " "	0 17
Golden Rio	0 14

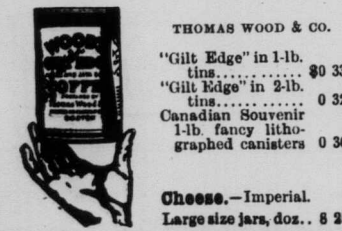
Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, 1 and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Blend.



Cafe des Epiceurs—1-lb. fancy glass jars, per doz. \$3.50
Cafe 1 Aromatic—1-lb. amber glass jars, per doz. \$4
Presentation (with 3 tumblers) \$10 per doz.

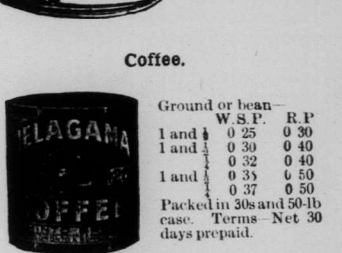


THOMAS WOOD & CO.

"Gilt Edge" in 1-lb. tins	\$0 33
"Gilt Edge" in 2-lb. tins	0 32
Canadian Souvenir 1-lb. fancy lithographed canisters	0 30

Cheese—Imperial.
Large size jars, doz. 8 25

Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40
Canada Cream Cheese—	
In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



FUSSELL & CO., LTD
London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases	\$7 70
"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases	\$11 50

Coffee.
Ground or bean—

	W.S.P.	R.P.
1 and 1/2	0 25	0 30
1 and 1/2	0 30	0 40
1 and 1/2	0 32	0 40
1 and 1/2	0 35	0 50
1 and 1/2	0 37	0 50

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

Confections
IMPERIAL PEANUT BUTTER

Small, cases	0 95
Medium, cases	1 80
Large, cases	2 75
Tumblers, cases	1 35
25-lb. pails	0 15

Coupon Books—Allison's
For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils. Montreal \$2, \$3, \$5, \$10, \$15 and \$30.
All same price one size or assorted.

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Under 100 books	each 04
100 books and over	each 03
500 books to 1000 books	each 03

For numbering cover and each coupon, extra per book 1/4 cent.

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

Flavoring Extracts
SHIRRIFF'S

1 oz. (all flavors) doz.	1 00
2 " " " "	1 75
4 " " " "	2 00
5 " " " "	3 00
8 " " " "	3 75
16 " " " "	5 50
32 " " " "	10 00

Discount on application.

CRESCENT MFG. CO.

2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 30c.)	8 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	15 00

Jams and Jellies
BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Lafamme, Montreal and Toronto.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07
7 wood pails, 8 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 07

W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.	
No. 1, 90c.; No. 2, \$1.25; No. 3, \$1.75 dozen.	
Or Tonnage (10 lbs. a tin) Brand, No. 1 \$10; No. 2, \$12 ds.	



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Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just-push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



BLACK KNIGHT STOVE POLISH

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There's a growing demand for this most satisfactory polish, and it will pay you well to be ready to meet it. It gives a brilliant shine in the shortest possible time and will not stain the hands. Better send your order along to-day.

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No matter what product you have to pack, you'll find a



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that will deliver it as clean, fresh and attractive as it left your warehouse or factory, and will protect it from water damp and damage.

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MINCEMEAL

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