

**PAGES
MISSING**

fall
Number

THE
CANADIAN
GROCER

THE MacLEAN PUBLISHING Co. LIMITED

MONTREAL, TORONTO, WINNIPEG,
ST. JOHN N.B. NEW YORK,
LONDON ENG.

OCTOBER 25

1901

PRICE

25 CENTS

UNPRECEDENTED OFFER

to every Grocer in Canada.

On receipt of **\$12.00** cash by mail, on or before November 15, we will ship you a sample case of our goods as follows:

1 Tin Art Royal Blend Coffee, 10-lbs. (28c. per lb.) Equal to anything you pay 32 and 34c. for	\$2.80
4 Doz. ¼-lb. Tins Art Mustard, 75c. per doz.	3.00
2 Doz. Packages Art Jelly Powder, 13 flavors, a package makes a pint of rich, delicious jelly in a few minutes, 90c. per doz.	1.80
4 Doz. Extracts, (Extra large bottles in four styles, elegant shelf goods 75 per doz.)	3.00
24-lbs. Pure Ground Spices, (in bulk or ¼-lb. packages), (any kind of spices except nutmegs and mace). Average price per lb. in bulk 20c.	4.80
1 Doz. Tins, (Dredge Tops) Pure Ready Grated Nutmegs	.75
	\$16.15

\$12.00.

Does this not strike you as a snap? The goods are absolutely right. We guarantee them.

MISTAKES COST MONEY

But you can make none in ordering

OUR SAMPLE CASE.

This offer means 25 per cent. discount to you.

A present loss to us. Let us hear from you.

MAYELL & CO.

N.B.—This order must come direct from you and not through our representatives throughout Canada.



86 Richmond
East,

TORONTO.

*12/14 to May all Feb
30-10-01 see em - 6078
3/24/10-79*

The **Canada**
Sugar Refining Co.

Limited

MANUFACTURERS OF
REFINED SUGARS OF THE
WELL-KNOWN BRAND

— **Montreal**

Redpath

OF THE HIGHEST QUALITY AND PURITY, MADE BY THE LATEST PROCESSES AND
THE NEWEST AND BEST MACHINERY NOT SURPASSED ANYWHERE.

Lump Sugar, in 50 and 100 lb. boxes.

"Crown" Granulated, Special Brand, the finest which can be made.

Extra Granulated, very Superior Quality.

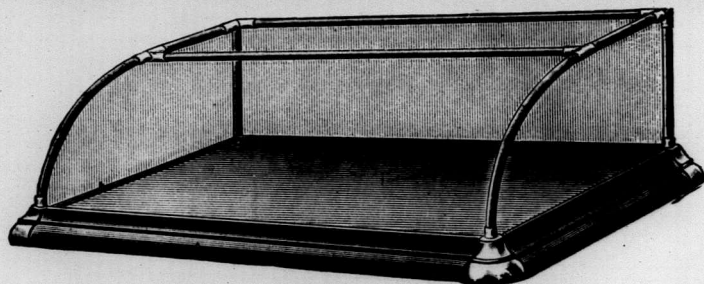
"Cream" Sugars, (not dried).

Yellow Sugars, of all Grades and Standards.

Syrups of all Grades, in barrels and half-barrels.

Sole Makers of high class Syrups, in tins, 2 lbs. and 8 lbs. each.

An Oval Front Show Case..



Length, 3 ft.; Height, 13 in.; Depth, 2 ft.

In Polished Oak or Cherry, three feet long, with solid nickel joints, sliding mirror doors and extra quality diamond glass throughout. This magnificent case, and the following assortment of quick-selling toilet soaps for

\$25.00.

This offer means 56 per cent. profit for you.

To further advertise our popular lines of Toilet Soaps, we have made arrangements with a large show case manufacturer, whereby we are in position to make this astonishing offer. The assortment of toilets has been carefully made from our regular advertised lines which are quick sellers and sure to please customers. The Show Case displays your goods to the best advantage, and creates a profitable trade in Toilet Soaps. This offer is for a limited time only, so, if interested, write to-day. Note that there are no lines over 10 cents—they are all quick sellers.

THE ASSORTMENT:

- 3 dozen Infant's Delight (10 cents)
- 2 dozen Dr. Barclay's (3 for 10 cents)
- 2 dozen Refined Tar (5 cents)
- 1 Heliotrope (10 cents)
- ½ dozen Jockey Club (10 cents)
- ½ dozen Peau d'Espagne (10 cents)
- ½ dozen Bouquet Ideal (10 cents)
- ½ dozen Iris (10 cents)
- ½ dozen Gardenia (10 cents)
- ½ dozen White Rose (10 cents)
- 1 dozen Club Cologne (10 cents)
- 1 dozen Camphor (10 cents)
- 1 dozen Carbolic (10 cents)
- 1 dozen Unscented Glycerine (10 cents)
- 6 dozen Lily White (5 cents)
- 1 dozen Fine Oatmeal (10 cents)
- 1 dozen Valley Violet (10 cents)
- 1 dozen Italian Pink (10 cents)
- 1 dozen Fleur de Lys (5 cents)
- 1 dozen Wild Rose (5 cents)
- 1 dozen Mignonette (5 cents)
- 1 dozen Prince of Wales (5 cents)
- 1 dozen Turkish Bath (5 cents)
- 2 dozen King Castile Bar (5 cents)
- 31 dozen

THE SHOW CASE

Is of Oak or Cherry, hand polished, with solid nickel fittings at every joint, sliding mirror doors and regulation oval front. "Diamond" glass of extra quality is used throughout, and the case is of such convenient size that it can be served over: hence, does not block your counter like an upright one. It is only by buying these cases in very large quantities that we are able to make this liberal offer, the price of this case if bought singly being \$12.00. Our name is on each case in small gold letters, which only adds to the finish and reliability of the whole.

We guarantee every case to be in perfect condition when sent out, and feel confident that it will give complete satisfaction.

A Show Case is as good as an extra hand in any store—it is the "silent salesman," that brings your goods before the customer in the best possible way, and is often the means of creating or increasing a profitable trade in Toilet Soaps.

Proceeds from selling Toilet Soaps	-	-	\$27.20
Value of Show Case	-	-	\$12.00
			<u>\$39.20</u>
Our Special Net Price for a Limited Time	-		\$25.00
Your Net Profit			<u>\$14.20</u>

56 PER CENT. PROFIT.

Write us to-day for further particulars

JOHN TAYLOR & CO., 77 Front Street East, **Toronto**

We are proud of our record

and we want to tell you WHY

WE commenced in the Canning business last season and placed our goods before the trade for the first time during the year 1900, and we must admit that we found it difficult to secure orders for our pack. We were not discouraged. Our goods and our brands were unknown and wholesalers and retailers were slow to buy unknown brands.

We finally sold our entire pack to a syndicate of wholesale grocers in Hamilton and Toronto. The goods were distributed throughout Canada.

Our labels, which are without doubt the handsomest in Canada, were on every can we shipped.

WHAT WAS THE RESULT ? ? ? ? ? ? ? ?

There is such a demand for our goods this season that we have been unable to fill all our orders, wholesale houses refusing to allow us to substitute other goods under old and well-known brands that have been on the market for years, stating that

They preferred our Goods and would accept no other Brand.

Where they are once sold, the CONSUMERS ask for them, the RETAILERS demand them and the WHOLESALERS must supply them.

Just a word about..... **Pork and Beans**

Why are Canadians buying PORK AND BEANS shipped from the United States and paying exorbitant prices? Simply because they think they are better than the Canadian goods. We can satisfy you that our PORK AND BEANS are equal, if not superior, to the imported.

If retail grocers will kindly drop us a postal, we will mail them samples free of charge, and postage prepaid.

Empty a tin of our brand on a plate beside any other brand in America, and we have no fear of the result.

OUR PRICE is about half the price of imported brands.

Write for samples and prices, and name the wholesale house you prefer to do business through.

F. R. LALOR Canning Co., Limited, DUNNVILLE, ONTARIO, CANADA.

CEYLON AND INDIA TEA

BLACK

The merit of the **Black Teas** has established them high in popular estimation. They are drunk wherever the English language is spoken. They follow the flag and drive out less meritorious growths.

OR

But some consumers are wedded to light drawing kinds, with pale liquor and without the full body and richness of the black kinds.

GREEN

The **Green Teas** of Ceylon and India are made expressly for this trade. In Make, Quality and Price they challenge comparison with other growths.

They are grown, prepared and packed with the same skill by the British Planters who have revolutionized the black tea trade.

They have caught on in Canada and are no longer in the experimental stage. Try them.

Announcement



**to the
Retail
Grocery
Trade**

**If You Have Been
Unable To Get —**

SHREDDED WHOLE WHEAT BISCUIT

Promptly from your Jobber, it is because

The Demand Exceeds The Supply

Notwithstanding our immense plant at Worcester, Mass., is running night and day, we find ourselves behind on orders

One Hundred Car Loads

WHICH MEANS

Thirty Thousand Whole Cases

OR

Eighteen Million Shredded Wheat Biscuit

This situation is being gradually relieved through the partial operation of our New Conservatory at Niagara Falls, N.Y., which when in full operation will be the largest and finest structure in the world for preparing food.

THE NATURAL FOOD COMPANY

Niagara Falls, N.Y.

Our Winter Stocks Are Coming In.

We are receiving Ex SS. "Parisian" a part of our full order, consisting of

452 Packages (cases and in wood)

"Ph. Richard Brandies."

This brand of brandy is now well known, and the trade will find it a paying article to handle.

We are also receiving a part of our WINTER STOCK of

Mitchell's Scotch and Irish Whiskey

Ex SS. "Lakonia." Mitchell's goods have a world-wide fame, their price is moderate and quality is second to none on the market. Try a sample order—there is money in it and satisfaction for your clients.

SS. "Escalona" has arrived in port with a part of our consignment, consisting of

6,400 Packages



RAISINS, CURRANTS, FIGS, NUTS, Etc.

We are now prepared to deliver the above lines. Order at once, if you want to serve your trade with fresh stock.

Don't forget that we are selling Canned Goods of this year's pack.

WE HAVE NO LAST YEAR'S GOODS.

WRITE OR TELEPHONE FOR PRICES.

LAPORTE, MARTIN & CIE.

Wholesale Grocers

MONTREAL

WE ARE ANXIOUS TO PLEASE OUR CLIENTS

and are always on the lookout for anything which can be mutually profitable to our clients and ourselves.

We have just secured an extra fine quality of

“Choice Grocery Molasses”

These Molasses come from the West India Islands, and are equal in quality to any Barbadoes Molasses offered on the market.

The price is much lower than the Barbadoes, and we guarantee that if we are allowed to send our price and a sample we will secure your order.

JUST WRITE AND TRY IT

We will, in a few days, receive a first consignment of

MADEIRA AND MALAGA WINES

in bottles and in wood, from the well-known firm of

BLANDY BROS., MADEIRA AND LONDON.

We have accepted the agency and are now selling agents for this popular brand.

The prices of these wines are reasonable, and the quality is the best that can be obtained for the money.

WRITE OR TELEPHONE FOR QUOTATIONS.

NO TROUBLE SPARED.

LAPORTE, MARTIN & CIE., Wholesale Grocers, **Montreal**

BEE STARCH

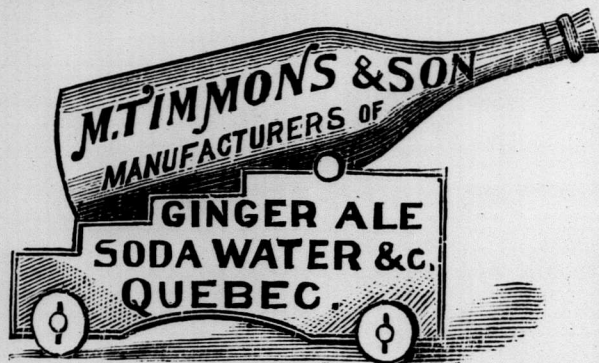
A STAPLE WHICH YIELDS A GOOD PROFIT.



None of the old line Starches give as good results to the users, nor as good a profit to the retailer.

BEE STARCH CO., Manufacturers, 449 St. Paul St., MONTREAL

BY REASON OF MERIT



TIMMONS'

Cederine, Ginger Beer, Lemonade, Ginger Ale, Champagne Cider, Soda Water, Etc., Etc.,

have won their due reward—the approval of the most particular people in Canada.



Proof of their superior quality has many times been evidenced by being awarded Medals, First Prizes and Diplomas. We feel confident that dealers could not procure a better selling or more profitable line than the above. A share of your business is solicited. We guarantee our goods to be

ABSOLUTELY THE BEST.

M. TIMMONS & SON, QUEBEC.

ROWAT'S PICKLES

Don't wait till the price advances to place your order for Rowat's Pickles---the most popular brand in Canada to-day. Order early.

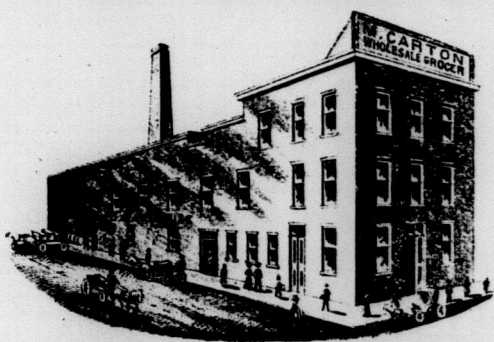
SELLING AGENTS IN CANADA:

SNOWDON & PATERSON,
449 St. Paul St., Montreal.

F. H. TIPPET & CO.,
10 Water St., St. John, N.B.

C. E. JARVIS,
Holland Block, Vancouver, B.C.

M. CARTON



**Wholesale
Grocer,**

**206
Simcoe
Street,**

PETERBOROUGH.

Heavy importations now arriving for the Fall and Winter trade. **New Raisins, Cleaned and Uncleaned Currants, Dates, Figs, Nuts, Candied Peels, Prunes, Evaporated Peaches, Apricots and Apples; also Canned Fish, Fruits and Vegetables.**

Salt Fish of all kinds, including a car of number one Labrador Herrings, is being distributed to the trade.

Our stock is well assorted and complete in all lines.

Send in your orders—right prices.

OF INTEREST TO YOU

That all grocers are continuously on the outlook for "ready-sellers" and "money-makers" is a well-known fact. That we have a line of goods that will meet your requirements in these and every other respect we feel sure of. Before making your next purchase of

**FRUITS - CANNED GOODS
TEAS AND COFFES
WINES AND LIQUORS
CREAMERY BUTTER**

it will pay you to become acquainted with us, as we have some "winners" and "leaders" to offer you.

N. Rioux & Cie.,
Quebec, Que.

BROOMS - BROOMS - BROOMS

Our Broom trade during the past year has increased by leaps and bounds, and all on account of

Quality

Look up your stock and get your order in **QUICK** — Prices are going to be higher very soon.

Our **MAIL-ORDER** department has proven a great success.

We pay freight on six-dozen lots to any station in Ontario, and guarantee every Broom.

Price list and full particulars on application.

Telfer Bros., = Collingwood, Ont.

TO LIVE GROCERS ONLY.

We are putting up and are having a **LARGE SALE** on our famous

"VICTORIA CROSS" CEYLON TEA

BLACK and MIXED.

Every package guaranteed finest grade grown.
25-40-50 cents per lb., in Handsome Lead Packages.

Write us for Samples and Prices.

J. F. SMYTH & CO., Tea Packers, **WINDSOR, ONT.**

TELFER BROS.

High-Grade

Biscuits

Always Fresh.
Always Crisp.
Always Healthful.

Our "Peerless" Cream Sodas are
supreme as to quality.

Price List on application.

We solicit a trial order.



... PUT UP ...

- 1-lb. glass jars, 2 doz. in case.
- 6 lb. tin pails, 9 pails in crate.
- 7-lb. wood " 6 " "
- 14-lb. " " " "
- 30-lb. " " " "

**One trial order
will make you a
regular customer.**

*Canada
Preserving Co
28-10-01*

CANADA PRESERVING CO.,

HAMILTON, ONT.

HIGH-GRADE

Jams and Jellies

Prepared with the utmost care, for the most critical trade.
Always satisfactory to both the grocer and his customer.

TORONTO AGENTS—

Geo. J. Clancy & Co.,

59-61 Front St. East.

MONTREAL AGENT—

W. S. Silcock.

T. C. GRAHAM, MANAGER.

FACTORY—

Canada Preserving Co.,

2-4 Pine St., Hamilton.

“Wheat Marrow” Pays You Big Profits!

It is an ideal (sterilized) Breakfast Food, made from the glutinous portion of the choicest Winter Wheat. Some of its superior points over all other brands are—the quickness and ease with which it can be made ready for the table, the number of different ways to prepare it, its superiority for use in frying oysters, fish, meat, etc., and its adaptability for use in thickening soups, tomatoes, etc.

The Perfect Cereal Food

that is highly recommended by the leading physicians for invalids and persons troubled with indigestion and dyspepsia. Not to be classed with the ordinary “Breakfast Food” of trade, because it is in a class by itself. It has the peculiar virtue of selling itself, after the first trial. The demand for it can be depended upon month in and month out, right through the year. It pays you a handsome profit—**larger than you'd think.** Ask your wholesaler: He will be ready with it to-day.

Order through your wholesaler.

ARTHUR P. TIPPET & CO., Agts.,

8 Place Royale,
Montreal.

23 Scott Street,
Toronto.

Experience Counts.

OUR

**PEPPERS
CLOVES
GINGERS
CASSIA, Etc.,**

are the finished product of the richest high-grade whole stock.

**"Excelsior"
Coffee**

makes a rich, full-flavored cup for breakfast. It will satisfy your trade.

Milled under the supervision of men who have had years of experience. In quality and price we can please you.

**TODHUNTER, MITCHELL
& CO., TORONTO.**

"Ready For Use."

**"EPIQUIRE"
BRAND**

"Always Satisfactory."

In Bulk
2-lb. Tins
5-lb. Tins

**"NEILSON'S"
HOME-MADE
MINCE MEAT**

12-lb. Pails
27-lb. Pails
65-lb. Tubs

These goods are having a large sale on their merits.

Ask for ours.
It's the best.

Sold by all
wholesale grocers.

Write for prices.
Prepared by

Tel.—Park 294. **WM. NEILSON, 60 LYND AVE., TORONTO, ONT.**

**Annual Sales
Exceed
33,000,000 lbs.**



**Grand Prix
Highest Award,
Paris 1900.**

The extraordinary success of **CHOCOLAT-MENIER** all over the world, is rivaled by **"MENIER'S BREAKFAST COCOA."** This Cocoa is absolutely pure. Sold this year for the first time in Canada and the United States, its sale is already enormous.

Ask your wholesaler for it. If he will not supply you, write to **HERDT & CO., 180 St. James Street, Montreal, Canada.**

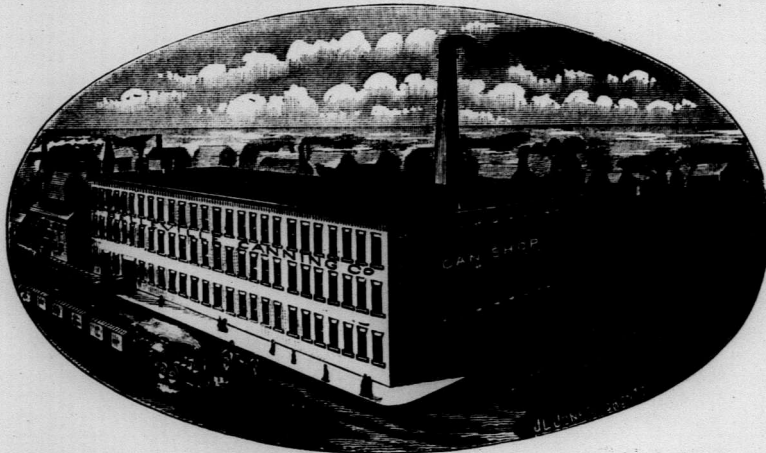
A GOOD MARGIN OF PROFIT FOR THE RETAILERS.

Belleville Canning Co.

Ask for "Queen Brand"
Jams, Fruits and Vegetables.
We carry a full line of each

BELLEVILLE, Ont., Canada.

Packers of the Celebrated . . .



"Queen Brand" Canned Goods.

Corn, Peas, Beans and Tomatoes are of the finest quality. All our Fruits, Jams, Jellies, etc., packed with greatest care.

Try our special lines of Boned Chicken, Turkey, Duck, and Chicken Soup.

"QUEEN BRAND" Tomato Catsup, bottled and in tins.

Special attention given to Gallon Apples, Fruit Pulp and Tomato Pulp, in gallon tins and barrels.

"QUEEN BRAND" PEAS are known everywhere for their excellent quality, for climatic conditions give Canadian Peas grown in the Bay of Quinte district an unequalled flavor. Write us for quotations and full particulars.

DEALERS! See that you are fully stocked.

EDDY'S

PARLOR MATCHES

are put up in neat, Sliding Boxes, convenient to handle.

No Sulphur.
No Disagreeable Fumes.
Every Stick a Match.
Every Match a Lighter.

Wares are again
on Deck—quality
as of old—

UNSURPASSED

TOILET PAPER

in Rolls or Sheets as desired;
is of a fine, smooth finish;
altogether superior in . . .
strength and finish to the
imported Papers.

The E. B. Eddy Co., Limited

HULL, CANADA.

MANUFACTURERS of and WHOLESALE DEALERS in
WOODWARE, MATCHES, INDURATED FIBRE WARE,
WASHBOARDS, PAPER of all kinds, PAPER BAGS, Etc.

BRANCHES and AGENCIES in all the leading cities of Canada.

The Toronto Biscuit & Confectionery Co., Limited

MANUFACTURERS OF FULL LINES OF

**Biscuits, Confectionery,
Jams and Jellies**

AWARDED GOLD MEDAL AT
INDUSTRIAL EXHIBITION...

A FEW OF OUR SPECIALS:

NOTICE . . .

*If our travellers now
on the road have not
the pleasure of show-
ing you our full lines
of Christmas Goods,
mail us a trial order.*

High-Grade Chocolates	-	70 kinds
Cream Bon-Bons	-	50 kinds
Cough Drops	-	4 kinds
Fruit Tablets	-	all flavors
Grained Cream Toffees	-	10 kinds
Cream Mixtures	-	pails
Mixtures	-	all kinds
Large line of Fancy Boxes.		

ORIGINAL Cream Sodas

Front St. East, Toronto.

LAMPS and 



DECORATED OPAL.

BRIGHT, ATTRACTIVE, 5c., 10c., 15c., and 25c. Counter Goods.

OUR NEW LINES

INVADER ASSORTMENT.

Ink Stands, Matches, etc., to retail for 10c. each.

TURQUOISE ASSORTMENT.

A line of quick sellers in turquoise blue trays and boxes to retail at 10c. and 15c. each.

SALISBURY ASSORTMENT.

The best line of vases on the market. Just the thing for Xmas trade. Retail for 10c., 15c. and 25c.

It's your own fault if you have not got one of our splendidly illustrated Opal Catalogues, as we are only too glad to send one for the asking, and we want every up-to-date merchant to have one.

Write to us for illustrated Catalogue of our decorated Vase Lamps, even if you have bought. It's handy to compare sometimes.

EARTHENWARE, FANCY CHINA, GLASSWARE, CUT GLASS.

GOWANS, KENT & CO.

TORONTO and WINNIPEG.



Edwardsburg Silver Gloss Starch.

Your idea may be that all starch is starch and that your customers won't detect even a slight difference in quality. You may think that because there is a cent or two extra profit on "Mushroom" brands (that come and go), you can retain the confidence of your trade—it doesn't pay to trifle with the confidence that a customer has in you and your goods.

Edwardsburg Silver Gloss Starch is as staple as flour. In the name there is the fame of nearly half a century. In the making there is the skill of long experience combined with honesty of purpose and unequalled manufacturing facilities. Edwardsburg Silver Gloss Starch represents the highest type of perfection there is or can be in starch. Kegs of 100-lbs.—handsome enamelled horse-shoe tins holding 6-lbs.—handsome 1-lb. packages that give a touch of life and color and "go" to a grocer's shelves.

Edwardsburg Starch Co'y, Limited

Established 1858.

*164 St. James Street,
Montreal.*

*Works,
Cardinal, Ont.*

*53 Front Street East,
Toronto.*

THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

THE Confederation Life

ASSOCIATION issues policies on all approved plans of insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

Hon. Sir W. P. Howland, K.C.M.G., C.B.,
PRESIDENT.

W. H. Beatty, Esq., W. D. Matthews, Esq.,
VICE-PRESIDENTS.

W. C. MACDONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE. - TORONTO.

Southwell's

*Jams,
Jellies,*

—AND—

Marmalade



are all the Highest Grade, and made from

Ripe, Sound Fruit.

WRITE FOR PRICE LIST.

FRANK MAGOR & CO.

16 St. John St., MONTREAL.

DOMINION AGENTS.

THE AUER GASOLINE LAMP

FOR OUT-OF-DOORS.



NO. 30
LIST, \$7.50

SATISFACTION GUARANTEED OR MONEY REFUNDED.

AUER LIGHT CO., MAKERS, MONTREAL

A low-priced, reliable lamp, suitable for lighting the front of your store or the streets of your town. Gives more light than eight oil lamps, is wind and rain-proof. Made of heavy sheet tin and securely put together. A splendid advertisement for any merchant who wants to make his store noticeable at night. Fitted with the Auer Generator. 100 candle power.

Bennett's Spice and Grocery Cabinets



Cabinets fitted with Bennett's patent drawer for Hardware, Seeds, Drugs, Letters and Invoices, Electrotypes, etc.

will add to your profits in preserving stock by keeping out dirt, dust, mice, etc.

They are substantially built and are an ornament to any store. They are fitted with drawers, which are a patent combination of block tin or galvanized iron and wood, which prevents

CRACKING, SHRINKING and STICKING.

The drawers have a lip at the top, making them **DUST and INSECT PROOF** also a depression in the side, with a price card and a bronze label and drawer pull. The back and divisions of Cabinet being metal, it

DEFIES MICE AND WORMS.

Seven sizes to select from, also made any size or shape to meet customers' needs.

JOHN BLANCHET, of North Bay,

says:
"I cannot praise them too much. If I was to build another new store to-morrow I would give you my order. They take very little space, are durable, handy, neat and clean—just the thing for a grocer."

Apply to the Patentee and Manufacturer,

J. S. Bennett, 20 SHERIDAN AVENUE, Toronto



The Grocer's Wagon

is constantly before the public, creating an impression. Favorable, when the wagon is well made, clean and

of good appearance. We have years of experience in making grocers' wagons. We know what is required for the business, how strong the parts must be, the rough usage they receive. Our wagons stand the wear and look attractive. Are you needing a wagon? Write us, we can save you money.

SMITH BROS.,

Cor. Duke and Parliament Streets,

TORONTO.

(PHONE MAIN 2436.)

(ESTABLISHED 1843)

LUMSDEN BROS.

HAMILTON - ONTARIO.

Lumsden's Cream Tartar
Baking Powder
"Jersey Cream" Baking Powder
"Standard" Baking Powder
"Purity" Baking Powder
"Light Heart" Baking Powder

Manufactured by _____

**STANDARD BAKING
POWDER MILLS**

HAMILTON, ONT.

Are we in it? We entered the Yeast business with this query. The answer has been made: "We are most decidedly in it."

"Jersey Cream" Yeast Cakes

are going to sweep Canada from Halifax to Vancouver. And why not? They are the best—they make the sweetest bread. THE PROFITS REMAIN IN CANADA.

"GOD SAVE THE KING."

HAMILTON YEAST CO.

HAMILTON, ONT.

"SOCIAL" TEAS
"SOCIAL" COFFEES
"SOCIAL" COCOAS
"SOCIAL" BAKING POWDER

The live, wide-awake Grocer will push these goods along. His customers, his friends will appreciate the value he sells and the handsome premiums they are entitled to.

SOCIAL TEA CO.

TORONTO, ONT.

THE CANNED GOODS OF THE FUTURE:
"Jersey" Tomatoes
"Standard" Tomatoes
"Old Church" Tomatoes
"Jersey" Corn
"Jersey" Peas
"Old Church" Peaches
"Old Church" Plums
"Old Church" Pears, etc.

STANDARD CANNING CO.

HAMILTON, ONT.

Vinegar that keeps Pickles and keeps Customers.

Pickling, full strength
XXX White Wine
XX White Wine
X White Wine
XXX Cider
XX Cider
X Cider
Finest English Malt

Manufactured by the _____

STANDARD VINEGAR CO.

HAMILTON, ONT.

Make a clean sweep of your competitor who does not keep

Our X "Little Swell"
Our XX "Little Swell"
Our XXX "Little Swell"
2-String Carpet, "Canadian Belle"
3-String Carpet, "Canadian Belle"
4-String Carpet, "Canadian Belle"
Heavy Warehouse Brooms

Manufactured by _____

STANDARD BROOM FACTORY

HAMILTON, ONT.

LUMSDEN BROS.

TORONTO - ONTARIO.

Inferior Quality and Low Price

usually go hand-in hand—but the undesirable characteristics of the poor article are remembered long after the cut price is forgotten.

Just So

With High-Standard Quality—at a fair price. The perfect satisfaction your customers get makes a lasting impression on their minds and accounts for a steady increase in your sales—and PROFITS. It but emphasizes the fact that it pays to keep the best. The consumer of to day will have it—

“Imperial” White Wine Vinegar

Is the highest standard of quality in Vinegar manufactured in Canada.

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For cleansing and polishing all high-grade russet, tan or yellow colored leather. Excellent for Russet “Vici Kid.” Large size..... Per dozen, \$2.00

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The only first-class article for “Box Calf,” “Kid,” “Vici Kid” and all Black, Chrome Tanned Leathers. The only polish endorsed by the manufacturers of “Box Calf” Leather. Contains oil and positively nourishes and preserves leather and makes it wear longer. Large size..... Per dozen, \$2.00

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For giving Patent Leather Shoes a quick, brilliant and waterproof lustre without injury to the leather. Large size..... Per dozen, \$0.75
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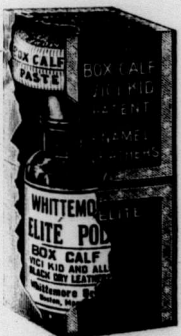
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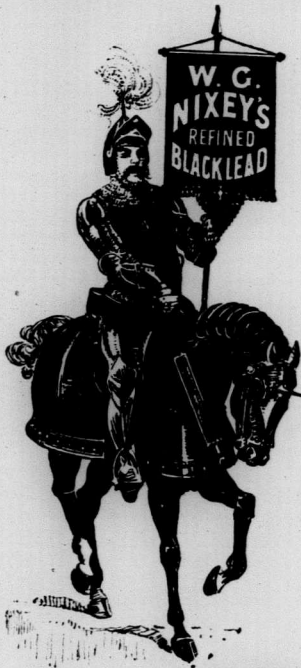


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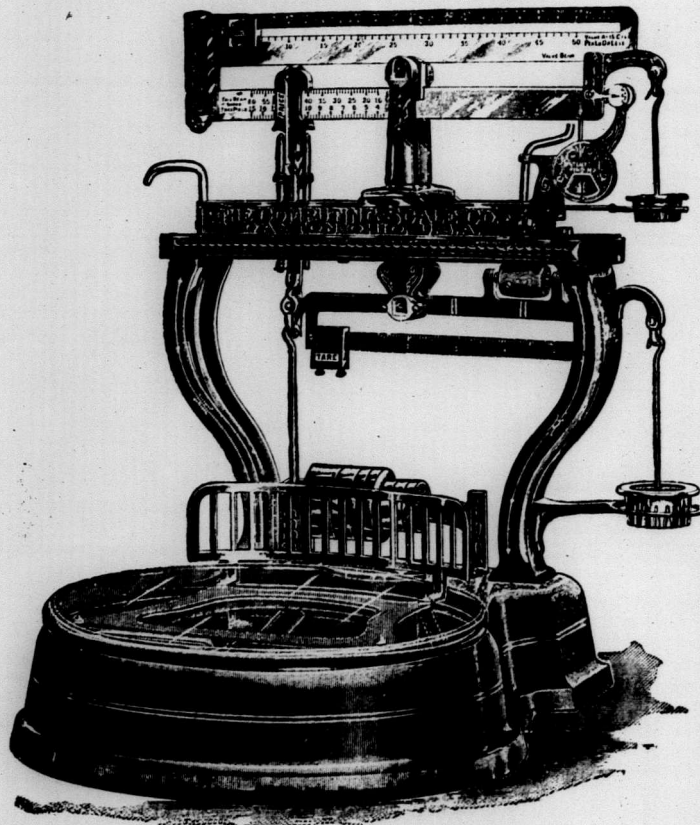
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Dawson

By Henry J.



As It Is

Woodside



FROM a mosquito-haunted muskeg in 1896, the city of Dawson has sprung up like magic, and is now a place of probably 7,000 inhabitants. It has broad wooden sidewalks, well-graded streets, an excellent system of drains and ditches, electric lights, telephone system, telegraph service south and north, and many fine buildings, two of them solid brick, and a great number of warehouses.

Lieut. Schwatka, passing down the Yukon river in 1883, notes that there is a fine stretch of hay land at the mouth of the Troandike river (now Klondike), which would make a good grazing place for cattle if the mosquitoes would not eat them up. The cattle graze on the side-hills now, and there are not as many mosquitoes in Dawson in summer as there are in the city of Chicago. The drainage system and civilization are too much for the northern bloodsuckers.

The town-plot proper of Dawson was what is technically called a "nigger-head muskeg," that is a stretch of soft black muck strewn with little bristly round hillocks of turf, over which a man may walk at night as freely as a drunken man walks a tight rope. It was formerly sprinkled with bushes, and along the river front grew a fringe of spruce trees. The town plot is about ten feet above the level of the river at low water. It is about a mile long, by over a quarter of a mile in width. It is bounded on the north and east by steeply sloping mountain and hillsides, on the west by the Yukon river, and on the south by the Klondike river, which comes into the Yukon at right angles from the east, from the Rocky Mountains over one hundred miles away. At the lower or northern end of the city plot, a great landslide came down the mountain, and is said to have buried a small tribe of interesting aborigines. Over their reputed grave it piled up small loose rock and gravel in high mounds and terraces, and thus made an ideal plot for dry-celled private residences, where the wives and families of Dawson citizens may look down on the Yukon river flowing from 50 to 100 feet below their piazza.

In the rest of the city the foundations of buildings are laid in trenches six feet

deep, chopped down into the eternally frozen black muck. Smaller dwellings have their foundations on the frozen soil, below the upper covering of moss. When this covering of moss is removed the sun in spring and summer thaws a considerable distance into the soil, and thus gardens are formed where wanted, although the flats of the river beds and the warm hillsides are the favorite places. The climate is so dry that gardens have to be watered or irrigated. This can be done artificially.

The Klondike river has two mouths, and between them a low island, where a large sawmill is operated. Here are several fine vegetable gardens which produce luxuriantly. Beyond or south of the branches of the Klondike river is a little town plot nestling against a high hill, called by some Klondike City, but by the pioneers here the sinister name of "Lousetown." A suspension foot bridge crosses each branch of the Klondike river near its mouth, and connects Dawson with Klondike City. The latter was ambitious to become the metropolis at one time, but there was not room enough in it for the necessary number of cabins. A cabin is usually a small unpretentious log house, with enough yard in which to cut wood and throw slops; but at one time there was such an epidemic of cabin building that no ordinary townsite could accommodate the number built here. As I stumbled around the country on the Sabbath day, for a couple of summers past, and located fresh cabins in batches everywhere I went, it was my intention to lump the probable number at ten thousand, more or less, but a more careful revision of statistics keeps the number down to about one-fourth of that figure. Fires have run over the hills, and have cleaned out groups of from 10 to 40 log cabins at a time, and although they stayed cleaned out, with their contents, yet the number did not seem to be much decreased. The log buildings of

the business streets, between fires and discomfort, are making way for frame and iron structures, many of them with pretentious fronts and plate-glass windows. Some of these old three-storey log buildings cost from \$10,000 to \$60,000 in 1897-98. They were chiefly saloons, gambling and dance houses, and their owners expected to recoup themselves within a year in the gold swim. The heart of the city was burnt over twice, in one spot thrice, and as often has the plot been rebuilt, each time better than before.

In the gold rush of 1898 Dawson became a canvas city, and the white tents gleamed all over the flats and up the hillside. In autumn everyone who could built a cabin. As it was impossible to obtain a satisfactory title to lots in much of the plot, and lots down on the flats were held at very high figures, the cabin builders had to take to the hillside, and over its top, and up the valley of the Klondike. Ornate highly decorated cabins, plain, common-place cabins, and delapidated, unsightly cabins or "shacks" fresco the whole upper landscape. They perch in all sorts of cranies and nooks, hanging by their eyebrows on the steep incline; they nestle at the foot of rocky cliffs, where masses of overhanging rock appear ready to wipe them out of existence; they sprinkle the narrow flats of the Klondike, and form



Dawson—A Pioneer Hotel.

an almost solid three-deep fringe along its banks for miles, wherever the banks permit of it.

These cabins cost high in work or in cash, for suitable logs were scarce and dear. But their era has passed. Many of them are being pulled down and sold for firewood. The new houses are of wood or galvanized iron. They look roomier, cleaner and lighter than the log cabin, with its chinked crevices, its mossed and earthed roof, a tremendous weight that frequently broke down with the steady strain. There was another order of buildings, unique in their beauty and grace. That was the scow cabin, built of two sections of a scow cut across the centre. One section formed the floor and half of the walls, the other the roof and remaining half of the walls, with a little insertion in the middle to make the roof high enough for a man to walk erect under it. Then there was always, until recently, a

where, until opposite the lower, or northern end of the city, where the western hill slopes gently down to a flat. On the slope, West Dawson, a suburb, has sprung up. It is reached by a small steam ferry-boat in summer and by an ice trail in winter.

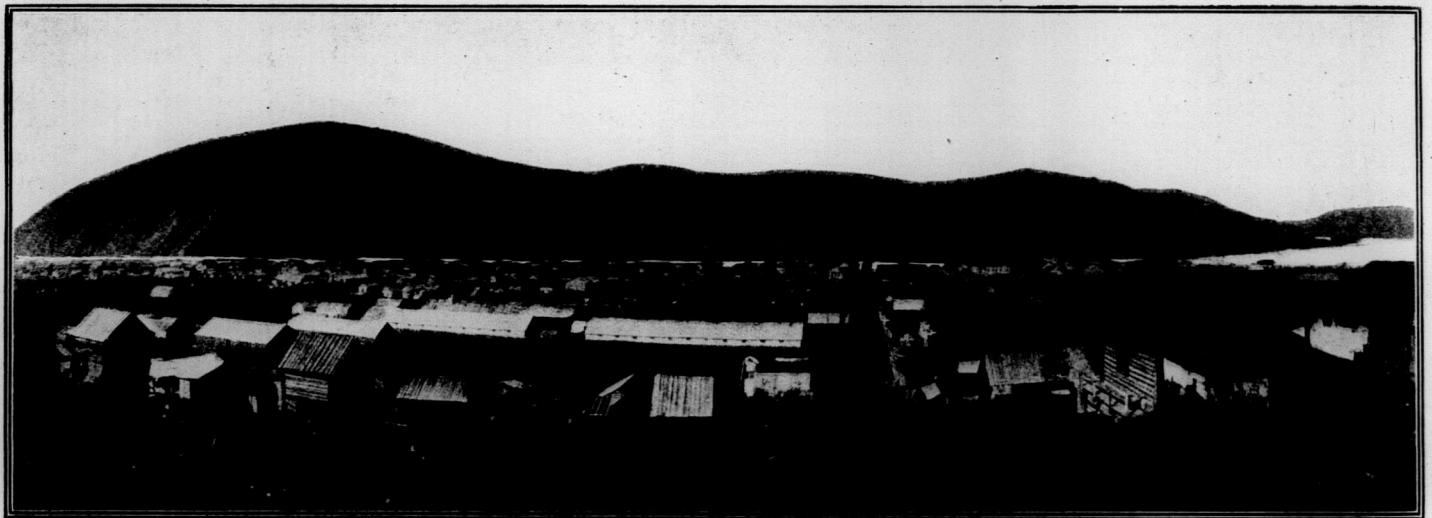
South Dawson is that portion of the city built on the Klondike banks, beginning where the river issues from the shadow of the cliffs, or golden gateway, and running west to where the Klondike joins the Yukon. It is about a quarter of a mile long and is separated from Dawson proper by the Government reserve. It is a rapidly growing district, and has quite a business of its own in all lines.

On the Government reserve is located the N.W.M.P. barracks, prison, police warehouses and drill square, and officers' and men's quarters. Around or near these are clustered the old court house,

church. The Yukon council is preparing to erect a \$25,000 central school and a building for the Yukon museum. New public buildings to the value of over \$150,000 are to be erected this year, including the new court house, the administration building, the Gold Commissioner's office, commissioner's residence, and one or two others. The new post office, completed last fall, cost the very reasonable sum in this country, of \$13,000, and is furnished in an up-to-date style. In it are housed the Customs officials, with an attached examining warehouse, crown timber and lands' offices, registrar's office and Government telegraph offices. It is furnished with brick vaults, and is heated with the latest hot-air appliances.

The Roman Catholic church, a lofty log structure with frame spire; St. Mary's Hospital, a three-storey building, recently enlarged, St. Mary's school, and the commissioner's residence, are located on the

West Dawson.



N.W.M.P., Yukon River.

Third Street.

Yukon River.

Dawson—The New City of the Yukon.

fringe of floating palaces or cabins on scows adorning the upper water front. In springtime, after the ice had gone out, the wide bar opposite the police barracks is covered with scows that have been built at the lower end of Lake La Berge, and have been the first to arrive with loads of fresh meat, vegetables, fruits and luxuries.

It is hard to satisfy some men, but if I had the laying out of Dawson town-plot and its environments, I would have raised the whole flat ten feet higher, removed the mountain to the southwest and placed it northwest, where it would not obscure the sun two hours before it sets, and remove a southern range of hills that prevent the sun from shining on the city for six weeks in December and January. With these trifling changes, Dawson's situation would be much improved. On the west side of the city the banks rise so steeply from the water that a cabin can hardly get foothold any-

the foundations for the new one, the residence of Government telegraph staff and architect, the Gold Commissioner's office, the residence of Judge Craig, and police hospital. The Royal wood factory, or the "woodpile," in local parlance, is located back of the barracks, and here those who fall alive into the hands of the men of the yellow stripe, for various misdemeanours, do hard labor, sawing Government wood instead of breaking stone. The woodpile is a mighty influence for morality in Dawson, and is a greater restrainer than potassium bromide.

On the northern edge of the Government reserve is located the Good Samaritan Hospital, founded by Dr. Grant; the Episcopal, Presbyterian and Methodist churches, and Salvation Army barracks; also two of the schools, and the kindergarten school. These are as yet all log buildings, but the Presbyterian congregation is having plans drawn for a \$12,000

terraces of the north end. The two principal hospitals of Dawson, the Good Samaritan and St. Mary's, are aided by Government or council grants, and have done a great and good work in the Klondike district.

The schools have been established from six months to a year, and are rapidly filling up with children. There are already five teachers employed. The buildings and equipment as yet are crude. The system of schools in vogue in the Northwest is followed here. The churches, although small, have been conducted by pastors of acknowledged ability, who are striving to keep pace with the growth of the country and to improve the moral tone of the community. This, although orderly and law-abiding, tolerates some things not seen elsewhere in Canada—open gambling and dance houses. These evils were very prominent and numerous, and are an importation from the Western States, but, in future, thanks to the effi-

iciency of the police, these will be reduced to a minimum, and another cause for stumbling on the part of our miners and citizens will cease to exist. The scarlet women, who have held the whole of a long block on Fourth avenue, have been warned to vacate, and are removing to places outside the city limits.

The city, from an original front street along the river, has successively overflowed and occupied Second and Third avenues, as well as their intersecting streets, Harper, First, Second and Third streets. Fourth avenue is not wanted for business purposes, and Fifth avenue is wanted for schools and residences. The avenues run parallel to the river and the streets from it toward the hill. Sixth avenue runs along the base of the hill.

The administration of justice in Dawson is the admiration of foreigners. Canadians are naturally proud of it, but take it as a matter of course. Two judges, Mr. Justice Dugas and Mr. Justice Craig, hold territorial court, and are constantly unravelling the tangled skein of mining rights, with an occasional criminal case thrown in to add spice. The chief murder cases of Dawson have been those of dance-house women by their paramours, who have in nearly all cases been good enough to commit suicide as well. There have been half a dozen of these double tragedies. Two Indians and one white man were hanged in 1899, and a couple of white men in 1900, for murders up the Yukon river. One murderer has had his death sentence commuted to life imprisonment, and it is expected that another one will be dealt with so before the sentence is carried into effect. There were extenuating circumstances in both cases. Another man is in jail awaiting his trial for the most atrocious murder of Relfe, Clayson, and a telegraph lineman on Christmas Day, 1899. These three bodies were pushed under the ice, but contrary to its custom, the icy Yukon cast up their bodies in the spring, with the damning bullet wounds in their heads and bodies. For such a cosmopolitan country, crime is remarkably scarce.

There is a body of about 275 N.W.M.P. in the Yukon, of which 125 are in the upper, or White Horse division, and 150 in the middle Yukon or Dawson division. The whole force in Yukon is commanded by Major Z. Wood, with headquarters at Dawson. A large portion of the force is scattered along the Yukon river in detachments, and along the gold creeks. There are usually about 60 men available for service in Dawson between the downtown station and headquarters. The admirable system and conduct of this force is a matter of the greatest pride to Canadians, and it is due to them that the law is so rigorously enforced against crime, so that life and property are as safe in this city as in any other in Canada. It is a wonderful contrast to the

condition of mining towns in the United States.

The Territory of Yukon is governed by a body called the Yukon Council, with limited right to legislate. The commissioner of Yukon is chairman of the council. The Government at Ottawa appoints five members, and two are elected by the British subjects. The elected members are Messrs. Wilson and Prudhomme. The council in time will become entirely elective, and will gradually merge into a Provincial Legislature. Dawson not being incorporated the council legislates for it, and the arrangement is very satisfactory to the citizens. Thanks to the energy and persistence of Commissioner Ogilvie and the council, Dawson is in such a position that a small but noisy band of "incorporators" are unable to influence public opinion in favor of incorporation, with its added expense, and vexatious problems. The News, the American newspaper here, is working hard to promote the matter, without success. The streets are well drained and graded, and are furnished with electric lights. The city is provided with an excellent fire brigade of paid members, three large steam fire engines, hook-and-ladder apparatus, double chemical, etc., and, thanks to the efficiency of Chief Stewart's men, the city has escaped this year the customary conflagration of former winters. During the winter time two of the fire engines are kept housed on the river ice with steam up all the time, ready to pump as soon as the hose is laid.

The Dawson Electric Light and Power Company is growing to be a large concern under good management. It furnishes 3,000 16-candle lamps and 300 32-candle lamps for private consumers, and 78 32-candle lamps for street lighting. The company is providing electric power for machinery in the city and on the creeks. The telephone company is another well-managed concern, having 110 telephones in the city, and 26 scattered along the creeks; also orders in for many more when they arrive over the ice. Capt. Oleson, an Orkney man, manages both of these prosperous companies. The city is supplied with the purest cold water, pumped from a well near the confluence of the two rivers. This well was sunk to a depth of 20 feet at a venture, and struck a strata of sand and gravel free from frost. The water is pumped to the surface, and is then forced through a system of iron pipes laid along the principal streets. It is kept flowing steadily, and this, with a little artificial heat, has kept the pipes free from ice all during the severe winter, although the pipes are only laid a few inches below the surface of the ground, in wooden boxes. The hydrants are covered with small houses furnished with stoves.

Dawson has a first-class hotel, The McDonald, with a capacity for 70 first-class

guests, and there are several other good hotels. The city swarms with restaurants, as only a small half of the inhabitants keep house, except as a sleeping place. The price of standard meals remains at one dollar. There are some places where cheap meals may be had for 75 and 50 cents. Meat of all domestic kinds and poultry remain high, ranging from 40 cents to a dollar per pound. It would be still higher if it were not for the immense quantities of caribou and moose brought down the Klondike from the foothills of the Rockies. This is sold at from 25 to 35 cents per pound. Eggs are \$1 per dozen. Flour averages \$5 per 50-pound sack. Prices are very variable, and the least sign of scarcity sends the price of an article up, as for instance, flour went up this spring to \$7 per sack, owing to a supposed shortage. Fresh vegetables are always dear, but an increasing quantity of them are being grown each year. The great bulk is imported, and is kept in warm storage during the winter.

Furnished rooms rent from \$50 to \$35 per month. There is a lack of privacy in all the hotels, owing to the thin partitions. The price of lumber, ranging about \$100 per thousand feet, is responsible for this. Many rent cabins to sleep in, and get their meals at the restaurants. Spruce logs for cordwood sell at \$15 per cord in eight foot lengths, and it costs about \$1 to have it cut up into stove lengths. Local coal is coming into use rapidly, and retails for \$30 per ton.

The banking interests are in the hands of two strong Canadian concerns, branches of the Canadian Bank of Commerce and the Bank of British North America. The latter has a modern building equipped with fireproof vaults, etc.; the former is engaged in the work of erecting one for its use. These banks have sometimes as much as a couple of million dollars' worth of gold dust lying in their vaults. They are guarded at night by detachments of N.W.M.P. inside the building. In a country where such an enormous amount of machinery is used, valued at between two and three million dollars, machine shops will naturally flourish, and there are four of them equipped with large modern machinery, and a foundry. A dozen steamers lie up at Dawson, and furnish much repairing. The innumerable steam-thawing plants on the creeks furnish more.

Three or four big sawmills supply the demand for lumber, plain and dressed, and to see the succession of long rafts of sawlogs that arrive at Dawson during the season gives one the assurance that there is much good timber on the Upper Yukon and its tributaries. All the timber in the country should, as far as possible, be reserved for lumber alone. The city is well supplied with newspapers. There are the two afternoon papers, The

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Klondike Nugget, and The News, The Morning Journal and The Weekly Yukon Sun; also a couple of mining journals, The Yukon Mining Journal and The Record. The former is an excellent illustrated monthly journal devoted to Yukon interests alone. The Sun and Journal are Canadian, The Nugget, Canadian-American, and The News, purely American, devoted to the interests of Alaska, where it should have been located.

The aggregate amount of goods landed at the extensive system of well-built wharves fronting the city, or from scows at the bar, runs up close to ten million dollars (\$10,000,000) per year, of which half comes from Canadian cities, the remainder from across the line. Some 12,000 tons come by way of Behring Sea and up the Yukon. The same quantity comes over the Pass and down the river by steamer. Scows bring about 5,000

of corrugated iron, and will store about 50,000 tons of goods, or say the freight of 5,000 ordinary freight cars. One company, The Alaska Exploration Company, have seven, with a capacity of 10,000 tons. There is a row of warehouses on the wharves, another row on the opposite side of First avenue, and blocks of them or single ones elsewhere through the city. Every care is taken to protect them from fire, and so far they have escaped the destructive conflagrations of earlier years. The destruction of one or more of them might mean a serious shortage of provisions for the rest of the winter. There are several warm storage buildings, one of them solid brick. In these are kept the perishables and vegetables.

The trade of the city and Klondike is largely in the hands of eight big trading companies. They are, McLellan, McFeely & Co., hardware, of Vancouver,

companies here, The Alaska Exploration Company deserves most credit, not only for its very handsome stores, but for developing coal and quartz mines. With that end in view the company is having a diamond drill shipped to Dawson, to further test the quartz ledges in which it is interested; also the great conglomerate gold-bearing reefs. The N. A. T. and T. Company have developed a coal mine a short distance below Dawson and have placed hundreds of tons of coal on the market this winter.

The placer gold fields within an area of 50 miles southeast of the city produced on an average \$20,000,000 worth of gold per year for several years past, and the output is likely to be increased this year. There appears to be enough alluvial earth in sight to last for ten years yet, and the field is broadening. We appear also to be on the eve of great quartz development.

A very fair system of roads up the different gold-bearing creeks has already been constructed, and the programme for this year is more extensive than ever, involving the expenditure of about \$200,000 in much-needed highways to open up the remoter creeks. A fine new steel bridge is now being built across the Klondike two miles above its mouth. Horses are the principal draft animals, but dogs are much used on the narrow trails. Stages run from Dawson to points along all the creeks, and the automobile has made its appearance in competition for the passenger traffic. Two well-equipped automobiles, carrying half-a-dozen passengers each, are in commission on the creek roads. Bicycles are used very extensively in and around Dawson, especially in winter time when the creek roads and trails are smooth and hard, and good time can be made over them. Regular horse stages run between Dawson and Whitehorse. They follow the ice of the Yukon much of the way, but leave it in a couple of places to make cut-offs that shorten the line greatly. Mails come and go by the same route weekly. The service has been very good this winter. Canadian newspapers are brought in by mail; the contract is for 700 pounds of letters and papers per week each way. The telegraph line gives connection with the head of Lynn Canal, on the North Pacific, and despatches are carried by steamer to and from British Columbian cities. On August 1, the through telegraph line from Atlin to Ashcroft on the C.P.R. will be completed, and Dawson, which is now in connection with Atlin, B.C., will have a through service direct to all Canadian cities. The Dominion Government deserves great credit for the way in which the country has been opened up by telegraph lines.

Building material is naturally costly, both lumber and brick. Lumber of the rough class is usually not lower than \$75



Dawson—First Mail to arrive from St. Michaels, July 6, 1900. It consisted of over 100 Sacks.

tons more. The total tonnage landed in Dawson last year was 30,000 tons.

To handle this bulk of goods some 20 small, medium and large stern-wheel steamers connect at Whitehorse with the White Pass and Yukon Railway, running inland from the Lynn Canal 110 miles, and run to Dawson, 450 miles by the Upper Yukon and Lake La Berge. Passengers and tourists get first-class accommodation. The travel for various reasons is large during the summer; the first and last boats are always crowded. On the Lower Yukon run, another 20 steamers of the largest class, some of them rivalling the big Mississippi ones, ply between St. Michael, at the mouth of the river, and Dawson. They have to bring their load over 1,200 miles against a stiff current, in a shallow and shifting channel or channels.

The number and extent of the warehouses in Dawson is a marvel to a newcomer. They number about 50, all built

who, I am informed, did the largest business of any firm in Yukon last season; The Alaska Exploration Co., London and San Francisco, whose palatial Dawson branch netted a profit of \$187,000 last season; The Trading and Exploration Co., of London; The North-American Trading and Transportation Co., of Chicago; The Alaska Commercial Co., of San Francisco; The Seattle-Yukon Trading Co., of Seattle; The Ladue Co., and The Ames Mercantile Co., of American cities. These companies in the autumn carry enormous stocks to last about nine months, or until the opening of navigation at the end of May. Many smaller Canadian firms are working up a good trade in the respective lines of dry goods and groceries, and, as elsewhere, the trade of the country will pass gradually into Canadian hands and into Canadian channels, if a sustained effort is made with that end in view by outside manufacturers and merchants. Of all the big

per 1,000 feet. Brick are 10 cents a piece, or \$100 per 1,000. A very good quality of brick is manufactured close to the city, and a complete new brick-making plant is now on the way in. Good lime is burnt within a few miles, so that with lime, brick and plenty of building stone, the material is at hand for permanent dwellings and stores. The stone foundation is now being laid for another solid brick block.

Dawson is gradually turning from an aggregation of log cabins and tents, a flaring canvas-sign mining camp, to a city of wide streets, pleasing blocks, and up-to-date conveniences of every kind. With the advent of warm, properly heated buildings, much of the terrors of the climate will disappear. As it is now, more than half the people here are living in stores and dwellings not fit to be inhabited, so far as comfort is concerned, even in the southern part of Ontario. Fortunately it is a city of almost perpetual calm, and of little rain.

Its permanency does not seem to be doubted by those shrewd financial men who so freely invest their money in various kinds of permanent enterprises on the strength of an assured future. Prices have come down in nearly all lines of clothing and furnishings, as well as in some lines of eatables, but there is still room for a big decline in that respect.

The open gambling and dance-houses which surprise eastern visitors will, in a short time, be a thing of the past. Their going is hailed with satisfaction by the best business class, as they are parasites on the miners. There will be two things still left to surprise visitors in summer. One is the perpetual daylight for a couple of months, when travel and work goes on steadily the 24 hours. The midnight sun is not visible at any time from the highest mountains near Dawson. The other is the number of dogs around the city. These spend a good deal of their time in adjusting differences that have laid over from the busy winter time.

When the time does come to incorporate the city there are two provisions that should be inserted in the charter. One is that the N.W.M.P. should be in charge of the law and order of the city, and the other is that only British subjects should be allowed a vote in the elections. The usual specious pleading is being made by those desiring incorporation, that our American cousins should be allowed to vote for councillors. Inasmuch as British subjects are not allowed either to vote in any elections, or to take mining property in the neighboring Territory of Alaska, the plea does not come well. Moreover, British subjects who are to remain permanently in Canada are better qualified to say who are the best people to govern the city. The Americans can push a city best, but Can-

adians can govern it better than they, and we do not want any wide-open place here like those in Alaska, or even such a place as Seattle, where many of our miners are robbed of their gold dust in a manner that would not be tolerated in Dawson.

The amusements of the city are furnished by theatres, with more or less good drama or horseplay. A good public library is partly sustained by grants from the council. A well-managed, privately owned reading-room has 1,500 members. The curling rink is well patronized by crack curlers from Ontario and the Northwest. There is a large skating rink and a couple of hockey rinks. Half-a-dozen hockey clubs maintain a contest for the championship of Yukon. St. Andrew's Night and some other special nights are celebrated by balls of great magnificence, as there are hundreds of wives, mothers and sisters here now from Canadian and American cities. The 24th of May is celebrated royally, with games and parades. The 4th of July, a compromise between the 1st or Dominion Day and the American holiday, is also celebrated in true Western style, with a parade of gorgeous floats symbolizing historical events and conditions.

One word about advising Canadians to come to Dawson. I do not see any reason why a young man who is of an adventurous disposition should not come here rather than go across the line to United States mining camps. If he has patience, energy, and is resourceful, he should do well here. It is far better for the new comer to secure work before going out to mine on his own account. Mining, while a perfectly legitimate industry, has many blanks for the prizes. The average wage on the creeks is from \$1 to \$5 per day and board. Good mechanics are usually paid somewhat higher, or get \$1 per hour straight, and board themselves. The Yukon Council has passed a by-law to pay its employes at the rate of at least \$5 per day and board. Our friends from the United States pour in fast enough, and usually do well both at mining and commercial ventures. A man coming here to succeed should especially eschew wine, women and gambling; they are the vices of a mining camp or city. I hope to see the trade not only of Dawson but of all Yukon in the hands of Canadians before many years pass, and Canada will then be getting more value from its most northerly inhabited territory. I am satisfied as to the future. Letters should be addressed to Dawson, Yukon, Canada, not to "Dawson, Alaska."

One way for the merchant who doesn't advertise to put in his time is over the pawnbroker's counter.

USE YOUR MONEY IN YOUR OWN BUSINESS.

IN the present rapid age the desire to "get rich quick," remarks an exchange, has blinded many merchants who several decades ago would use all their brain energy in developing their business, and has made them alert for outside schemes and propositions which promise riches in a remarkably short space of time. Their business is secondary to this inclination to invest in outside schemes.

A New England merchant advises merchants to use their money in their own business, and gives as the key to success the discounting of bills. He is undoubtedly right and mentions a thing that too few merchants look seriously upon.

The average country merchant will usually take the last minute of the eleventh hour to pay his bills, looking upon discounting in the light that his money is worth as much to him as the earned discount, or he doesn't think of it in any light except that a bill must be paid on such a date and waits until the last minute of that date before mailing a check, although his money may be idle days before that date.

Merchants in general should give this matter more serious consideration. It is a matter of profit in many ways to the small dealer as well as the large one.

Manufacturers and jobbers favor cash buyers to the limit of their terms, besides favoring them with "good things" in the way of bargains which are never suggested or shown to slow-pay dealers. Clearings and jobs are always offered first to the cash buyer. He invariably gets the best there is of all deals and it is his discounting his bills that works in his favor.

Bills taken up in advance, even if it be at the cost of unusual exertions, save money and worry to the merchant and buy favors at the hands of the men he deals with. He will not only feel the beneficent effects in this way, but will feel them in the freer swing given to his business. A forestalled obligation gives a merchant an independence that is worth much and makes him a keener, shrewder business man.

The danger that besets a merchant who has money on hand is that of the temptation to use it in some outside speculation—in schemes foreign to his business and his knowledge, and for which he relies upon the arguments and persuasion of the projectors. A man with a keen shrewd mercantile spirit and training is not usually keen in matters foreign to merchandizing, and the majority of those who enter into speculative schemes in their anxiety to get rich rapidly prove to be the most fallible of lambs in the hands of unscrupulous operators.

IDEAS FOR MEN WHO ADVERTISE.

THE ADVERTISEMENTS OF COUNTRY MERCHANTS.

By W. L. DISPLAY.

I SPENT a few hours the other day glancing over the advertisements of merchants published, for the most part, in country weeklies. And I meditated as I glanced, for the character of the advertisements made one do so.

In spite of all that has been said and written about the folly of crowding too much into an advertisement, there is still a great deal of it being done in the advertisements of country merchants. What is to be objected to is not so much the amount of matter that is put into the advertisement as to the number of goods that are enumerated. Here, for instance, is one of this kind:

Bargains!

In Watches, Clocks, Silverplated Goods, and all Jewellers' Sundries; bought at the rate of 33c. on the dollar—all new goods. Now is your chance to secure the greatest bargains ever offered. Goods must be sold in this department. I have secured the services of MR. J. S. BLACK, the Practical Watchmaker and Jeweller, known as an expert throughout Canada. Having bought my stock for Repairing Watches, Clocks, Jewellery, etc., at the rate of 33c. on the dollar, I can do your Repairing cheaper than any other house in Canada. All work guaranteed, also all Watches and Clocks bought at this Store. Every day a Bargain day with us.

A Full Line in Gent's Furnishings.—A few suits of Blue and Black English Serge; also a few Rubber Coats left. Call and get the greatest snaps ever offered in these lines.

Bargains in Groceries.—Call and get prices in Groceries before buying elsewhere.

Granite, Tin and Woodenware.—All kinds, including Washers, Churns, Wheelbarrows, Brooms, Brushes, Mops, and Housecleaning Utensils.

Wall Paper.—The cheapest in town.

Crockery.—A few odds and ends in Crockery at your own price.

Paints.—Dry and in Oils; Putty, etc.

Hardware.—Rakes, Forks, Hoes, etc.

No matter what you want, call and get it at

BLANK'S DEPARTMENTAL STORE!

BLANKVILLE.

N.B. — Hard and Soft Wood for Sale.

Instead of being crowded into one advertisement there is enough in the above for a dozen. If Mr. Blank is the expert he is declared to be, there was evidently a good opportunity for an advertisement dealing solely with the department over which he presides. Then, as another example may be taken the reference to wall paper. What is the use of declaring it is "the cheapest in town?" That is a

statement that has become too well worn to interest people now-a-days. An advertisement that treats on one line is more effective than that which treats on a score, just as the man who aims at the bull's eye and only fires once is likely to make a better score than he who fires a dozen shots at random. If the wall paper was "the cheapest in town," the mention of some of those prices in a nicely displayed "ad.," all the other articles being omitted, would have produced infinitely better results than I can imagine the "ad." as it appeared ever did.

Here is an advertisement with the one-line idea which, aside altogether from the

Green Tea
Black Tea
Japan Tea
Mixed Tea

15c

PER POUND.

HALSH BROS.

price the teas were quoted, no doubt caught the eye of all through whose hands the newspaper containing it passed. The firm name, like that in the above advertisement, is substituted for the real one.

If any objection is to be found with the advertisement of "Halsh Bros." it is in regard to the price of the tea. A 15c. tea retail is a pretty low-priced tea. "Halsh Bros." have wisely not said that it was "an excellent" or "first-class" tea at 15c., like some merchants have in effect when advertising low-priced goods. Through the large department stores consumers have already received too much education; that is not commendable in regard to low-priced goods. As a rule, the better the price the better the quality; and, furthermore, the better the profit.

In my perusal of the country weeklies I came across the advertisement of one merchant who evidently believes in quality. And, although the advertisement was not by any means as well "set" as it should be, the spirit of it is decidedly commendable. This is the advertisement, although reduced in size. It was originally two columns wide.

Good Value

That's what the buyers want.
That's what we give.

Inferior goods

We could sell cheaper goods—inferior goods—at less prices, but good goods is what the buyer wants. He may be attracted by the cheapness of the inferior article, but that will captivate him only once.

Those who want **GOOD FRESH GROCERIES**—groceries that have not lost their quality—get them at **The Popular Corner Grocery.**

ORDERS DELIVERED PROMPTLY
TO ANY PART OF THE TOWN.

JOHN JONES.

I would by no means urge a hard and fast rule, but it pays a merchant better in the long run to keep hammering away on quality than on low-priced goods. That which determines the value of an article is its price relative to its quality, for one article quoted at a dollar may be infinitely cheaper than another at one-half the price. Impress this on your customers, in and out of season, through your advertisements; and in fact through every and any medium.

HOW SHOULD A GROCER ADVERTISE?

By W. T. ROBSON.

This question must be answered according to the varied conditions and locations of the business. An advertisement that would be effective in a large town or city would be too elaborate for a smaller town or an agricultural district, while an advertisement effective in a small place, might not produce results in a larger location. Thus the writer, with his varied experience, can only lay down a few principles of general application which he considers essential to success.

The store, as far as circumstances will admit, should be up-to-date in fixtures,

attractive, and orderly. The windows must be clean, frequently and tastefully

ARRANGED WITH SEASONABLE GOODS.

Display goods that the customers are most likely to want in such a way as they may be most tempted to buy. Don't forget that with most people the price is the important item. Therefore, always use neat and distinct price tickets.

ENCOURAGE YOUR CLERKS.

Try and make them feel they have a personal interest in the welfare of your business. Whenever you receive a new line of goods, explain their merits to your clerks; else, how can they properly present them to their customers. Spare no effort in securing for your store a reputation for the character of your teas, coffees, and other special lines. Do not exaggerate; be sure the quality is as described, and never run down your competitors' goods.

THE BEST PLAN

is to let your opposition severely alone. It generally keeps most men well employed to run a retail grocery store nowadays. Confine yourself to praising your own goods; that is perfectly legitimate. Let the other fellow look after his. Anything you say about other people's goods is that much free advertising for them, and does you no good.

KEEP YOUR EYE OPEN

for new comers in your locality. They are fair game for you, but let your competitors' customers alone unless they happen to give you a fair chance to talk business to them; but don't use any underhand methods to wean customers away from them. Play the game fair always.

Learn what newspaper or magazine has the largest circulation among the class you specially cater to, and utilize it according to your judgment, means and ability.

HAVE YOUR ADVERTISEMENT BOLD, without being commonplace or vulgar. Be as original in your methods as possible. Make a discriminate use of hand bills, but have them removed from the old stereotyped form. Try and word them well, and so arranged that people will read them. Offer your customers samples (judiciously), of such goods as you have unbounded faith in. They will appreciate them.

If you have a

SOLE AGENCY.

advertise it; make all you can out of it by giving it prominence. Have your delivery prompt, and see that the harness, horses, rigs, are kept clean and in good repair. They constantly remind the people of your store.

I like the idea of a small frame arranged in the side of

DELIVERY WAGONS,

and a neat card reminding the public of a special line of goods on sale. This card must be frequently changed, and always very distinctly printed.

See that your clerks are always clean, quick, and obliging. Keep in personal touch with your customers as far as possible; so serve them as to gain their complete confidence, and they in turn will be the best advertisement you can have. For a pleased customer is a valuable asset to any business. And always remember you can supplement greatly your advertisements in the press by the treatment your customers receive when they enter your store.

BE VERY CAREFUL

of advertising schemes which are so prevalent at the present time, programmes, time tables and so many other different



Our Royal Visitor.

traps are constantly being bated to catch the retailer. Church picnics, committees of the local ball team, all consider him legitimate game for a "hold-up." And these people are not troubled at what you are going to get out of the advertising, but how much they can work you for. If the cause is worthy, help it; but do not place what you give in your advertising account, but rather to benevolence or charity.

THE ADVERTISEMENT THAT TELLS.

An ad. that is a reiteration of the articles a merchant keeps in stock without comment on any particular feature that makes them desirable, is not apt to hold attention and induce custom as will an ad. that tells something about the things advertised.—Ad. Writer.

RETAIL ADVERTISING TO-DAY.

There was a time when the retailer considered that his advertising was done when he hung up over his door a sign on which was printed his name and his kind of business, but that was a hundred years ago. To-day it might do if none of his competitors were doing any better, but energetic shrewd men who have stepped into the business arena are becoming commercial giants, are amassing rapidly huge fortunes, simply because they have recognized in judicious advertising a most powerful weapon to turn the current of traffic to their doors.—Tips on advertising.

WASTE IN ADVERTISING.

There are some men who might make money if they advertised, and there are others who would make more if they didn't—or not quite so much, writes J. George Frederick in Printers' Ink.

Some men shave off a hundred or two from a hard-working clerk's salary to cut down expenses, and in the same breath sign a big check for advertising that isn't worth three cents.

Other men carry hundred-dollar bills to the bank when they ought to be carrying thousand dollar bills, and say advertising pays.

So it does, but waste doesn't. Wasting isn't advertising.

One-fourth of most advertising is waste.

In proportion to the detection of waste and its elimination is advertising power constituted. You may employ the wrong mediums, advertise at the wrong time, at the wrong place, in the wrong manner, in the wrong proportion, or in many other wrong ways; and unless you realize it, blame advertising.

The bright business man shuts off every unnecessary and unremunerative penny of expense. The bright advertising man blue-pencils every unremunerative agate line, and every blue-penciled agate line brings results. But every bright business man is not also a bright advertising man—such are the incongruities of life.

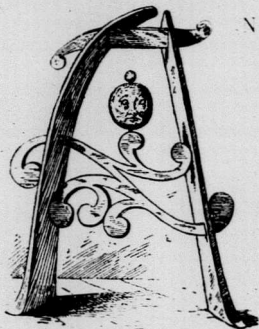
Advertising is wasted in a hundred ways—bad printing, cheap appearances, unsaid arguments, vulgarity, irrelevancy, poor cuts, and so on through a big list.

If it would be remembered that the reason men prepare and print advertisements is to sell goods and nothing else there would be less waste. Good salesmen don't talk about the inhabitants of Mars to prospective customers. Yet some advertisers talk about the canals on the moon and the people on Mars in their ads., and think it ought to sell goods.

There isn't a better argument to be found that good advertising pays than that firms who waste a quarter of their advertising are not bankrupt, but actually making money.

Cocoanuts in South America.

How they are Grown and Sold.



An interesting report regarding the production of cocoanuts in South America was recently issued by the Consular Department at the city of Washington.

The countries dealt with were Brazil, Colombia, Ecuador, The Guianas, Peru, and Venezuela. And the report was based on information received through the consuls at the places mentioned.

COCOANUTS IN BRAZIL.

Although a great many cocoanuts are raised in the Bahia consular district of Brazil, it does not produce one-third as many as the Pernambuco district, which is particularly rich in coconut palms, on account of its peculiar coast formation.

In the Bahia district, the trees are found wherever there is a settlement, but grow chiefly on the strip of low-lying sandy land along the coast. This land is the most desirable for coconut plantations, as the proximity of the salt water makes the trees more productive and the fruit a better quality. Occasionally a piece of land is found at a considerable distance from the coast upon which the palms will flourish, but this is unusual. Single trees are scattered here and there inland; but these are raised with considerable difficulty, produce only an indifferent fruit, and die at an early age.

The number of trees and their productiveness increases as the Pernambuco district is neared and decreases in the same ratio southward. The largest plantations are a short distance north of Bahia City, where there is one that has more than 7,000 and several which have as many as 5,000 trees each; but no particular efforts at cultivation are made. The cocoanuts have simply been planted and allowed to come up and produce what they will, the fruit being gathered from time to time. The owners are usually engaged in other businesses; the proprietor of the large plantation above mentioned, for instance, is a local merchant.

It is impossible to get any information as to the extent of the coconut crop. The nuts are gathered in all seasons and are used both in the green or soft and in

the ripe or hard state by all classes. The yield, however, must be enormous, as there are few households that do not use the nuts in some form or other, and in spite of the vast number of trees, the supply does not seem to equal the demand.

Before the shell of the nut becomes thick and hard and while the meat is soft and about the consistency of clabber, many of the nuts are gathered and sold upon the street corners and in the drink shops. The nuts are cut open with a machete. The milk proves a most refreshing drink, while the meat is eaten with a spoon or, more often, with a sliver cut from the shell. No attempt is made to husk the nuts so used, though frequently a portion of the husk is trimmed off to lessen weight for transportation.

The hard-shelled or ripe nuts have various uses. When of good quality, they are sold at retail. Many kinds of sweetmeats are also made from them, while the milk and the meat, variously prepared, are constituent parts of many articles of daily diet, such as fish, stews, beans, rice, corn, etc. The ripe nuts are always sent to market husked. They are brought to Bahia by small sailboats, which ply up and down the coast, and on account of the demand are sold at comparatively high prices. The price paid for them at the plantations ranges from 9 to 14 milreis (\$2.18 to \$3.36) per hundred (without respect to size), according to season, the wholesale price in Bahia City being a couple of milreis higher per hundred. The retail price is from 120 to 320 reis (2.88 to 7.68 cents) per nut, according to size and season.

There is such a demand for good nuts at Rio de Janeiro and other points south that it is far more profitable to ship the nuts there than to utilize them in the manufacture of copra; and even if the prices at local markets were not so good, there would, nevertheless, be no nuts for foreign export.

It is only the nuts that have been left too long on the trees that are utilized in the manufacture of by-products. From these nuts the oil is crudely extracted by grinding the meat, submitting it to pressure and purifying the resulting liquid, or by grinding and boiling the meat and skimming the oil. This oil is used for machinery, lamps, cooking, soap-making, etc. It is also used by the resident Africans for hair oil and for anointing the body. It sells at wholesale at the

place of manufacture at from 800 to 1,200 reis (19.2 to 28.8 cents) per liter.

There is still a great amount of uncultivated land well suited for coconut plantations. Few trees are being planted; yet it requires no labor other than that of putting a mature nut into the ground prior to the rainy season, and that after five or six years the trees will bear almost indefinitely.

COCOANUTS IN COLOMBIA

The consul at Cartagena, Colombia, was placed at a disadvantage in gathering data for his report on account of the revolution in that country. "Under ordinary conditions," writes the consul, "the raising of cocoanuts is an interest of considerable magnitude, and a fair amount of attention is bestowed upon the groves and the collection, husking, sorting, and packing of the nuts. It may be said that, with rice, the coconut is the main source of food supply of the natives of the coast.

"Owing to the above mentioned conditions, the extent of the coconut crop of this district is unknown. Cocoanuts are grown both for home consumption and export. They are not shipped in the husk. The price at the present time is from \$12 to \$14 gold per thousand.

"Coconut plantations in the Colon district of Colombia, are confined to a strip of land contiguous to the Atlantic Coast, and to the Island of San Andres, belonging to Colombia, lying about 275 miles from Colon in a northwesterly direction. There are no plantations in the interior. On the coast, by far the greater proportion of cocoanuts is raised by the San Blas Indians, on a strip of country about 125 miles long, extending from Point San Blas to Point Tiburon. Besides the plantations owned by these Indians, there is only one other on the coast—the Caribbean Coconut Plantation, at Point Toro, across the bay from Colon. This plantation consists of about 20,000 trees.

"The entire coconut crop of the coast amounts to about 4,000,000 nuts a year; that of the Island of San Andres to about 2,500,000.

"Coconut trees are raised by first putting the dry nut on the ground and allowing it to sprout until it attains a height of about two feet. The nut is then put in a hole just deep enough to receive it, the sprout remaining above ground. The only attention the palm requires is to keep it free from weeds and other plants until it is five or six years old. After this age, it is able to protect itself, and the ground requires very little cleaning. Trees properly attended to will bear in from five to six years.

"All nuts raised in this district are sent to the United States. They are never shipped in husk. The market price



ABSOLUTELY BEST AND PUREST

QUALITY ALWAYS THE SAME.

BRUNNER, MOND & CO'S

BICARBONATE OF SODA

CON'TRATED SAL SODA

AND

SODA CRYSTALS

WINN & HOLLAND

MONTREAL

SOLE AGENTS FOR CANADA

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fluctuates between \$21 and \$40 per thousand. From March to September, it rarely reaches more than \$25; from September to March, from \$25 to \$40.

COCOANUTS IN ECUADOR.

The cultivation of cocoanuts receives very little attention in Ecuador, most of the palms being grown as side issues upon the various estates. The few raised are for local consumption only; none are shipped. The price is 10 cents silver ($1\frac{1}{2}$ cents in United States currency) per nut, retail.

COCOANUTS IN THE GUIANAS.

The cocoanut crop of British Guiana amounts to about 5,000,000 nuts annually. The cultivation of cocoanuts receives considerable attention in the district of Mahaicony, about 30 miles up the east coast from Georgetown, in the vicinity of the Decerara and Berbice Railway. The nuts are mostly made into oil at the oil and fibre mills at Mahaicony, and the product is sold and consumed in the colony. Less than 2,000 husked nuts were exported last year. These were shipped to the British West India Islands.

The prevailing price in the local market is from \$8 to \$10 per thousand.

Only about 500,000 nuts per annum are produced in Dutch Guiana, and an insignificant number in French Guiana. These are consumed locally.

COCOANUTS IN VENEZEULA

At La Guayra, the annual crop of cocoanuts amounts to about 1,000,000. At Barcelona and Cumana, however, it is much larger; the latter could easily furnish 5,000,000 nuts a year. The cultivation of cocoanuts receives very little attention in La Guayra, and practically no efforts are made to extend their growth. There is no reason, however, why the present area should not be increased, as the palm thrives wonderfully along the coast, and nearly all of the land within half a mile or a mile of the sea could be utilized.

The nuts grown in the La Guayra district are mostly absorbed by the local retail trade of the cities of La Guayra and Caracas, a great many being sold to the natives, who drink the milk. The nut is also used for cooking, confectionery, etc. In Cumana, most of the crop is manufactured into oil. This oil is said to be of an excellent quality. A few nuts are occasionally shipped from La Guayra to the United States, but the trade is not profitable. The harbor dues on all kinds of freight is \$4 a ton, and planters find that it pays them better to hold the nuts for local consumption. Cocoanuts are never shipped in the husk.

In La Guayra the price of cocoanuts is from \$2.50 to \$5 gold per hundred; in Cumana, from \$2 to \$3.

The production of cocoanuts in the Puerto Cabello district of Venezuela is limited, as there are but few trees. Very

little attention is paid to their cultivation and the supply is decreasing. The soil, however, is excellent for the growth of this palm.

The nuts are marketed here green for the cocoanut water they contain; ripe, for the meat, from which oil for soap-making and other purposes is extracted, and as copra, for foreign shipment. The green cocoanuts are sold for about 1 cent each, ripe ones at about the same price, and copra for about $2\frac{1}{2}$ cents per pound.

ART OF PREPARING TEA FOR USE.

It is singular, to say the least, that nothing is ever done by tea dealers in this country to educate or enlighten their customers in the proper manner of preparing their tea for use, to study the character of the water or to preserve its aromatic properties after purchasing. Good tea, like good wine, can be kept intact for years with considerable advantage to the dealer and consumer alike, and there is no valid reason why consumers of tea should not be as particular and fastidious as drinkers of wine. But to obtain a good cup of tea, in the first place the consumer should purchase only the best tea, it requiring much less of the finer grades to make good tea than of the common kinds, and will prove the most economical in the end.

In the proper preparation of tea for use, the quality of the infusion is much affected also by the character of the water as well as by the method of making or drawing it. Tea being an infusion and not a decoction like coffee, it should be brewed not stewed, the chief object being to extract as much of the theine or refreshing principle as possible and as little of the tannin or astringent property as can be, at the same time without either boiling or overdrawing it. Many tea drinkers who imagine erroneously that a very dark-colored liquor indicates strength boil the leaves, while others again spoil the infusion by first putting the leaves in boiling water. Some again place the leaves in cold water, and then put the vessel on the fire to boil, prolonged infusion being another serious mistake. All of these improper methods produce the same evil results, viz., that of extracting an increased amount of the tannin, thereby destroying the true color and flavor of the tea by imparting a blackish color and giving a bitter or astringent taste to the liquor. When tea has been once boiled or overdrawn, the increased quantity of tannin extracted can be readily detected by the extreme dark color of the liquor as well as by its bitterly astringent flavor. Another reprehensible practice of some tea makers is that of adding fresh leaves into the teapot with those that have been already

once drawn, as it cannot add to either the strength or flavor of the tea by putting more leaves in the teapot after the first drawing, for the simple reason that the tea water will not extract the theine from the dry leaves of the fresh tea. Only fresh boiling water will do this effectually, the water once used only increases the amount of tannin extracted, thereby darkening the color and destroying the flavor and merely adds to the quantity of leaves already in the vessel without at all affecting the active principle, theine. So that if it be required to increase the quantity or strength of the infusion already in the pot, some fresh tea leaves must be drawn in a separate vessel and the liquor poured in that already made.

In the proper preparation of tea for use, therefore, the object should be to extract as little of the tannin as possible and as much of the theine and volatile oil as can be extracted without permitting the infusion to boil or overdraw. To best obtain these most desirable results, put the requisite quantity of tea leaves in a covered china or earthenware pot—all tin and metal vessels should be avoided—and pour in freshly boiling water that has been boiling for at least three minutes, and then allow the vessel to stand where it will keep hot, without boiling, for from eight to ten minutes before serving, according to the variety of tea used. There will be a sparkle and aroma about tea made from fresh boiling water in this manner that it will not receive from the flat, hot water that has been boiled too long or repeatedly. In the stated time while the tea is drawing only the refreshing and exhilarating properties—the theine and volatile oil—are extracted from the leaves, a longer infusion only dissolving and extracting the astringent and deleterious principle—tannic acid—which impairs digestion and injures the nervous system, for which causes alone all boiled or overdrawn tea should be avoided.

In moderate strength it requires about one teaspoonful of good tea to a half pint of boiling water and an ordinary half teacupful of leaves to every quart of boiling water, the latter making a fairly strong infusion for five persons. China and Japan teas require from eight to ten minutes to draw thoroughly, the former requiring but little milk and sugar, while Japan teas are more palatable without the addition of either. India, Ceylon and Java teas generally should not be allowed to draw more than from five to seven minutes at the outside after the boiling water has been poured on, as prolonged infusion makes the flavor of these varieties particularly mawkish and bitter, while the addition of an extra quantity of both milk and sugar greatly improves their drinking qualities.—Joseph M. Walsh.

COLMAN'S MUSTARD



BEST ON EARTH

The Auer Gas Lamp

Money-Back Style.

THIS style is particularly suited for a reading light—the shades prevent the light from tiring the eyes and the burner can be raised just the same as any other students lamp.

IT can be carried around the house with perfect safety and as the base is heavily weighted there is no danger of its up-setting.

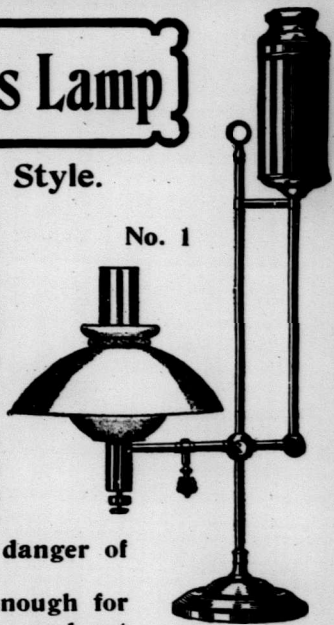
THE light is soft enough for the most sensitive eyes and yet strong enough for the finest print.

OUR CATALOG SHOWS ALL OF OUR DIFFERENT STYLES.—WRITE FOR IT AND OUR DISCOUNTS.

Your Money Refunded if you are not Satisfied.

AUER LIGHT CO., 1682 Notre Dame Street, MONTREAL.

No. 1



Batty & Co.

ESTABLISHED 1884

LONDON.



OLIVES
AND
PURE
OLIVE
OILS.



INDIAN
CURRIES
AND
CHUTNIES.

Makers of High-class

PICKLES
OF
ALL KINDS.



SAUCES
OF
ALL KINDS.

HOW SHOULD CLERKS BE PAID--FIXED SALARY OR COMMISSION?

VIEWS OF TORONTO MERCHANTS ON THE QUESTION.

HOW can an employer get the best service from his clerks? What system of payment will best develop their ability as salesmen, and will make them most valuable to their employer as well as to themselves?

The almost universal system of payment in Canada to-day is a specified salary, so much per week or per month. But here and there are to be found men who have partly adopted a system that is quite common in some branches of industry—that of making part of the remuneration of their help a commission on their sales, or on the gross income of the business. Which system is the most practical, all salary, or salary and commission?

COMMISSION WOULD BE A MISTAKE

"To pay clerks a commission would be a mistake," declared Mr. J. F. Morrish, Yonge street. "If a clerk found out that his salary was governed by the extent of his sales, the natural result would be that he would do everything in his power to increase his individual sales, and might possibly neglect other essential work about the store, thus impairing his usefulness or value to his employer. Serving customers is only one part of a clerk's duties. He has to assist in receiving and opening out goods, in keeping up stock, in window dressing, and in many other ways. All these duties he might easily neglect.

"There would be, moreover, an eagerness for a young, inexperienced clerk to serve customers who should be left to the older clerks. An inexperienced clerk, eager for his own advancement, might easily do much injury to his employer's business by pushing forward to wait on a customer who manifests a desire to be served by another clerk. A body of clerks are most valuable when all work together. Each one develops a sort of connection with the customers, which should always be recognized.

"As a rule, when there is other work to be done in the store or warehouse, the senior clerks should serve the customers. If a commission on sales was paid, the junior clerks would consider it an injustice that they should be kept busy rearranging goods on shelves, putting up sugar, or some such work, while their brother clerk was adding to his sales account, and thus to his salary.

"To pay a commission might increase a clerk's activity—his enthusiasm. But

if he gets every week what he is worth he will be just as loyal and just as earnest as he would be if he was impelled by the more directly selfish thought of a commission to work hard."

DESCRIBED AS A HUMBUG

"Commissions in a retail grocery business are a humbug," said Mr. Henry Swan, of Swan Bros., King street east. "Instead of developing a clerk in ways that would increase his value, they become an incentive for him to sell the goods that are most easily sold, whether they be the most profitable lines or not.

"The payment of commissions is a fad—one of the oldest fads that grocers have had to consider. What makes it seem feasible is that it is possibly a good thing under certain circumstances. A grocer finding that he had too much of any line in stock, might find it a good move to offer his clerks a commission on their sales of that line to clean it out. This might be a good move, but I have not even enough faith in that to adopt it. Commissions are like piece work, and I never yet knew a man who was working on piece work, but would prefer a straight salary. Commissions demoralize one's staff, and decrease the feeling of respect and confidence between clerks and employers. There are a few clerks who might like commissions for a while; but, they either get tired of it very soon and want a straight salary, or they would be leaving before long to start up in business for themselves."

PAY ACCORDING TO THE INCOME OF THE BUSINESS.

"I am a thorough believer both in the principle and practice of paying commissions," said Mr. Wm. Radcliffe, Queen street east. "I believe this is to be the solution of present difficulties between capital and labor. The laborer, the skilled workman, or, to bring it closer home, the clerk who by his energy, skill and courtesy contributes largely to the steady growth of his employer's business, should receive benefit for his labors more than a paltry salary.

"I do not believe the best method is to pay each clerk according to his sales. A far better plan is to pay him a certain proportion of the gross income of the business. This arouses his interest in every part of the business, and effects economies at one end and larger sales and better prices at the other.

"An employer can soon gauge which clerks are contributing the most to the profit of his business, and he can fix the proportion paid each clerk according to his individual value. Thus, a double incentive is given the clerks—their salary depends on the gross income of the business and on the proportionate value put on their services by their employer.

"I have tried this system of payment with my head clerk for some years; but I have seriously been thinking of adopting it in regard to all my help, even to my messenger boy. The principle is sound, and the day is coming when it will be generally applied."

PREFERS A STRAIGHT SALARY.

"I prefer to pay a straight salary," said Mr. R. Barron, Yonge street. "I believe in paying a good salary. A man ought to be paid according to his value. But I do not believe that the payment of a clerk, by a commission on his sales or on the turnover is the surest way of rewarding him, according to his value. I see and hear what my clerks are doing, and I know which are making most money for me, and therefore I can tell which should get the best salaries. And it is the clerks who are worth it who get it.

"There is no doubt that many things might be said in favor of commissions, but my experience tells me that a straight salary is the safest and best way to pay clerks."

"We never did give commissions," was the reply of Mr. Simpson, of F. Simpson & Son, Yonge street. "We prefer to pay straight salary. Our clerks are as enthusiastic and loyal as we could wish, so the salary they get must be sufficient incentive to bring out their best qualities."

MR. BUTCHER'S EXPERIENCE

"I have never tried commissions as an employer," said Mr. John Butcher, Queen street west. "But I had one experience of them when I was a clerk, not long out from England. I had been employed for some time by a grocer in the city, and had come to the conclusion that I was worth more money than I was getting. So I asked for a raise.

"No," said my employer; 'I cannot give you more salary, but I will give you 5 per cent. on your sales.'

"I jumped at the offer. When the first month was ended my share startled the

A Safety Buoy



For your guidance, should be the experience of others. Bright business fellows usually regard these signals—**THEY PROFIT BY THEM.** Merchants doing business in the old way—by use of pass books will assure you that their losses are no inconsiderable sum that in the rush and hurry of selling many items are omitted, and very often throughout the year such losses are occasioned that the results measurably affect the profits. Perhaps this very leak may have occasioned the shrinkage in **YOUR** profits last year.

With Allison's Coupon Books mistakes are impossible. There are never any losses through failure to charge goods—**THEY EFFECTUALLY ELOCK THE LEAKS.** Easy to use, and like this:

IF A MAN WANTS CREDIT

For \$10, give him a \$10 **ALLISON COUPON BOOK**, charge him with \$10 and there you are. No trouble at all. If he buys a plug of tobacco for 10 cents, just tear off a ten-cent coupon—that's all, and so on for all his purchases up to limit of the book. No Pass Book. No Writing. No Time Lost. No Kicking. There are other Coupon Books, of course, but why not have the best? Let us send you a free sample.

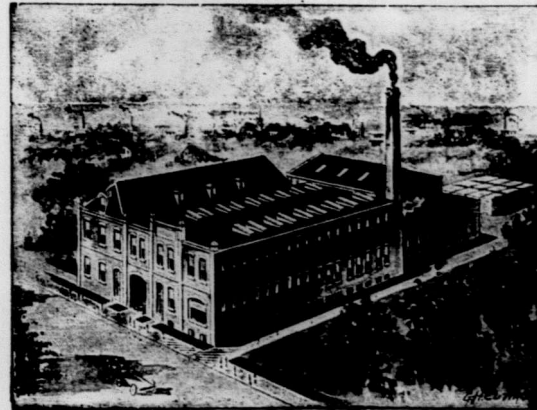
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INDIANAPOLIS, INDIANA.

HAMILTON WHIP CO.

—MANUFACTURERS OF—
Fine Whalebone and Rawhide WHIPS

Patentees and Sole Manufacturers of the Famous
MONARCH AND NAPOLEON RAWHIDE WHIPS.
Specialties: Fine Whalebone and Vulcanized Rubber-Lined Rawhide Whips. English Holly Coach Whips.

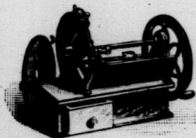


CHEAP WHIPS OF EVERY DESCRIPTION. It will pay you to wait for our traveller.
Office, Factory and Warehouse:

119, 121, 123 Mary Street, ... HAMILTON, ONT.

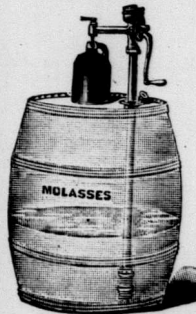
Eastern Representatives: W. L. Haldimand & Son, St. Dizier St., Montreal, Que.
Western Representatives: MacKenzie Bros., P.O. Box 579, Winnipeg, Man.

Rotary
Smoked Beef Shaver
with Patented
Self-Sharpening Device



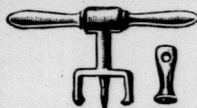
No. 125, 2 Blades, \$18.00
No. 129, 1 Blade, 18.00

Self-Priming and
Measuring Pump



No. 97, \$3.50

Auger for above Pump



No. 97, 60 cents

"ENTERPRISE"

Rapid Grinding and Pulverizing Mill

Fitted with General Electric Co's. 1/2 H. P. Motor

The Machine is self-contained and is ready for connection to feed wire as shipped from factory

Will be furnished with Motor suitable for all conditions as to Current, Voltage, etc.

GRINDING CAPACITY

FAST SPEED

Granulating 3 pounds of Coffee per minute

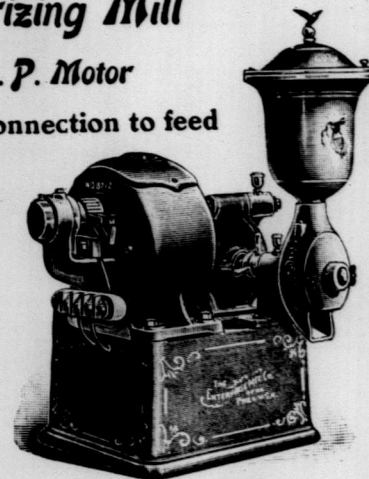
SLOW SPEED

Granulating 2 pounds of Coffee per minute
Pulverizing 1-2 pound of Coffee per minute

Can be regulated for Fine or Coarse Grinding while Mill is running

Pulverizing Grinders furnished only when so ordered

Illustrated Catalogue Mailed FREE. Order from your Jobber



No. 8712

Height, 30 inches. Width, 18 inches.
Length, 22 inches. Weight, 250 lbs.

Capacity of Iron Hopper
4 lbs. of Coffee

PRICE ON APPLICATION

The Enterprise Manufacturing Co. of Pa.

Philadelphia, Pa., U. S. A.

grocer, and he quit commission and gave me the advance I asked for without a murmur.

"The reason he was startled at my sales was that I spent my time outside the shop getting customers. Whenever I met any of my friends on the street I asked them to deal with us if they could, as I was getting a commission on my sales. I got such a lot of trade that way that it would have paid my employer to keep me on commission."

LIPTON PAYS COMMISSIONS.

"Commissions are commonly paid in England. Sir Thos. Lipton pays them in all his stores. The usual practice is only to pay them on certain lines. Here, we could pay them to best advantage on teas, coffees, spices, baking powder, toilet soaps, imported bottled goods, etc. The most sensible way to do would be to pay all clerks about \$6 a week, and a commission on certain lines. Each clerk

gins, of R. Higgins & Son, Yonge street, nor would I like to inaugurate such a scheme. It bears too close a

RESEMBLANCE TO THOSE GIFT SCHEMES

which are so common in the trade, and which I have practically no use for. A good clerk should be paid well, and a good employer will pay his men what they deserve. A clerk is not always responsible for the sales he makes. He may sell twice as much per day in one store as in another. A clerk contributes to a store's connection, but he does not make it by any means. It's reasonable that a traveller who carries side lines should receive a commission, for his sales largely depend on his own efforts. But few clerks would go after customers, no matter how large was the commission offered them.

DIFFICULTY OF GETTING A BASIS.

"We have never tried the payment of commissions to our clerks," answered Mr.

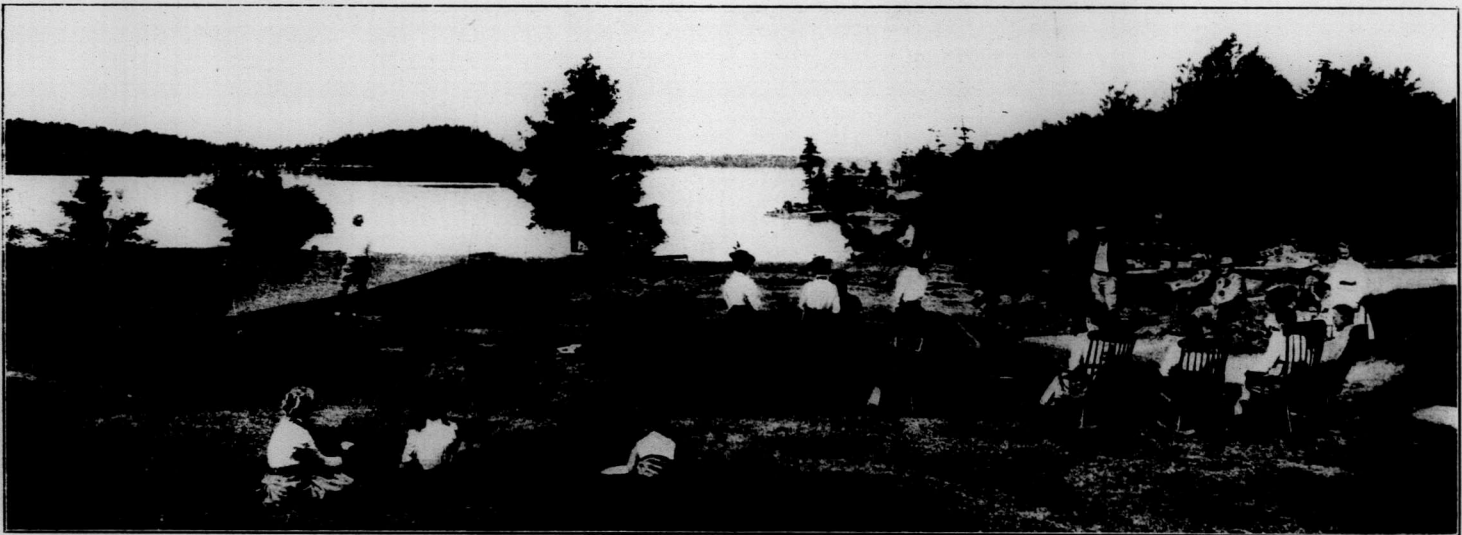
occasion to dismiss any of them for this, or, in fact, any other reason.

"Our system does not lend itself readily to commissions. Some of our clerks are not salesmen; most of their time is spent putting up and sending out orders. To arrange payment of commissions to these would be a most difficult task."

D. O. M.

TINNED ANTS WITH BEEF.

Ants are now regarded as a great delicacy, and the only trouble is that there is not enough of them. Men who do hard manual labor in cold climates acquire a strong craving for something sour, and they have found out long ago that ants are a palatable substitute for pickles. They use only a peculiar variety, large and red in color, and found in immense quantities under the bark of dead trees. It is not very hard to collect a quart-pail full, and, after killing them by scalding, they are spread on a



Hotel Grounds, Beaumaris—Lake Muskoka.

should have a counter of his own. The sales over some counters would always be greater than those over others, thus opening to the junior clerks a hope of advancement from the poorer to the best counters. This, of course, would only be possible in a large store where several clerks are employed.

"An employer would have to keep his eye on his clerks just as much as if they were working under these conditions as he has to do now, for there might be a tendency to push articles that added to one's commission, but which the customer did not want. Then there would be difficulty in keeping track of sales. But I think all objections might be met and the scheme worked to good advantage. But, in the meantime, I am going to continue paying my clerks a straight salary. Commissions may come later."

"I have never had any experience with commissions to clerks," said Mr. F. Hig-

A. Stone, of Michie & Co., King street west. "It would be difficult to fix a satisfactory basis for such a method of payment. Much would depend on the store system; much on the clerks' desire for such a method; much on the extent of the clerk's influence in extending his own sales.

"Only a few years ago many clerks had big connections, and contributed much to their employer's turnover. Modern advertising has done away with much of that, so that to-day, when we are engaging a clerk his connection is never taken into consideration. We appeal to a certain class of trade and so feel that we are not dependent on the connection of any of our clerks. If they were discourteous to our customers they might drive them away, but we would soon see that, and we would then drive the clerks away. But we are careful in selecting our clerks, so have rarely had

board, and dried in the sun. When ready to eat they look like coarse, brown powder, and have a very agreeable smell.

With a view to making this new delicacy more generally known, a syndicate is at work collecting and tinning ants, preparatory to placing them on the market generally.

MEN WERE DECEIVERS EVER.

He was a hard-working fancy-dealer, and he had ransacked the whole shop in his efforts to please an old lady who wanted to purchase a present.

For the fifteenth time she picked up, and critically examined, a neat little satchel.

"Are you quite, quite sure that this is genuine alligator-skin?" she inquired.

"Positive, madam," quoth the dealer. "I shot that alligator myself."

"It looks rather soiled," said the lady. "That, madam, is where it struck the ground when it tumbled off the tree."



Royal is the baking powder of highest character and reputation, the favorite among housekeepers. The cheapest to consumers, the most profitable for dealers to handle.

Those grocers who are most successful in business---who have the greatest trade, highest reputation, the largest bank accounts---are those who sell the highest quality, purest, best known articles.

It is a discredit to a grocer to sell impure, adulterated and unwholesome goods; nor is the sale of such goods, even though the profits on a single lot may be larger, as profitable in the long run as the sale of pure, wholesome, high-class articles at a less percentage.

Trade is won and held by the sale of the best, the highest grade, the most reliable goods.

ROYAL BAKING POWDER CO., 100 WILLIAM ST., NEW YORK.

Talks With Men Behind the Counter.

Conducted by W. T. ROBSON.

THIS issue marks a mile stone of time in the history of this "Corner." A year has passed since this department was commenced, and from a business standpoint we should to-day do a little stocktaking and consider if our labor has been profitable or otherwise to those for whose benefit this "Corner" was intended. Let us find out

WHAT HAS BEEN ACCOMPLISHED.

wherein we have failed in the past, and how our usefulness may be increased in the future.

These are the days of rapid changes. A very large number of those who were clerks when we commenced this "Corner" are to-day in business for themselves; and their interest seems to grow, so that through this "Corner" is intended for clerks, yet there are more merchants writing for information than clerks.

IT IS REGRETTABLE

that correspondents sometimes ask questions that only a knowledge of local conditions would enable one to give a satisfactory answer, and my friends will understand how difficult it is to obtain satisfactory information for them. Again, owing to the rush of questions, some letters in their turn have had to wait much longer than was my desire. Our friends will pardon this delay, which, in future, we will endeavor to obviate as much as possible. It has given me much pleasure to have my friends speak so kindly of the efforts put forth in this department. Oftentimes one feels his inability to satisfactorily answer the questions given; yet, I have always tried faithfully to obtain the required information, and when I have failed it has not been from lack of honest effort.

It has also been

VERY GRATIFYING

to me to note the increased interest in this "Corner" among the clerks generally, and also with the merchants, some of whom have sent in, for their clerks, subscriptions to this paper, believing that the additional information the clerks thus gained concerning the grocery business compensated them for the outlay.

SUBSCRIPTIONS FOR CLERKS.

One of the most progressive grocers in Ontario sent in seven subscriptions, one

for each of his clerks, recently, and this idea among merchants is on the increase, thus giving the most effective evidence that this paper is appreciated and of value to the grocer and also to his clerk. What has appeared in this "Corner" has not been all that has been done. A number of questions have been of a private and personal nature, not of interest to the general trade. These each and everyone have had attention, and sometimes with the expenditure of considerable time and trouble. One wonders if those who have received replies of this nature have fully appreciated our efforts on their behalf.

HELPFUL LETTERS.

Now, permit me just here to say how helpful were the many letters sent from a large number of clerks situated in all parts of Canada, and, while reading them, this thought so often came to me: "How much we have in common." Clerks in grocery stores can assist each other in the knowledge of selling goods, and in the numerous problems that daily confront one in the life behind the counter. So, in the coming year, more than in the past, let us express our views with freedom and discuss with each other those topics of interest to grocery men in particular and young men generally.

One cannot foretell the good a single letter may do. It may be just the particular information someone may want and be anxiously waiting for. If you know of anything that may be of interest, kindly send it forward. Because our friends have done this; to them the credit of this "Corner" is due. Let us continue helping and be helped. Just so long as the interest is taken by the friends of this department there cannot be any doubt as to its helpfulness and success.

During the coming year we may

WIDEN THE DISCUSSIONS

and embrace all subjects that improve a man, with a preference for those directly pertaining to the grocery business.

During the past year a number of questions came in regarding amusements and how time outside the business should be spent, which were not discussed owing to lack of space. We hope these subjects will receive the attention they deserve this coming year. I hope we shall have the same hearty cooperation in the future that we have had in the past, and

that the spirit of goodfellowship may continue to grow among our readers.

ON ORGANIZATION OF GROCERY CLERKS.

Mr. James McGrath, President of The Toronto Retail Grocery Clerks' Association, is an enthusiast on organization among grocery clerks as a means for improvement, and thinks all clerks should cooperate for advancement.

He says: "The movement is steadily growing, because of the example of what other trades have accomplished through united effort. Organization is the spirit of the times. It's in the air we breathe, and every body of men must unite in order to have justice done themselves, and their trade placed on its proper basis. Don't make the common error of supposing we have any antagonism to our employers, for we have not. On the contrary, our only desire is to so improve ourselves that we may the more worthily represent them behind the counter, and thus increase our efficiency. The ranks of the merchants, as a rule, are recruited from the clerks. As a natural order of events, the two are inseparable. That which produces the better clerk will make the more efficient merchant.

"In some sections shorter hours are needed, but no clerk wants them at the expense of the business. We are making satisfactory progress along this line through educating the customer. Retail merchants would not keep open their stores if people did not buy goods. If the public generally, by encouragement from pulpit and press, were to say: 'Hereafter we will not buy any goods after a certain hour; and, furthermore, we will not patronize any store which keeps open after that hour,' the end of this 13, 14 or 15 hours a day of labor would soon end.

"Public opinion is something that any merchant who attempted to fight it on a matter of this kind would soon discover he was 'up against it' good and hard.

"So push the work of organization along, for our objects are all good. We have the most hearty sympathy of our employers, and endeavor to have more interest than ever in our business and in our employers' welfare. They in turn realize this, and are helping us along. We are working together. Our interests are mutual, and what injures the one is detrimental to the other. The Grocery Clerks' Association is a growing institu-

GILMOUR & CO.

Wholesale Grocers,

BROCKVILLE, ONT.

..BASKETS..



THE

Oakville

Basket Co.,

OAKVILLE, ONT.,

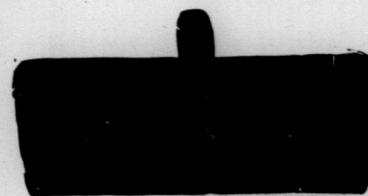
Grain and Root
Baskets,

Clothes Baskets,

Fruit Baskets,

Butcher Baskets

are always wide-awake and ready
to fill your order for any quantity
of Baskets. Quality---*the best.*



tion, built on broad lines of mutual help and the general advancement of the grocery trade."

From Sudbury comes to us the following. The writer, a well-known clerk, modestly wants his name withheld:

What the grocery clerks of this country need is organization, under a central head, say in Toronto, with local branches in every town of over 1,000 population. This would cultivate a fraternal feeling, adjust many things in connection with our business, and be helpful to the trade generally. Wisely ran, with good energetic officers, great good would result. Will you not help to this end?

I shall be most happy to do anything in my power to further the interest of clerks in this matter. It is something to which considerable thought must be given, and our friend strikes the key note when he says: "wisely ran, with good energetic officers." There, to my mind, is the fundamental part of the whole concern. So after organizations are side-tracked in their mission by the officers in charge. However, we would like to hear from the clerks on this subject. It is of great importance to clerks. Please express yourselves freely on this matter.

Do you think the clerks generally would take an active interest in an organization run on the lines mentioned by our friends? Is there sufficient cohesion among grocery clerks to sustain a Dominion Grocery Clerks' Association? I would like to hear from the presidents of the other associations of Canada on this subject.

THE FUTURE OF A GROCERY CLERK.

The average clerk lives too much for the present. He is interested in the fun and the pleasures of the day and he is very apt to overlook the fact that there is a future for him. Thus we see so many clerks when they reach the declining years of life, and even at middle age, thrust aside by younger men. They cannot get a situation, for no one wants an old man behind the counter.

It is pathetic to see them going from place to place, meeting with rebuffs and refusals; and this happens before a man has really become aged. At 40 a man finds it much more difficult to get a situation than at 30. At 50 it is well nigh impossible. These are the facts, and every young man behind the counter must face these conditions in the trade to-day. He should plan to secure for himself a permanent position from which he cannot be thrust as years begin to tell on his energy and usefulness. Sometimes one wonders what becomes of the older men. As you go into the banks and business places everywhere you see three-fourths the hands employed apparently men under 35 years of age.

The ordinary clerk spends his earnings with a lavish hand, forgetful of the ad-

vancing years, unmindful of the increased responsibility which comes with them. The possibility of having to support two or more people with his wages does not come to his mind, it is simply, "How can I have a good time?" Then, some day the idea occurs to him to have a home of his own. He knows someone with whom the thought of a life partnership is a pleasant dream. The bond is entered into; as a rule the wages of the average clerk are not enough to keep a home and save money. So they drift along until some day his services are no longer required—a younger man is wanted. Then, to what occupation can he turn?

The avenues of most businesses to a man of 40 years or past are closed. What is there left for the ex-clerk? Only some menial position, because his training has not fitted him for any special work, once his usefulness behind the counter is past.

Let clerks remember their work is but a stepping stone to something better, and to be continually fitting themselves to take a superior position, either as owner of a store, or by study and saving seek to enter into another field where there is more permanency of employment.

Behind the counter is a great training school for many other vocations. Some of my friends among the "knights of the grip, graduated from a clerkship. I know politicians, wholesale merchants and others holding high positions who say the training received as a clerk has been of great value to them.

My intention is not to speak in any way disparagingly of the work of a clerk. On the contrary, it is an employment worthy of any young man; for the man himself either ennobles or degrades his work; and the grocery clerks will hold their own with any other body of young men. It is the common fault of youth to take life easy. So I wish just to expose the serious side in the hope that the brief contemplation may be helpful to my many friends engaged in this work.

HOW TO SUCCEED.

It is a great pity when a young man complains and loses ambition to better himself, but it becomes a calamity when a young man gets disheartened and thinks he cannot improve his position. I would be sorry, indeed, to unsettle any young man in his present employment, but what is required by most young men is higher ideals and a knowledge that his work, no matter how humble, will not debar him from the highest positions in the land.

Look at the men in the forefront of the affairs of this and other countries, and you find them men who have stood the

hard knocks of the world and a large majority of them have risen from humble homes and surroundings not of an inspiring nature. Make no mistake; it was no influential friends, or "pull" of any description that has placed them in the position they now occupy. It was their own honest hard work. Too much is said these days about having "the pull" (as we young men call it) in order to secure a position of value. Ability counts to-day more than ever before.

What business men want and must insist in an employe is competency to perform his work. Every man is expected to earn his wages, no matter what position he is in. It makes no difference if he is junior clerk at \$7 a week, or the manager at \$2,000 a year, if either are incompetent they are detrimental to the firm and should be replaced.

A few days ago I read of the appointment as President of the St. Louis Exhibition of 1903 of Governor David R. Francis, of Missouri, who not so long ago was a grocery clerk in just as hard a place as anyone. From grocery clerk to State Governor is the epitomized story of his life. "It is just a matter of luck," says one, or "he had influence," says another. It's neither—but perseverance, energy and indomitable will power coupled with business ability. If an employer sees in an employe a strong desire to succeed he would be a very strange man if he does not assist him.

Now, how can a clerk show he desires to progress? By being willing and courteous. Do as much as possibly lies in your power for the store in which you are working, and always remember that your employer's success is your success.

Be five or ten minutes ahead of time in commencing work and don't think your duties are always over on the regular closing hour. While in one sense this may be true, yet often in the few minutes spent after hours an employer learns more of the true value of his clerk than in all the hours of the day's business; and thus cultivates that degree of intimacy which so often results in a superior position or a raise in salary. Another thing, and keep it always in your mind, and that is: No grocery clerk ever knew it all, and we are never too old to learn. Be never self-satisfied but always and ever on the alert to improve one's knowledge of his business. Have confidence in your ability (not egotism or vanity), but a firm assurance that you are able to perform the task assigned. Don't become too anxious and expect results at once; growth and development take time.

Over anxiety leads to failure. Many a good man has wrecked his prospects because he was unable to wait until he had sufficient schooling to fill the position he desired.

GILLETT'S
PURE POWDERED
LYE
BEST,
PUREST,
STRONGEST.
LONDON, ENG. **E.W. GILLETT.** CHICAGO, ILL.
TORONTO, ONT.

Symington's

"Edinburgh" Coffee Essence

Is the Purest and therefore Best and Cheapest!

Refuse imitations said to be "just as good" as Symington's, and recollect that the careful process by which Symington's Essence is made eliminates all unpleasant properties.

ANYONE CAN DRINK IT.

THOS. SYMINGTON & CO.,
EDINBURGH and LONDON.

Agents, **W. B. Bayley & Co., Toronto**


THE SAUCIEST OF SAUCES.

PATERSON'S

possesses a peculiar fluency, and is more generally used than other


SAUCES.

Paterson's Worcester Sauce is the best value on the Market.



PREPARED BY—
R. PATERSON & SONS, GLASGOW.
Manufacturers of the celebrated "PATERSON'S CAMP COFFEE ESSENCE," and "PATERSON'S 'EUREKA' PICKLES."

Agents:—
ROSE & LAFLAMME, MONTREAL.



Who Makes Money?

THE GROCER WHO SELLS

SILVER DUST WASHING POWDER

BEST IN

PROFITS-QUANTITY-QUALITY

MADE IN CANADA.

WRITE FOR QUOTATIONS.

The Silver Dust M'fg Company,
HAMILTON, ONT.

BUSINESS MEN AND TOURIST TRAVEL.

How They can make it Redound to Their Welfare.



NE of the sources of wealth which has been so far but little developed in Canada is that derived from tourist travel. Our greatest industries are, of course, the farm, the factory, the forest and the mine. And while all these are undoubtedly capable of enormous development, there is probably none of them that promises to yield better returns for the efforts put forth than that of summer tourist travel.

As a land for summer tourist travel Canada has been richly blessed by Nature. The Atlantic Ocean laves her shore on one side and on the other the broad Pacific. And in the heart of the country are inland seas of fresh water girted by

SHORES OF PICTURESQUE BEAUTY.

While of rivers, where can we get anything more to be desired? The St. Lawrence—the highway to the inland seas—dotted on either shore with places already famous as summer resorts, and many others which in time will be. Then there is the St. John river, the Rhine of America, with its variety of scenery and wealth of color; the Miramichi with its dry and bracing air and its rich fisheries; the Richelieu and the Ottawa rivers with their glorious and historical recollections, and the Saguenay with its Capes Trinity and Eternity, with their towering height of a thousand feet ever guarding its doorway.

Then the Rockies, who can describe them? The pen of the artist has given us some conception; but it is only a small conception. A sea of mountains, perhaps, but a sea of glorious beauty nevertheless, which, while it may make a man feel smaller as he gazes in rapture upon them, enlarges his mind and stimulates his aspirations.

PARADISE FOR SPORTSMEN.

And for the sportsman, what is there not within the Dominion that he cannot get to satisfy him? All that the most fastidious can desire is to be found in the innumerable bays which dot her sea girt shores; in the lakes that are to be found everywhere throughout her broad territory; in the rivers that, like great arteries, give life and health to the

country; and in the depths of her forests and on the wide stretches of her western plains.

But, after all, of what value to the commercial interests are the great and varied attractions to tourist travel which this Dominion affords? Not much unless we deign to make them so.

WE MUST EXERT OURSELVES.

In order to get results from tourist travel anything in proportion to the possibilities, we must not only exert ourselves, but base our exertions on business principles. In other words, we must go about it in a businesslike way. Theorizing from now to the end of time will

possibilities are great or small, the very best efforts should, notwithstanding, be put forward in order that the maximum results may be obtained.

THE NEED OF ORGANIZATION.

The first step should be organization. It may be made a part of the duty of a board of trade or a mercantile body bearing some other name; but where it is possible, an organization whose special duty is the promotion of the locality's advantages as a summer, winter, or any other kind of resort, should be created. The cities of St. John, N.B., and Halifax, N.S., have probably done more in this respect than any other separate com-



Halifax—A view from the Citadel, with Dartmouth in the distance.

not accomplish much; but a great deal will be accomplished in a year or two if the business men throughout the country will put their shoulder to the wheel in their respective localities, and do for them what they would were they part and parcel of their own mercantile establishments.

OPPORTUNITIES EVERYWHERE.

There are few places in Canada which do not offer some attractions to tourists during one or more of the seasons of the year. Only a few, comparatively, may perhaps ever become great centres of attraction for tourists, but whether the

munities in Canada. The tourist associations in those cities are largely composed of business men; and they have certainly gone about their duties in a businesslike way. Take the St. John Association as an example. Before the tourist travel season opened this year it secured the services of a bright woman, well supplied with executive ability. Upon her devolved the duty of organization. During the early part of the year she visited a large number of places in the Maritime Provinces, and especially in New Brunswick. Here a note was taken in regard to the attractions of these localities, their hotels, homes for tourists, and

Have Discarded Premiums

Give Increased Cash

Profits Instead. ❁ ❁



Write for Price List to

**American Chicle
Co.,**

Defries-River Sts.,
TORONTO, CANADA

Manufacturers of
Celebrated Brands of Chewing Gum:

Adams' Tutti-Frutti

" Pepsin Tutti-Frutti

Britten's Red Jacket

" Kola Nuts

Dr. Beeman's Original Pepsin

White's Yucatan Gum

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charges per day and week. When the season opened The New Brunswick Tourist Association had at its command a most

VALUABLE FUND OF INFORMATION.

for travellers. At the last annual convention of the Maritime Board of Trade, when the question of tourist travel was being discussed, the Secretary of the St. John Board of Trade said that daily during the summer season a large number of travellers called at the office of the tourist association in quest of information, and that in many instances these travellers had afterwards come back to express their thanks and appreciation of the information which had previously been accorded them. Besides the bureau of information which the association in question organized, it also issued a hand-

alone, but in every one of the large cities in Canada to which large numbers of tourists are annually attracted.

It is a great convenience to travellers when there is such a bureau to which they can go and obtain information, not only in regard to points of interest, but also in regard to hotels or private houses in which they can find accommodation, according to their means. By setting themselves to provide information of this kind and making it convenient for tourists to get it, the merchants will be going a good step in the right direction.

NATURAL ATTRACTIONS AND HUMAN EFFORT.

No matter what natural attractions a locality may have they must be supplemented by human effort if they are ever to amount to a great deal. Where, for

mind at the moment. It is about 12 miles from Halifax and is known as Cow Bay. It is one of the most delightful little spots for a summer resort that the mind of man could conceive of. The bay is two to three miles across, I should think, is horseshoe in shape, and the shore, except for a low pebble ridge well in the rear, is as smooth and free from obstacles as a billiard table. Back of the pebble ridge is a narrow grove of trees and back of that again a small body of fresh water, where lilies abound and where boating is safe and pleasant. But there is no accommodation at all for tourists, or was not when I was there a couple of years ago. The only building I could see was a farm house at one end. And its reputation is only local, although the farm house up to two years ago had a dog which had secured a reputation throughout the Maritime Provinces by swimming out to a wreck and bringing in a rope by which the crew was brought ashore in safety. This is only one of many places in Canada which could be made famous summer resorts if people with capital and enterprise would only interest themselves.

And they are not by any means all on the seashore either.

THE MUSKOKA DISTRICT

in Ontario is gradually obtaining a reputation, at least, continental in extent, for the dryness and salubrity of its climate, the uniqueness and grandeur of its scenery and the innumerable islands of its lakes. But the one-half has never yet been told about Muskoka as a summer resort, and it is only of late that anything like a well defined effort has been put forth to provide proper accommodation for tourists.

THERE'S MILLIONS IN IT.

It has been estimated by authors of guide books that tourists expend from \$5 to \$10 per day. But suppose we take a lower estimate and place the sum at \$20 per week, which is undoubtedly below the actual figure. Multiply that by a few thousand people and see what it will bring. It was estimated, for example, that during the summer of 1900 no less than 5,000 people were coming into the chief ports of Nova Scotia every week from the United States. Estimating at the low figure of \$20 for each and we have \$100,000 a week, or \$1,000,000 for ten weeks. And this summer tourist travel in the Maritime Provinces has been greater than it ever was before.

HINT TO THE PEOPLE OF WESTERN CANADA.

Nine-tenths of the summer tourist travel in the Maritime Provinces comes from the United States, and particularly from the New England States. This is scarcely creditable to Canadians in the Provinces of Ontario and Quebec. True, the num-



Halifax—Brunswick Street from the Citadel, with St. George's Island in the distance.

somely illustrated folder, in which were given many views of places of interest, lists of hotels and their rates; the districts in New Brunswick where shooting and fishing were to be had and the kind of game and fish for which these localities are noted. The names of guides and their terms are also given.

BUREAUS OF INFORMATION.

While the Industrial Exhibition is open in Toronto a bureau where information can be obtained free is established under civic control on the principle thoroughfare leading from the chief steamboat landing. This is very good as far as it goes, but it does not go far enough. Instead of being for a couple of weeks it should be at least for the whole of the summer months. And not in Toronto

example, would the famous Atlantic City be were it not for human effort? It would scarcely have more than a local reputation. The climate, it is true, is dry and delightfully bracing; but the shore is low and the scenery is decidedly commonplace. But it has a boardwalk along the shore as wide as some streets on which one can walk or be wheeled nearly five miles straightaway. Nature provided the climate, but the boardwalk and the splendid hotels which front upon it are the result of organized effort.

A FEW EXAMPLES.

There are many places in Canada where the climate is just as good as that at Atlantic City and where the scenery is infinitely better. There is one little spot on the Atlantic Coast that comes to my

ONTARIO COLLEGE OF PHARMACY.

W. G. A. LAMBE, ESQ.,
Toronto, Ont.

Toronto, Feb. 26th, 1900.

Dear Sir,--

Pure Sugar is one of the most important ingredients required in the preparation of medicinal syrups, elixirs, etc., and I have found considerable difficulty in obtaining, until recently, a grade of sugar that would meet the requirements.

Two years ago I purchased, for the first time, some of St. Lawrence Refining Co.'s best brand Granulated Sugar, for use in the Laboratory of the O.C.P. by the students, in the preparation of syrups, etc., and, as a direct result of that test, I have used only the above mentioned brand of Sugar up to the present time. I can heartily recommend your Sugar in the manufacture of medicinal syrups, elixirs and other elegant pharmaceuticals requiring a saccharine vehicle and preservative, and will add further, that a Sugar which will meet these requirements is suitable for all purposes for which this agent may be employed.

Very truly yours,

CHAS. F. HEEBNER, Ph. G., Phm. B.,

Dean of Ontario College of Pharmacy;
Associate Professor Pharmacology and Therapeutics,
Medical Faculty, University of Toronto.

ber is increasing who turn their way from the western part of Canada to the Maritime Provinces every summer, but it is strange they do not increase at a faster rate than they do, for to the Canadian there is not only the advantages of climate and scenery to attract him, but there is also the excellent fellow-countrymen with whom he is afforded an opportunity

One summer is ended; but the time has arrived when it is opportune to prepare for the possibilities of another as far as tourist travel is concerned.

A temperance orator once remarked that if he had the wings of an eagle, he would fly from Maine to Oregon and cry: "Prohibition, Prohibition."

"Get away, you great fool," shouted a

HALIFAX AS A TOURIST RESORT.

Halifax is the Acadian capital, the Mecca of all Provincial tourists and the centre of the country's business, educational and religious life. As it is today in natural ruggedness, so it was a century and a half ago when Col. Cornwallis first set England's standard there and marshalled around it his few hundreds of faithful, loyal followers, marking the country irrevocably for Great Britain. Col. Cornwallis named the spot where he landed his expedition, Halifax, in honor of the Earl of Halifax, a contemporaneous English statesman and poet. The Indians used to call this land about the harbor Chebucto, meaning "Chief Port," and the French spoke of it as Baie Saine. Halifax has always been an English port. Dartmouth, just across the harbor and occupying a veritable amphitheatre of hills, experienced many Indian attacks. By way of preparation to ward off the attacks of these marauding invaders, Halifax built on its central hill a blockhouse, and this was the nucleus and starting point of the now world-famous citadel, where, by the way, the Imperial Government maintain at all times a garrison. In the harbor may also be seen British warships.

The opportunities and advantages presented by Halifax as a vacation and tourist resort were early recognized by the great transportation companies, and the city is as accessible now from the United States and Western Canada as any of the resorts along the coast and within the borders of their own territory. Saying it in the way that means most, Halifax



A Canoe Party in Muskoka.

of getting better acquainted with. Something important in our task of nation-building.

VALUE OF TOURIST TRAVEL TO MAINE.

But this is digressing. Maine may be taken as another example of the importance of tourist travel. According to a report prepared two or three years ago under authority of the Government, it was estimated that the tourist travel in Maine was worth something like \$12,000,000 annually to that State. Since then tourist travel there has increased rather than decreased.

LAUDABLE WORK OF THE RAILWAYS.

The railway companies, such as the Grand Trunk, the Canadian Pacific, and the Intercolonial, are doing a great good work by their illustrated booklets to excite interest in Canada as a scene for tourist travel. But, of course, the chief object of the railways is to bring grist to their own mill. And while this is both legitimate and laudable, duties of this kind should not devolve upon the railway companies alone. What is wanted is the cooperation of the people in every community throughout Canada that possesses advantages that should attract tourist travel.

THE TOURIST QUESTION AND BUSINESS MEN.

None scarcely reap greater benefit from tourist travel than the business men and none are better qualified than they to undertake the work of organization.

man in the audience, "you would be shot for a goose before you got half way."

The laugh was on the lecturer; but the latter had the merit of desiring to do something. We would like to see the cry to organize for tourist travel raised in every city, town and village from



A View in Picturesque Muskoka.

Prince Edward's Island to British Columbia. And it would be no wild goose chase, either, for it would finally bring prominence to the locality and money to its merchants. Make it a personal matter.

W. L. E.

is 24 hours from Boston, 34 hours from New York, eight hours from St. John, 24 hours from Montreal, and 34 hours from Toronto. There are any number of routes—enough to suit every traveller's fancy.

There's Been a Change. Our Prices are Down.

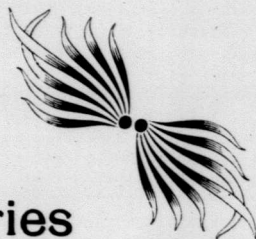
We have reduced our prices—not because we have reduced our quality, but because the milk business is getting a trifle overdone—overproduction—you know what that usually means. Look out for indifferent quality. It will surely be along—but never in connection with Reindeer brand.

Reindeer Brand---the kind that stands for quality.

Established 1861

Our Big Specialties :

Fancy Oranges,
Lemons,
Malaga Grapes,
Cape Cod Cranberries



Our reputation is for
Quality.
Highest Quality and
honest dealing always
wins trade.

HUGH WALKER & SON

*Direct Importers of Foreign and Domestic Fruits, Oysters,
Haddies, etc.*

78 Wyndham St., GUELPH, ONT.

P.S.—Special attention to mail and telephone orders.

Window Trims in the Grocery Store.

SOME SUGGESTIONS FOR PROGRESSIVE GROCERS.

WINDOW DISPLAYS MUST INTEREST—HOW TO MAKE THEM DO SO.

I HAVE lately made a tour of inspection of the Montreal grocers' windows, in search of ideas in window dressing. I didn't visit all of the 1,300 or more displays, but I managed to have a look at a great many of the best stores and I feel that I can speak with authority about the class of Montreal window displays. As a rule the stores are provided with

GOOD FACILITIES FOR DISPLAY.

They are high, well lighted and well painted, while nearly all are furnished with plate glass. Those are the primary requisites demanded by a good window dresser. But, yet, I came back without just the ideas I was looking for. There was no very original striking display that I could see, and if a person like myself, bent on searching out a forcible display could not find it, I can hardly see how a less receptive person, the ordinary passer-by, is impressed by efforts of the Montreal grocers.

THE OBJECT OF WINDOW DISPLAYS.

I have come to the conclusion that the trouble is the retail grocers dress their windows with the idea of telling people that "this is a grocery store," not with the idea, "here is a good article, buy it."

To impress upon storekeepers the necessity of utilizing their window space to the best advantage is no longer necessary. They have learned long ago that a window must be dressed, but they must now learn how to dress it. Most of them are content with cleanliness and a fresh display, peculiarly grocer-like. That is not enough. The attempt should be made to interest the man or woman every week who passes the store once a week. The window display should not be a mere sign; it should be an advertisement. And in an advertisement one does not say merely, "John Smith is a grocer at 347 St. Blank St."; an earnest attempt is made to push goods.

So should it be with the window. Then, the first thing to do is to cut out the general displays. They are products of by-gone days. They do not interest, they merely indicate.

To interest—that's the trick of the window dressing business. Yet I fancy if I were in the business, I could find time to do it. I'd pick out a certain man that goes past the store every day and see how often I could stop him to look in the

window. Certainly you can't do it with merely a bright, clean window, such never fails to make its impression on his conception of the worth of the store, but it does not interest. Something more is necessary. What is that thing?

That thing is "just one thing" not "everything." Use the window for booming purposes and remember that you cannot boom everything at once.

GET SOMETHING TO BOOM.

But first of all get something to boom, something with which people can connect your name. It is useless to try to boom granulated sugar, if all your competitors have the same kind. It would be of no avail to try to increase the sales of "Early Rose" potatoes. It would be highly foolish to dress a window with nutmegs. It would be senseless even to make a display of oatmeal or many brands of canned tomatoes.

Yet, a grocer can make a good window of oatmeal or tomatoes, if he goes about it right. First of all pick out a make of oatmeal that you think is the best, and get the control of it for your town. If you are a good grocer and promise to push it hard you will likely succeed in getting the agency. Then make an appropriate display of the cereal, placing a card in the window, tersely describing the superior qualities of the article. Tell the people what you know. At the same time, advertise the article in the newspapers.

And you can make a good show of tomatoes. Pick out your best brand as before and get the agency of it. Boom it in the same way, telling the people why you believe it to be the best. Work it hard.

Some people object to this procedure because it is helping somebody else, the manufacturer of oatmeal, or the canner of tomatoes. Don't be so jealous that you will bite off your nose to spite your face. Use the property of the manufacturer or canner to your own advantage. Connect your name with his brand, and while you are increasing his assets you are also adding to your own.

There is vastly too little of this done and yet it is a

NO MORE EXPENSIVE POLICY.

than this one of general advertising. Most dealers are content to change their general window display once a week, insert a fresh all-over ad. in every issue of the local paper and yet, by the end of

the year their assets are little greater, from this source, than they were a twelve-month before. It's time for a change.

There is one firm in Montreal which approaches very near to this policy I advocate; that is, Fraser, Viger & Co. They have the reputation of being the highest-class retail grocers in the Dominion. And by the way, Mr. Fraser, says business was never better. But this firm does not pursue the policy of pushing branded goods; they have merely established the reputation of carrying the best of everything. They don't need to push brands, they have one of their own. Mr. Fraser has control of Gorman's melons for Montreal and advertises the fact. He has insight enough to monopolize a brand when he can, and when he started to handle the melons he immediately wanted entire control of the garden. He realized that it is little use to advertise merely Montreal melons, and he did not want to advertise Gorman's melons for his competitors.

Then, having established our belief in the expediency of taking up special agencies, let us come back to our starting point. How will this effect an interest in the window display. I believe it furnishes the essence of the attraction. A window display of these goods which no other grocer in the town or district handles with the qualities clearly set forth cannot fail to leave its mark on the observer's mind. Moreover, the grocer sets himself up as an authority when he has this card in the window:

This is a display of "Blank" canned tomatoes, which are grown in the best growing district in Canada and packed as no other canners can pack them. We control them for the town.

Such a policy as this cannot fail to put new life into a grocery business. There is too little of this enlightening of the customers going on. Grocers should not fail to talk of the excellencies of their goods; it is news to the consumer. Moreover, do it in the window, from which we reason back to our first contention that grocers should desist from dressing their windows with a general line of goods.

E. H. C.

FIREPROOF PAPER FOR WINDOW DISPLAYS.

The use of paper for window and interior decorations has been the direct cause of a great many disastrous fires, and to



The Experimental Time Passed.

Our Extracts have on their merits won a high place in the favor of the grocery trade among that class of merchants who desire to supply their customers with goods upon whose quality and uniformity they can rely.

We are continually striving to furnish under this brand the best goods the markets afford, and invariably fix our prices as low as consistent with the quality. When once we get a merchant started selling our Extracts, the goods do the rest in retaining his trade.

Our winning team: "Golden Quintessence," (25c) "R.F." (10c) are never beaten.

The Robinson Mfg. Co., Front St., Toronto.



LICORICE..

We manufacture everything in the Licorice line carried by the Grocery, Drug and Confectionery trades. We might mention—Y. & S. Stick Licorice, plain and corrugated; Acme Licorice Pellets; Y. & S. Licorice Lozenges, in cans or glass jars; A B C Blocks; Purity & Dulce Brand one cent sticks; Bundled Licorice Root; Small Cigars, 300 to box, etc. In PLI-ABLE LICORICE, Triple Tunnel Tubes, Mint Puff-Straps, Navy Plugs and Golf-Sticks 100 to box; Blow Pipes 200 and 300 to box; Manhattan Wafers, 2 1/2 lb. boxes; Curved Stem Pipes, 200 to box. Write for illustrated catalogue.

YOUNG & SMYLLIE

Established 1845.

BROOKLYN, N.Y.

Rowntree's

Chocolates and Pastilles

The "Court Circular" says of the Chocolates:

"Unexcelled for purity, delicacy of flavor, and daintiness. They compete with, if not surpass, the finest French chocolates made."

"Grocery" says:

"One thing in which Messrs. Rowntree & Co. excel is undoubtedly their Gums. The secret lies in the quality of the Gum, the excellence of the flavoring, and the carefulness in manufacturing."

Two excellent lines of confections made by the manufacturers of

Elect Cocoa and Elect Lemonade.

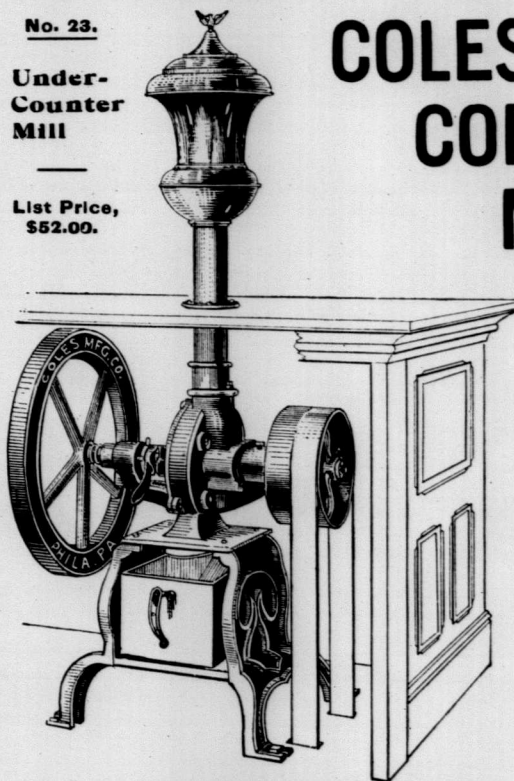
Agents for Canada:

For Quebec, Ontario and the Maritime Provinces:
MR. CHAS. GYDE, 20 St Francois Xavier St., MONTREAL.
For Manitoba, Northwest Territories and British Columbia:
THE HUDSON'S BAY CO., WINNIPEG.

No. 23.

Under-Counter Mill

List Price, \$52.00.



COLES COFFEE MILLS

None better for Granulating or Pulverizing.

Our mills will Pulverize without heating Coffee.

Every Coles Coffee Mill has a Breaker that breaks the Coffee before it enters the grinders, thus reducing wear of grinders.

A GREAT LABOR-SAVER.

Our Grinders wear longest.

Agents { TODHUNTER, MITCHELL & CO., Toronto.
DEARBORN & CO., St. John, N.B.
FORBES BROS., Montreal.
GORMAN, ECKERT & CO., London, Ont.

COLES MANUFACTURING CO., PHILADELPHIA, PENN'A.

those who make use of this material for the purpose of decorations the following formula, which it is claimed will render paper fireproof, will be of interest: Make a solution of ammonia sulphate, eight parts; boric acid, three parts; in one hundred parts of water. The paper should be immersed in this solution and afterward pressed with a hot iron. I do not know from a personal test whether this process will do what is claimed for it, but it is at least worth a trial by anyone who is interested in the subject.

PRICE TICKETS.

Signs and price tickets and signs and yet more price tickets—in the windows—on the goods—everywhere, remarks Printers' Ink. What with new goods arriving

shrewd grocer directs his whole business so as to attract some particular class of customer; the three divisions being the wealthy, the middle, and the poorer classes. The man who tries to reach the wealthy and the poor customers at once frequently fails to attract either, and practically never gets both. Sometimes it is possible to reach both the wealthy and the middle classes; but, as a rule, the safe method is to appeal directly to one of these three classes, and have one's window displays as well as one's advertising directed to this end. This method is followed by many of the shrewdest of retail grocers.

Two window displays made by a couple of Toronto grocers a few days ago were striking illustrations of this habit. One

Caddy, 30c."; "Strong and Wholesome, 25c." In an especially prominent position was a card, "Special sale: 10 per cent. off on orders of 5-lb. and up."

The other grocer whose window I referred to, seeks his trade from the middle class; from people whose constant aim is to get groceries of good quality at the lowest possible prices. He also was pushing tea a few days ago; as, in fact, he is most of the time. His display was no elaborate arrangement of high-grade goods in fancy canisters and measures, but merely two large teachests, canted toward the window, and surmounted by two large cards, which read as follows: "London Blend Tea, 25c."; "Thick and Strong, Indian and Ceylon Tea, 5 lb. for \$1." In the 25c. caddy was a small card, "It is greatly feared by business men who fear keen competition."

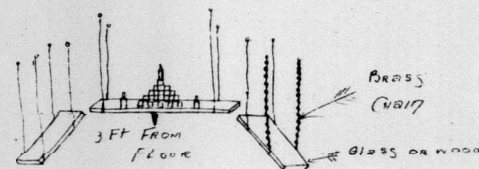
Which of these displays was the better? It is doubtful if an answer could be given, as both are so different, both in their purpose and their effect, that there is no means of comparing their usefulness nor of estimating their results. It is, however, in this case, the grocer who appeals to the middle class that has the bigger trade.

SOAP WINDOWS.

Here are a couple of cuts showing window displays of soap. No. 1 is particularly attractive. The dolls are dressed to represent fairies. The background was made of white cotton pleated. Cut No. 2 on page 54 also shows a soap display, but the idea is one that could be applied to any line of package goods.

A WINDOW FIXTURE.

A good idea for a grocery-window fixture (while not a new one) is made and used in the following way: Have made, say, three or four planed boards, about four feet long and one inch thick. Have the edges bevelled or rounded. Then have them enamelled in white, with gilt panels on edges. Suspend these from the ceiling with brass chain (that does not cost much in any hardware store). On



these can be arranged packages or bottles, etc. The rough drawing shows the idea.

A NEW IDEA FOR PUFFING BACKGROUNDS.

The following will explain a simple idea for covering framework for backgrounds. Say, for instance, you have an oblong frame you require puffed. You, first of all stretch white cotton over it tightly, and on this lay



SOAP DISPLAY—NO. 1.

and new ways of displaying stock the store is a wilderness, even to regular customers. Price tags and explanatory legends enable them to gather information other than by the crude method of asking questions. When a customer has asked ten questions without buying he feels that his allowance in this kind has been reached, although there are many more things he wants to know. Plain marking permits him to help himself to information. Again, clerks who do not answer several hundred trivial questions each day are sure to be in sweeter temper and the saving of time all around is conducive to quicker sales.

TWO TEA DISPLAYS.

What to display and how to display it depends largely on the class of people it is desired to reach. As a rule, the

store appeals particularly to wealthy customers who buy high-grade goods. The firm make a specialty of teas. One of their windows, which is at the corner of the store, was devoted to displaying them. The back of the display was made of tea chests, in front of the centre of which high-class teas in packages and canisters were shown on an adjustable display table. At either side of this table bulk tea was displayed in several measures of various sizes, but all of attractive appearance. In the centre of the foreground was a large urn filled with "Ceylon Orange Pekoe Tips at 80c." The qualities of the tea shown may be judged from the following cards, which were distributed throughout the exhibit: "Choice English Breakfast, 40c."; "Splendid Value, 50c."; "The Finest Obtainable, 60c."; "Our Royal

ROBERT CROOKS & Co.

Stock Exchange Building,

MONTREAL

**DIRECT IMPORTERS OF ALL FOREIGN PRODUCE
EXPORTERS OF CANADIAN PRODUCTS**

ADVANCES MADE ON CONSIGNMENTS

— and at —

WHOLESALE ONLY

LIVERPOOL, } ENGLAND.
LONDON }

NEW YORK, } U. S. A.
CHICAGO, }

CAPE TOWN, } SOUTH AFRICA.
PORT ELIZABETH, }
DURBAN, }

Cables: "ROBCROOKS," Montreal.

Established 1874.

D. Hatton & Co.

Wholesale Receivers and
Curers of Fish.

"Ivory Brand" of Pure Boneless, Skinless and
Fibred Codfish.

Scotch Herrings in Barrels, Halves, Kegs and
in Tins.

We are the most extensive receivers of Haddies,
Bloaters, and Kippered Herrings in
Boxes of 30 and 15-lb.

All kinds of Fresh, Smoked, Boneless, Skin-
less, Pickled, Dried and Shell Fish.

D. Hatton & Co.

MONTREAL.

D. Rattray & Son

Warehousemen and
Commission Merchants,

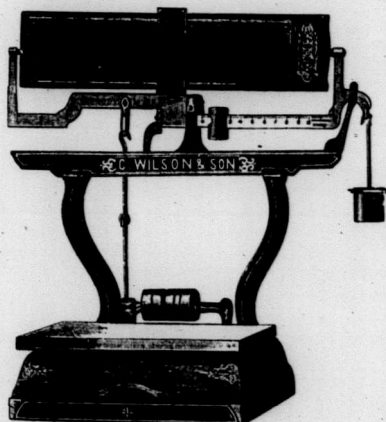
Quebec, Can.

Dealers in . . .

**PORK, LARD, FISH,
SUGARS, MOLASSES,
FLOUR, GRAIN, AND
MILLFEED, Etc., Etc.**

Local Agents for:

Armour & Co.	Chicago, Ill.
Albert Dickinson Seed Co.	Chicago, Ill.
Robert Crooks & Co., Liverpool, Eng., New York, Chicago, Etc.	
Australian Meat Co.	London, Eng.
Collingwood Meat Co.	Collingwood, Ont.
Hills Bros. Co.	New York, U.S.A.
Salt Union, Limited	Liverpool, Eng.
Etc., Etc., Etc.	



WILSON'S SCALES

ARE AS GOOD AS A GOVERNMENT BOND.

The grocer can get a Tea Scale that will turn with a postage
stamp, or a Computing Scale that will count the money and show the
weight of goods at the same time.

Highest Medal at Chicago, and Paris, France.

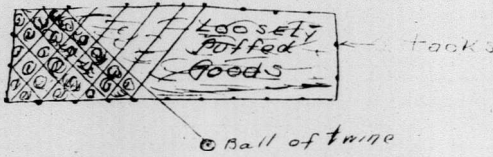
Easy terms of payment.

C. WILSON & SON

Get Prices.

69 Esplanade Street East, TORONTO, ONT.

loosely your cheese cloth, or whatever you intend to cover it in. Then drive tacks (not all the way in) every three inches apart all around the frame. Take a ball of colored cord or baby ribbon,



and tie the end of it to tack in one corner. Run it to tack opposite and back and forth until you have a lattice effect made of the twine over the loosely puffed goods. Then, in each square, pull the goods up to a point. After this is all carefully

The show window rouses presumption of what there is within the store—hence, the importance of always having it well dressed and frequently changed.

AN OYSTER TRIM.

As most grocers keep oysters, and as the oyster season is just on, why not make a nice trim to advertise this line? It could be done in this way: Secure from the nearest woods enough green foliage, such as ferns, etc., to cover the bottom of window. Have a painter paint a picture of the interior of an oyster shell. Stretch this on a frame and arrange it on back of window, and festoon spaces around it. Suspend oyster boxes with colored cords from ceiling.

The same with corn products. Get a lot of corn stalks with the ears of corn on them; arrange them in different ways in the window making a solid backing of them, and in the window show nothing but canned corn, cornmeal, corn starch, etc.—everything made from corn. This is the sort of trim that catches the eye, and is something out of the ordinary common trim of canned goods, etc., as seen in the average grocer's window. An appropriate card, nicely printed, calling attention to your stock of whatever you are showing, should be placed in centre of the trim. Price tickets should always accompany each line of goods. Without them the window is robbed of half of its effectiveness as a sales factor.

H. H.

A COMMON DISPLAY.

There is no necessity that a display should be common or unattractive because the goods shown possess little attractiveness in themselves. For instance, it is possible to make a fairly interesting display of glass preserving jars. During the past month or so these have been freely shown in the windows, but seldom have the displays been as attractive as they might have been. One display caught my eye the other day. It was one large pyramid of bottles. The inside of the pyramid was made up of the jars in their original packages. In front, at the side, and on top of these individual glasses were arranged so as to hide almost entirely the packages within. The top five bottles were full of fruit, most attractively put up. On each side and at the front of the pyramid, and immediately below the bottles which were filled was a card: "These are tempting, but not more so than you can make yours." A big card near the bottom of the pyramid gave prices, and added: "These prices are rock bottom."

EXTRACTS AND JELLY POWDER.

One of the daintiest windows I have seen for some time was a display of baking powder, extracts, and jellies. The window, which was a corner one, was decorated with flags, the bright colors of which were nicely off-set by the foliage of a large rubber plant at the rear. At the three corners of the triangle, formed by the shape of the window, the baking powder was arranged in tall, conical-shaped piles; in the space within the triangle the jellies, extracts, etc., were displayed in similar cones. Of course, in a display like this, much depends on the ability and artistic sense of the trimmer. It is necessary to make the window enticing so that it will "sell goods." This window was; I should judge, calculated to have that power. It was dainty enough to secure attention, and the



SOAP DISPLAY—NO. 2.

done you will have a nice even pulling. Arches, circles and different designs in framework can be covered in this way. The rough sketch shows the idea.

THE ADVANTAGE IN CHANGING DISPLAYS.

The common-place show window may be pertinently compared to a stuffed animal; it does not fool anybody as to its lifelessness. It is also true that a show window that remains unchanged month after month conveys the impression, at least, that the stock has not been turned over for "many moons," and people pass by to the store of the merchant who shows a current change in his window.

Arrange fancy dishes with oyster biscuits here and there. A large card calling attention to your stock of fresh oysters should be placed in the centre. Fowl or fish can be shown in same manner.

A CEREAL DISPLAY.

Should you want to make a display of some food product made from oats, an idea would be to send out to the nearest farm and secure a cart-load of new-grown oats in the sheaf. With this you can cover and line the whole window, walls, background, floor, and all. Stack a few sheafs here and there, and throughout the window arrange the oat-food pro-

GILLARD'S

Sauce and Pickle

The Best English Specialties on the market.

Used by His Majesty the King, and His Royal Highness the Duke of Cornwall and York, K.G., etc.

TEN GOLD MEDALS

awarded at Pure Food Expositions in England.

HIGHEST AWARDS OBTAINED

at the Coolgardie Exhibition, Western Australia, 1899, and at the Universal Cookery and Food Exhibition, London, 1901.

Gillard's Sauce Gillard's Pickle

Distinct from all others in its Superior Flavor, and able to stand on its own merits. There are numerous Sauces, but very few good ones—this is one of them.

The most delicious made—far superior to all others, and the cheapest to use, as there is no waste liquor.

In use at over five thousand clubs, hotels and restaurants in Great Britain. All retailers should stock them who desire to please their customers. Can be obtained from all wholesale grocers in Canada.

Sole
Proprietors,

GILLARD & CO., Limited

The Vintry Works, Walthamstow.

London, England.

goods were seasonable and saleable, so should have been in good demand.

A HONEY WINDOW.

Quality is always a big consideration in honey, so the enterprise of a Toronto grocer in paying a rather high price for the honey which won the honors at the Toronto Exhibition, on conditions that he also have the use of the "First

prize" ticket for a window display was a bright move, and one which should be suggestive to grocers all over Canada. It should be to a grocer's interest to be known as the one who handles the butter, the cheese, the honey, etc., which took the first prize at the local fair. A good method of displaying any of these goods is to build a false bottom about

three feet above the floor, to cover this with dark cloth or crepe tissue, say, brown, dark blue, or black. Arrange the goods to best advantage on top of these. As a rule it is best not to show too much at once. Use a card reading about as follows: "We always keep the best quality, and we keep it at ordinary prices. Just try us once."

CHEWING GUM'S RAW MATERIAL.

By EDWARD H. THOMPSON, U.S. Consul, Progreso, Mexico.

THE so-called chicle gum of commerce is the sap that exudes from wounds made in the rough bark of the tree. This sap, of a milky whiteness and consistency when it first issues, partly coagulates after continued exposure to the air, but becomes, after boiling, a hard heavy mass. It is in this state that it is known to commerce.

The achras sapota (white sapota), known to the Maya Indians of Yucatan as "ya," is the tree that yields

THE MILKY SAP.

It is found growing all over Yucatan, sparsely in the north and west, but in belts of increasing size as one penetrates into the rich northeastern and southern section of the peninsula.

Under favorable conditions, the tree grows to a height of 70 feet or more. With its dark evergreen crown of glossy leaves, the tree is always a prominent landmark in the monotony of the surrounding forest. The fruit much resembles a russet apple in color and general appearance, but has a flavor wholly its own.

HARVESTING THE GUM.

From May to June, bands of men under experienced leaders get together their outfits and go into the deep forests of Yucatan as "chicleros." A chiclero is one who extracts the well-known Yucatan gum, or chicle, from the tree, and after several months of work in the tropical forest emerges with the large bricklike blocks of the hardened gum.

A rope, seven-eighths of an inch in diameter and 28 yards long, of special strength and make (for the life of the chiclero literally, as well as figuratively, depends upon it), a long heavy knife or

machete of special make, pails for the crude sap, and ladles for dipping it are the articles of the individual outfit.

The general camp, or central station, where the chicleros gather at least once a day, contains, besides the usual paraphernalia of a large camp in the woods, large boiling kettles to

COOK THE CRUDE SAP

when brought in by the chicleros, box molds to shape the hardening gum after the cooking process, and scales with which to weigh the formed and dried blocks before it is placed to the credit of the chiclero. A large chicle camp in full operation, with its kettles of boiling sap and general air of industry, bears a certain resemblance to a northern maple-sugar camp.

METHODS OF OBTAINING THE GUM.

The gum itself, as I have stated, is obtained by cutting canals in the rough bark, down which the sap flows into the receptacles below. These canals, if cut by unskillful hands, may not only fail to extract the sap, but may ruin the tree as well. A healthy, well-grown tree may be tapped once every three years, but even then, and under expert handling, at least 15 per cent. of the trees will die.

Large tracts of sapota forests near Tuxpan, the original base of supply of the product, have become of late years practically unavailable from this cause. The average tree will yield about six pounds of the gum, but often tree after tree, even in the most favorable season, will be tapped and not yield enough to pay for the work. Why this is so, no one knows, although every chiclero has his pet theory to account for it.

THE BOILING PROCESS.

When the sap is collected, it is brought in pails and buckets to the central camp for boiling and molding. The boiling is done by practiced hands, closely watched

by vigilant inspectors. This vigilance is necessary to prevent the chicleros introducing foreign materials during the cooking. Stones of various sizes and often dirt are found in the centre of the blocks, despite all care. The men are paid by the pound for the finished product and naturally wish to increase the weight. The gum when undercooked becomes quite hard, but contains a large percentage of water.

First-class well-cooked chicle is nearly white when fresh and clean. Red gum is produced when the gum is overcooked, though some trees yield a gum which has a distinctly red color, even when well baked.

CHARACTERISTICS OF PERFECT CHICLE GUM.

The perfect chicle gum is tenacious, firm, aromatic, and very elastic. It is estimated that there are to-day 700 chicleros in the woods, and that the product this season may reach 1,000,000 pounds.

During the year 1900, 900,000 pounds of chicle were exported from the ports within this consular district. Ninety eight per cent. went to the United States; the remainder to France, England and Germany.

The finest class of chicle, like the large hammock of Yucatan, is not known to commerce, being all required for home consumption.

This gum, called "siete" by the natives, is produced by picking the unripe fruit of the sapota and collecting the thick drops of milky white sap that accumulate in the wounds made therein.

The work of collecting the siete is tedious and is generally done by the women, but the product is the perfection of chewing gum. It cannot be purchased for less than \$1 a pound, and, as a rule, it costs more. It is highly aromatic, extremely elastic, and snow-white.

RETURNED *To Balfour & Co.*
JAN 10 1902

Tartan

BRAND

Canned Vegetables

Soaps

Canned Fruits

Spices

Canned Salmon

Baking Powder

Coffees

Package Teas

Extracts

If you want to handle the best goods you must have the "TARTAN BRAND." Write us for full particulars if our travellers do not call on you.

Fully guaranteed by _____

BALFOUR & CO., Hamilton

CANNED GOODS AND KINDRED TRADES.

OUR CANNED GOODS INDUSTRY.

N

one who is at all conversant with the matter will for one moment claim that the canned fruit and vegetable industry of this country has reached that stage of importance which its possibilities warrant. And yet it has reached that stage where the wisest council would seem to advocate promoters of new enterprises to "make haste slowly."

What is wanted just now is not so much additional factories as the development of those which already exist. How best to do this is a question of prime importance.

THE IMPORTANCE OF QUALITY.

The first essential in canned goods, as in practically everything else, is quality, for it is quality that gives character and character that creates fame.

It does not follow that he who starts out to make quality his motto will encounter no obstacles. On the contrary, he will meet with many deterring influences just as does the man who starts out in life with the purpose of making a good name for himself.

There are, for example, a great many buyers who are looking after

GOODS FOR PRICE.

They pretend that anything as long as it bears the name of tomatoes, corn or peas will do. But even these people are not as blind to quality as they pretend. They know that the same doctrine does not hold good with their customers. But even the men who profess to be wedded to price are not as numerous as they were. Fortunately, the pendulum is again swinging more vigorously in the direction of quality than it was. Consequently the encouragement to those who aim at quality is greater than it was a few years ago. The craze for low-priced goods has about run its day. But whatever craze may be in vogue it

PAYS THE CANNED-GOODS PACKER

in the long run to be jealous of the quality of his output. In no other way can a permanent business be established.

Poor quality canned goods may be sold

sometimes, but they cannot be sold all the time.

CANNING FACTORIES.

There are in Canada nearly 30 factories turning out canned fruits and vegetables. Nearly all of these are in Ontario, and something like two-thirds of them are members of The Canadian Packers' Association. The capital invested in the canned fruit and vegetable industry is probably in the neighborhood of \$800,000. In 1900 the members of The Packers' Association alone put up, all told, 22½ million tins of fruits and vegetables, or about 80 or 90 per cent. of the whole.

At the present stage of the industry it obviously would not be wise to recommend the multiplication of new factories. If those engaged in the industry will devote their energies to improving the quality of the brands that are already on the market the launching of new enterprises will be made less possible. Of all the brands on the market there are probably not at the outside more than a dozen different brands that can be termed first class.

THE SYNDICATE AND PRICES

Another deterrent is price. The pack of canned fruit and vegetables is, for the present campaign at any rate, controlled by the syndicate. As long as it is contented with moderate profits there will be little inducement for the starting of new enterprises. Should it, however, not be contented the omnipresent promoter will be not slow to seize the opportunity for inducing the people in one or more of the many localities, who believe they possess the ideal spot for the establishment of a canned-goods factory, to embark in the enterprise.

Price, too, it will be remembered has a greater effect on the consumption of canned goods than even upon the starting of new factories. When tomatoes, for example, cannot be retailed at three for 25c., the consumption falls off about one-third.

Next to the question of quality there is scarcely anything that demands more attention from the canned-goods packer than

THE EXPORT TRADE

Unless the export trade is developed the industry will be dwarfed all its days. At present the canned fruit and vegetable trade in this country is suffering from

overproduction, while our export trade is an insignificant affair. All told, last year it only amounted to \$224,927. The exports of canned fruits and vegetables during the last six years were as follows:

	CANNED OR PRESERVED FRUITS.	CANNED VEGETABLES.
1896	\$ 86,755	\$ 3,207
1897	141,934	9,664
1898	159,778	10,037
1899	293,589	19,671
1900	329,405	17,999
1901	181,438	43,489

The market of our greatest possibilities is, of course, Great Britain. But the packers here may be certain of one thing, that next to providing goods of quality they must

KEEP STOCK

in that country. A gentleman who is well informed in regard to the trade there says that without this business cannot be developed. And it is, of course, also essential that a man upon whom reliance can be placed should have charge of the stock. How essential this is certain packers know to their sorrow.

POSSIBILITIES OF EXPORT TRADE.

A gentleman who takes a great deal of interest in the development of the export canned-goods trade with Great Britain, and who is at present in that country, recently wrote us pointing out the possibility of pushing Canadian canned vegetables and fruit there. "But," he concluded, "Canada must waken up to her great opportunity in this country in regard to canned vegetables and fruits. The Yankees have out-distanced us so far that unless we work hard and keep at it we never can overtake them."

NEED OF COOPERATION

A packer recently refused to allow us to publish an item regarding some goods he was exporting to Great Britain. And his objection was based on the plea that his competitors would know what he was doing. The view was not a broad one. Supposing his competitors did discover what he was doing and essayed to emulate him, what of it? Surely he did not imagine that the British market would be overstocked did some of his competitors send a carload or two to London? But whatever he thought he evidently did not realize that the more Canadian canned fruits and vegetables are put upon the British market the quicker will the people there become acquainted with them and the greater will their consumption be.

Canada's Choicest Pickles and Relishes

Quality is the talisman in all specials that bear the brand "STERLING"—the brand made in this factory. Grocers do not need the suggestion that only when good goods are sold customers can a satisfactory and enduring trade be built up. The goods that make "come-back-again" customers are the kind that pay—the only kind. The trade in all parts of the Dominion have tested "STERLING" goods by this standard, and never found them wanting.

OUR OWN MAKE

- "Sterling" Brand Pickles.
- "Sterling" Brand South Africa Relish.
- "Sterling" Brand Chow Chow.
- "Sterling" Brand Catsup.
- "Sterling" Brand Marmalade.
- "Sterling" Brand Jellies.
- "Sterling" Brand Jams.
- "Sterling" Brand Flavoring Extracts.



OUR OWN MAKE

- Maple Syrup in Tins — All Sizes.
- Mince Meat in Wood and Fibre Pails.
- Bitters — Bob's, Celery, Orange, Jack Canuck.
- Unfermented Fruit Wines.
- Unfermented Phosphate Wines.
- Cake and Icing Colorings.
- Mixed Pickles in Bulk.
- Sweet Mixed Pickles in Bulk.

188 19 1902
 Three T. J. S. Robertson.
 R. 4/87

**CANADA'S LARGEST PICKLE FACTORY.
 HOME OF "STERLING" BRAND GOODS.**

The goods of this factory—the largest pickle factory in Canada—carry the highest recommendation of trade and customers—are the gold-medal goods of the Toronto Industrial Exhibition.



Famous "Sterling" Brand Catsup.

T. A. LYTTLE & CO.

124 to 128 Richmond Street West

Toronto, Can.



Famous "Sterling" Brand Pickles.

J. SUTTON CLARK'S

SARDINES



were never more delicious or seasonable than now.

Factory by the side of the fishery.

If you would like to please your trade with a Sardine better than you are now using, without any extra cost, give your wholesale grocer a sample order for

J. SUTTON CLARK'S SARDINES.

Also mention to your wholesale grocer that you want Clark's Herring in Tomato Sauce. Your sales will increase.

J. Sutton Clark

Canning Factory and Weir Owner, ST. GEORGE, N.B.



Established 1825.

FAMOUS — Sauces and Pickles

Indian Curries and Chutnies,

Olives and Pure Olive Oils.

BATTY & CO., LONDON, ENG.

BATTY & CO'S
RED JAL SAUCE

FOR FISH.
GAME.
STEAKS.
HOT & COLD
MEATS.
&c. &c.

FOR STEWS.
HASHES.
CURRIES.
YEAL.
ROAST PORK.
&c. &c.

Finchbury Pavement **LONDON**

AGENTS IN **MONTREAL C.H. BINKS & CO**



Canadian Agents:

ONTARIO and QUEBEC—Weir Specialty Co., Toronto

BRITISH COLUMBIA—George Carter, Victoria.

NEW BRUNSWICK and NOVA SCOTIA—H. S. Wallace, St. John.

S.

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N.B.

Trap Salmon Fishing.

How it is Done in the United States—Agitation for Traps in Canada.

A QUESTION which has for some time been occupying the attention of the people of British Columbia is that regarding traps for salmon fishing. This year it has probably attracted more attention than ever before. The newspapers on the Coast have devoted column upon column of space to the question, and deputations of canners and others have visited the traps in the State of Washington in order that they might become better acquainted with their working.

BASIS OF THE OPPOSITION.

Opposition to the introduction of traps into British Columbian waters has been largely based on the supposition that they would eventually result in the destruction of the salmon, and with it, of course, the salmon-canning industry. But the opposition appears to be gradually disappearing. This may be ascribed to two or three causes.

ARGUMENTS IN FAVOR OF TRAPS

In the first place the traps are much more efficient as fish catchers than the gill nets, to which the fishermen in Canadian waters are confined. The one easily catches its thousands while the

expensive one. Take for example, the season which recently closed. The canners on the Sound paid 2½c. per fish; those on the Fraser river 10 to 12½c.. This means an increased cost, based on 12½c. fish, of \$1.20 per case to the Canadian packer compared with his confrere in the State of Washington, for it takes on an average 12 salmon to a case. As the Sound canneries and the Fraser river canneries both compete for the British market it is evident the former have a decided advantage.

It is true that the Fraser river canners brought a large quantity of salmon over in scows from the traps on the United States side of the Straits of San Juan de Fuca during the past season, paying the duty thereon, and then saving quite a margin, but even then they were not placed in as good a position as their confreres in the neighboring republic.

CANADIAN SALMON IN UNITED STATES TRAPS

Another cause, and a somewhat irritating one, is that the salmon which fill up the traps in the United States are Canadian born. At any rate the most of them are believed to be. The Fraser

millions upon millions of salmon fry, which, four years later, wend their way back to the Fraser river, provided they are not caught in traps or nets en route—to deposit their eggs and thus reproduce after their kind. Last year 6,000,000 salmon fry were put into one river alone—the Harrison—from the Fraser river hatchway.

In a word British Columbia produced the maximum of salmon but her canneries only get the minimum of the catch.

TWO CAMPS.

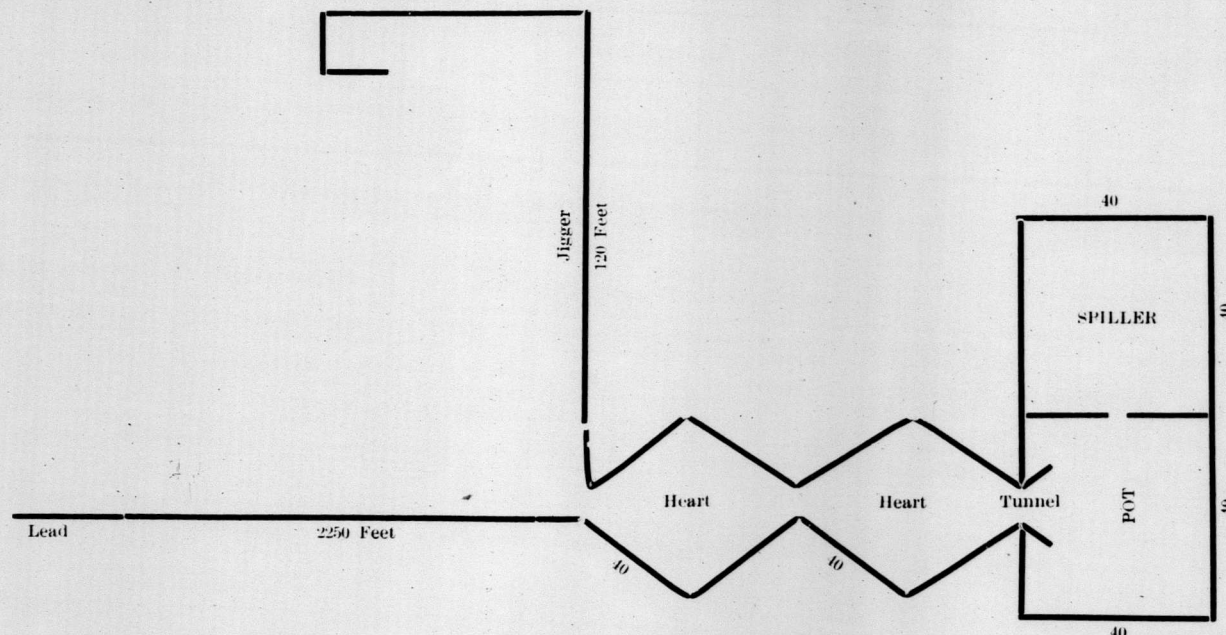
Those who are in favor of the traps are, roughly speaking, divided into two camps. The one believes in making them a permanent institution; the other would only start them with a view, on account of the threatened extermination of the salmon, of inducing the United States to agree to prohibit the use of traps or to provide regulations which would minimize the slaughter of the fish.

PROPOSED LOCATION OF TRAPS.

The idea is to place the traps at the southern end of Vancouver Island. It is held that the school of salmon, when making for the Fraser river, pass there before crossing the Strait of Juan de Fuca and skirting the United States shore. To put them at the mouth of the Fraser would, it is claimed, be of little use, as before reaching there the fish would have run the gauntlet of the traps in the waters of the United States.

DESCRIPTION OF THE TRAPS

The traps as used in the State of Washington are 2,400 feet in length over



other is gathering in its hundreds. For example, 50,000 salmon a day is nothing extraordinary for a trap, while a catch of 400 or 500 in a night is pretty good work for one boat with a gill net.

Not only is net fishing a much slower process, but it is also an infinitely more

and its tributaries, which are the chief spawning grounds of the salmon are, of course, in Canadian territory. And besides this, the hatcheries, which are under the control of the Dominion Government, every season propagate and plant in the waters of British Columbia

all. The accompanying diagram will give some idea as to their form. The traps are made of nets attached to piles. They do not touch the shore, but only come in as far as salmon are known to swim. To construct a trap, piles are driven in a straight line in a certain

M. P. CARD,
Guelph, Ont.



has received the
only

Royal Testimonials

for

ever given

CANADIAN TOMATO CHUTNEE

Also manufacturer of

ANGLO-SAXON CHUTNEE

Prepared by

M. P. CARD

Canadian Tomato Chutnee and
Anglo-Saxon Pickle Factory.

Guelph, Can.

Sold by Wholesalers.

FROM ATLANTIC TO PACIFIC

The **Eureka,**
Maple Leaf
and **Klondyke**
Pickles

Are guaranteed by the manufacturers to be as good, if not superior, to the best brands on the market. Ask your dealer for them or send to the

EUREKA VINEGAR AND PICKLE WORKS,
Quebec and St. Johns, P.Q.

Office and Warehouse: 34 St. Peter St., Montreal

ALFRED ROBITAILLE, Proprietor

F. HUGHES & CO., Selling Agents

WE WANT TO REMIND YOU LEST YOU FORGET THAT

The Delhi Canning Co.

STILL LEADS IN QUALITY, AND MEETS THE PRICE.



You
should
see
sample
of our
1901
Pack.

Our CORN is a trade-winner.
PEAS—the best we ever packed.
Competitors admit that our TOMATOES are superior.
“EPICURE” CATSUP has no rival.
PEACHES—Choice yellow, XX syrup, tell their own story.

All other lines, the best that can be produced. Packed under the “MAPLE LEAF”—our Trade Mark and consumers' guarantee.

ALWAYS IN STOCK WITH LEADING WHOLESALE GROCERS.

Factories: Delhi and Niagara.

Head Office: Delhi.

A Satisfied Customer



your best advertisement. Sell the goods that please the consumer. No complaints come from those who handle "Kent" Canned Goods.

KENT TOMATOES

packed from perfectly fresh red ripe tomatoes. Every can solidly filled. The Standard of Excellence.

KENT CORN

Sweet, tender and juicy. Packed from sweet corn grown for us from seed specially furnished by us. The delicious flavor of "Corn on the Cob."

Kent Baked Beans

The perfection of Beans in Cans. Prepared from hand-picked Pea Beans, with Choicest Bacon Pork. We mail you a "Sample" Can on application.

Write us direct, or to our agents.

AGENTS:

A. F. MacLaren Imp. Cheese Co., Toronto.
Rose & Laflamme, Montreal.
Martin & Robertson, Vancouver.
C. E. MacMichael, St. John, N.B.

THE KENT CANNING CO., LIMITED,
CHATHAM, - ONT.



PURNELL'S

Malt Vinegars

Brewery, Bristol, England.

— AGENTS —

Charlottetown, P.E.I.—Horace Haszard, South Side Queen Sq.
Halifax, N.S.—J. Peters & Co., 47 Upper Water St.
St. John, N.B.—Robert Jardine.
Montreal—J. M. Kirk, 18 Hospital St.

Toronto—J. Westren & Co., 630 Ontario St.
Hamilton—Imperial Vinegar Co.
Winnipeg—A. Strang & Co., Portage Avenue.
Vancouver, B.C.—C. E. Jarvis & Co., 328 Holland Block.

SALT

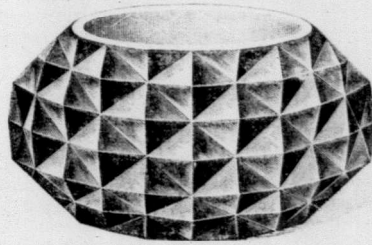


SALT

VERRET, STEWART & CO.

WHOLESALE DEALERS IN SALT,

MONTREAL.



*Summit Office
28-10-01*

(REGISTERED)

TRADE MARK AND CABLE ADDRESS
"SALTCELLAR."

REPRESENTING:

The Canadian Salt Co.

AND

The Salt Union
Of England.

WHOLESALE ONLY



*Summit Office
28-10-01*

China,

English Earthenware,
Glass Specialties,
Lamps.

"B. & H."

RELIABLE GOODS
REASONABLE PRICES

Barnard & Holland Co.



290 St. James St.,

Facing Victoria Square

MONTREAL

direction to the set of the current for a distance of about 2,250 feet, and a net is attached reaching to the bottom of the water. This intercepts the course of the fish, which follow it along, hoping to get out until they enter enclosed places, of which there are two called hearts, each about 40 feet square, and so placed that the long net, which is called the lead, terminates at one of the corners of the first "heart," which is open so as to allow the fish to enter. On the other side of the opening is an arm, called the jigger, which extends at right angles to the line of the lead, and is about 100 feet long with a termination something like a letter L. In fact, the jigger is almost exactly in shape like an L. This is to prevent fish that have followed up the lead from getting away from the opening of the heart. The fish swim against the current and when they have worked along the jigger, only to find their way blocked, instead of turning down and swimming with the current, they work back again to the mouth of the heart.

THE HEART.

Having entered the heart, they work their way along its sides until they come to the corner opposite that at which they entered, where they find another opening

leading into the second heart, in the opposite corner of which there is an opening leading into an enclosed place 40 feet square, called the pot. This opening is 8 feet square, where it leaves the heart, but contracts to very much less.

THE POT.

Arrived in the pot and still seeking a way to get on his journey, the bewildered fish finds a small opening in the side of the pot which leads into the "spiller," and once in the spiller he stays there until the tug boat comes along side with its brailer and lifts him and his comrades by hundreds at a time out into scows. The spiller is 40 feet square and holds many thousands of fish. Fifty thousand is an average lot to be taken out at one time.

THE BRAILER.

with which the fish are taken out of the spiller, is a stout net, weighted by chains placed at the sides. It scoops the fish out and dumps them in the scow. Fish can be kept in a spiller with safety to themselves for from 10 days to two weeks; after the shorter of the two periods, they become exhausted by their efforts to escape and die. It is rarely necessary to keep them so long, but if the trap is full it can be opened so that the

fish which would otherwise be caught can pass through on their way. Hence there is little loss from dead fish and none have to be thrown away because they cannot be used. The canner takes out what fish he can use in a day and leaves the rest until another time.

COST OF TRAPS.

It costs from \$5,000 to \$10,000 to build a trap, and considerable to maintain, as it is deemed economical to take up the piles every season and scrape them clean to prevent the accumulation of barnacles whereby the nuts might be cut.

There are several hundred traps in the United States waters through which the salmon pass in going from Canadian water off Vancouver Island to Canadian water in the Gulf of Georgia.

REGULATIONS TO PREVENT DESTRUCTION.

It is held by those in favor of the traps that if a weekly close season were observed, during which the salmon would be permitted to proceed unmolested to the spawning grounds, danger of the extermination would be obviated. It is also pointed out that the Strait of Juan de Fuca is 10 to 12½ miles wide and that therefore a great number of the salmon would never touch the traps on either shore.

BLUEBERRY PACKING IN NEW BRUNSWICK.

An Interesting Industry.



THE little modest blueberry does not amount to a great deal on the bush, but thanks to the development of the canned goods industry it is gradually taking a no mean place in the ranks of staple food products. And in no part of the Dominion is this more marked than in the famous Miramichi district in New Brunswick. In fact, it has become numbered among the important industries of that district.

WHERE PACKED.

It is approximately 20 years since the industry started on its career in that part of the Dominion. Among the places in New Brunswick at which canneries are situated which put up blueberries are Chatham, Loggieville, Tracadie, Richibucto, Pokeshaw, etc.

HOW GATHERED.

The blueberries are gathered on the plains which are so common in that part

of the country. The gathering is done nearly altogether by children and women, who earn quite a little money thereby. "It is like found money to many of them," once remarked a canner to me, "for those who pick the berries would be doing little or nothing else at that time." The pickers are paid at the rate of 1½c. per lb.

THE OUTPUT.

One of those engaged in the packing of blueberries told me that he estimated the output of the canned article in New Brunswick at about 40 carloads a year, or somewhere about 450,000 tins. This season the

PACK WAS LIGHT

in the Miramichi district on account of the drought. It is estimated, for instance, that one firm that has of late years put up about 10,000 cases of blueberries has this season only turned out about 2,000 cases. As those in the grocery trade know, blueberries are packed in 2-lb. and gallon tins

WHERE SHIPPED.

The greater part of the blueberries packed in New Brunswick are exported to

the United States, although they are well known in the western Provinces of the Dominion.

THE UNITED STATES TARIFF.

Business with the United States is, however, done under a great disadvantage, the Customs duty being no less than 72 per cent. At the last annual meeting of the Maritime Board of Trade the excessive duty that is levied in the United States came in for some special reference, the feeling being that with even a moderate duty the export trade in blueberries would increase materially.

INCREASED CONSUMPTION.

The consumption of blueberries is undoubtedly on the increase in Canada as elsewhere. "A few years ago," remarked a packer, "the wholesale trade in Canada, all told, would scarcely buy a carload during the season. Now some houses take a carload each."

One unsatisfactory feature about the industry just now is the small profit which accrues to the packer, due largely to the high United States duty, part of which he at any rate pays. E.



The **THISTLE** Brand

ARE

HIGH-GRADE

TOMATOES - CORN - PEAS - Etc.

GUARANTEED
SECOND TO NONE. BRIGHTON CANNING CO.

THE IMPERIAL CANNING CO.

KINGSVILLE, ONT.

Packers of choice fruits and vegetables. For quality and flavor our goods cannot be excelled, on account of being grown in the most Southern part of Canada.

Peaches, Corn and Tomatoes a specialty.

Why import Malt Vinegar from England when we have a complete Malt Brewery fitted up on a more improved plan than any in England?

The malt out of which we manufacture the vinegar is as good as the English Malt, our plant is similar, our vinegar is as carefully made and aged, consequently our vinegar is as good as the **BEST** English Malt imported, and far better than **MOST** of the imported goods. We will be pleased to send you a sample.

The Wilson, Lytle, Badgerow Co.,
TORONTO LIMITED

WE HAVE THE ONLY MALT VINEGAR BREWERY IN CANADA

THE BEST IN THE WORLD.

It is made from a selection of the best English and American Mustard Seeds—put up in 12-lb. boxes and stone jars.

¼-lb. tins, at 35c. per lb.
½-lb. " 33c. "
1-lb. " 32½c. "
1-lb. jars, at 35c.
4-lb. " \$1.20



THE "CONDOR" MUSTARD.

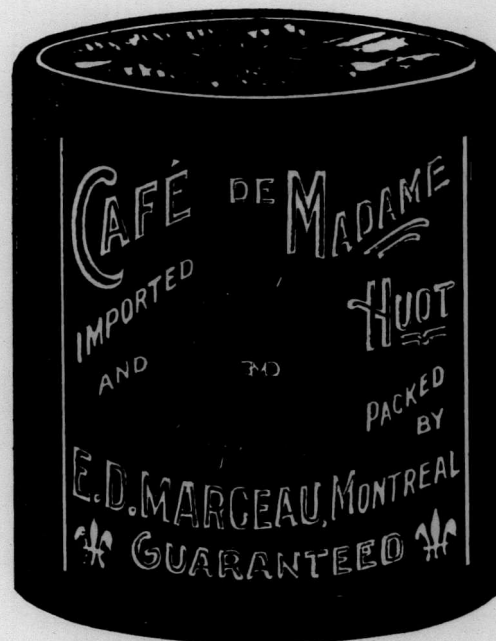
It has flavor and strength.

It is the only pure in this market.

In the shape of a plaster it will draw tears and all your ailments.

THE GEM OF ALL COFFEES.

A true Parisian Blend of absolutely pure Coffees—different from all others—so vastly superior. Have the best, it pays.



MADAM HUOT'S COFFEE.

It is pure, delicious, creamy.

It has no equal in America.

For the best trade you must have it.

1-lb. tins, at 31c.
2-lb. " 30c. per lb.

Specialty of high-grade goods in Teas, Coffees, Spices and Vinegars—wholesale.

E. D. MARCEAU,

281-285 ST. PAUL ST., COR. ST. GABRIEL.

MONTREAL.

The "Old Crow" Vinegar

pure distilled, fine, clear as water from a spring, at 20c.



TRADE MARK REGISTERED

The "Old Crow"

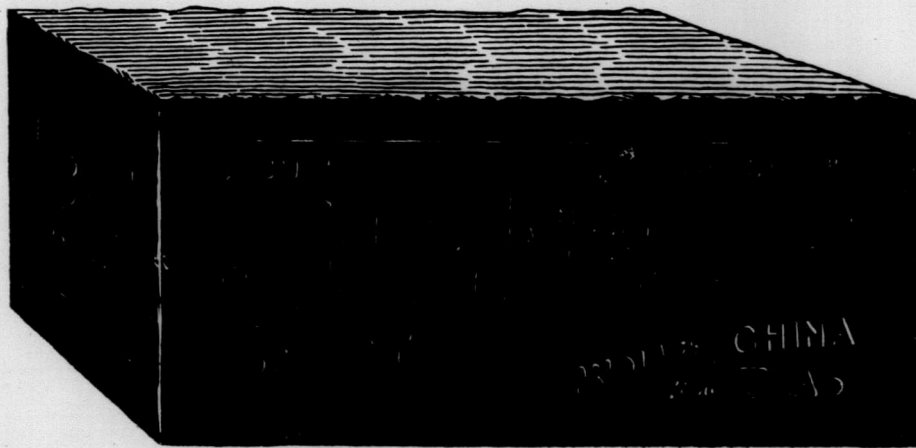
Scientific Blend of **Black Teas** (in useful bronzed tins), selected with great care, so as to produce strength and aroma.

No. 1. 2. 3. 4. 5.
35c. 30c. 25c. 20c. 17½c. per lb.

"Old Crow"

Mustard, a high-grade compound, containing no injurious ingredients. 12-lb. boxes.
¼-lb tins, 25c.; ½ lb. tins, 23c.; 1 lb. tins, 22½c. per lb. 1 lb. jars, 25c.; 4 lb. jars, 65c.

"Nectar" = The perfection of Black Teas



A Blend of Ceylon, Indian and China Teas.

It is Rich, Fragrant and Refreshing.

Connoisseurs have pronounced it by far the best.

Three good teas in a blend are better than any one tea alone. One trial order will convince you of this. Lead packets and sealed tins only—at 20, 26, 36 and 45c.

The best of Teas, Coffees, Spices and Vinegars---Wholesale.

E. D. MARCEAU, 281 to 285 St. Paul St., **Montreal**
Cor. St. Gabriel,

Canned Goods in the Retail Store.

HINTS ON THE PURCHASE, CARE AND SALE.



NE of the most important considerations in the business of many retail grocers, especially during the fall months, is the canned goods business. The sale of this line has become such an important factor in grocery retailing

that the merchant who buys, handles and sells the goods to best advantage finds they contribute largely to his aggregate revenue.

A representative of "The Canadian Grocer" interviewed several of the leading grocers of Toronto in regard to their opinions as to the proper time to purchase, how to judge of quality and how to handle, push and sell them to best advantage. Some of the answers given will be found of much interest and to the grocer, able and willing to take advantage of the suggestions thrown out, of considerable value.

SELECTION OF BRANDS.

Swan Bros., Toronto, are in the habit of buying a year's supply of canned goods at one time.

"We have found this method the most satisfactory," said Mr. Henry Swan. "Some years we may have lost by buying in this way, but everything considered, it has been most satisfactory."

"Do you stand by any particular brands?"

"Yes; we stand by the good ones. We are constantly weeding out the poorer brands. We find out easily enough each year which brands give the greatest satisfaction. When these are offered again we sample them carefully, and if they are up to the standard we again purchase them. Those which have not been satisfactory we do not again buy.

"We treat new brands with caution. It is better to let the other fellow try them, as few new brands are up to the standard of the best lines. The man who experiments with every new line is like the man who sets out to discover whether a new fungus is a toadstool or a mushroom. If the man dies the world knows it was a toadstool; if he lives he has discovered a mushroom. New lines of canned goods may be bought cheaper than the most reputable brands. If they

prove good, other dealers are safe in trying them; if they prove bad, he alone bears the loss."

CARE OF CANNED GOODS.

"How do you keep your canned goods?"

"The only necessity is to keep them in a cool, dry place. We, of course, keep a plentiful supply on our shelves. In removing them from the cases to our shelves we reject every can which is swelled in any way. All cans are again examined before sent out to customers. It is easy to distinguish the swelled cans. A safe way is to lay a pencil across the edges of the top. If the can is swelled to touch the pencil, except at the edges, beware of it.

"By thus carefully watching our goods we have very few complaints. We are constantly warning our customers against swollen cans and impressing them that by dealing with a well trained grocer they are insuring themselves from danger of poisoning. This has its effect, too."

"What do you do with the swelled cans?"

"The swelling, you know, is proof of fermentation. This irretrievably spoils canned fish, meats, etc. We have found that by 'boiling over' canned fruits they can be made fit for use. These might be taken home and used, but they should never be given to a customer, even at a reduced price, as they might not pay proper attention to them and might suffer in consequence."

"Do you ever demonstrate canned goods?"

"No; I consider demonstrating a picayune method of getting business and never resort to the practice. We sell goods of known reputation, of worthy quality and at a fair price. That pleases our customers. Consequently, it satisfies us."

WILL BUY CAREFULLY THIS YEAR.

"I have generally purchased our season's supply of canned goods early in the season," said Mr. D. Bell, 702 Yonge street. "This year, however, I think I will buy as I need to, as there are no inducements to buy early. In past years prices have been put at a basis which made it appear likely that I would have to pay higher prices later. This year the crop of vegetables has been large and I am confident there has been a good pack and that prices are not likely to advance materially above the present

basis, and so I am of the opinion that it would be better to take the use of my money than to lock it up in canned goods in my cellar.

"In buying, we take the brands which have proven most satisfactory. Some times we sample before we buy."

CAUSE OF COMPLAINTS.

"How about complaints?"

"These come chiefly from three sources; swelled cans or fermented product; light weight or bad color. The first difficulty we overcome by never sending out swelled tins. When five or six complaints come in regarding the quality or quantity put up in tins of any brand, we take it for granted that the brand is not up to standard, and sell it at a reduced price, and do not buy it again. We only want to sell goods of sound, ripe appearance, and cans which are full to the top.

WINDOW DISPLAYS.

"To push canned goods we make displays both in our windows and in the interior of our store. We always display them on the ridge above the shelving. This adds to the attractiveness of the store and, to some extent, increases the sales of canned goods.

GAUGING WANTS OF CANNED GOODS

"I generally buy a carload early in the season," said Frank W. Johnston, Davenport Road. "This year I have not decided yet, but I will probably buy my vegetables in the usual way. I judge from my sales of fresh fruit what my sales of canned fruits should be, and stock up accordingly. I intend to buy more peaches than usual this year, as my customers put down fewer peaches than usual during the past season."

"How do you keep canned goods?"

"In the cellar, which is cool and dry. Of course, I have some of every line on my shelves, but no more than are necessary, as I do not like to send out any canned goods with fly marks or sun-faded labels. I sometimes make window displays, but never leave them in the window over two weeks."

"Do you have any complaints as to quality?"

"Few. But when I have, I make good for all bad goods sent out. My customers are taught to expect everything they get from me to be thoroughly sound."

DOMESTIC AS IMPORTED CANNED FISH.

"The only way to push canned goods is to show them and talk about them," said D. J. Kelly, of Kelly Bros., Queen street east. "We find that our customers are ready to buy on our recommendation, so do not go to the trouble of demonstration, except when a new line comes on the market. When canned beets were first put on we opened a few cans of them to show them to our cus-

The following from the advertisement of a prominent wholesale grocer should be read and pondered by every dealer:

“Some grocers succeed where others seem to work just as hard and yet fail to achieve much—it is just as important to know what to push as it is how to push—pushing pure and pleasing products produces prosperity, but pushing poor stuff drives trade away.”

It pays infinitely better to push a baking powder like “Royal,” an article of known merit, whose good qualities are recognized and appreciated by all consumers.

Royal Baking Powder is easy to sell, and when sold there is always a pleased purchaser.

Royal Baking Powder is largely advertised and that helps the dealer; but a pleased purchaser is the best advertiser for your store, because she will recommend to others that dealer who has pleased her.

Royal Baking Powder is the highest class baking powder, made from pure cream of tartar, and absolutely free from alum or other harmful ingredient.

"The Condor"

Registered Trade Mark.

"CONDOR" VINEGAR

Pure distilled, strong,
bright as crystal,

At 25c.

It is wholesome, and
can be used by the most
delicate stomachs.

The Standard
Of Quality.

♦♦

When it is . . .

"CONDOR"

It is the best.



"CONDOR" JAPAN TEAS--Pure unadulterated natural leaf, bright flavory liquor.

Nos. I, II, III and IV Extra Choicest and Choicest, at 27½c. to 40c.

No. V Choice May Pickings, at 23½c.

No. LX Choice May Pickings, in lead packets, 1-lb. and ½-lb., at 27½c.

No. XXXX Choice Early June Pickings, at 22½c.

No. XXX Fine June Pickings, at 19c.

No. L Fine leaf, good clear, strong liquor, in lead packets, 1-lb. and ½-lb., 19c.

When in want of the best goods in Teas, Coffees, Spices
and Vinegars come to me. I make a specialty of them.

E. D. MARCEAU,

281 to 285 St. Paul Street
Corner St. Gabriel,

MONTREAL

Do you want a line of
Coffees and Spices, etc.

that have a reputation of half a century behind them as a guarantee of their high standard of quality?

If so, and you are not already handling our goods, drop us a line for quotations.

ESTABLISHED 1845

S. H. & A. S. EWING

Montreal Coffee and Spice Steam Mills

55 Cote Street, = = = MONTREAL

ESTABLISHED 1860.

INCORPORATED 1895.



Grocers stock Tea Canister, made up specially to fit shelving.

*British made
 Price 2/8 - 10-07*

Tinware

and

Enamelled Ware.



Awarded Gold Medal for Enamelled Ware, Paris Exposition, 1901.

Tinware---Pieced, Pressed, Japanned, Lithographed.

Galvanized and Sheet Iron Wares.

Copper and Nickle Plated Goods, Etc.

Our Well Known Brands:

- "Crescent"
- "Colonial"
- "Premier"
- White
- Blue and White
- White Decorated
- "Star" Decorated.

We are pleased to quote on any special lines of tin goods at any time for either plain or lithographed

TEA CANS, LARD PAILS, SPICE BOXES, BAKING POWDER CANS, ETC.

THE THOS. DAVIDSON MFG. CO., Limited, MONTREAL.

WRITE FOR CATALOGUE AND PRICES.

tomers. We are careful buyers, and our customers depend on us, as there is seldom cause for complaint and these we always make good, getting credit for the same from the wholesale house."

"Are all lines equally satisfactory?"

"Vegetables, fruit and salmon are all right, but it is about time we were told why Canadian fish, such as sardines, should be inferior to the imported article. The Canadian goods are not up to the standard of the latter in any respect. Why is it? Are the fish inferior? Is poorer oil used? Or, is it that the packers are not as skillful as the European packers? It's up to the packers to explain. They put up their goods in packages that are attractive enough. They have the advantage, as far as quantity is considered, but we cannot get anything like the prices for the home

However, I am not a buyer. I prefer to let the other fellows hold the goods, believing I can get them for less money later than I can now. It is the syndicate that have put up prices, but there are jobbers in Toronto who are holding enough canned vegetables to break the market, and are fully determined to do it. Other lines than corn, tomatoes and peas I always buy as I need."

"Have you any preference as to brand?"

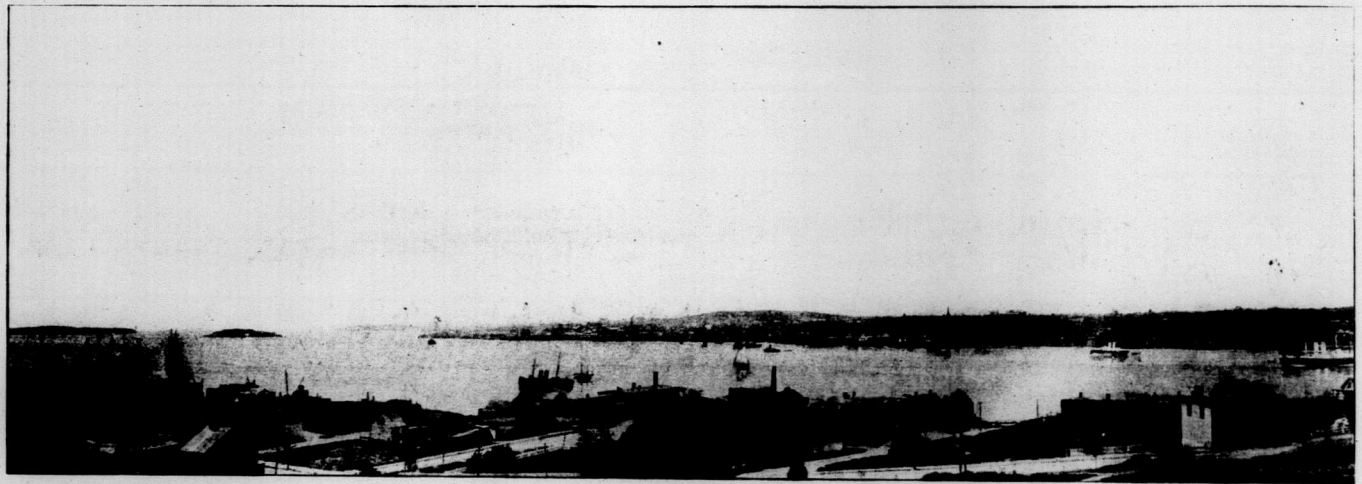
"Most assuredly. The cardinal principal of a good trade in canned goods is to get

BRANDS THAT PLEASE THE PEOPLE

I find certain lines can be thoroughly depended on. These I stand by exclusively."

"You tried a private brand of your own once, did you not?"

"Believing that new goods would be higher I bought enough of last year's goods several weeks ago, when they were going begging, to last me through this season. As I got good brands I know they will retain their quality all right. By having some surplus capital and taking advantage of the most favorable opportunity one is able to strike the market right by studying the conditions carefully. I have done so for several seasons. For instance, this year, we sold our last five cases of salmon at \$1.60 to a wholesale firm who had run out and needed them to fill immediate wants, and within a week of this sale the same house delivered us new season's goods at \$1.42½c. By striking the market right, we have been able to sell "Horseshoe" salmon at 15c. per tin for five years, while the price has jumped



Bedford Basin, with Halifax in the distance.

product that we have to charge for the foreign. If the Canadian fish packer could improve the quality of his product he would not only get better prices, but would find a greatly extended demand."

THE MARKET TOO HIGH.

"My purchases of canned goods at this time of year," said W. J. Sykes, College street, "depend entirely on circumstances, the chief consideration being price and supply. Generally, I have found it best to buy enough to last through the season. Sometimes I buy more than I can possibly need. One year I had fully 5,000 cases and came out very well on the transaction. This year, however, I am not going to buy enough canned vegetables to last me through the season. The market is too high. There was a large surplus stock. The crop of corn and tomatoes has been excellent, and the pack large. Besides, the consumption, especially of corn, has been considerably decreased during the past year or two because the majority of buyers have had more money to spend, and have preferred fresh vegetables. Peas may continue firm in price

"I did, and found it a good move in some respects. But everything considered—expense, trouble, results—I decided it did not offer sufficient returns for what I put into it, and have not repeated the experiment. But I stand by the brands of highest quality."

HINTS ON BUYING CORN.

"What are the means of judging quality?"

"Tomatoes should be solidly packed (not too much liquid); sweet and of extra good red color. Corn should be tender, white and of good flavor. Peas should be tender without softness, and should retain their natural color and flavor as much as possible. Then, of course, the cans should be well filled, but never swelled. This one can depend on if one buys a good brand. Out of 200 cases of one brand I had last season there were only five tins which I found necessary to reject. Other years I had similar results with the same brand."

LAST YEAR'S GOODS FOR THIS YEAR

"I think I struck the market right," answered a prominent ex-official of The Toronto Retail Grocers' Association.

every way during that time. And it has been much the same with other lines."

CHUTNEE PRAISED BY ROYALTY.

Canadian food-products have proved their high qualities in many ways and under many different circumstances, but it is open to question whether any other Canadian product has received praise from so many persons in high estate as has been received by Canadian Tomato Chutnee, manufactured by Mrs. M. P. Card, Guelph, Ont. Among those who have commended it highly are H. R. H. Princess Louise, Marchioness of Lorne, the late Sir John A. Macdonald, and the City Carlton Club, London, Eng. The merit of this condiment has not been appreciated only by persons such as the above, but has met with such popular approval that Mrs. Card's business has steadily grown during the eight years of its existence. Last year Mrs. Card extended the scope of her business by starting to manufacture pickles. This branch has also proven very successful, the output this year being double that of last year.

3 PROFITS TO 1

The up-to-date grocer knows which is better,
To make one profit slowly or two profits quickly.
He stocks the highest quality goods,
His trade increases,
His expenses per sale decrease with the increasing business,
His profits multiply by the reduced expenses per sale,
His capital outlay is smaller on the same volume of trade.
He is careful to purchase stock fulfilling these conditions.

* * * *

Grocers to-day are selling three tablets of

SUNLIGHT SOAP

To one tablet of any other in the world.
Their capital investment in Sunlight Soap stock is less
For the same volume of trade than that in any other.
Their expenses per sale are lower,
Their profits are correspondingly higher.
In fact, on Sunlight Soap, as compared with any other,
The Grocer

MAKES THREE PROFITS TO ONE.

LEVER
BROTHERS
LIMITED,
TORONTO

Canned Goods Futures.

Montreal Retailers Discuss the Propriety of Dealing in Them.



DURING the past few months considerable dissatisfaction has been expressed by wholesalers and retailers alike on account of the meagre profits afforded by trading in canned goods. There is no doubt that heavy losses were the chief result of speculative operations last year, and in spite of the steady influence of the lately formed syndicate, the experience of the past 12 months is having appreciable effect on retail policy this fall. To get a fair and general idea of the attitude of retail grocers to the question, "The Canadian Grocer" has had interviews with some of the leading members of the Montreal trade during the past week. It will be readily seen that the purchases which grocers make at this time of the year must be appreciably less this fall than for many seasons. This refusal to buy is accounted for not only because of the losses incurred on heavy purchases last year, but it would seem that various other considerations must enter into a city grocer's ideas of the amount of canned goods he can sell in a twelve-month, and these, too, have, in cases, tended to lessen early purchases.

FUTURES DO NOT PAY.

Ald. R. Turner, the lately appointed President of The Retail Grocers' Association, who keeps a prosperous store on Wellington street, and supplies the working classes, was the first to be interrogated.

"No," said Mr. Turner, "I have not bought nearly so many canned goods this year as last. I find it does not pay. I have never made money on holding stocks and it seems every year I can buy tomatoes and corn as cheap in June as I can in October or September. This year I could have bought a good deal lower. Then what is the use of a grocer paying interest on the capital invested, meeting insurance charges, and losing on exploded cans, to reap no reward? I have decided to discontinue the policy and have bought hardly one-half of what I did last year for early delivery."

AN OBJECT LESSON

Another officer of the association who handles large quantities; in fact, has

hitherto bought by the carload, spoke in the same strain. "Last year I bought 2,000 cases. This year I have ordered only 700. To me, the course of last year's grocery markets was an object lesson. I have come to the conclusion that it is little use to speculate in grocers' supplies—far better to buy lightly and often. Suppose a merchant lays in a carload of canned goods. If the price goes up, he raises his price, and stops consumption, invariably, and he has stock left. Look at Valencia raisins last year! So he makes no money on a rise. If the price falls, his small competitor comes down; he must do the same and thus he loses. I have come to the conclusion that a grocer cannot make money on heavy fall purchase of canned goods, and am acting accordingly."

THEY MAKE MONEY ON FUTURES.

But they don't all think alike. Mr. Fraser, of Fraser, Viger & Co., says he has bought more heavily this year than last, because his business will be greater.

"Did you lose on last year's purchases?"

"No; I never dropped my price; my customers did not ask for reductions. I got my anticipated profit, cleared out about all my goods, so how can I complain?"

"The fact is, I must buy ahead, in order to get the goods I want. My business is founded on the fact that I carry only the best goods and consequently I must order what brands I wish before they are all contracted for. My buying policy is moulded by the opportunities to secure the best goods, not by the ups and downs of the market. So this year you find me buying even more heavily than last fall."

OBJECTS TO EARLY NAMING OF PRICES.

Mr. Paul, the St. Catharine street grocer, who also does a high-class trade, spoke much in the same strain.

"I have always been strongly opposed to this idea of getting out prices so early. The canners are quoting prices on their pack before the seed is sown. Why not wait at least till they have an idea of the size of the pack and get out prices that will stand the test of the real market? As it is, they force us people who want the best goods, to buy early, which is not right.

"This year I have hopes that The Dominion Syndicate will give a ballast to

the market. They are limiting the pack and promise advances rather than declines. So you can understand why my purchases are as large this fall as last."

DISGUSTED WITH SPECULATING

Mr. H. Graham, another St. Catharine street grocer, has come to the conclusion that he will discontinue his heavy fall buying. "There is nothing in it for me. I have tried speculating on canned goods, have never made a success of it, and now give it up in disgust. Last year was a finisher, for after carrying the goods eight months, I found I could buy for less money than my stock cost me in the first place. What would a sensible man do under such circumstances? No; I have bought but few canned goods this year and do not intend to load myself up with them. I'm willing to take chances on a rising market and mean to escape a falling one."

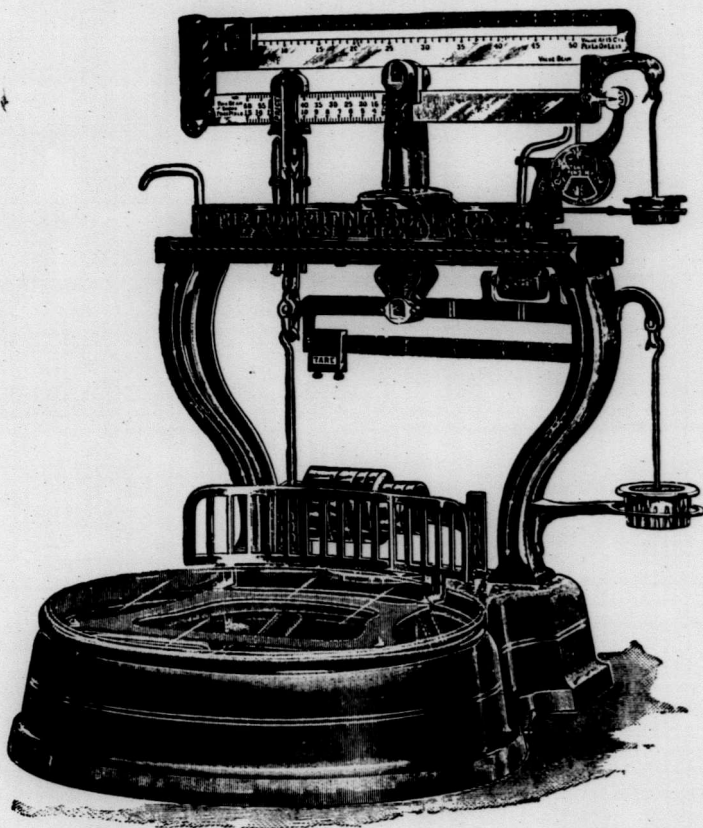
THE SUPPLY OF FRESH VEGETABLES

"At any rate, I find my sales of canned goods falling off. I now get fresh tomatoes nearly all the year round and I can have fresh beans whenever I want them, grown right in Canada, too. Lettuce is in my store all winter and celery nearly all the time. My customers will pay the price for these luxuries and have ceased to use the ordinary canned goods. Same way with canned fruits and table raisins. Oranges can now be had any day in the year, as well as bananas. Californian fruit comes in early as well as pineapples. This list of fresh goods in winter is being constantly added to and each addition signals a drop in canned vegetables and fruits. Stores that cater to the working people, no doubt, have a different story to tell, but such has been my experience. I still have canned vegetables in my store that I ordered over a year ago. Is that business? No; my purchases of canned goods hereafter will be frequent and light."

PRICES HIGH EARLY IN THE SEASON

Mr. Dionne, across the street, was the last approached. "My purchases are not so heavy as last year for two reasons. First, the market seems to be always high at the beginning of the year and low at the end, and, secondly, last year, some goods went bad on me. This fall I am buying only reputable brands and in lighter supply."

A summary of these interviews would indicate that, on the whole, early contracts placed with wholesalers must show an appreciable decrease from those of last year. The only merchants who appear to be buying as heavily as ever are those catering to the millionaires, who must have their favorite brands regardless of price.



Can't You Do It?

Can't you make up your mind this Fall to close that sale with us for one of our Money-Weight Scales? Business was never better, and when you are doing lots of business, that is the time you most need a system to help you out. Our **Money-Weight System** is a Mechanical Auditor on every weighed article of merchandise leaving your counter. We sell it on easy monthly payments.

The Computing Scale Company DAYTON, OHIO.

Money-Weight Scale Co., No. 47 State St., Chicago, Ill.
 E. E. Meeker, No. 52 Franklin St., New York, N. Y.
 J. B. Poirier, Dist. Agent, No. 1662 Notre Dame Street,
 Montreal, Que., Canada.
 L. A. Davidson, Dist. Agent, No. 104 King St. West, Toronto,
 Ont., Canada.
 White & Ecclestone Dist. Selling Agents, Vancouver, B. C.

RETURNED
 to W. J. Stewart
 1912



L A M P S

LET us advise you with reference to our stock of lamps for Xmas trade.

ALL the latest styles and designs are for sale by us, including the famous **Rochester Lamps**, which are giving universal satisfaction.

ANY are also handling our incandescent gas lamps, burners and mantles. We are Canadian agents for the **Cosmopolitan** mantles—the best mantles made.

PERHAPS you are in need of some lines and want something up-to-date yet reasonable in price.

SEND to us before purchasing anywhere and we will gladly furnish you with all particulars.



THE ROCHESTER LAMP CO., OF CANADA.

24 Front St. West

TORONTO.

THE BRITISH DUTY ON SUGAR

and on Articles in which it is used.

WHEN some months ago the British Government imposed a duty on sugar, molasses and syrup there were few people, indeed, who realized the extent to which it would affect a great many other articles into the manufacture of which sugar enters. The list of goods of this kind upon which a duty is now levied is quite extensive. Subjoined is the rate of duty on sugar, according to the several degrees of polariscopic test and also the rate upon the articles into the manufacture of which sugar enters. We believe this is the first time the list has been published in Canada, and our readers will, no doubt, find it interesting, while to those engaged in the export trade on articles therein enumerated it will possibly also be interesting:

Articles.	Rates of Duty.
	s. d.
SUGAR—	
Not exceeding 76 deg. of polarization.....the cwt.	2 0
Exceeding 76 and not exceeding 77.....	2 0.8
Exceed'g 77 and not exceed'g 78.....	2 1.6
" 78 " " 79.....	2 2.4
" 79 " " 80.....	2 3.2
" 80 " " 81.....	2 4.0
" 81 " " 82.....	2 4.8
" 82 " " 83.....	2 5.6
" 83 " " 84.....	2 6.5
" 84 " " 85.....	2 7.4
" 85 " " 86.....	2 8.3
" 86 " " 87.....	2 9.2
" 87 " " 88.....	2 10.2
" 88 " " 89.....	2 11.2
" 89 " " 90.....	3 0.4
" 90 " " 91.....	3 1.6
" 91 " " 92.....	3 2.8
" 92 " " 93.....	3 4.0
" 93 " " 94.....	3 5.2
" 94 " " 95.....	3 6.4
" 95 " " 96.....	3 7.6
" 96 " " 97.....	3 8.8
" 97 " " 98.....	3 10
" 98.....	4 2
BLACKING—	
Solid, containing sugar or any other sweetening matter.....	1 0
Liquid, containing sugar or any other sweetening matter (together with the duty on any proof spirit contained therein)	1 0
CANDIED AND DRAINED PEEL.....	3 0
CARAMEL—	
Solid.....	4 2
Liquid.....	3 0
CATTLE FOODS—	
Containing molasses and other sweetening matter.....	1 0
CHERRIES—	
Drained, imported in bulk.....	2 3
CHUTNEY.....	2 0
COCOANUT—	
Sugared.....	2 0
CONFECTIONERY—	
Hard, such as sugared almonds, caraway seeds, etc.....	4 2
Soft, i.e., A. B. gums, imported in bulk, in barrils or cases, on the entry for which the im-	

porter has declared that duty on the combined quantity of sugar and glucose used in the manufacture did not exceed the rate of 2s. per cwt..... " 2 0

Other A. B. gums, chewing gums, jelly beans, Turkish delight, etc..... " 3 0

Containing chocolate, viz.—
When the chocolate exceeds 50 per cent. of the total net weight..... the lb. 0 2
When the chocolate does not exceed 50 per cent. of the total net weight..... " 0 1½

Made from sugar and containing no other ingredients, except flavoring.....the cwt. 4 2

In the manufacture of which spirit has been used (such duty to be in addition to any other existing duty to which such confectionery is at present liable)..... the lb. 0 0½

FRUIT—

Canned and bottled, other than fruit liable to duty as such preserved in thin syrup.....the cwt. 1 0

Canned and bottled, other than fruit liable to duty as such, preserved in thick syrup..... " 3 0

FRUITS—

Crystallized, glace and metz, except fruit liable to duty as such..... " 4 2

Flowers in crystallized sugar, as violets and rose petals, etc.... " 4 2

Imitation crystallized (orange and lemon slices, etc..... " 4 2

FRUIT PULP—

Except in fruit pulp liable to duty as such, preserved in thin syrup..... " 1 0

Except in fruit pulp liable to duty as such, preserved in thick syrup as jam..... " 3 0

FRUIT—

Except currants liable to duty as such, preserved in sugar or otherwise, whether mixed with other fruit or not..... " 7 0

GINGER—

Preserved in syrup or sugar..... " 3 0

GLUCOSE—

Solid..... " 2 9

Liquid..... " 2 0

MARMALADE, JAMS—

As fruit jellies (if not made from fruit liable to duty as such.... " 3 0

MARZIPAN.....

" 2 6

MILK—

Condensed, sweetened, whole " 1 8

Condensed, sweetened, separated or skimmed..... " 2 0

MOLASSES, and all sugar and extracts from sugar which cannot be tested by the polariscope—

If containing 70 per cent. or more sweetening matter.... " 2 9

If containing less than 70 per cent. and more than 50 per cent. of sweetening matter.. " 2 0

If containing not more than 50 per cent. of sweetening matter..... " 1 0

NESTLE'S MILK FOOD.....

" 1 3

SACCHARINE (including the substances of a like nature or use).....the oz. 1 3

SOY, when containing molasses or other sweetening matter.....the cwt. 2 0

TAMARINDS, preserved in syrup " 1 0

NOTE.—An additional ¼d. per lb. is chargeable in respect of any of the above-mentioned articles (liquid blacking excepted) in which spirit has been used in the manufacture.

CUSTOMS CHARGES— s. d.

On delivery from warehouse for consumption of goods liable to Customs duties, and on British compounded spirits, for every £100 of duty, and in proportion for every fractional part of £100,

In respect of tobacco..... — 2 6

" " other goods... — 5 0

Where any manufactured or prepared goods contain as a part or ingredients thereof any article liable to any duty of Customs, duty shall be charged in respect of such quantity of the article as shall appear to the satisfaction of the Treasury to be used in the manufacture or preparation of the goods, and in the case of goods so containing more than one such article shall be charged in a similar manner on each article liable to duty at the rates of duty respectively applicable thereto unless the Treasury shall be of an opinion that it is necessary for the protection of the revenue that duty should be charged in accordance with the Customs Tariff Act, 1876.

Any rebate which can be allowed by law on any article when separately charged shall be allowed in charging goods under this section in respect of the quantity of that article used in the manufacture or preparation of the goods.

As respects the first levying or repealing of any duty of Customs, the time at which the importation of any goods shall be deemed to have had effect shall be the time at which the entry of the goods under the Customs Act is delivered, instead of the time mentioned in section 40 of the Customs Consolidation Act, 1876.

DRAWBACKS.

Articles.	Rate of Draw-back.
	s. d.
SUGAR—	
Which has passed a refinery in Great Britain or Ireland, a drawback equal to the duty on sugar of the like polarization.	
MOLASSES—	
Allowed to a refiner on molasses produced in Great Britain or Ireland and delivered by him to a licensed distiller for use in the manufacture of spirits.....the cwt.	1 0

GLUCOSE AND SACCHARINE—

A drawback equal to the duty imposed.

On goods (other than beer in the manufacture or preparation of which in Great Britain or Ireland any of the articles liable to duty has been used) a drawback equal to the duty in respect of the quantity of that article which appears to the satisfaction of the Treasury to have been used in the manufacture or preparation of the goods or, in the case of residual products to be contained therein.

What Every Grocer Wants



is one of our handsome stock canisters with three brass tea scoops—the latest and most improved kind—which accompany first order for 100 lb. net

QUEEN ALEXANDRA BLEND

tea. No up-to-date grocer can afford to be without one of these canisters. Are you going to take advantage of this exceptionally alluring offer? Before you turn to your next order of business send for one.

QUEEN ALEXANDRA TEA is becoming more popular every day. Your customers will be pleased with it.



to see no mistake
 28-18 We recommend "OZO" teas to the attention of all dealers, feeling confident that no better values in teas can be procured. If you desire to sell **satisfaction-giving, saleable, profitable tea**, you cannot do better than to handle "OZO" tea.

	Wholesale.	Retail.
" OZO " Ceylon in 1/2 and 1's.....	20c.	25c.
" OZO " Ceylon in 1/2 and 1's.....	22c.	30c.
" OZO " Ceylon in 1/2 and 1's.....	25c.	35c.
" OZO " Ceylon in 1/2 and 1's.....	29c.	40c.
" OZO " Ceylon in 1/2 and 1's.....	33c.	50c.
" OZO " Japan in 1's only.....	20c.	25c.
" OZO " Japan in 1/2's only.....	29c.	40c.

We carry a large assortment of Teas and are willing to sell them on small margin. Lose no time in writing for samples. Our New Season's Teas are going out rapidly. All for sale by

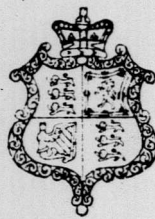
The " OZO " CO., Limited, Montreal.

Canadian Coats of Arms

An Interesting Subject and a Line which has proved Profitable to Some Merchants.

HERALDRY, as we know it, dates back to the 13th century, although, in much earlier times, badges and devices were made use of. St. Paul went in a vessel whose badge was Castor and Pollux, and the Roman soldiers had their eagles and standards. In the middle ages, heraldry had reached such a stage of perfection that even the unlearned could read its lessons, and understand its meanings. While modern heraldry often does not conform as strictly as might be wished to the scientific principles laid down in the past, still every coat of arms has a tale to tell, a tale which can, with a little attention, be easily read, and which is usually worth reading.

All coats of arms are shown on a shield, for in the days of knighthood the coat of arms served practically the purpose which the visiting card serves in modern civilization—to identify the bearer. The colors used on the shield may be gold, silver, blue, red, black, green, purple, or one of several kinds of fur. One or more of these colors may appear upon a shield. The division lines may be horizontal or vertical, or crosswise and practically in any part of the shield. The first additions to the shield were originally bars, chevrons and crosses of many different forms. Later, these were found insufficient to provide every one with a dis-



British Empire.



England.

tinctive coat of arms, so charges were introduced, comprising every description of bird, fish, animal (many of them imaginary), and the common objects of everyday life.

Two or more coats of arms may be combined to form one, the process being called quartering. Two such quartered shields may be combined, and so on, until we obtain 64, or even more quarterings.

Let us first consider the coat of arms of King Edward VII., which is familiar to all our readers, as it is also the coat of

arms of Great Britain—and the British Empire—until a more comprehensive one is introduced.

In the first and fourth quarters are shown three golden lions passant guardant. Passant describes the attitude of the lion when walking with three paws on the ground, the fourth raised. The tail is always curled over the back, and the head is always to the right. Guardant shows that the lion is looking out from the shield towards the spectator. A lion passant is the emblem of resolution, and guardant, of prudence.

The ground is red; a fundamental rule of heraldry is that a metal must not appear upon a metal—but upon a color.

In the second quarter are the arms of Scotland—a red lion rampant upon a



Scotland.



Ireland.

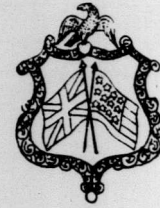
gold ground within a treasured border. A lion rampant is shown standing erect on his two hind legs with one of his forelegs elevated; his tail is also elevated. The lion rampant is the emblem of magnanimity.

In the third quarter are the arms of Ireland; a golden harp, with silver strings, on a blue ground.

The Royal Arms have as supporters the Lion and Unicorn. These are nearly always incorrectly represented. The lion on the right of the shield is of gold, rampant guardant, wearing an Imperial crown. The unicorn on the left, should be of silver (nearly always represented as of gold), with teeth, claws, hoofs, and mane of gold; round the neck, a golden coronet composed of crosses and fleurs-de-llys, and from this a golden chain passing between the forelegs and over the back.

The Royal Arms, as just described, date back only to the accession of Queen Victoria. From 1801, the Arms of Hanover appeared in the centre, but on the death of William IV., the possession of Hanover passed from the British Crown. From the accession of George I. to 1801

the Arms of Hanover and France appeared in the Royal Coat of Arms. Further back, in the time of the Stuarts, the Arms of England (the three lions),



Alliance.



United States.

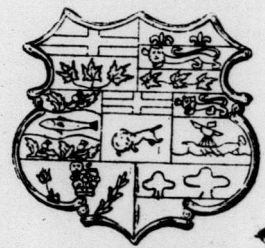
and France (three fleurs-de-llys), were quartered in the first and third quarters, Scotland and Ireland occupying the same positions as now. The Tudors bore the Arms of England and France only, the latter having been introduced by Edward III. in 1340. Previous to that time the three lions of England were used alone from the time of Henry II. William the Conqueror and the two following Sovereigns, used two lions only. The English lions have thus remained practically unchanged for nearly a thousand years.

DOMINION OF CANADA.

Passing now to the Arms of the Dominion of Canada—as usually represented—the shield comprises the separate arms of the seven Provinces. Strictly speaking, however, the Arms of Ontario, Quebec, Nova Scotia and New Brunswick only should appear on the shield, for the grant of armorial bearings made by Her Majesty's warrant of November 20, 1869, showed these only. Since that time, as



Victoria Queen.



Dominion of Canada.

other Provinces have come into Confederation, their arms have been added, until we have obtained a shield which has to be of considerable size, if the various emblems are to be shown distinctly.

ONTARIO.

The Red Cross of St. George on a white ground covers the upper third of the shield, the lower two-thirds being

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for....



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We have no hesitation in believing
that you are well satisfied.

BUT IF NOT

A card from you will bring either
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W. L. Johnson & Co.
BARBADOS, W. I.

**COMMISSION AND GENERAL
MERCHANTS.**

IMPORTERS OF AND DEALERS IN

English and American Provisions and
Canadian Produce,
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Shippers of Local Produce.

Bovril has attained its present high position in public favor on account of its unequalled intrinsic properties and palatable flavor, which cannot be approached by any other brand.

Bovril

*As much as
28-10-01*



Bovril, Limited, London, Eng.
and Montreal.

occupied by a spray of three golden maple leaves on a green ground. This records the English origin of this Canadian Province.

QUEBEC. (Province).

The upper fourth of the shield shows two blue fleurs-de-lys of old France on a golden field; the second fourth, one lion



Prov. of Ontario.



Prov. of Quebec.

of the English Coat of Arms, gold on a red field; the lower half, a spray of three green maple leaves on a golden ground. The history of Quebec is well told on this coat of arms. England and France are shown joined together on Canadian soil. The lower half of this shield, it will be noticed, is exactly the reverse of the Ontario Coat of Arms. Motto: "Je me souviens" ("Lest I forget.")

NOVA SCOTIA.

The upper part, two thistles, green, on a golden ground; the middle, a fish swimming in water; the lower, a large



Prov. of Nova Scotia. Old Arms of Nova Scotia.

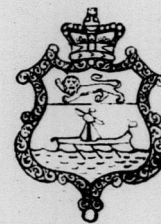


single thistle, green, on a golden ground. Both the name of the Province and the introduction of the recognized emblem of Scotland, show the close connection between this Province and Scotland.

Better known to, and more popular with the residents of Nova Scotia, is the old coat of arms of this Province, embodying the Scotch lion on St. Andrew's Cross.

NEW BRUNSWICK.

The upper part of the field shows an English lion, gold, on a red field. The



Prov. of New Brunswick.



Prov. of Prince Edward Island.

remaining part represents a galley, representing the shipping industry of the Province.

PRINCE EDWARD ISLAND.

A small tree under the shadow of a larger one, typical of the little Island Province's position as regards the mainland of Canada. Motto: "Parva Sub Ingenti." (A small thing under a large one.)

MANITOBA.

The upper third of the shield shows a red St. George's Cross on a white ground; the remaining portion, a buffalo charging, in gold, upon a green field. Like Ontario's coat of arms, this shows the English origin of this Province.

BRITISH COLUMBIA.

The coat of arms of this Province shows a golden sun setting in the waves; the rest of the shield being a representation of the Union Jack. The whole is surmounted by a lion standing on a



Prov. of Manitoba.

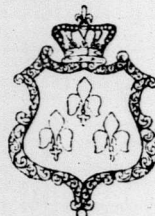


Prov. of British Columbia.

crown. This coat of arms is not so frequently used as the old coat (illustrated here) which shows a crowned lion standing on a crown (the crest of the Royal Coat of Arms) with the letters "B.C." on either side, and a wreath of maple leaves and oak leaves.

FLEUR-DE-LYS.

The Fleurs-de-lys was the emblem of the King of France from the time of Clovis, who bore a shield covered with golden lilies. Charles VI. reduced the number to three, to symbolize, it is supposed, the Holy Trinity. With the pass-



Fleur-de-lys.



City of Montreal.

ing of the Monarchy in France, the fleurs-de-lys ceased to be used. It is still used by the Orleans family, who claim the French throne. When Canada was colonized by France, and later, when ceded to Great Britain, the fleurs-de-lys was the emblem of France, and for that reason is dear to the hearts of French Canadians.

MONTREAL.

This shield is divided into four parts by a cross. In the upper portion appears a rose (emblem of England), in the lower portion, a beaver (representing Canada), on the left-hand side, a thistle (for Scotland), and on the right-hand side, a

spray of shamrocks (representing Ireland). Strangely enough, there is no French emblem. Motto: "Concordia Salus" (Safety in Harmony).

QUEBEC. (City).

A female seated at the foot of Cape Diamond upon which Quebec is built. It will be noticed that the figure is resting



Quebec City.



Toronto.

upon a shield. This shield shows a lion passant, gold, on a red shield, holding a key in his raised paw, and is sometimes used as the coat of arms of the city.

Motto: "Natura fortis, industria crescit." (Strong by nature, she grows by industry.)

TORONTO.

A shield, including the three lions of the English Coat of Arms, turned towards the left instead of towards the right; a beaver, representing Canada, a sheaf of wheat, and a steamer. This shield tells its own story.

OTTAWA.

A shield, including a locomotive, a lake scene with the rising sun, the locks at



Ottawa.



Winnipeg.

the Rideau canal, and the suspension bridge and falls.

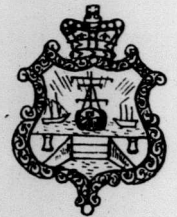
Motto: "Advance."

WINNIPEG.

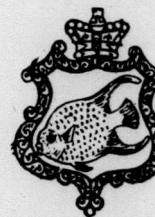
The upper half of the shield shows a locomotive, and the lower, three sheaves of wheat; surmounting all is a buffalo.

BERMUDA.

The Bermuda coat of arms is a representation of the floating dry dock which was towed across the Atlantic, and was



Bermuda.



Angel Fish of Bermuda.

some years ago considered almost a wonder of the New World. The angel fish, which is of remarkably beautiful colors,

Make a Specialty of :::

Potatoes and Oats

In Car Lots.

If you have any to offer or if you are open to buy, let me hear from you.

R. W. HANNAH

GRAIN AND PRODUCE ; Board of Trade, **TORONTO**

TALK WITH "GEORGE"

He has just returned from a 25,000-mile trip through Japan, China, Singapore, Ceylon and India, where he opened buying connections for all kinds of produce, staple and fancy. If you want to buy Oriental produce at the bottom, write to

GEORGE CARTER,

Commission Merchant, - - - **VICTORIA, B.C.**

I am open to accept one or two first-class Canadian Agencies.

The **J. D. MOORE CO., Limited**

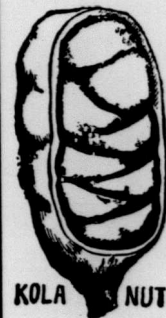
EXPORTERS OF

EGGS "Wapiti" and "Moore" Brands
OATMEAL "Thames Mills"

ST. MARYS, Ont., Canada.

Kola Tonic Wine

Made from Kola, Celery and Pepsin, is the best remedy for purifying the blood. It will cure the worst cases of Indigestion, Dyspepsia, Rheumatism, and all nervous troubles. Manufactured only by **The Hygiene Kola Company, 84 Church St., Toronto.**



KOLA NUT

Hygiene Kola Co.

Gentlemen,—I have used one bottle of your Kola, Celery and Pepsin, and desire to testify to the wonderful relief I have experienced. I suffered for over a year with Indigestion and Stomach Trouble, and have tried other remedies without any material benefit. I am glad to inform you that your Kola, Celery and Pepsin has completely cured me; it has also restored my appetite and toned up my system better than any remedies I have ever used. It cannot be too highly recommended.

Toronto, April 9th, 1901.

Yours truly,
J. J. GOURLEY,
95 Jarvis St., Toronto.

RETURNED
JAN - 4 1902
C.B. 4/28



Carr & Co's Biscuits

Do you want a fancy line of Biscuits, something different from the **Man across the way?**

We will bring you out an assorted case. State your requirements and we will give prices and terms.

FRANK MAGOR & CO.,

Canadian Agents. 16 St. John Street, **MONTREAL**

C. E. JARVIS & CO., Vancouver, Agents for B.C.

Gordon, Grant & Co.

Trinidad, B.W.I.

Shipping and Commission Merchants

and FINANCIAL AGENTS.

AGENCIES

- Smith, Payne & Smiths, London.
- Coutts & Co., London.
- London Assurance Corporation
- Halifax Banking Co., Halifax.
- The Labrea Epuree Asphalt Co., Limited.
- London and Lancashire Fire Insurance Co., and

THE P. & B. LINE OF CANADIAN STEAMERS.

is frequently used as an emblem of this island.

ST. JOHN, N.B.

This shield includes a fish and a fish barrel, a landscape with the rising sun, a ship in full sail, and two beavers.

MAPLE LEAF.

The maple leaf is most frequently used as Canada's national emblem. The beaver is sometimes used.

The coats of arms described in this article have in recent years become more or less familiar to the people of this coun-

try by the sale of enamelled spoons, brooches, stickpins, belt buckles, etc.



St. John, N.B.



Maple Leaf.

This industry was originated some 10 years ago, in Montreal, by Mr. Richard

Hemsley. At first he was able to sell over his own counter the whole product. To-day, there are at least five firms in the Dominion actively engaged in this manufacture of heraldic jewelry, which is shipped in large quantities to the United States, Europe, and practically every part of the civilized world. It is gratifying to our national pride to know that we have a national industry, original with us, in which we have nothing to fear from foreign competition, either in novelty or elegance of design, or in price.

DRUMMOND HENDERSON.

HOW SUCCESSFUL TRADESMEN CHOOSE THEIR SHOPS.



THE successful tradesman of to-day must be a man of brains. Some of the kings of retail trade are indeed men of that shrewdness and indomitable energy

which, in combination, amount to something like genius. They have reduced shopkeeping to a fine art, or, if you prefer it, to an almost exact science.

Take the case of a widely-known firm of tobacconists. They have shops in every crowded thoroughfare, and the pains they take in the selection of a site for a new shop are infinite.

Having had their eye on a street for a possible new branch, they do not open the shop forthwith. Before doing that they find out things. So their first step is to post a man in the street, whose task is to take a census of the people who pass by on each side. For a week this man keeps careful count of the pedestrians, marks the places where they cross from one side to another, and also keeps a sharp eye on the number of people entering the

NEAREST TOBACCO ESTABLISHMENTS.

This particular firm has a great penchant for corner shops, and pays strict attention to the construction of the doors. Instead of the old-fashioned corner door, they have one placed on each street which the shop faces, with a showcase between the two. A shop adjoining the entrance to a busy railway station is their ideal. Next to that a site close to a theatre is most desirable. "Don't wait for people to come to your shop, but

take your shop where the people are," seems to be their motto. A considerable staff of men is employed, especially for the selection and examination of sites.

"In establishing a shop, the importance of the site is one that cannot be over-estimated," remarked a director of a huge drapery firm. "Just as a doctor feels your pulse, and finds out the weak points in your constitution, so does the successful tradesman inquire into the condition of his possible customers. When we contemplate opening a new branch we send out scouts to spy out the land. In every district there is always a favorite street for promenading, and for preference we select the most crowded part of this. Our scouts keep close observation on what the local people buy at other shops. In addition, they attend concerts, and other entertainments, and even churches and chapels, in order

TO STUDY THE DRESSES

and millinery most in vogue among the inhabitants.

"Then we make the most careful inquiries among newsagents regarding the papers they sell most of. A neighborhood may be known by the papers it reads. A big sale of fashion papers is a sure indication that the buyers pay considerable heed to their raiment."

"Our chief desire," observed one of the chief officials of a big dairy company, who have depots of tea and other light refreshments all over London, "is to secure shops close to big blocks of offices, or other business premises, employing a large number of people. We depend more on regular than on casual customers. And business men, slipping out for a few minutes, don't want to go far to get lunch. They turn to the first decent place they find.

"And here I don't mind giving a hint to any of your readers who wish to make a fortune. Get permission to start tea-rooms in the principal blocks of offices

in the city, such as Mansion House Chambers, Leadenhall Buildings, or Temple Chambers. A tea-place to which men could resort without troubling to change their office coats or put on their hats would make thousands.

"Other spots where we establish shops, as far as possible, are at tram termini, and places where omnibuses drop and take up passengers."

A very well-known gentleman who has an infinite number of provision shops all over the country pays great attention to the selection of sites. So important does he consider this subject that some years ago he

ADVERTISED THAT ANYBODY

who suggested a site for a new branch which he approved of would be placed in the position of manager as soon as the shop should be opened.

A large boot-manufacturing company do something of the same sort now. To any person suggesting an approved position for a new shop, either in London or in any important provincial town, they supply, free of cost, one pair of boots per annum for life.

"When we contemplate opening a new branch," said the secretary of a huge tailoring company, "we insist on a street with a very wide pavement in front of the shop. We believe in a good show in the window, and you can't get the full effect of this in a narrow thoroughfare. We also avoid opening near a fishmonger's or butcher's, as our experiences shows us that very few people like to linger in the vicinity of such places. On the other hand, being adjacent to a florist's shop is a great help to us. I don't know exactly why, but I have often thought, that it may be because, after looking at beautiful flowers, men become imbued with a desire to make themselves look more presentable. And, when in that mood, what more natural than to turn into an adjoining tailor's."—Answers, London.

Wines

WE MAKE CELEBRATED



*Golden Diana,
Niagara and Catawba
Wine; also
Special Old Sherry
Fruity Port
Fine Old Port
Dry Concord and
St. Julian.*

And if you want the best and most satisfactory Grape Wine in the market, see that your next order is given to

The Ontario Grape Growing and Wine Mfg. Co.
Limited.

ST. CATHARINES, ONTARIO.

Write for Prices.

SYRUPS

MOLASSES

THE

Dominion Molasses Company,

LIMITED,

HALIFAX, Nova Scotia

Grenville

The Biscuit that had such a run last Spring and which can only be made in cool weather is here again. Our travellers have samples.

THE CANADA BISCUIT CO., LIMITED

Office Phone: Main 3624.
Warehouse Phone: Main 3676.

Bathurst and King Streets, TORONTO.

BEST LIKED WHERE BEST KNOWN.

My largest sales for "UNION BLEND" TEA are in St. John. This goes to show that my trade is best where I am best known, and that I get most customers at the point where buyers have the best facilities for comparing what they get of me with what they obtain of other dealers. Over 250 retail grocers in St. John alone sell "UNION BLEND" TEA. If you're not selling "UNION BLEND" it's your fault, not mine—you know it's the best seller, and I'm here to sell it.

HARRY W. DE FOREST, ST. JOHN, N.B.

Direct Importer and Tea Blender.

The First Shop of a Great Enterprise.

WHERE AND HOW SIR THOMAS LIPTON BEGAN BUSINESS.



TALK with a successful man is usually interesting. And the greater his success the greater is the interest. If the successful man is at all communicative one gathers knowledge as well as pleasure from conversing with him. Opportunities for conversation with men who stand out prominently as the world's greatest merchants, statesmen, and soldiers are but limited, but thanks to the press the many have often the opportunity of reading what the few have gathered from such conversations or interviews. In a recent issue of Harmsworth's Magazine, there was printed an interesting interview which Charles E. Bateman had with Sir Thomas Lipton, who is one of the most successful of modern business men. The subject of the interview was Sir Thomas Lipton's "First Shop."

"Here," writes Mr. Bateman, in his introductory remarks, "I am asking Sir Thomas about the little first shop in a minor Glasgow street—the humble beginning of latter day wealth and world-wide commerce."

"What induced you to become a provision dealer?" I asked Sir Thomas as he leaned back in his rocking chair.

"Well, you see," he replied, "my father and mother were formerly in the line. When I came back to Glasgow from America a provision dealer's business seemed to offer me the best chances of success. My parents had a little general shop in another part of the city, where, as a boy, I often assisted my mother. She was a shrewd, businesslike woman, and the best of mothers. I often used to say to her, 'Never mind, mother, the time will come when I shall be able to give you a carriage.' She used to smile then, little dreaming that it would come true. It afforded me one of the greatest pleasures of my life to surround her with luxuries in the closing days of her life.

"When I came back from America, after my first trip there, I decided to settle down in a little shop situated in Stobcross street, Glasgow. That early journey to America did not prove as successful as I at first anticipated, but the experience I then gained became of great usefulness to me in later years."

"I thought your first venture was in High street, Sir Thomas?"

"I went there later on to open my second shop, but that in Stobcross street proved the beginning. It was a lock-up shop under tenement buildings, and I felt exceedingly proud of it. I made it my business to keep the place thoroughly smart and spotlessly clean. You know there is a great deal in the appearance a shop possesses and the treatment customers receive when they come in for purchases. I often used to say that a poor woman's 20 shillings is just as good to the shopkeeper as the rich lady's pound, and that both should receive equal attention.

"Yes," said Sir Thomas reflectively, "I early in life believed in advertising." Turning to one of his managers who was present he asked, "Have you a copy of those £1 notes I issued?" To me he explained that these formed an early

course), when the matter was brought to his knowledge, voluntarily withdrew them.

"I had observed in America the power of advertising, and decided that if ever I had the capital I would be a big advertiser myself. When I started, however, I only got out a handbill concerning my special goods, and had it distributed to people as they passed my store. I did not put much matter on my bills; just a few facts and figures to catch the eye. Then after a time I advertised in the newspapers. My first advertisement cost me 7s. 6d., and drew attention to some extra fine bacon and ham that I had just purchased.

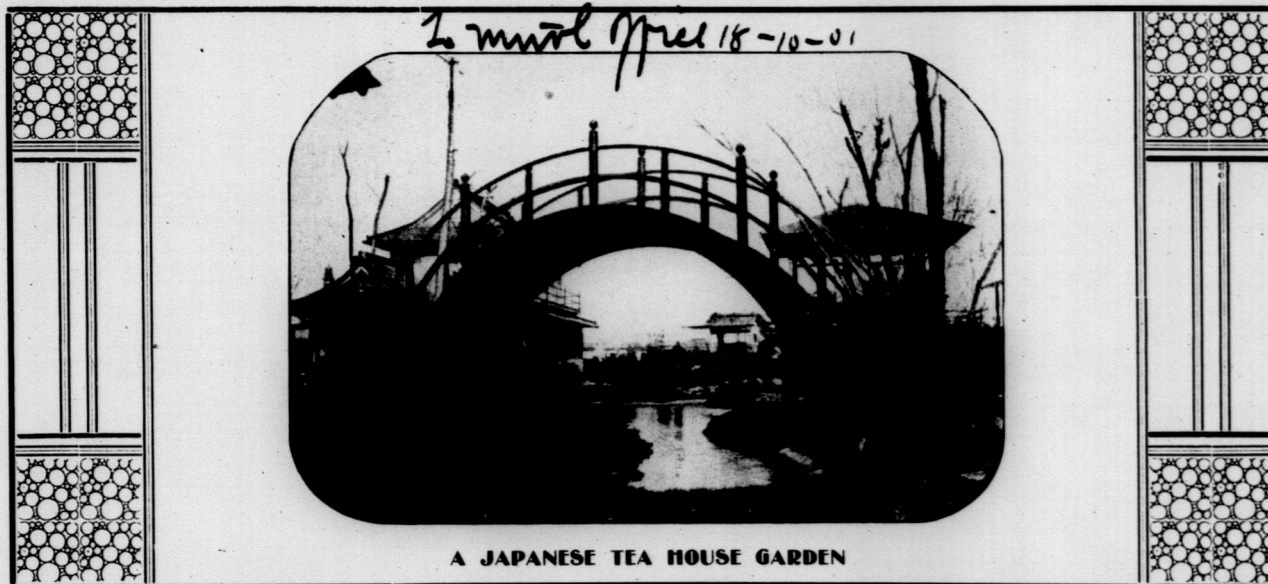
"When I started I determined to exhibit some specially striking and amusing cartoons in my windows referring to the goods I sold. One which attracted a



Sir Thomas Lipton's First Shop in Stobcross Street, Glasgow.

advertisement—something like a Scotch pound-note—to advertise his business. They caused much talk throughout Scotland. Indeed, so much trouble did they cause bank managers, who frequently found them among bundles of genuine notes, that Sir Thomas (then Mr., of

great deal of attention was that representing a very fat man and a very lean one riding together in the last compartment of a train. The stout traveller says to his companion, 'Aren't you afraid to travel in the collision compartment?' 'Oh, no!' replies the other,



WHY IS IT

THAT THE DEMAND FOR

JAPAN TEA

from the trade in every section of Canada is continuously on the increase? Because it is growing in favor with the tea drinking public. True it is that endeavors are being made to make the public think that Japan Tea is inferior to other teas—but the greater the efforts, the faster it grows in favor with Canadians—it's because of its superior qualities. The grocers who are on the alert to win a good tea trade and, incidentally, good profits, fully appreciate the advantages of selling JAPAN TEA.

There is no sweeter, or more delicate tea grown than that which comes from the "Great Britain" of the East,

JAPAN

JAPAN CENTRAL TEA TRADERS' ASSOCIATION.
 Trafalgar Chambers, Sun Life Building.
 Annex.
 Tel. Main 4142. MONTREAL, CANADA.

"not as long as I have a Lipton butter opposite!"

"At first I was my own shopman and errand boy, for I could not afford to pay for assistance in those days."

"Is it true that the late Mr. Biggar, M.P., financed you, Sir Thomas?"

"No," he said, smiling that peculiarly frank Irish smile. "I suppose the story got round owing to my Irish associations, but as a matter of fact I never had a partner until my business was turned

question was warbled by that popular Scotch comedian, J. C. Macdonald, and every gamin in Glasgow knew it by heart. Thus ran the chorus:

Lipton's butter and ham,
Lipton's butter and ham!
That's the stuff to cram.
Swallow his eggs and they'll set ye on yer legs,
Tae ye're as auld as Methusalam.

We trust the advertisement was none the less effective for being gratuitous.

Sir Thomas Lipton's later life is almost household history. As a philanthropist,



Cartoon Used by Sir Thomas Lipton to Advertise His First Shop.

into a company. In the early days I had many offers of partnership, but I always refused them. I determined to remain master of my own business and to find the capital for each extension out of the profits. When I got my money back from Stobeross street I managed to open another establishment in High street, Glasgow, in a better neighborhood.

"My two principles in starting business were to make each transaction a cash one, and to abolish the middleman. I had a curious experience once when I was buying butter in Ireland. My agent bought too freely for my limited resources, and I scarcely knew where to obtain sufficient to pay the bill. Then it occurred to me that I might get something on my silver English lever. So I sent it across to the pawnbroker and raised 30s. upon it, which enabled me to provide the balance of the account and keep my engagement. I very soon afterwards redeemed my watch," he added, smiling. "It was the effort to save the middleman which sent me to Ireland for butter, eggs and bacon."

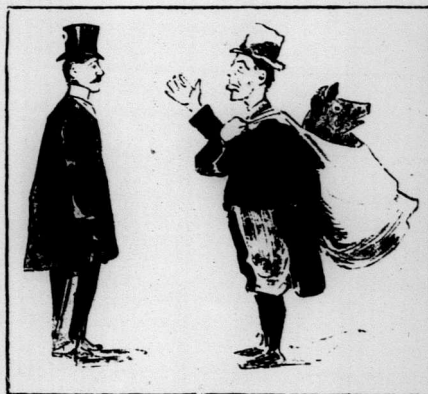
"What is your recipe for success, Sir Thomas?"

"It is impossible to lay down any hard and fast rules, but I have often said that if a man wants to get on he must work hard, deal honestly, use careful judgment, do unto others as he would be done by, advertise freely and judiciously, and success is bound to follow."

It is not the lot of many men, unpopular statesmen excluded, to have comic songs devoted to their exploits. Sir Thomas Lipton, however, years ago achieved such distinction. The ditty in

he commenced on a large scale by his notable gift of £25,000 to the Lord Mayor's fund, which was being raised at the suggestion of the present Queen, then Princess of Wales, to give London's poor a share in the Diamond Jubilee festivities. It is an old story how Sir Thomas—then Mr.—Lipton spontaneously handed a cheque for that large amount to Sir George Faudel Phillips, and in a moment placed the Queen's generous intent on a sound, practical basis.

Thus started as a philanthropist, Sir Thomas did not turn back. A few months afterwards he conceived the idea of the Alexandra Trust, and by a preliminary gift of £100,000 commenced what is



"What's the matter with the pig, Pat?"
"Shure, sorr, he's an orphan, so out of pity I'm taking him to Lipton."

hoped will prove a far-reaching scheme for the provision of cheap and wholesome food to the poor and industrious workers in cities.

Whether the idea pays or not scarcely matters; Sir Thomas balances any loss,

A USE FOR BARREL HOOPS AND HEADS.

A correspondent of "The Canadian Grocer" gives the following suggestions to retailers re the use of barrel heads and hoops. "Don't throw them away. You can use them to advantage in your business. Take hoops, for instance, either large or small, and wrap them up with colored material, such as cheese cloth; suspend them in your window or store, and you have an excellent contrivance for displaying many lines—one much superior to leaving them under counters, or in boxes on shelves. If you want to sell anything it must be placed where it will catch the public eye.

"Take your barrel heads, fasten the parts securely by nails or glue, then cover them on both sides with material as suggested for hoops; fasten on your goods with braid or elastic, so as not to injure them; then hang up the display as you would a picture, in some conspicuous place. Goods shown in this way should be frequently changed to prevent them from becoming shopworn by too much exposure.

"Some time ago I placed these ideas before a large retail merchant as a means of displaying brushes of different kinds, which he formerly kept under the counter and in boxes. After trying the scheme for a few weeks he found his sales of brushes to be on the increase. This proved to be an all-round advantage.



Cartoons Which, in the Early Days, Helped to Build up the Great Lipton Business.

The customers needed the brushes; the grocer had larger sales and I—as I represent a brush house—now get larger orders from him for my house."

A WISE MERCHANT'S LOGIC.

"Do you know," said the wise old merchant man of long years experience in business, "I never would consent to place my name on a fence for advertising purposes." "Why?" "Because three-fourths of the names you see painted on fences, barns, are of firms that have gone out of business. It's a fact. The next time you drive into the country just take notice and see if it isn't so."

Your Requirements

for High - Class Goods, particularly adapted for Christmas Trade, can be supplied by us at best prices from our varied assortment. We commend the following choice and well-known lines to the attention of shrewd dealers. Better values could not be procured elsewhere:

From F. Delory, Lorient, France.

French Peas, String Beans, etc. Also following brands of Sardines: Trefavennes, Martel, Club Alpins, Delory, Rolland, Lemoigne, Lementec, St. Louis— in $\frac{1}{4}$ -lb. tins, $\frac{1}{2}$ -lb. tins; also in glass. This well-known firm have nine different factories, packing annually 15,000,000 cases of the above goods, which amply demonstrates the popularity of their different Brands.

From Louit Frères & Cie., Bordeaux, France.

French Chocolate, for eating and cooking: Anchovies, in oil and salt; French Mustard, Macaroni, Vermicelli, Spaghetti, Mushrooms, Peas, Haricots Verts (string beans), Macedoines (mixed vegetables) in glass. The products of this house have met with universal favor. Their entire line stands out prominently for its excellence and quality.

From A. B. Schwartz, Strasbourg.

Their famous Pates de Foies Gras and Potted Game—standards from which the quality of other goods of this nature are judged.

From G. Blanchard & Co., Paris, France

"Specialty" Champignons (Mushrooms) and Potted Meats.

From Bernard, Bizac & Co., Souillac, France.

First Choice Truffles, in 1-16, $\frac{1}{8}$, $\frac{1}{4}$, $\frac{1}{2}$ -tins, and bottles.

From L. Fichot-Landrin, Paris, France

Breton's Vegetable Colors—all sizes and all shades.

From R. Aguillar, Seville, Spain.

Olives—the choicest fruits from the best vineyards, and always the pick of the crop—packed with that wondrous skill that has made the name of Aguillar famous the world over.

As to Crystalized and Glacés Fruits

We have the very choicest lines to offer you in 7-lb. boxes and fancy cardboard boxes of $\frac{1}{4}$, $\frac{1}{2}$ and 1-lb.

As to Table Salad Oil.

Their Royal Highnesses the Duke and Duchess of Cornwall and York used exclusively on their tour through Canada Jonas' Hanart's Finest Table Salad Oil.

As to Syrups.

If you want to please your customers, secure a few dozen of our famous Fruit Syrups. They are put up in fancy, decorated French decanters, with glass stoppers, which can be utilized for other purposes after contents have been used.

Dealers should tear this page out to refer to when in need of our goods.

HENRI JONAS & CO., MONTREAL.

THE PROVISION AND ALLIED TRADES.

CANADA AND THE WORLD'S PROVISION TRADE.

THE REMARKABLE strides taken by Canada in the production and export of hog products in recent years has caused this country to be recognized as a factor in the world's provision trade, and has served, moreover, to emphasize the fact that what Canada needs to-day is not money, but men; men with the foresight, courage and capacity to recognize the magnitude and wealth of the natural resources of the land, and to direct their own and other people's efforts as to make the most of this natural wealth.

THE OLD FAT HOG.

Canada has for years had at her hand all the essentials to hog-raising and pork-packing. But until a few years ago the aim of the Canadian hog-raiser was to breed a great, fat, big hog, whose chief recommendation was its weight. There was a general belief that the proper curing of meats depended largely on the phase of the moon. The natural result of such ignorant methods was that in the "eighties," this country's imports of hog products considerably exceeded our exports.

Some of the more enterprising packing houses, however, after making a determined but vain effort to build up an export trade of bacon and hams made from the big, heavy hog, and finding that the meat from that breed of pig was too fat and coarse to suit the British buyer, turned their own attention and eventually turned the attention of hog-breeders to the light, lean animal, which is so common throughout Ontario to-day.

Breeders backed up the efforts of the packers in a satisfactory manner. It was soon learned that certain foods produced a hog of superior quality, and these foods were generally used.

The larger packing plants were fitted with the most effective and economical plants, and, in fact, everything possible was done to produce bacon and hams of the quality and appearance desired by British buyers.

THE FACTS IN FIGURES.

The result, as far as quantities are concerned, is so well known that it

hardly need be stated. In 1890 our exports of hams and bacon were \$628,469; in 1895, \$3,806,709, and in 1897, \$5,843,619. But an even greater result had been achieved by the year 1898. The standard brands of ham and bacon on the British market have, for years, been Danish and Irish. American bacon has always been a factor, but in a class below that of either of the other two, as the quality of American bacon, which comes from corn-fed hogs, is much inferior to the Danish or Irish article. Canadian bacon was, and possibly for good reason, until comparatively recent years generally classed as American. This was injurious to Canadian trade when Canadian packers started to put up superior meat; but by reason of years of consistent maintenance of superior quality, Canadian packers had earned a reputation, and Canadian bacon averaged from a half-penny to a penny a pound higher than the American bacon.

INCREASE IN PACKING HOUSES

As is always the case when a pioneer of any industry has won unquestioned success, the attention of many Canadians was directed to pork-packing during 1898 and 1899, and the industry experienced a veritable "boom" in these years. New pork-packing plants were established in almost every section of Ontario, and practically all the old factories in the Province were enlarged or rebuilt. The result was that in the year ending June 30, 1900, the exports reached \$12,758,925, and there seemed to be every indication of further growth.

COMPETITION AND PRICES.

The competition of packers for supplies during 1900 was so great that prices were kept at a high basis, and many breeders, anticipating a reaction, sold their hogs instead of keeping them for breeding purposes. Consequently, during the year ending June 30, last, reports were frequently heard to the effect that the industry was likely to show a big decline owing to the short supply of hogs. The matter was made to appear much worse than it was by reports from one or two of the largest and oldest packing houses, that their output was not more than half that of the previous year. This was taken by many, who did not take into consideration the fact that the new packing

houses were, for the first time, curing a respectable proportion of the country's total hog production—to mean that the curing of hams and bacon had reached its limit in 1900, and that a reaction had set in. There was, nevertheless, a small falling off, the returns showing our exports in the two years to be \$12,758,925, and \$11,781,576. The reduction of imports was, however, due in some part to increased consumption at home.

THE FUTURE.

What does the future offer? Canadian hog-raisers and pork-packers have learned to breed the right kind of hog, and to cure bacon and hams to suit the British customer. With consistency of quality assured, the matter will henceforth depend largely on supply and demand.

Great Britain is, of course, the great consumer of the world's provision trade, her imports of bacon being about \$50,000,000, and of hams about \$20,000,000 per year (excluding the receipts from Ireland). These figures are steadily growing.

CANADIAN VS U. S. BACON.

The shipment of bacon from the United States ranged from \$7,500,000 in 1899 to \$18,500,000, and of hams, from \$10,493,180 in 1899 to \$13,141,000 in 1901. The inferiority of United States provisions to Canadian gives the latter every advantage in fighting for a market. And, as the sentiment of the British market has, in recent years, been in a marked degree favorable to Canadian products, the only difficulty, as far as demand is concerned, will be to meet the price of United States provisions. This will not probably be a serious consideration as long as prosperous times provide such a large home demand for these products in both Canada and the United States. But a reaction from the prices prevailing at present is generally conceded to be inevitable, sooner or later.

THE SUPPLY OF HOGS.

In the meantime there is good reason to expect constant growth in the production of hogs. When, in 1895, the production of cheese was \$14,253,002, a reduction of nearly \$1,000,000 from the previous year, there were many who declared that the cheese industry had reached its limits. It was pointed out the Canadian farmers were keeping as many milch cows as were practical and profitable, and that the establishment of more cheese factories would endanger the

Are you getting satisfaction from the meats you are handling? If not, why not try

REGISTERED
Bow Park
BRAND
HAMS

and

REGISTERED
Bow Park
BRAND
BACON

They have grown into popular favor and your customers will appreciate them.

Our Shoulders, Rolls, Backs, Dried Beef, Sausages and Lard are all of the same high quality.

*Write us for price list
and try a sample order.*

**The Brantford
Packing Co.**

BRANTFORD

LIMITED

ONTARIO

Instantaneous . . .
Tapioca, needs no
soaking—very
little cook-
ing.

Fels-Naptha Soap—no
steam, no smell on
wash day—with
cold or warm
water.

**Golden
Finnan
Haddies**
No Skin—No Bone
GOLDEN KIPPERS
GOLDEN HERRING
in Tomato Sauce

Cereal Food Specialties of all kinds.
Flours of every description.
Condensed Milk in bulk or 1-lb. tins.
Honey in Comb and Extracted.

HOWE, McINTYRE CO., 461 St. Paul St., MONTREAL.

We have the **FINEST** quality of

Hams

all kinds of *BACON* and pure
LARD in Canada. Also large
dealers in

Eggs, finest **Cheese**
and choice **Butter**

ASK FOR PRICES

Send for Sample Order please

**The Whyte Packing
Company, LIMITED** Stratford, Ont.

HAMS, BACON, LARD.

Known from one end of Canada to the other for
their fine quality and choice flavor. We feel
satisfied that it is to the interest of all dealers
in meats, who appreciate their trade, to handle
them.

ALWAYS RELIABLE. SURE TO PLEASE. WRITE US FOR PRICE LIST.

THE PARK, BLACKWELL CO., Limited

PORK AND BEEF PACKERS AND WHOLESALE PROVISIONS,

TORONTO,

—+—

—+—

CANADA.

Canada's First and Best. MILLAR'S ROYAL PARAGON CHEESE

The Original Canadian Cheese in Jars.



FIRST
ON
THE
MARKET.

Returned to them
NOV 13 1901
M.B.

FIRST
IN
QUALITY.



SEMPER IDEM.

Millar's Royal Paragon Cheese is universally acknowledged the Finest Canadian Jar Cheese on the market, and never equalled by any of its imitators.

THE LEADING GROCERS STOCK IT.

Ingersoll Packing Company,

INGERSOLL, CANADA.

industry. But the reverse has proved to be the case. During each of the last two years our exports of cheese have exceeded \$20,000,000. It should be the same as regards pork and pork products. The farmers can raise more hogs, and as our grip on the export market grows, they can be depended upon for the supplies required by the packing factories. We need have no fear as regards insufficiency of supply.

PROFITS ON BYE PRODUCTS.

With the increased production at home and the inevitable reduction in prices in Great Britain will come the testing time for Canadian pork-packing establishments, particularly the recent established ones. The quotations of packers in other countries as well as those in Canada will have to be met. The large packing houses have made such arrangements for the disposal of their bye-pro-

gone out of business within the past year, and give as a reason that they found it impossible to keep up the volume of their sales in the face of increased prices, and in order to hold their customers they cut prices. Had these Cleveland butchers been wise they would have snapped their fingers at "volume of trade" and held up prices. Many a man, remarks The Butchers' Advocate, has "gone broke" trying to make a show of being busy, and found out later that the "little fellow" around the corner, who was doing a small business, was making money.

THE ADULTERATION OF LARD.

A CHICAGO packing firm has issued the following regarding the adulteration of lard:

"Some of the makers of tallow have been inveigled into using a mineral pro-

have any further dealings with men who will offer goods which contain any adulterations.

"This abuse has caused no end of trouble, and has prompted some of the manufacturers to make a list of all those who offer adulterated stock, which is equivalent to a black list, and all names going on this list, they will have no further dealings with.

"While many of those who have commenced using this adulteration, were undoubtedly brought into the practice through misrepresentation by being given to understand that it would not effect their product and that they could realize a greater remuneration for their goods, we wish to offer a suggestion (as from the complaints that have come to our notice we feel that we are in a position to do) and that is, to divorce any and all adulterations, and maintain the

*see his front page
7-11-01*



ducts that they are said to make more profit on them than they do on their bacon, hams, etc. When the testing time comes these factories will probably "weather the storm" with comparative ease; but it may go hard with such concerns as have not reduced their running expenses to the minimum and have not made provision for getting the largest possible returns from bye-products.

Yet, whether the weaker—of course, it does not follow by any means that the smallest or youngest concerns are the weakest—concerns stand the strains which are likely to follow the advent of dull times, or are not able to stand it, there is every reason to expect a steady growth in the exports of Canadian hams and bacon, at least until they have attained a position similar to that of our cheese exports, which are over half the total quantity imported by Great Britain.

SHOULD HAVE KEPT UP THE PRICE.

It is claimed that 20 per cent. of the retail butchers of Cleveland, O., have

been given to understand that such an adulteration, which is much cheaper than tallow or grease, can be used with perfect safety, inasmuch as the buyers and users of tallow cannot detect it either in the manufacturing of goods, which it is to be used for, or by the closest inspection. It is true that some of the American people like to be humbugged, but let it be understood that soapmakers and candlemakers are not to be rated in this class; they will not tolerate such trickery, and those who have commenced using this adulteration, have already felt the results of their new experiment. It has returned to them like a boomerang, and it has discredited, in many cases, the confidence and good name of the person or parties who have been led into this evil.

"This new practice has already taught manufacturers, who use fats, to look with skepticism upon all offerings. And, where this adulteration is used, are frank to express themselves as not wishing to

good name you have heretofore established."

IT SPEAKS FOR ITSELF.

It is not necessary to tell the readers of "The Canadian Grocer" whose property the accompanying photo represents. The property is on Wellington street, Montreal, and shows the expansion of this firm during the past two seasons, when they have gobbled up this whole large building. It has a facing of 105 feet on Wellington street and 82 feet on Ann street. In 1898 they occupied 35 feet; in 1900 they added 35 feet more, and in 1901, the last 35 feet.

The tank cars are part of their service of eight cars that ply between Montreal and their Southern cotton oil mills. These tanks hold from 33,000 to 50,000 lb. of cotton seed oil each and are never idle. This immense quantity of cotton seed oil is used principally in the manufacture of "Cottolene" and "Bear's Head" brand of refined lard compound.

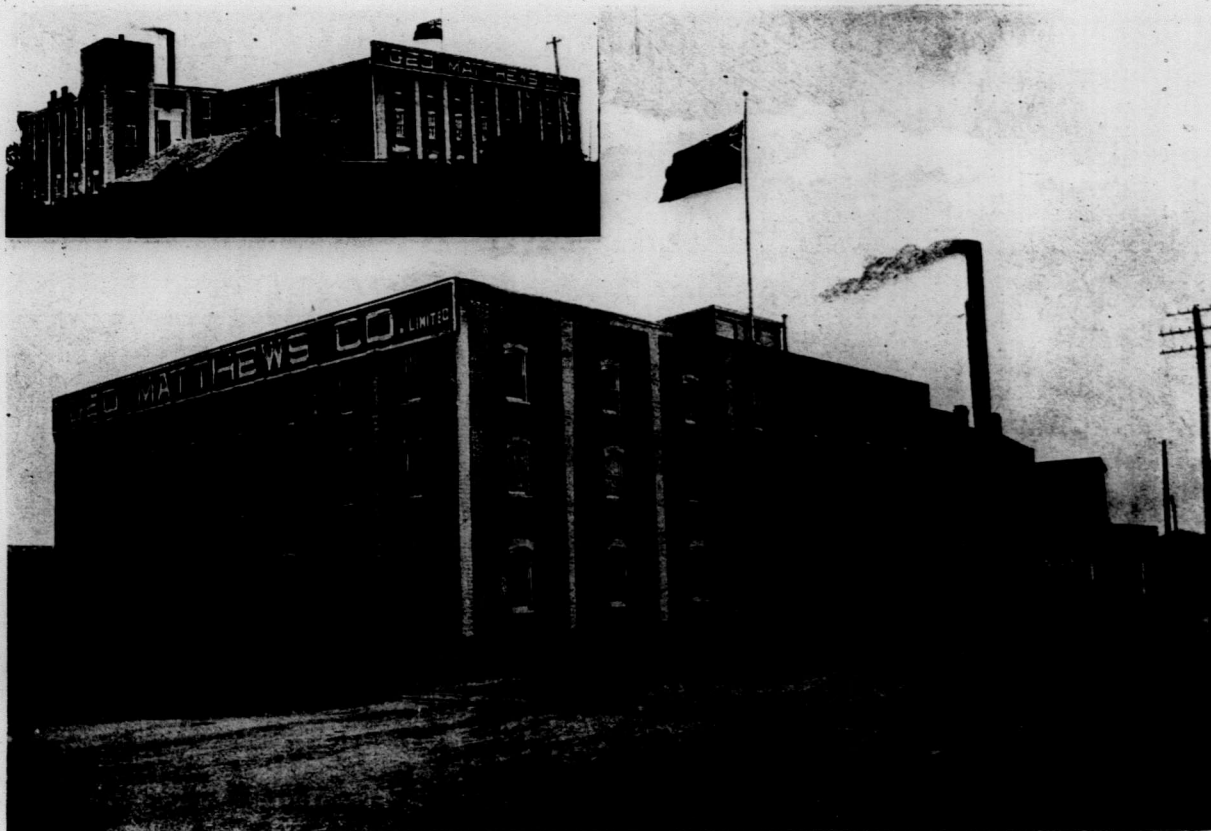
"Bears Head"

The Geo. Matthews Co.

LIMITED

Pork Packers
— AND —
Lard Refiners

CURERS OF PORK PRODUCTS FOR FOREIGN AND DOMESTIC USE.



FACTORY AT PETERBOROUGH, ONT.

BRANCHES AT

Peterborough, Ont.

Hull, Que.

QUOTATIONS CHEERFULLY GIVEN.

The GEO. MATTHEWS CO., Limited.

THE HARRISTON PORK PACKING CO.

LIMITED

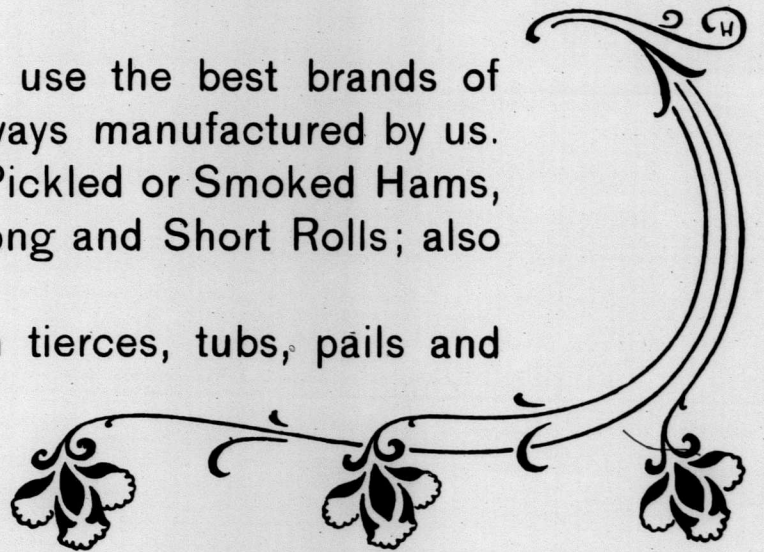
HARRISTON, ONT.

Educate your customers to use the best brands of Bacon and Lard which are always manufactured by us.

Choicest quality of Sweet Pickled or Smoked Hams, Breakfast Bacon, Shoulders, Long and Short Rolls; also Bologna and Sausage.

Pure sweet Lard put up in tierces, tubs, pails and three and five-pound tins.

All goods give perfect satisfaction.

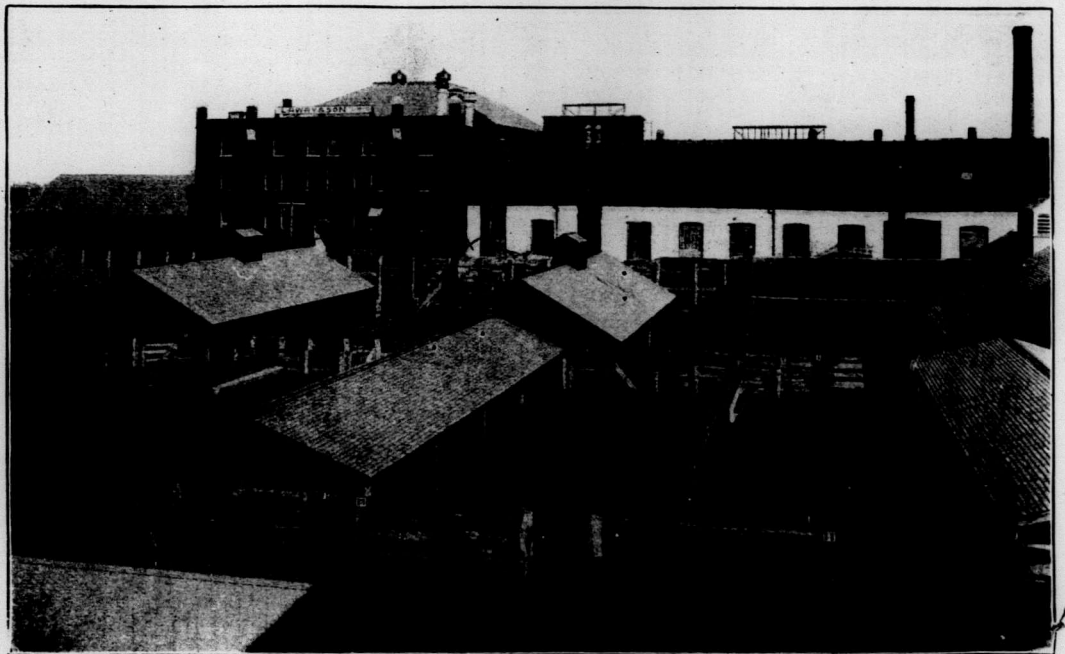


OUR BRANDS:

"L. & S."

and

"Imperial"



*Returned to
C. Kichner Coy.
King St. E.
Hamilton, Ont.*

FEB 28 1902

FOWLER'S CANADIAN CO., LIMITED,

(Late Lawry & Son)

Pork and Beef Packers
Exporters, Lard Refiners and
Wholesale Dealers in Provisions

HAMILTON, CANADA

Sterling!

“A man is known by the company he keeps”—the character of a grocer’s business is known by the quality of the goods he sells. True merit brings its own reward and permits the use of the word “STERLING” even as applied to so small a thing as Salt.

Now comes Windsor Salt in its great purity, whiteness and intrinsic value bidding for the favor of particular buyers. It keeps good company—you’ll find it in high-grade stores. You’ll find it everywhere because it has “sterling” value—*it does not betray the confidence of buyers!*

Windsor Salt

The Canadian Salt Co., Limited, Windsor, Ont.

THE SITUATION IN HOG PRODUCTS.

THERE were very unsettled conditions through last week in hog products. In its early portion, remarks The National Provisioner, the advantage was essentially with buyers; prices, however, were not badly shaken up. In the later dealings there appears to be a little more regularity, yet at the same time an apprehension that there is likely to be a renewal of bearish conditions. The probable or anticipated hog supplies are back of the feeling among the traders that the hog products are not likely to be upon the settled basis of values, which would insure healthful activity to trading. It is a fact, however, that the receipts of hogs through the week have rarely come up to expectations, that almost daily they have fallen under estimates. Yet the talk is that the hogs are back in liberal volume, and that they are likely at any time to appear in numbers and weights to influence packers in movements over getting them upon a cheaper basis. It had been supposed a few days since, in the weather and crop conditions then hastening hog supplies forward, that the October marketing of the swine would suffer in volume and quality, and that if there were large receipts for a period in the month that they would not be indicative of a liberal run of supplies for the entire month. It is quite possible, therefore, that hog supplies for the remainder of this month may not come up to some expectations. We believe, however, that the later future hog supplies are likely to be of a liberal order, yet, that the effect from them is more likely to be had in the spring months than in the intervening period. This does not preclude the idea that hog products may be worked even lower in the near future than the existing basis. The fact that there are small stocks of the products means less to protect in value, while packers would probably, by bear movements, be able to lay the packing down upon a more profitable basis. With declining tendencies of the products hogs are often bought upon a relatively more favorable basis.

It is, however, a market over which no decided views can be entertained as to its drifting lower or higher in the near future. There are at present antagonistic influences, which it will take a few days to straighten out. The talk of buyers that everything is high means little in consideration of the fact that supplies of fats and meats everywhere had been pulled down upon an active consumption even at better figures than those current. It is, in our opinion, simply now that as the markets have reached to a lower basis that distributors are holding off for more settled

conditions. The consumption, in our opinion, is just as liberal as at any time latterly. The markets everywhere hold less of a stock than ordinarily of hog products, therefore liberal supplies would be necessary to meet consumptive demands when the distributors feel that the drift of prices has a straighter course.

Manipulation has appeared to be rather more prominent latterly than in the summer months. The markets in the earlier period had been allowed to run more upon the influences of supply and demand. More recently in the natural desire to start upon lower-cost stuff in influencing hog prices, there has been an opportunity as well to increase a "short" interest, and which could be easily worked against on the statistical position of the products. There has, however, been more selling of the "long" stuff that had been held of the January option, notwithstanding the fact that the option could be easily squeezed, as it would have been impossible to make an accumulation of the lard product by that time to meet them. It is the selling of packers, moderately, perhaps, of the late option that causes some confusion of opinion over an ultimate rally of prices.

It is quite possible that with a lower drifting of prices of hogs that they will be marketed less freely; indeed, some of the trade inclined to the opinion that because of the late decline in the prices of hogs that they are now falling off in supply at marketable points, rather than from the opinion that the hogs are not liberally ready for market. The farmers, of course, are in a more independent position than ordinarily over marketing their products, and they watch the markets closely.

An estimate of the stocks at Chicago a day or two since was 42,000 bbls. pork, 22,000 tierces lard and 14,000,000 lb. ribs.

AN OLD FIRM WITH A NEW NAME.

On Monday, the 9th of September, the firm of Lawry & Son, Limited, who have been connected with the Canadian-perk-packing business for the last 25 years, changed the name of the company to Fowler's Canadian Company, Limited, with Mr. Anderson Fowler, New York (who is President of The Anglo-American Provision Company, Chicago; The Kansas City Packing Company; The Fowler Bros. Company, New York, London and Liverpool), as president of The Hamilton company.

Their meats and lards will still be known as "Windsor," "L. & S." and "Imperial," and as the new company commence business with greatly im-

proved facilities for slaughtering, curing and shipping, they feel assured that their brands will attain to even a higher standard of excellence than ever.

CANNING OX TONGUES.

The tongues are prepared for canning in the same manner as has been previously described in these articles. Special attention must be directed to having the tongues properly chilled after removing from the bullock's head, as tongues, owing to their close-grained texture, require gradual cooling at first and subsequent thorough chilling to put them in suitable condition for handling. Small, and in some cases, medium-sized tongues are utilized for putting into cans.

The tank for the calcium bath is built of $\frac{1}{2}$ -inch iron or steel, 9 feet long, 4 feet wide and about 1 foot 8 inches deep. It usually rests on a stand or framework to raise it to a convenient height for working over it. The bath solution of calcium chloride is prepared by filling the tank half full of water and bringing it to the boiling point. The calcium chloride is now put in until the required strength is obtained. The object of adding the calcium chloride is to raise the boiling point of the solution, which for ox tongues will be about 225 degrees Fah. or 106.25 degrees centigrade.

To make a solution of calcium chloride and water which will boil at this temperature requires about 36 to 37 parts of anhydrous calcium chloride to every 100 parts of water.

The cans are capped in the usual manner, the centre vents open, and then immersed in the crate or frame in the bath until the tops of the cans are nearly even with the surface of the liquid. The bath is then brought to a temperature of 225 degrees Fah., and the time of processing taken from the time the steam issues from the open vents. The time allowed for processing the ox tongues in the cans is one hour and 15 minutes. After the cans have remained in the bath this period, the vents are stopped while the cans are still in the bath. When this procedure has been accomplished, the trays or crates are removed and the cans placed in a retort and there boiled off for a period of two hours at a pressure of $3\frac{1}{2}$ pounds. The cans, after this period has elapsed, are then removed from the retort and run to the shower room, there to be showered until cool. They are subsequently sent through the washing machine and thence to the labeling room.—National Provisioner.

A DEFINITION.

"A financier is a man who makes lots of money, isn't it, father?"

"No, Freddy; a financier is a man who gets hold of lots of money other people have made."

"CROWN" BRAND

BREAKFAST



BACON

Choice Sugar Cured

WRITE US FOR PRICES.

B. & M. RATTENBURY

Charlottetown, P.E.I.,

Canada.

THIS BRAND ON

Bacon

AND

Hams



guarantees the consumer an article perfectly cured, and prepared by the most improved process in the world.

The Farmers' Co-Operative Packing Co.

of BRANTFORD, Limited.

Makers of Breakfast Bacon, Long Clear Bacon, Short Roll Bacon, Long Rib Bacon, Long Roll Bacon, Square Cut Shoulders, Back, or Wind or Bacon, Shoulder Butts, Wiltshire Bacon, Mess Pork, Cumberland Bacon.

Palmerston Pork Packing Co., Limited

PALMERSTON, CANADA.

Pork Packers, Exporters
and Wholesale Dealers in

Hams, Bacon and Lard.

Manufacturers of the celebrated Palmerston Pea-Fed Bacon and Sugar-Cured Hams. These goods are perfect in selection, and mild in cure. Wide-awake dealers everywhere handle them. Do you?

Campbell, Shearer & Co.,

4 Eastcheap, London.

English Agents.

**THE PALMERSTON PORK
PACKING CO., LIMITED**

PALMERSTON, CANADA.

Experienced
Cooks and
Housekeepers
know that

Jonas'
Extracts
are Pure

Jonas'
Extracts
are Rich

Jonas'
Extracts
are Strong

Jonas'
Extracts
are
Economical

Jonas'
Extracts
are
Reliable.

**SUCCESSFUL
GROCCERS**

SELL

**SUCCESSFUL
ARTICLES.**

Selling successful articles is the most powerful factor in encouraging new trade and maintaining the old. The dealer who overlooks quality in his eager search for profit cannot expect to command a good and profitable trade. It is because

Jonas' Flavoring Extracts

have proven a success from the beginning that prosperous dealers enjoy selling them. They are ready sellers—they are not shelf-stickers—they move quickly from dealer to consumer. Why? Because our aim to manufacture extracts of unequalled strength, purity and richness—the three most essential elements in high-class extracts—has been strictly adhered to ever since the first bottle was produced thirty-one years ago.

No better means could possibly be devised for impressing upon the minds of your customers the fact that you are a first-class grocer than by selling **JONAS' FLAVORING EXTRACTS**. The dealer who trifles with the inferior kind is certain to lose many good customers whose good-will and trade could be secured by selling Jonas' extracts. Successful grocers handle and sell **JONAS' FLAVORING EXTRACTS!!**

Experienced
Dealers all
know that

Jonas'
Extracts
are
Leaders

Jonas'
Extracts
are Trade-
Winners

Jonas'
Extracts
are
Profitable

Jonas'
Extracts
are Trade-
Holders

Jonas'
Extracts
are
Favorites.

Manufactured by

HENRI JONAS & CO.

MONTREAL.

LAPORTE, MARTIN & CIE.

Wholesale Grocers and

 IMPORTERS OF
**Teas, Wines
 and Liquors**

SELLING AGENTS FOR

Ph. Richard	-	-	Cognac	-	-	Brandies
Mitchell Bros. Co.	-	-	Glasgow	-	-	Scotch Whiskeys
Mitchell & Co., Limited	-	-	Belfast	-	-	Irish Whiskey
Sir Thomas J. Lipton	-	-	London	-	-	Ceylon Teas
W. H. Flett Co'y	-	-	Liverpool	-	-	Pickles
Vve. Amiot	-	-	Saumur	-	-	Sparkling Wines
Blandy Bros.	-	-	Madeira	-	-	Wines

Shipping Facilities Unsurpassed.

Mail Orders Carefully Filled.

66 to 78 ST. PETER
STREET

MONTREAL, CANADA.

CONDENSED CREAM AND MILK.

ONE of the most progressive, as well as aggressive, business institutions in Canada, is the St. Charles Condensing Co., Ingersoll, Ont., who prepare the "St. Charles" brand of evaporated unsweetened cream and "Silver Cow" condensed sweetened milk, now to be obtained in nearly every city and village throughout the civilized world, and at prices within the reach of all.

The advantageous location of this factory enables the company to secure without trouble what is, probably, the finest milk supply in the world, as the dairy farms of Oxford county are known far and wide as

methods and a realizing sense of what is necessary both to interest the dealer and satisfy the consumer, are entitled to a liberal share of the business in the products among which their brands stand supreme.

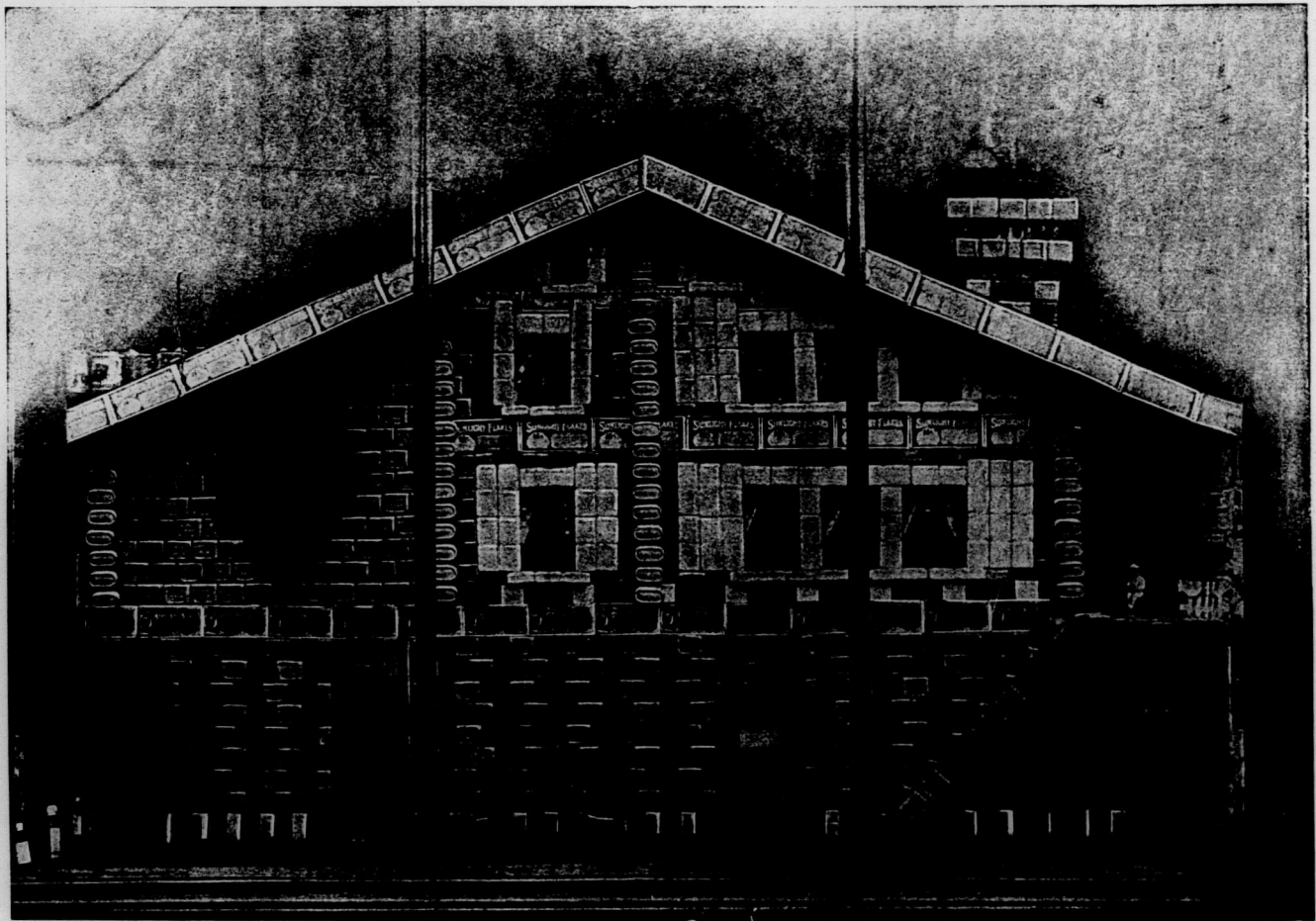
BRADSHAW & CO.'S GOODS.

A Toronto manufacturing firm which has built up a steadily-increasing business during the past few years is that of I. D. Bradshaw & Co., manufacturers of chewing gum and wax paper. Bradshaw & Co. have established a reputation for first-class goods, which has given them an enviable position with the trade. Being content with small profits, their prices are reasonable. These, with

chocolate, by reason of its fine quality and delicious flavor. This cocoa is already extensively used in Canada, and has become very popular with those who find the chocolate too rich for them. **Chocolat-Menier** is represented in Canada by Herdt & Co., 180 St. James street, Montreal, who predict a great demand for the cocoa during the coming season.

A GRAND DISPLAY.

An exhibit that attracted a great deal of attention at the Industrial Exhibition, Toronto, was that made by the Hygiene Kola Co., 84 Church street, Toronto. The preparation has already won for itself an



A Swiss Cottage built with Sunlight Soap.

being stocked with the cleanest high-grade milch cows in existence, and, having free access to the many fine springs and streams of water flowing in all directions through the section, the cattle naturally produce the purest and best milk, wherewith the company is able to guarantee its evaporated cream as absolutely pure and wholesome, a fit food for infants, invalids and nursing mothers, a substitute for all the purposes of natural milk, and to keep indefinitely in any climate until the cans are opened.

It is without hesitation that we call the attention of all grocers and druggists to the operations of this company, who, by reason of strict integrity, progressive

strict business integrity and square dealing with all customers, have been some of the causes which contributed to their success. Any inquiries or orders will receive prompt and courteous attention at their hands; and Bradshaw & Co. promise to do their utmost to please all customers. Their advertisement on page 21 gives further particulars.

A NEW BREAKFAST COCOA.

Chocolat - Menier, manufacturers of French vanilla chocolate, which has become a household word all over the world, is now making a breakfast cocoa, which is fully sustaining the high reputation of the

enviable reputation for its curative powers. Kola Tonic Wine is made from kola, celery, and pepsin. The kola nut is a native of the western territory of Africa. Its qualities are varied and extraordinary. The British Government has been making experiments with the pure paste of the kola nut in order to ascertain how far it would meet the difficulty of transporting provisions in time of war, as a concentrated sustainer of human life. Doctors use it in large quantities for invalids who require something strengthening without having an appetite to taste food. It purifies the blood and cures the worst cases of indigestion, dyspepsia, and nervousness.



BEAVER BRAND
REGISTERED.

Celebrated Preserved

EGGS

"GLYCERINES"

Process patented in Great Britain, United States,
Canada and other countries.

D. D. WILSON & CO.,
Egg Exporters,
SEAFORTH, CANADA.

**BUY THE BEST AND DO IT
NOW.**

REGISTERED
Bow Park
BRANDS

SWEET PICKLES

ALWAYS LEAD.

PREPARED BY
Shuttleworth & Harris,
BRANTFORD, ONT.

HAMS

**Sugar Cured,
Bright,
Juicy,
Well Flavored.**

There are no better
Hams made than Fearman's
"Star Brand."

If you have not proved
this, send us a sample order.

F. W. FEARMAN CO.,
Limited
Pork Packers and
Lard Refiners, Hamilton, Ont.

THE CANADIAN PACKING CO.
LONDON, ONT.



GUARANTEED CHOICE AND PURE.
GOLD MEDAL, PARIS 1900.
Please order goods through your wholesale house

SMOKE

"Our King" Cigars
the best on the market.

*To Spilling
26-10-1913
from Spilling*



- "Edward VII.," - at \$75.00 per M., a clear Havana Cigar.
- "His Majesty," - at 60.00 " 5 inches Perfecto.
- "Our King and Heir," at 55.00 " 4¾ " "
- "His Royal Highness," at 50.00 " 4½ " "

A sample box (25 Cigars) of "His Majesty" will be sent prepaid upon receipt of P.O. or Express Order for \$1.50.

MANUFACTURED BY

SPILLING BROS., 137 Jarvis St., TORONTO, ONT.

The Tobacco, Cigar and Cigarette Trade.

SOME INTERESTING ARTICLES ON THE SUBJECT.

THE TOBACCO INDUSTRY OF WESTERN ONTARIO

By LEWIS WIGLE, Leamington, Ontario.



HERE are several varieties of tobacco grown on this western peninsula of Ontario, but that which has proven the greatest success is the "White Burley," which was not known in this country until about six years ago.

It is specially adapted for making chewing tobacco, and is far superior to any other kind on account of its absorbing qualities. It absorbs the nicotine and other ingredients put into it for giving a flavor. The Empire Tobacco Co., of Granby, Quebec, first introduced the seed, through me, in this country as an experiment. It has proven a great success, and helped many persons to pay off their mortgages and buy more land.

SOME RESULTS

UP to the year of 1897, the greatest number of pounds grown in this tobacco district was about 800,000, which averaged about 11 cents per pound, and it averaged those who grew it about \$150 per acre. It costs about \$15 per acre to grow it. Eleven cents per pound average was the highest price ever paid for the crop. The profit was so great that it caused an overproduction the next year, and the price came down to an average of about six cents and has remained about that price until now.

THIS YEAR'S CROP

will average about 7 or 7½ cents and will leave a clear profit to the grower of about \$50 per acre. There were about 800,000 pounds in 1897, 6,000,000 pounds in 1898, 1,500,000 pounds in 1899, 2,500,000 pounds in 1900, and about the same quantity in 1901. The Empire Tobacco Co. has purchased three-fourths of the growth of the above years and are working up a large trade in tobacco manufacturing from Canadian leaf, nearly all of which has been grown in the county of Essex.

A Mr. Ward, from Pontiac, in the State of Michigan, has built a beautiful six-storey building, 60 x 120 feet, which he intends to use for curing tobacco suitable for making cigars and smoking tobacco. It is the

FIRST OF THE KIND IN CANADA

and if it proves a success, will be a great additional boon to South Essex. He

introduced the seed of several varieties of smoking tobaccos this year, the best kinds being the Zimmer Spanish, Sumatra, and Connecticut seed leaf, and he must be well satisfied with the result, because the crop is A.1. as to quantity and quality. There are now about 1,500,000 pounds hanging in the barns waiting to be taken to his factory as soon as it is complete, and was grown under contract for seven cents per pound, barn run.

QUANTITY OF TOBACCO USED IN CANADA.

There are about 11,000,000 pounds of leaf tobacco manufactured yearly in all Canada: this includes chewing and smoking, cigars and cigarettes. About 10,000,000 of that is imported from the United States. If the Government of Canada would put the same duty on the American leaf, that the American Government put upon Canadian leaf, we, in Western Ontario, could grow all that is required for consumption in all Canada, and thus pay the Canadian farmer \$5,000,000 or \$6,000,000, which is now being paid the American farmer. All the Canadian Government would have to do would be to do the same as the American Government does: put on enough for excise duty for revenue purposes and enough Customs duty to keep all foreign leaf out of the country. If this were done there is no doubt but what we could grow all that is required for consumption in this country.

I have just returned from Pelee Island, Ont., where I purchased a large quantity of Burley leaf, as good as can be grown on the limestone lands of Kentucky.

GOOD BRANDS OF TOBACCO.

When grocers are choosing their brands of tobacco, they should pause to consider well. There are brands and brands. First of all insist upon having one that is well advertised. In plug tobacco get that of domestic growth, which is equal to any produced under the sun, and, lastly, but not leastly, see your way clear to a good profit. For the convenience of our readers we give the names of several tobaccos that fulfil these conditions. In chewing there are "Bobs," "Currency," and "Pay-Roll," and in smoking there is "Empire." These are all thoroughly advertised in papers and on sign boards, while their manufacturers were among the first to encourage the growth of tobacco in this

country; what helps the farmer should be encouraged by the shopkeeper, and The Empire Tobacco Co., of Montreal, pay out scores of thousands of dollars for their domestic tobacco each season. To see that there is a good profit in these lines, one need only write to the manufacturers or wholesalers for prices.

THE GERMAN TOBACCO INDUSTRY.

THE United States Consul at Aumberg, Germany, recently sent to his Government, at Washington, some interesting data regarding the tobacco industry of Germany. The report read as follows:

In Germany, tobacco is grown in Baden, the Palatinate, Alsace, on the Lower Rhine, in the Altmark of Hanover, and in some districts of Silesia.

The Dutch colonies of Java and Sumatra furnish Germany with more tobacco than any other country. In 1900, the Empire imported 58,173 tons raw from all the different tobacco producing countries. The total imports amounted in value to \$21,420,000. Nearly 26,000 tons came from the Dutch colonies and 10,152 tons from the United States. The States of Kentucky, Virginia, Maryland, and Ohio raised most of this American tobacco, which the German manufacturer has rolled into cigars or pulverized into snuff. During the past year, 73 tons of raw tobacco were shipped from the Philippines to Germany.

Last year, 386 tons of cigarettes, valued at \$1,737,000, or fully five times as many as 10 years ago, were consumed in Germany. These cigarettes came from France, Austria-Hungary, Russia, Turkey, Egypt, Algeria, and the United States, 60 per cent coming from Egypt.

In 1900, Germany exported and imported exactly the same quantity of cigars—namely, 313 tons. A great difference, however, existed in the quality. The imports for last year amounted in value to \$2,000,000, while the exports were valued at only \$800,000.

A GROWING INDUSTRY.

Essex county farmers are enjoying an era of prosperity owing to the rapid development of the Canadian tobacco industry. The Consumers' Tobacco Co., Limited, whose factory is located in the centre of the finest section in Canada for the growing of Canadian leaf, are running their factory night and day and report an increasing demand for their products. Their advertisement appears in this journal.

WHY GROCERS SHOULD SELL TOBACCO AND CIGARS.

ALTHOUGH we must congratulate the wholesale and retail grocers of the Dominion upon the fact that they control a large part of the tobacco business of this country, and commend their enterprise in caring for it well, where they do take it in hand, we find we are quite in order when we say that tobaccos, cigarettes and cigars are not so important a feature of the grocery business as they should be and that different lines merit more consideration than they have yet been accorded. At the present moment in particular, there are very important reasons why grocers should pay strict attention to their tobacco department.

It is conceded, frankly and sincerely, even by those whose status is affected, that the tobacconist in the small store of the country town is being crowded out of existence for the want of a "raison d'être." His days are passing quickly by. There may still be room enough for him in the city where the demand is enormous, but in the town, large or small, his trade is being shattered. His business is being absorbed by the grocer, the druggist, or the keeper of the restaurant. Manufacturers are unanimous in their concession of this point. There is a legacy dangling in the eyes of these three classes, and it behooves the grocer to stretch forth a strong arm to capture it. Some will get it; why not the grocer?

There is no reason in the wide world why this business should not be his. For many a year he has stocked plug tobacco, and without a great deal of trouble has made a handsome profit on his turnover. He would not seem to be going far to add a showcase of cigarettes and cigars. Notice that we say "showcase." Don't entertain the idea that they can be handled like chewing tobacco, off the ledge behind the counter; they must come out of a clean showcase, appealing to the class that will buy a good cigar.

The grocer has opportunities to cultivate this trade not possessed by the druggist. He has more customers who will come in and notice that he has a stock of tobacco and he will do a larger transient trade. Moreover, he will be satisfied with a smaller profit; he is accustomed to making 25 per cent. on his goods, the druggist wants a 50 to a 100 per cent. profit. Under those conditions, who is likely to get the business? The grocer can make at least a 25 per cent. profit on tobaccos and cigarettes, and a 40 per cent. profit on cigars and yet in the eyes of the druggist be cutting

prices. The stock takes up very little room, and does not need to be delivered. The turnover is quick and payment is cash. But there is one point that needs emphasis. The grocer with the dirty store need not expect to compete with the druggist or restaurant keeper with a clean, bright place of business. A scrupulous gentleman of the most liberal smoker class, will not go into a filthy place to get his "imported" cigar. There are dealers who have ventured into the high-class tobacco trade and have become disgusted with it, finding it slow and unprofitable. If an investigation were made, we do not doubt that the verdict would be, not that they had no opportunity to make it a "go," but that they lost their opportunity by failing to keep the store clean. There is no doubt this lack of cleanliness is the great bane of many a grocery store. There are several lines, such as candies, that grocers, with clean stores, handle in large quantities, that an uncleanly grocer finds a drug on his hands.

Neither do the wholesale travellers push tobaccos and cigars as they might. Many never inquire of their customers about their stock in this line, leaving it to the retailer to ask himself. As a consequence the manufacturers are compelled to send out their own travellers, take the orders and ship the goods through the wholesale houses, the latter getting a profit they have not earned, reaping where they have not sown. A change is needed. Cigars ought to be a fertile subject with the traveller. They form a profitable line and samples are of comparatively small bulk. The failure to push the business seems due entirely to apathy. It cannot be expected that the manufacturers will forever allow the wholesaler a profit on the goods they sell.

We trust our remarks on this tobacco and cigar question will bear fruit with both of the classes we are addressing. There is much room for thought and certainly for action.

GRANDAS CIGARS.

The latest cigar to spring to the front in Canada is the "Grandas," made by The Granda, Hermanos y Ca., Montreal. It has attained a sale because it is made of pure Havana tobacco, a certificate to which effect accompanies every box. Not a cent's worth of domestic tobacco enters their premises, accidentally or otherwise.

This firm makes an imported cigar in Canada. They pay a duty of 10 cents per pound on their raw leaf, but are protected by a duty of \$3 per pound and 25 per cent. ad valorem on cigars. They

have imported the best Spanish labor and are turning out only high-class goods. They have grown in little more than a year to be one of the largest cigar manufacturers in Canada, having a capacity of 10,000 cigars daily. And yet they have no travellers on the road. Their plan has worked so well, and their assertions are so dependable that people come after their goods.

Country dealers may secure the "Grandas" cigar either through the wholesaler or direct.

GOOD BRAND OF CIGARS.

"Our King" is the name of a popular brand of high-grade Havana cigars made by Spilling Bros., 137 Jarvis street, Toronto, which are having an extensive sale among the trade. The above firm also manufacture the well-known brands of 5c. cigars, "Board of Trade" and "Gold Point." These goods, for value, are unsurpassed, and being made carefully from good stock, the dealer can always rely on their pleasing his customers. Spilling Bros. will be glad to send a sample lot on application. Write them for prices.

CANADA'S IMPORTS AND EXPORTS OF TOBACCO.

Canada cannot be said to be a large buyer of tobacco on the world's markets. A considerable quantity is used in this country, but our imports are not now large, the figures for the past three years being \$311,870, \$426,158 and \$438,250 respectively. As may be seen from the following table, showing the imports of the past three years, the bulk of our purchases has been of cigars:

	1900.	1901.
Cigars.....	\$263,540	\$295,338
Cigarettes.....	23,202	24,540
Cut tobacco.....	73,802	77,100
Snuff.....	3,395	2,240
Other manufactured tobacco.....	60,195	34,893
Raw leaf.....	2,324	39
Total.....	\$426,458	\$438,250

The returns for 1901 have not been in detail, but from the returns for 1900 it is at once seen that the bulk of the imports of cigars have been from Cuba, the principal figures being \$217,192, from Cuba; \$21,670, from the United States, and \$14,374, from the Philippine Islands. Great Britain sent us \$52,716 and the United States, \$18,953 of the cut tobacco imported. It is also noteworthy that British Columbia took a larger share of the receipts than any other Province, her share being \$160,871, considerably over one-third of the total.

The exports of Canada have been even smaller than our imports, the figures for the past three years being \$72,116, \$97,619, and \$171,696 respectively. The bulk of the exports have been to St. Pierre and Miquelon, Newfoundland, and the United States.

GRANDA'S HAVANA CIGARS

Equal to any imported—better than any domestic cigar. Made from the finest **HAVANA TOBACCO** by skilled **SPANISH** workmen.

WRITE FOR SAMPLE LOT AND PRICES.

Granda Hermanos Y Ca.

Largest Havana Cigar Manufacturers in Canada,

38 St. Peter Street
MONTREAL.

The Careful Man



This is the time when "the careful man" is more careful than ever in selecting his Cigars, because the long winter evenings and the holidays are just ahead.

If you stock up with an assortment of a thousand or more of Payne's Cigars you can be absolutely certain that "the careful man" will find nothing whatever to complain of in the quality. He'll tell his friends and they, too, will probably become customers of yours. It pays to cater to "the careful man." I'll send a trial order of 1,000 or more at my own expense.

PAYNE'S CIGARS

J. BRUCE PAYNE, Mfr.,
Granby, Que.

If you want the finest Brands of Canadian manufactured

TOBACCOS

in Canada, we can furnish the same direct from our factory.

REMEMBER! Union Labor Demands Union-Made Tobaccos.

OUR BRANDS:

U and I . . .
King's Navy

Silver Spray
Moss Rose

Samples and prices furnished on application.

All Union-Made.

CONSUMERS TOBACCO CO., LIMITED

Leamington, Ont.

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IMPORTED GREEN FRUITS IN MONTREAL.

How They are Handled and Sold.



GREEN fruits spoil with age, but, strange to say, green-fruit trading seems to be in a better state of preservation, the older it grows. What with a more general knowledge of scientific horticulture, improvements in transportation methods and a more intimate knowledge of the requirements of the world's markets, as dictated by climatic changes, the green fruit business continues yearly to become much more satisfactory and expand. Canada shares in the progress and doubtless will cut a wider swath when she learns how to ship her goods. But while her exports are increasing, so are her imports. Montreal alone absorbed nearly a million dollars' worth of imported fruits last year.

By careful inquiry and the assistance of several of Montreal's fruit men, we have been able to compile the following table of the probable values of the eight leading lines of imported green fruits that come to this port:

Oranges	\$162,500
Californian fruits, including pears, peaches, plums and grapes.....	132,000
Bananas.....	240,000
Lemons.....	135,000
Strawberries.....	90,000
Tomatoes.....	17,500
Pineapples.....	20,250
Malaga grapes.....	11,000
	\$809,250

This does not include all the importations of green fruits to Montreal; there are many smaller lines, brought in in small jags that defy compilation. But this attempt at calculation is sufficient to indicate to the fruit trade of the Dominion what an extensive business is in their hands. Of course, this table does not include and Canadian fruits, such as strawberries, raspberries, plums, pears, peaches, apples and other lines that do need enumeration but which form by long odds the greatest bulk of the trade. These are brought into the market in divers ways and how much domestic fruit is sold in one season in Montreal wholesale establishments and on Bonsecours market will probably never be known. This much is certain, "fruit" stands out boldly on the Canadian's menu and the possibilities of a good trade in this line are unbounded.

HOW THE FRUIT IS HANDLED.

But we're speaking of Montreal's import fruit trade. It may be interesting to know how the imported goods are

handled and distributed, attended as the process is with considerable difficulty. The goods all come forward in carlots. It would not pay to ship them in small quantities across the breadth of the continent, or from New York, and it is well to have full cars to have the goods put through in a hurry. But it is also difficult for one dealer to satisfactorily handle carlots of goods. Seven years ago the wholesale fruit merchants of Montreal got their heads together and obviated this difficulty by establishing The Montreal Fruit Auction Co., a joint stock company with an authorized capital of \$100,000, now situated at the corner of Wellington and Murray streets, under the management of Mr. John McNally, who, by his courteous and businesslike manner, has run the institution with the greatest success. When an assignee of a car of fruit gets notice of its arrival, if he does not wish to sell it himself, he hands over the manifest to Mr. McNally, who sees that the car duty is paid, car unloaded, fruit sorted, has catalogues printed, manages all the details of the sale, sells the goods, and next day hands over the cash, less the 2 per cent. commissions to shareholders in the company and 10 per cent. to outsiders. If the assignee does not approve of the prices he may buy in the goods himself.

This arrangement makes the foot of Murray street a busy place all summer long and even in the winter time upwards of

1,000 BARRELS OF APPLES

are sold every week. Last year the total sales amounted to about \$600,000. Starting early in the spring sales are held every morning at 10 o'clock, when the buyers gather in the auction room, after examining the goods as listed in the catalogue. Here you find wholesaler and retailer sitting side by side bidding against one another, the latter handicapped because he can buy only in limited quantities. Sales of less than 10 boxes or barrels of any one line are prohibited. This rule keeps many a small dealer away from the sales, but yet there are many retailers like Walter Paul, George Graham or A. Dionne who can and do attend with profit. Others prefer to do their

BUYING FROM THE WHOLESALERS

on McGill or Commissioners streets, paying more, probably, but saving time and being sure of what they are buying. But those who have plenty of time would not

miss this sale. So in the auction room you will find Greeks, Turks, Italians, French and English discussing the merits and demerits of the fruit. Here is

A BABBLE OF TONGUES,

but suddenly as they draw together in the auction room there is a repetition of that Biblical miracle, and they all understand one another—such is the power of Mr. Walter Kearns, the auctioneer. He presides efficiently over all classes of men—and one woman, Mrs. Walker, who, Mr. McNally says, is the shrewdest business man in the bunch—but he may consider it politic to flatter the ladies.

So great has been the success of the fruit auction that it has now outgrown its present premises. There is hardly room for the fruit inside, and there certainly is not sufficient accommodation for the long string of grocers' rigs and drays that back up to the platform on a busy summer morning. The Grand Trunk has recognized the deficiency and

A LARGE WAREHOUSE

is now building on Drummond street that will be occupied next year. The importance of these auctions, too, is growing as their fame spreads "abroad through the land." Some Quebec houses now keep agents in Montreal to attend the sales and Eastern Township buyers make a practice of attending. The western trade is mostly done through commission houses.

BANANAS.

The most important imported fruit, from a financial standpoint, is the banana. The banana is now provided the year round and has come to be regarded as a staple article. People buy it as a matter of habit. Montreal dealers mostly draw their supplies of this West Indian fruit from the Trust. The United Fruit Co., but a few are also brought in via Halifax by the monthly steamship service from that port. Since the Trust began to supply this market, there has been but little of the old-time glutting, the flow of supplies being very regular.

ORANGES AND LEMONS.

A year's shipments of oranges and lemons also total quite a large amount. They are now supplied 12 months in the year. Early in the spring come the Mediterranean fruit in the annual big shipment that last year was made up of 145,000 boxes and 29,686 half-boxes of oranges and lemons. Many of these, probably about two-thirds, go to the United States, while many are held in cold storage in Canada on speculative account. About the first of August the supply of lemons gives out and they are thereafter brought in from New York, and in the winter via Portland. Montreal takes from 50,000 to 55,000 boxes of lemons a year. Only one car of Cali-

Province of Quebec,
City of Montreal,

Montreal Office 28-10-01

*S. Frank Granda, late with Wills & Wills Havana
Cuba; and now a member of the firm of Granda, Hermanson & Co. of Montreal,
Cigar manufacturers, do hereby solemnly declare;—*

*— That all cigars manufactured by our said firm are made and put up under my
personal supervision, and are known to me to be Havana Cigars; and are hereby
guaranteed by said firm to be made only of pure Havana Tobacco. —*

*— And I make this solemn Declaration conscientiously believing the same to be true,
and knowing that it is of the same force and effect as if made under oath, and by virtue
of the "Canada Evidence Act 1893". —*

And I have signed. —

Declared before me, at Montreal aforesaid. —

S. Granda

this 21st day of November A.D. 1901.



THE ----
ROCK CITY TOBACCO CO.

Limited.

MANUFACTURERS OF

**HIGH-GRADE CUT AND PLUG
TOBACCO**
Wholesale Dealers in Leaf Tobacco.

OFFICE AND FACTORY:
Corner of Dorchester
and Langevin Streets.

QUEBEC

Manufacturers of the celebrated
Brands of Chewing Tobacco

GOLD BELL and SILVER BELL

Mr. Groceryman

DO YOU HANDLE

CIGARS?

If not, why not have your annual profits show a
handsome increase by putting in a line of ours?

If you do, double your sales by adding such
lines as:

- “CAPADURA,”
- “HAROLD H,”
- “RARE BIT,”
- “PHEASANTS,” and
- “LA FAMA.”

See our travellers, or write to

Brener Bros.

LONDON, CANADA.

formian lemons has come to Montreal this year. Of oranges there are many kinds. Just now Jamaicas are the leaders. About Christmas time we begin to get Floridas and Californian navels and seedlings, which last till the Mediterranean fruit arrives.

TOMATOES FROM THE STATES.

United States tomatoes are growing in favor; probably 25 cars came to Montreal this year. Such fresh goods as Florida and Tennessee tomatoes, Californian celery and Boston lettuce are having quite a depreciative effect on the sales of canned goods, both fruits and vegetables.

No imported fruit is welcomed to this market more heartily than the Californian peaches, pears, plums and apricots. They arrive here while our domestic fruits are yet almost in blossom and last right through our season. In fact, this year some housewives have preserved Californian peaches in preference to Canadian, being able to get them in Montreal at \$1 a box retail. This year only 110 cars came to Montreal; last year when the crop was heavier 140 cars were sold in the city. Several Californian firms have agencies in Montreal and from here distributions are made over all Eastern Canada. American strawberries are also appreciated on this market, arriving months before ours are fit for the market.

E. H. C.

SOFT DRINKS FOR ROYALTY.

The firm of M. Timmons & Son, Quebec, is one of long standing as manufacturers of soft beverages. From their first start they aimed to make an article entirely free from adulteration of any kind, such a pleasant and wholesome drink as would commend itself to the favor of consumers, and in this effort they have succeeded beyond expectation, for they have long occupied a leading position among manufacturers of the same lines of goods in the Dominion. The production of so many kinds of beverages, whether for medicinal or other purposes, forms an important item in the sum total of Quebec's manufacturing industry, and it is gratifying to the community to know that this pioneer house can always be depended on to supply a palatable article for table use, made from the purest ingredients and compounded with the expert skill that long years of experience affords. Such caterers to refined public taste as the Chateau Frontenac, the Garrison Club, the social institutions in St. Roch's, the Clarendon Hotel, Victoria Hotel, and the leading households of the city can testify to the superior quality of the products of the Timmons factory. And to this may be added the testimony of the Provincial Exhibitions from which

Messrs. M. Timmons & Son hold first prizes, diplomas and medals for the excellence of their exhibits.

Combined with their main line of manufacturing they are sole agents and bottlers of the Caledonia Mineral Waters, a favorite drink so much used that it passes through the firm's hands in car loads.

The latest success achieved by this firm is portrayed in the following certificate:

H. M. S. OPHIR.

Quebec, Sept. 21, 1901.

THIS IS TO CERTIFY THAT

Messrs. M. Timmons & Son, of Quebec, supplied the Royal Yacht with a very large quantity of soda water, lemonade, ginger ale and ginger beer for use on the homeward voyage, and that I have found all excellent.

JOHN C. GIBBONS,
Paymaster, R.N.R.

THREE BRANDS OF CHEWING GUM.

Three brands of chewing gum which are having quite a popular run lately among the trade are the "Victoria Fruit," "Malted Pepsine," and "Maple Leaf," manufactured by The Canadian Chewing Gum Co., 363 Spadina ave., Toronto. These brands are all prepared with the utmost care as to quality. The first is a delicious chewing gum, popular with athletes, bicyclists, etc., and is put up in neat boxes containing six flavors. "Malted Pepsine" is a medicinal gum, furnishing, among other virtues, a capital aid to digestion. It is recommended by many physicians. The "Maple Leaf" brand is a great big bargain in chewing gum and sells rapidly among the young folks.

The Canadian Chewing Gum Co. are offering their goods to grocers on very liberal terms, some of their brands netting the retailer 100 per cent. profit. Trial orders will receive prompt attention, while the company will also be pleased to furnish samples and prices to intending customers.

THE REASON WHY.

The failure of the public to read an advertisement may be traced to the advertiser. Every man who knows his own business can write an advertisement about his wares or his methods which will prove as interesting to newspaper readers as are many of the articles paid for and published in the magazines. Every man can talk about his business to an acquaintance in an entertaining manner, and if he should write in the same spirit his advertisements would not lack readers.—Philadelphia Record.

A PUSHING BUSINESS MAN.

THE careers of few business men have been more interesting than that of F. R. Lalor, of Dunnville, Ont. Mr. Lalor started life as a dry goods clerk in Dunnville, and opened out for himself as a retail grocer in that town 17 years ago, with limited capital and a moderate connection. In the short space of time that has elapsed since then his business has extended until he now is owner of two of the largest dry goods businesses in the Dunnville district, and is partner in the largest grocery business in the town. A few years ago he started in the evaporating business, which has so grown that his works are now claimed to be the largest in America. The operating fuel is supplied from Mr. Lalor's own natural gas field, located five miles from Dunnville, the gas being conveyed through large iron mains. Five other evaporating plants are operated by Mr. Lalor at other points. He has a vinegar factory at Dunnville, where high-class cider vinegar is manufactured. Last year Mr. Lalor built a large canning factory, receiving a bonus of \$10,000 from the town. This factory has since been turned over to a joint stock company, The F. R. Lalor Canning Co., Mr. Lalor holding a controlling interest. Great things are expected of this enterprise. Mr. Lalor's latest move has been the starting of a chicory factory. The chicory is grown by neighboring farmers, evaporated, roasted and ground in Dunnville, and the finished product is claimed to be fully equal to the imported article.

As a wholesale dealer and exporter of wood ashes, Mr. Lalor has also won success. The magnitude of his operations may be judged by the statement that the railway charges on his exports of ashes to the United States reached \$60,000 last year. All of which bespeaks good progress in 17 years.

A WELL-EQUIPPED WHIP FACTORY.

The Hamilton Whip Co., Hamilton, have recently greatly enlarged their building, and they have now one of the largest and most complete plants of the kind in the world. They report a brisk trade, and have for months past been running their factory overtime. Having the latest and most improved automatic machinery, etc., they are in a position to manufacture reliable whips at the lowest possible prices consistent with best workmanship.

They have recently placed on the market a number of new leading lines of whips, which have been well received by the trade generally. They carry an enormous manufactured stock, and are in a position to complete all orders the day they are received.

For durability, quality, finish, etc., their goods have an enviable reputation throughout the whole Dominion.

The Cheapest and Best Pure Baking Powder

on the Market.



25-10-01
25-10-01

**Guaranteed Absolutely Pure
Cream of Tartar Baking Powder.**

Dealers are authorized to **guarantee** this Powder as such.
Money refunded if not satisfactory.

Get a sample case; in a short time this will be one of your
"Leaders."



Manufactured by . . .

Regent Baking Powder Co., MONTREAL.

EVERY GROCER

In the Dominion of Canada should
keep the Celebrated Brands of
Virginia Tobaccos . . .

AT 10c.
PER PACKAGE

MORNING DEW

For Pipe Use

LE CAPORAL

For Cigarettes

Manufactured by . . .

B. HOUDE & CO.

Quebec -- Montreal



Trade Mark.

100 % PROFIT

in handling our brands of Chewing
Gum, and your customers are sure to
be pleased into the bargain. . . .

VICTORIA FRUIT—Delicious, wholesome, and with
lasting flavors. Very popular with athletes,
bicyclists, and all classes. Put up in boxes
of six flavors.

MALTED PEPSINE—Aids digestion. Specially
prepared for medicinal purposes. Recom-
mended by medical men.

MAPLE LEAF—Biggest value 1c. Chewing Gum
on the market.

Trial Orders Receive Prompt Attention.
Write for Samples and Prices.

The Canadian Chewing Gum Co.

363 Spadina Ave., TORONTO.

A MISTAKE!

It is, in our opinion, a mistake for the **RETAIL GROCERS** to defer, until late in the Fall of the year, stocking the **New Season's Dried Fruits** for the sake of saving a fraction of a cent per pound, at which the Latest Arrivals are generally offered, and, accordingly, to book their orders from Montreal, **EX. SECOND DIRECT CARGO** from the Mediterranean Ports, which means delivery from Montreal in the last days of November, often beginning of December, and the goods in their hands several days later.

Early Goods, only sometimes, cost a little more, while they are always worth to the retailers a great deal more than the late ones.

"The early bird catches the worm, and the early **NEW GOODS** secure the trade."

Observing merchants, who realize the advantages of receiving the **New Dried Fruits** at the earliest date possible, do not hesitate in buying their requirements from the **EARLIEST ARRIVALS** offering, and, by the time their competitors receive their first lot, they, very often, have ordered a second or third supply.

It is erroneous to believe that consumers do not want **New Dried Fruits** before Christmas-Eve, as they look for them immediately after the Green Fruits become scarce on the market, and the month of November is one of the best selling months for **New Dried Fruits**.

This is the experience of many shrewd retailers, but they are not in a hurry to boast of it to their less forward confreres who slumber peacefully while awaiting their supplies, 15th or 20th December, and who are sure to be left with ample stock after the holidays, to carry on a becoming **JANUARY CHEAP SALE** at a respectable loss!

Hudon, Hebert & Cie., Montreal

NOW IN STORE, READY FOR PROMPT SHIPMENT

CROP 1901

VALENCIA RAISINS.

TRENOR'S "BLUE EAGLE."

**2,000 Boxes Fine Off-Stalk
3,000 Boxes Selected
1,000 Boxes Four-Crown Layers**

J. D. ARGUIMBAU.

**2,000 Boxes Fine Off-Stalk
2,000 Boxes Selected
1,000 Boxes Four-Crown Layers**

MALAGA TABLE RAISINS.

BEVAN & CO.

500 Boxes London Layers.

**1,000 Boxes "Connoisseur" Clusters 1,000 Quarter Flat Boxes
500 Boxes "Royal Buckingham" Clusters 500 Quarter Flat Boxes
50 Boxes "Excelsior Windsor" Clusters 200 Quarter Flat Boxes
200 Boxes "Bull" Brand Shelled Almonds.**

CURRENTS

SHIPPED BY HAMBURGER & CO.

**1,000 Half-Cases Fine Filiatras
1,000 Half-Cases Superior Recleaned Currants
250 Half-Cases Finest Vostizzas**

**25 Cases of 36 Boxes, Eleme Table Figs, "SHIELD BRAND," Three Stars,
2¼-inch, 4 rows, 10-lb. Boxes.**

**1,500 Cases of 36 1-lb. cartons, California Seeded Raisins, "QUEEN BRAND,"
put up by Griffin & Skelley Co.**

50 Cases of 32 7-lb. Boxes Best English Candied Peels.

Hudon, Hebert & Cie., Montreal

GREECE'S CHOICEST PRODUCTIONS

CAREFULLY SELECTED BY THE GROWERS. BY APPOINTMENT - W. H. GILLARD & CO. - SOLE AGENTS. HAMILTON, ONT. FOR CANADA.

CAREFULLY SELECTED BY THE GROWERS. BY APPOINTMENT - W. H. GILLARD & CO. - SOLE AGENTS. HAMILTON, ONT. FOR CANADA.

Now in stock in cases and half-cases.

W. H. Gillard & Co., Wholesale Grocers, **Hamilton.**

Where do You Buy Your Supplies ?

If not from us, why not ? We can save you money and it's money we're all after. Our prices will surprise you. Write us for quotations. Pure goods and strictly up to date. We have the best Ink, Flavoring Extracts, Shoe Blacking, Cough Drops, Cough Balsam, and all general-store supplies. Send us your order and it will be filled at once. Only good cash customers wanted, as our prices are away down. If our traveller has not called on you yet, write us. We're out for business, and mean business.

Everything tested and strictly reliable.

Bellman-Oliphant Mfg. Co.

Wholesale and Manufacturing
Pharmaceutical Chemists,

COLLINGWOOD, ONT.

E. J. BELLMAN, Phm. B., A.C.M.O.

'Phone 7.

D. OLIPHANT.

+++++

LARD

Orders can be filled by any of the leading jobbers in Canada or direct.

The increased consumption of compound lard in the last six months is phenomenal. It is not long ago that retailers claimed they were totally unable to sell compound. This is due to improved methods and the high grade of goods that is now being offered by **The N. K. Fairbank Company.** Every pail of **Fairbank's "Boar's Head" brand of Refined Lard Compound** is sold on a guarantee as to quality. Costs less, goes further, is better than hog lard.

Tierces	-	400 lbs.	Pails, tin	-	10 lbs.
Boxes	-	50 lbs.	" "	-	5 lbs.
Pails, wood	-	20 lbs.	" "	-	3 lbs.
" tin	-	20 lbs.			

THE N. K. FAIRBANK COMPANY

Wellington and Ann Sts., MONTREAL, QUE.

BUSINESS AND ITS MANAGEMENT.

A FEW HINTS IN REGARD TO THE MATTER.

COST PRICE, EXPENSE, PROFIT.

By ERNST TROY.



THESE are the main items that enter into every commercial calculation. Without accurate knowledge of the amount of each of the first two items, the third, and the most important, will always be an unknown and uncertain quantity.

The failure of many merchants and manufacturers, especially of the latter, is traceable to the fact, that they operate without a thorough and comprehensive method or system for ascertaining the cost price of their product and the relative percentage of expense incidental to conducting their business. As a consequence they either undervalue their goods, i.e., sell them too low, thereby incurring direct loss, because they realize insufficient, if any profit; or they place too high a value on their goods, resulting in loss of sales. Both errors will lead to decline of business and failure.

Those who have had experience in building, sometimes find, when the contractors' bids are opened, that the figures vary from 25 to 50 per cent., although they are all based upon the same plans and specifications and in face of the fact that the markets for the raw material and labor are open to all contractors alike. How then is this large difference between the bids to be accounted for? Very simply. Some of the contractors had not learned how to accurately arrive at the cost of the work required to be done. As the contract is usually awarded to the lowest bidder, it frequently happens that, after settling up, he finds that he has lost money on his job in place of the profit which he fancied would be left for him. On the other hand, the bidder who "overshoots the mark," by bidding too high is left out in the cold by his competitors.

Business men often make precisely the same mistake. A young mechanic, who has been employed in some kind of manufacturing business and thoroughly understands how to make a certain article of manufacture, connects himself with a good salesman in the same line of business. The former feels competent, and is,

in fact, entirely capable of making the goods; the latter feels certain that he can sell the product. The young firm starts under, what seem to them, very favorable auspices, but neither of the partners has had any experience as a business manager or accountant. The practical man, the manufacturer, figures the cost of the goods and probably includes all items of material used and the amount paid for labor, believing that he has thus arrived at the cost price. Both partners then add to the total what would satisfy them for profit, but, as neither of them has ever had charge of the cash drawer of a manufacturing or business establishment and, not knowing how many items of different kinds and nature are daily paid out, which are as much a part of the cost of the manufactured product as the raw material and price paid for labor, these items are ignored in their calculation. They go along in business and think they are making money until the first inventory is taken, when, to their amazement, they find that they have made little gain or that they have actually lost money. Not knowing how to account for this state of affairs, they imagine all sorts of causes—sometimes suspecting employes of dishonesty, when the true reason is, they did not know the cost of their goods and therefore imagined they were earning a profit.

An investigation follows which reveals the true cause of the trouble. To wit: The supposed profit was based upon an erroneous cost. The question then arises, What is the remedy? The answer—find the way to ascertain the correct cost of your goods, the percentage of expense connected therewith, and be sure you have these two items summed up right before you add the profit you wish to realize. What a reasonable percentage of profit for a successful operation of the business should be, will depend upon the nature of the business, the stability of the goods, and the competition to be met. No criterion can be set for such a percentage. What would be considered a liberal profit in one line of business would be entirely inadequate in another, but no profit can be safely calculated without positive knowledge regarding the cost price of the goods.

It is not within the scope of this article to furnish a formula for the purpose of

ascertaining the cost. Each line of business will require a different method and system according to the character and nature of the respective business.

It is only intended to point out the necessity of the introduction at the beginning of business of a thorough and complete system for the proper calculation of the cost price. An expert accountant familiar with the line of business can construct such a system and it would be advisable for young beginners to adopt the system in use by some successful house in their line, with such modifications as their own business will suggest.

The cost price should include:

The raw material, freight, travelling expenses of buyer, labor, rent of factory premises, insurance on plant, power, light, heat and packing expenses; depreciation of machinery, tools and patterns. In short, every item and outlay which pertains to the factory and is properly a factory charge which no manufacturer can escape or avoid to complete the manufactured article ready for delivery to the purchaser these items are ascertainable by quantity, weight, measure, time average or percentage.

Expense should be divided into two parts:

(a) Store expense:

This account should include all items of expense which do not add anything to the value of the product but necessarily arise from and are incidental to conducting the business, such as store or office rent, insurance of manufactured stock, taxes, bookkeepers, postage, stationery, credit department expense, etc.

(b) Selling expense:

Composed of salesmen's salaries, commissions, travelling expenses, and advertising.

When the relative percentage of expense to the amount of goods manufactured has been ascertained and due allowance has been made for the same and for discounts allowed to customers and probable losses on bad debts, the business man is in proper position to fix the percentage of profit to be added to his goods in order to realize satisfactory results.

To sum up:

First. Find the correct cost price.

Second. Ascertain percentage of expense to be covered.

Third. Make due provision for loss and shrinkage.

Fourth. Make all the profit you can legitimately secure. Endorsed and adopted for circulation by the Business Literature Committee of the National Association of Credit men.—The Bookkeeper.

SHORT-SIGHTED BUSINESS MEN.

By The Philosopher.

NOT long ago a very large manufacturing concern — one of the AaA1 class doing an international business — concluded to install an advertising department, and steps were taken toward employing a capable person to conduct the department, according to Shop Talk. The member of the corporation having the matter in hand was the secretary, a pleasant looking, soft spoken, man. Among others who were invited to call for an interview with this gentleman was a man who, as an advertiser, had won considerable fame. The man called upon the Secretary. The Secretary did not seem to be well acquainted with his caller's reputation. That, however, may not have been his fault.

He asked a few general questions; not the brusque, leading questions that would be put to a man in view of the importance of the proposed position; rather, they were shy, hesitating, unimportant, betraying the official's inexperience with the question of publicity, the value of all sorts of experience, the amount of detail-routine clerical and high calibre brain work demanded of the man who should install such a department, and even of the real worth of such a department to the company.

The Secretary asked the man his price.

The Man: "Six thousand dollars."

"What will you guarantee for six thousand dollars?"

"My best services."

The Secretary laughed. That was impolite. The man politely asked what they had expected to pay—not that he was willing to accept less, but as a lead to reopening the conversation along more business-like discussion and convincing the official of his experience, ability and value.

The Secretary laughed again.

The man said "Good day," and left.

This is an instance wherein, presumably, two good parties failed to connect because of a lack of understanding of common ground, rather, because the official was not the kind of a man to examine candidates or because the man was not sufficiently self assertive to bulldoze the Secretary into listening to him and weighing his statements.

In this particular case the man in question actually was a person of large experience in this work of organizing and developing departments of publicity, with training embracing nearly every branch of the advertising business, and might

have made a most capable manager of the new department, justifying the six thousand dollars (which, by the way, was but a few dollars more than his current earnings) and eventually warranting a much higher salary.

This is not an isolated case; it is of common occurrence. What if the man did ask more than the company, doubtless, had expected to pay? Why not find out what basis the man had for asking six thousand dollars?

If his reason did not justify it the Secretary then would have been right in refusing further consideration; if his work did justify it then it is assumable that the man was too good a man to decline merely because of a matter of price; it is even presumable that he might have proved the cheapest man for the job.

Perhaps if the man did not know his capacity and was not earning enough—his position, be it remarked, was one of trust and responsibility involving the expenditure of money, but which, for personal reasons, he would have relinquished for this other and had asked \$25, \$50, or \$60 a week this would have come nearer to the company's estimate and perhaps have gotten the place.

Now the question is did the company want \$1,200 service or \$6,000 service.

If the company could have secured relatively better and cheaper service at \$6,000 than at \$1,200, would it not have been equally ready, barring it's secretary's blundering, to take advantage of the opportunity.

Who lost by the contretemps, the man or the company?

Is it worth while to endeavor to ascertain the ability of a candidate for a position, irrespective of wages asked and the amount one expects to pay?

Is it worth while being businesslike?

THE BUSINESS MAN'S STATIONERY.

Business men are practising false economy when they imagine they can get along without printed stationery, such as letter heads, note heads and envelopes. Of course, they can get along in a sort of a way, just as can a man who wears shabby clothing. But the appearance is much better when neatly printed stationery is used in business correspondence. In fact, it is positively unbusinesslike to be without it, and certainly leaves a rather unfavorable impression on those who

receive communications written on such paper.

Printing really adds but little to the cost of plain stationery and the business man who refuses to add the increased cost is short-sighted indeed, for he loses more than he gains.

INTEGRITY IN BUSINESS.

Apart altogether from moral considerations it does not pay to be lacking in strict integrity in business. The man who is careless about his habits in this regard; who is willing, when the opportunity presents itself, to take advantage of others by sharp practices, is bound, sooner or later, to win for himself a reputation which will prove not only unenviable, but unprofitable—shutting himself out from sympathy and active help in time of need, and making everyone who deals with him suspicious of his actions and careful that he gets no opportunity for victimizing them.

While sitting in a restaurant the other day, the writer overheard a conversation between two business men which illustrates the point.

"Do you sell Brown, in Brownstown?" asked the younger of the two men.

"No; he wants our goods, but he tried some sharp work with us four or five years ago, and we made Jones our agent in that town. He was not as big a man as Brown then, but he has several agencies in the same way since and now has the larger business of the two. He has not as much capital as Brown, but he has a far better credit."

Another case of the kind was brought before my notice the other day by a young grocer. "I had to do a difficult thing to-day, said he. "A grocer whom we both know wanted \$500 for six months. I had the money and he knew I had it. But three years ago I lent him \$100 for three months, and though he was able to pay me at the time promised he kept me waiting for almost a year. I did not make any fuss then, but I resolved never to run any more risks with him. I had to tell him this, to explain why I would not give him the money. He says he can make \$200 with the \$500 in six months, but cannot get the money. It's hard to shut him out of that chance, but probably the lesson will be worth more than \$200 to him."

A few weeks ago an instance of an altogether different nature illustrates the point almost as well as either of these two. One wholesale merchant called in to see a friend about a customer in the country. "He has been buying for cash with us for some time," explained he, "and now wants an unusually large order on time. How is he?"

"Safe as a rock," answered the friend. "He started at the bottom, and has not

much cash yet. But you can depend that he won't buy anything he can't pay for. If he puts in an exceptionally large order it is because he has to fill one of that kind, or because he is sure of a sale for it in some way."

"Thanks; I'll send him the goods."

The goods have already been paid for; much sooner than was anticipated.

Honesty pays; there is sometimes temporary advantage in deception, but in the end it will prove unprofitable.

D.

CHANGING FROM CREDIT TO CASH.

The following reasons are given by Business as the basis of a letter that might be sent out by a merchant who has decided to adopt the cash system:

January 1 will see an important change at our store.

This is what the change will be:

On and after that date we shall pay spot cash for everything we buy.

Everybody who buys anything from us will be obliged to pay us spot cash for it.

These words "everybody" and "everything" mean exactly what they say—there will be no exceptions made.

These are the reasons why:

If we sell on credit, we must buy on credit.

If we buy on credit, we must lose the discounts cash buyers get.

That means that we must sell the goods for a trifle more than we ought to.

If we buy and sell on credit, it calls for a large amount of expensive book-keeping.

That means that we must sell our goods for another trifle more than we ought to.

If we sell on credit, we are sure to lose a certain amount a year on bad debts.

That means that we must sell our goods for still another trifle more than we ought to.

Under a credit system, we can't snap up the special bargain lots that are always on the market.

We can't buy the sacrifice stock of the man who must have money.

We can't buy closely and turn our stock quickly.

▲We must buy regular lines of regular goods at regular seasons.

All these things will be different now—in our store.

The change for the better will be immediately seen on every counter, every shelf and every price-tag.

We shall carry more goods, fresher goods, better goods, more stylish goods.

We shall have a lot of money, and we shall divide the saving with you—with the lion's share for you.

"DO IT NOW'S" FOR THE GROCER.

Written for THE GROCER by G.R.B.

THAT short phrase can be of more importance in the saving of money and trouble in the career of the ordinary business man than the one, "Do It Now?" Is there any merchant who, as he reads this phrase, cannot recall to his memory numerous incidents that occurred where money could have been saved if he had taken the prompt action implied in our subject. I think not. Therefore, it is not out of place for me to give a few suggestions where prompt action could be used to advantage, so that those who read may learn.

If your stock of a certain article is running low and you think it time to order more, don't wait until the last package has been sold and another customer in the store for the same article that must be dismissed with the phrase "Just out." Don't delay until such time, I say, but send your order and "Do It Now."

Some line of goods you purchased may not meet with the approval of your customers, and therefore it remains upon your shelves. You think it time it should be placed upon the bargain table to be turned into ready cash. Don't put off this necessary action until the goods become unsaleable—turn your thoughts into actions and "Do It Now."

When you receive a telephone order don't proceed to wait on the other customers before entering the phone order, but "Do It Now."

If your window display has been greeting the eye of the public for the past three months or more, and you think a change would do it good, don't delay; follow up your thoughts and "Do It Now."

When a customer in haste gives you an order at the door, don't trust to your memory to remind you of that order at your leisure, but make a memo of it, and "Do It Now."

If a shipment of goods arrives, don't leave the checking of weights and numbers of parcels until to-morrow, but "Do It Now." Short weights and breakages must have immediate attention if allowances are desired.

If you advertise in the daily newspaper to obtain best results, change your advertisement every day. Don't let the same copy appear from day to day until several weeks are past. Consider the possibilities of extra business from changing an advertisement and "Do It Now."

If a draft from your wholesaler is presented, don't think it nerve on his part, asking for your acceptance; but if you can possibly fulfill the requirements of the draft, accept it, and "Do It Now."

If a note soon falls due for which you

haven't sufficient funds on hand at present to meet its requirements, don't delay making preparations to fulfill your obligations. Make a start to collect some of the outstanding accounts, and "Do It Now."

If your delivery system fails to get customers' goods to their homes at the promised time, which causes customers to complain, don't wait until your complaining customers are dealing at the place across the way before making the necessary change, but "Do It Now."

Don't let unscrupulous travellers, by holding out tempting offers, persuade you to overload yourself with slow selling merchandise. The chief evil arising from overstocking, financial embarrassment, may, perchance, overtake you. Make up your mind once and for all that you will only buy in quantities to suit your trade, and "Do It Now."

To make a success of your business don't know too many of your neighbors' business methods; for, in condemning these to your customers, you but give your neighbor a free advertisement. Make up your mind to know only your own business, and "Do It Now."

SHOP MOTTOES.

- To look is to buy.
- Superiority in values.
- All that is fit and fair.
- A store that improves.
- Bargains that are vocal.
- Our object is to satisfy.
- Prices that move goods.
- You see it in the quality.
- Money makes money here.
- Breezy prices in our sales.
- Little prices and big values.
- Money making for you, too.
- Trust us to save you money.
- It spells satisfaction to you.
- A visit from the price cutter.
- A world exposition of things.
- Prices that please purchasers.
- Things you can't do without.
- We start and stay at the top.
- Bargains to rest a tired purse.
- You are the one to be pleased.
- Your pocketbook will stand it.
- Goods that gravitate your way.
- Varieties that will astonish you.
- Expand your money at this store.
- This is worth more at the price.
- If you see it here, it's all right.
- A blooming garden of bargains.
- Prices were badly cut last night.
- New things will come to-morrow.
- Goods that go, and are all the go.
- You will go farther and save less.
- A half hour spent is money saved.
- Quality and economy are blended.
- No department vacant, or missing.
- One day will not reveal everything.
- Samples of all sorts for the asking.
- This is high quality at a low price.
- Purity and perfection in foodstuffs.

Established 1894.

Telephone Main 2491.

EGGS, BUTTER and POULTRY

Our Specialties.

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J. A. McLEAN PRODUCE CO.,
LIMITED.
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We buy or receive on Commission.
Consignments and
Correspondence solicited.

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Satisfaction for the Purchaser and Good Profit for the Dealer

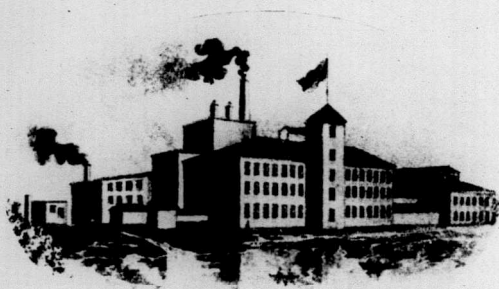
RESULT FROM SELLING

WETHEY'S CONDENSED MINCE MEAT

Those lady customers who pride themselves upon being good cooks will be particularly well pleased with my Mince Meat—as it proves of great assistance in helping them make their pies as **DAINTY, TASTY, DELICIOUS,** as could be desired. All wholesalers handle it.

MANUFACTURED BY

J. H. WETHEY, ST. CATHARINES,
ONT.



LILY WHITE GLOSS STARCH

—O IS PACKED IN O—

Handsome 1-lb. Packets.

Beautiful 6-lb. Tins or Trunks.

100-lb. Kegs—Extra Large Crystals.

Strongest, Whitest and Purest.

The Brantford Starch Works, Limited,

BRANTFORD, ONT.

OUR

CANS CANS CANS

CAN not be surpassed in point of
workmanship, material, quality.

We are the largest manufacturers in Canada of Key-Opening Fruit Cans, Vegetable Cans, Meat Cans, Spice Cans, Syrup Cans. What are your requirements? Write for quotations to

THE ACME CAN WORKS

Office and Factory: Ontario St. and Jeanne D'Arc Avenue.

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MONTREAL.

William Pratt.

**PRIZE
MEDALS
AWARDED
WHEREVER
EXHIBITED.**

**BEST VALUE
IN THE
MARKET.**

**RECOMMENDED
BY ANALYSTS
AND PHYSICIANS.**



The "Roderick Dhu" is guaranteed a genuine old spirit thoroughly matured in Sherry wood, and will be found a Whisky of the very highest class.

"BYRRH" APPETISING and TONIC WINE

Analysis of Messrs. Violet Freres' "Byrrh":

We have carefully analyzed samples of the "Byrrh" Wine of Messrs. Violet Freres, of Thuir, France (Pyrenees Orientales). The conclusions at which we have arrived, as the result of the investigation, are that "Byrrh" is an article of great purity, that no ingredients but Wine of high-class quality, and bitters of a wholesome and unobjectionable character enter into its composition, and that it is also quite free from adventitious impurities.

The flavour and bouquet of Messrs. Violet Freres' "Byrrh" are particularly agreeable, and the results we have obtained lead us to pronounce it an excellent, wholesome and appetising wine.

*Best to market
Price 25-10-07*

(Signed) ARTHUR HILL HASSALL, M.D., London, England.
Author of "Food" (its Adulterations and the Methods for their detection),
EDW. GODWIN CLAYTON, F.I.C., F.I.S.
Chemical Laboratory, 43 and 44 Holborn Viaduct, London, E.C.

BOUTELLEAU & Co



COGNAC

Boutelleau & Co.,
COGNAC,
FINE BRANDIES.

HUDON, HEBERT & CIE., Sole Agents for Canada, **MONTREAL.**

ANNOUNCEMENT.

We take pleasure in introducing to the Grocery Trade of Canada an old and reliable article in a new and attractive shape.

Brunner, Mond & Co.'s Super Carb. Soda, which has had the entire confidence of the Canadian trade for 15 years, now appears in packet form under the trade name of

"Empire"
Brand
Soda



*To meet office
28-11-01*

Best
For
Baking.

Every grocer in Canada should have it in stock. Here are a few of the reasons why you should sell it :—

Because no other article will give such excellent satisfaction to your customers.

Because the packets make a handsome display which will attract the eye of everyone who enters your store.

Because your customers are going to be told all about its excellent baking qualities through every leading paper in Canada, and they will ask for it and accept nothing else.

Because it gives you a handsome profit—a case of 120 packets, which retails at 5c. each, costs you \$3.00.

Because the "Empire" spirit is strong in the heart of every Canadian woman, and this is the only British article of the kind on the market.

WINN & HOLLAND,
MONTREAL

— Sole Agents for Canada.

President,
JOHN BAYNE MacLEAN,
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THE CHEESE MARKET.

CHEESE has reverted to 8¼ to 9c. for Quebec and 9¼ to 9½c. for Western Septembers on the Montreal wharf, but even at the low price the market shows but little activity.

To date this season we have shipped 1,859,444 boxes, against 2,161,152 boxes last year, a decline of 301,708 boxes on the season's shipments. This decrease has been noticeable for some months, but exporters have been trying to find solace in the thought that the Englishman must be refusing to speculate, that stocks in England must be light, that the demand must come in time, that prices must advance, that everything would be lovely in the sweet by-and-by. Now comes the startling intelligence that stocks in England are at least as heavy as last year. Stocks in Liverpool on October 1 were 104,000 boxes, against 85,000 on the same date last year and 53,000 boxes two years ago. London and Bristol also are pretty well loaded up. Stocks in Montreal amount to at least 400,000 boxes, and probably 500,000 boxes, which, even for this time of the year, are heavy. There are considerable goods of June and July make still in the market, and September make is only beginning to move. Add to these facts the other that the weather in England is, unlike last fall, favorable to a heavy pack, and the outlook is scarcely promising.

Yet, those best informed have faith in the future of the market. One condition that leads them to think thus is the relative low price of cheese this year as compared with last. If the English retailer puts his price down in proportion, the consumption ought to increase. But will he? Can he sell at 5d. per lb.? Another important point to note is the fact that a great many cheese factories are turning to the manufacture of butter. At the present high price of butter the farmer can make 15c. per 100 lb. more on his milk by giving it to the butter factory than by having it made into cheese. It is said that all Quebec is going into butter, while some large factories in Ontario have also changed over to the other side of the dairy business. This must cause an appreciable

diminution in the fall make, amounting at least to 100,000 boxes. Yet the English importer refuses to nibble.

It is thus very difficult to presage the future course of values. It is difficult to see how they can go lower, while some think that if a man of nerve came into the market and bought 40,000 or 50,000 boxes he would bolster up prices in two days. But a boom was tried some weeks ago and failed. Taking it all in all, the situation is so mixed that dealers do not know "where they are at." The various influences at work cannot be calculated.

SATISFACTORY EGG MARKET.

CANADIAN eggs are meeting with phenomenal success in England this fall. To date, this season has shown a falling-off in our shipments, but if the outlook counts for anything this decrease will shortly be converted into an increase. Last week's shipments were considerably above those of the corresponding week last year.

At the opening of the pickled egg season a few weeks ago, contracts were entered into at 6s. 8d. to 6s. 10d. But there were firms more optimistic who had faith in higher prices and to-day they are getting 7s. c. i. f. for their goods. Seldom, if ever, have the Canadian pickled eggs turned out better than they are this year, as we pointed out a few weeks ago. They are strong in price and in good condition, and the good quality is having its influence upon the British market.

The condition is in striking contrast to that of last year, when the eggs were put into the vats under trying circumstances. This spring was cool and probably that fact, more than any other, accounts for the satisfactory results.

Fresh eggs are now in better request in England, the last sales reported being at 8s. 2d. c. i. f.

SCARCITY OF FISH.

SPeAKING to THE CANADIAN GROCER this week, an experienced dealer in fish gave it as his opinion that during the last 25 years sea fish, such as cod and herring, had never been as scarce as they are this year. During the past two months it has been very difficult to obtain supplies, and the lowest price for No. 1 green cod now is \$5.25 per bbl., and for No. 1 Nova Scotia herrings, \$5.50 per bbl. These are fish dealers' prices, and wholesale dealers ask \$1 per bbl. more.

It seems reasonably certain that this scarcity cannot be relieved during the coming season, and dealers can prepare to pay big prices. The consumption, however, will likely be checked by these high prices, particularly when frozen smelts, pickerel and other fresh Manitoba fish begin to arrive. The same dealer whom we have quoted above ventured the statement that the public will not buy cod or herring when they go higher than \$7 per bbl., if a substitute can be procured.

It has been pointed out during the past week that Montreal harbor has seen a complete change in the matter of herring importations. Not many years ago the port would be teeming with 30,000 or 40,000 barrels of Nova Scotia, Cape Breton and Labrador herring, representing about \$200,000, while to-day scarcely a few hundred barrels can be seen. This week one shipper got in a big shipment, amounting to two cars. The famous Labrador herring used to be distributed from this centre to Chicago, Milwaukee and St. Paul. All this trade, and that done in flour and cereals by the ships on their return trips, has been swept away on account of the failure of the fish catch on the Labrador, Newfoundland and Nova Scotia coasts.

CEYLON AND INDIAN GREEN TEAS IN CANADA,

THE business that is being done in Canada just now in Indian and Ceylon green teas is not satisfactory. The package tea houses are steadily taking them, but very few transactions are reported on wholesale account.

There is an inquiry for them from the wholesale houses and some samples are being shown, but the difficulty is in regard to price.

During the summer months the quantity of Ceylon greens consigned to this market was rather larger than the requirements demanded. The result was, as it always inevitably is, that sales were made at prices that were anything but remunerative. Now, when those in the trade are open to buy, they want to do so at the old figures, which the holders declare they cannot afford to accept. The difference in the views of buyers and sellers is from 2 to 3c. per lb.

Judging from the private advices from Colombo, to which we have recently had access, the growers there are anything but satisfied with the prices they have received.

One of the largest firms in Colombo writes its representative in Toronto that the prices at which he has been selling green teas are lower by $\frac{3}{4}$ to 1d. than can be got at the auctions in Colombo for black teas from the same gardens. The firm in question declares that unless buyers in Canada increase their limits or the Ceylon Government increases the bonus, which is 80-100 of 1d. per lb., the growers will have to stop making green tea.

It is, no doubt, most discouraging to sell tea at a loss: but we cannot but think that those engaged in making green teas in Ceylon are disposed to evince discouragement rather early in the campaign.

The position that black teas of Ceylon and Indian growth occupy in the world to-day was obtained only after the expenditure of much effort, time and money. It may not require as much effort, time and money to introduce and establish upon the market the green description as it did the black, simply because India and Ceylon are now well known as tea-producing countries. But the growers and dealers in India and Ceylon cannot expect that they are going to accomplish with green tea in a few months what has taken them several years to accomplish in regard to black teas.

NEW MEDITERRANEAN FRUITS.

THE S.S. Escalona, from Patras and Denia, with the first direct shipment of 1901 Mediterranean dried fruit, arrived in Montreal last Saturday with a cargo of 58,394 packages of raisins and 17,560 packages of currants.

The fruit has opened out fresh and plump, rather small, perhaps, yet free from any of the defects that ruined last year's trade.

In this respect Canadian importers have learned a lesson; they will buy no more cheap fruits. Last year, when prices were high, a cry went up for the lowest priced goods, the result was, and still is, wholesalers have a considerable quantity of candied raisins on their hands. One firm is disposing of Morand's last year's fine off stalk, kept in cold storage all summer, at \$1 per 28-lb. box. This is the highest price now ruling on 1900 raisins.

So dealers have come to the conclusion that the only safe course to pursue at such a distance from the scene of operations is to buy only from reputable houses, and of these only the best

brands. In consequence there is, as a general rule, good fruit landing this year.

We notice another tendency, to get goods here early. In former years importers have found it profitable to bring the bulk of their shipments by the second direct vessel, but last year they got a surfeit of this policy. The late arrival of the goods caused an endless amount of trouble and annoyance, particularly where contracts were made for shipment by boat, and the goods were not in retailers' hands early enough in the holiday period. To insure delivery in open navigation and to have the consumption commence early, some wholesalers have brought the bulk of their importations by the S.S. Escalona.

This year the market did not show much difference in the prices of the two cargoes. The bulk of the orders were placed about 16s. 6d., which will allow the wholesalers to sell the standard brands of finest off-stalk Valencias out-of-stock at 5 $\frac{1}{8}$ to 5 $\frac{1}{4}$ c. Since the Bellona, the second vessel, has sailed the market has declined to 15s. for best and 13s. 6d. to 14s. for inferior brands. Currants are steady.

HOW AN INJUSTICE IS DONE TO CANADA.

MR. J. G. COLMER, secretary to the High Commissioner in London, has done Canada a good service in calling attention to the erroneous figures that were being circulated by a London firm regarding the imports of Canadian dressed beef into Great Britain.

The actual exports of dressed beef of Canadian production to Great Britain during the fiscal year ending June 30, 1901, were 8,819,213 lb. valued at \$725,737, against 2,548,653 lb. valued at \$203,339 the previous year. According to the figures issued by the London firm, instead of an increase there was an enormous decrease, which the firm, when written to by Mr. Colmer, said had been taken from the British returns.

It turns out that the discrepancy between the Canadian and British figures was due to the old practice which obtains in Great Britain of crediting to the United States the products of Canada which are exported to the Mother Country via United States ports.

It is time the Dominion Government took the matter up and brought strong pressure to bear upon the Imperial authorities to have the present system of tabulating imports so amended as shall enable the imports of Canadian products to appear in the returns in their proper quantity and at their proper value.

THE REJECTED CANNED BEEF.

We have been given to understand that the Canadian Department of Agriculture has cabled to South Africa asking for the return of a few cases of the shipment of Canadian canned beef which was rejected by the War Office as being unfit for human food.

The firm that put up the meat challenges the report of the War Office, and it is understood that the chemists who examined the goods before they were shipped practically do the same thing.

On this side of the Atlantic the reputation of Canadian canned beef stands high, the home market being largely supplied thereby, and it is important that the matter should be thoroughly investigated.

THE UNION OF CANADA AND NEWFOUNDLAND.

Viewed as a Business Proposition.



WHEN in 1869, Newfoundland by the vote of its people refused to come into the Confederation which two years before had given the Dominion of Canada birth, Sir John Macdonald, the then Premier of the young Commonwealth wrote the Governor-General of Canada that "the acquisition of the Island is of little importance to Canada * * *

We can wait therefore with patience for the inevitable reaction that must take place in a year or two."

Not only have the two years passed but nearly 30 besides, and still the Island which does sentinel duty at the entrance to Canada's great inland waterway is outside the pale of Confederation.

CANADA NOT AN ARDENT WOOER.

Because she is a colony separate and distinct from us, it does not follow that no attempt has been made to woo and win her. But the Dominion was never an ardent wooer. There was a desire, born perhaps of a little pride, to give Confederation that completeness which it was the ambition of its fathers to see; but, like Sir John Macdonald, most people considered that "the acquisition of the Island was of little importance to Canada." But while we were ignorant of the importance and the possibilities of Newfoundland, the latter was undoubtedly prejudiced against the Dominion. Among the ignorant portions of her population unscrupulous politicians circulated the rumor that Canada wanted to possess Newfoundland in order that she might use infant Newfoundlanders as

WADS FOR CANNON.

And what is strange, among a good many it found credence. Under such conditions, voluntary union was not possible. And our experience with Nova Scotia had set the seal against a union of any other description.

But the clouds of ignorance and the evils of prejudice are passing away. And those who in both colonies persisted that union was inevitable, even when others declared that Newfoundland had chosen "perpetual celibacy," are not unlikely to see the desire of their hearts and be satisfied.

UNION DESIGNED BY NATURE.

The two countries were never designed by nature to each go down through time

separate political entities. Remembering that Labrador is a part of the political Newfoundland, it is no geographical blunder to say that the Dominion and Newfoundland are now only divided by an invisible boundary line, while as members of the British Empire the two are one.

SENTIMENT AND BUSINESS.

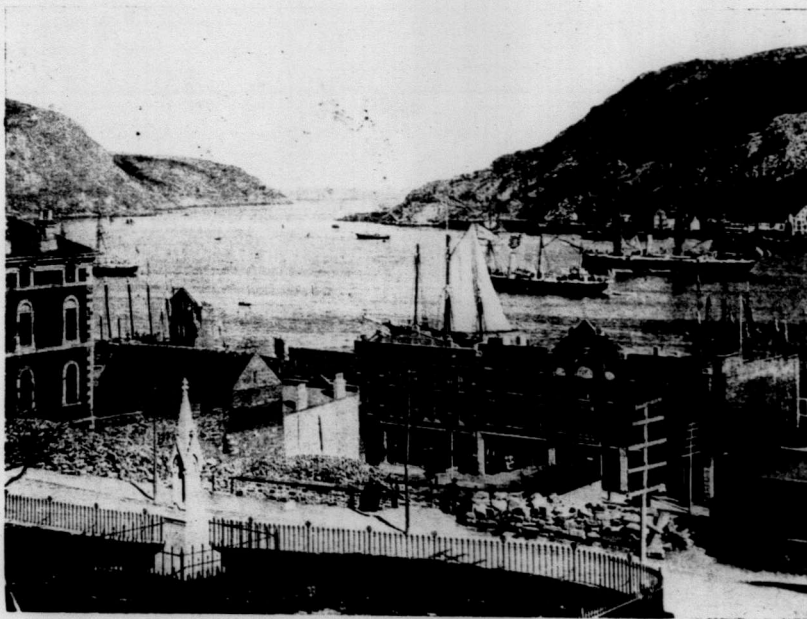
But sentiment is not everything, especially in these days when the spirit of commercialism is becoming a greater force in the world than the desire for national aggrandizement. And while sentiment is a pleasant prospect on which to dwell, and a quality that neither cannot be nor should be eliminated in this matter of union between Canada and Newfoundland, it is just as well that we should consider it from a business standpoint; for it will be from such a standpoint that the success of the union will in future be judged should it ever be consummated.

THE ATTEMPT OF 1895.

When we consider the question of union from a business standpoint we naturally

Canada and Newfoundland. At that time the Island was in severe financial straits. If ever a country appeared to be on the verge of financial ruin it was Newfoundland. On May 16, 1895, the papers, defining upon what condition Newfoundland was willing to confederate with the Dominion, were laid upon the table of the House of Commons.

Briefly, Newfoundland asked Canada to assume its debt of \$15,000,000, which included the railway obligation, and an annual subsidy of \$650,000. Canada, as represented by the administration of Sir Mackenzie Bowell, offered to assume \$10,350,000 of indebtedness and to grant \$6,000 per mile to the railway that was at that time in process of construction across the Island. As this \$6,000 per mile would have meant an expenditure on that account of \$1,692,000, it follows that Canada was willing to assume a charge of \$12,042,000 or a little less than \$3,000,000 below the sum stipulated by Newfoundland. In regard to the annual subsidy there was a difference of \$150,000, the amount the



St. John's, Newfoundland, and its Land-Locked Harbor.

think of a partnership; and in the further process of reasoning one is led to consider what is to be gained by such a partnership. A business transaction is only satisfactory in as far as it results in profit to those party to it.

THE CONDITIONS OF 1895.

It is six years since the last attempt was made to bring about a union between

Canadian Government was willing to give being \$500,000. With Newfoundland in the financial condition it was, it was thought by many that it valued itself at too high a figure. But those who have carefully studied the subject, particularly in the light of to-day, not only realize that the price was not unreasonable but that it was a better figure than we can ever again expect

to have submitted to us in any future negotiations that may be undertaken.

BUNGLED NEGOTIATIONS.

We considered then, and we have had no occasion since to change our mind, that the Bowell Administration never entered into the consideration of question of union with Newfoundland with energy and an ambitious desire to bring it about, while it certainly did not conduct the negotiations in a business-like way. No doubt the serious dissensions that were brewing in the Cabinet, and that shortly after resulted in the famous bolt of its seven members, incapacitated the Government from grappling with the Newfoundland or any other question in a proper manner. But that is only an explanation of, not a justification for, the manner in which the negotiations of 1895 were bungled.

VIEWED FROM A BUSINESS STANDPOINT, the union of Canada and Newfoundland is a consummation devoutly to be desired. Newfoundland is, by no means, the barren country it was up to even a recent period thought to be. And its industrial features are not confined to its fisheries. Its seal and cod fisheries are still, of course, its principal industries, but it is now recognized that its possibilities in such industries as mining, lumbering and pulp-making are most promising. The prominence which it has within the last few years gained in regard to its Bell Isle iron ores is, of course, well-known. Not only are these ores practically unlimited in quantity, but they are the most easily and cheaply mined of any iron ores in the world. In fact, it is the very low cost at which they can be laid down that gives Sydney the advantage which it doubtless possesses over Pittsburg and other iron and steel centres on this continent.

NEWFOUNDLAND'S RAILWAY.

The railway, which was not finished when Canada and Newfoundland last entered into negotiations for union, is now in operation across the Island, connecting at Port Aux Basques with an excellent tri-weekly steamship service plying between that point and the railway system of Canada. The railway is now an asset of the Island, the ownership having, through a recent agreement, again reverted to the Government, and with it 3,000,000 acres of land and the ownership of the colonial telegraphs.

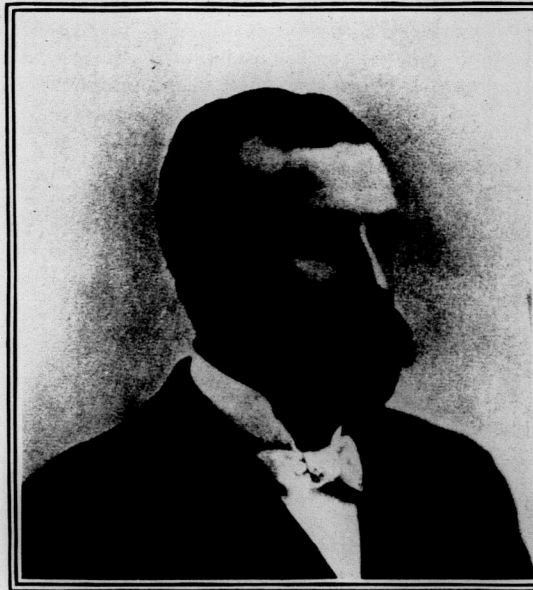
NEWFOUNDLAND'S TRADE.

Although the population of Newfoundland is only about 210,000, its aggregate foreign trade last year was \$16,000,000, of which \$8,597,414 were exports and \$7,497,147 imports. The revenue was \$2,050,000.

Taking our own official returns as the basis, less than 2 per cent. of Newfound-

land's aggregate trade was with Canada. Does anyone mean to say that with two countries, one politically and commercially, that this proportion would not soon rapidly increase? Our exports to are a great deal larger than our imports from Newfoundland, being, in 1900, \$2,144,070 and \$660,678 respectively. Our chief exports to Newfoundland during 1899 and 1900 were as follows:

	CANADA'S CHIEF EXPORTS TO NEWFOUNDLAND.	
	1899.	1900.
Animals	\$92,560	\$98,438
Grain	74,830	89,145
Flour	730,692	820,951
Coal	181,790	249,510
Cordage	11,685	13,685
Drugs, dyes, etc.	19,314	29,002
Fruits	24,298	33,097
Gunpowder, etc.	11,561	10,542
Gutta percha, etc.	18,617	16,616
Sole and upper leather	57,203	83,928
Boots and shoes	37,864	20,343
Metals and minerals, and manufactures of	105,322	161,656
Provisions and meats	131,700	140,152



HON. ROBERT BOND,
Premier of Newfoundland.

Salt	9,979	15,537
Tea	17,869	14,753
Tobacco	11,677	14,114
Furniture	23,470	26,523
Woods of various kinds.	27,772	52,309
Wool and manufactures of ...	15,871	15,152

THE DEBT QUESTION.

To take over Newfoundland would mean an increase in our public debt. But so did the taking over of the several Provinces at Confederation. Had Newfoundland entered the Dominion then we would have had to assume its debt. But Newfoundland is certainly more to be desired now than then, and Canada is certainly in a better position to assume the Island's liabilities now than she was then. The little Customs revenue that Canada would lose through Newfoundland's coming into the Confederation would be practically nil. Nearly all the merchandise we import from Newfoundland comes in under the free list. Last year, for example, the dutiable imports were only

\$12,303, on which the duty collected was \$2,740. On the other hand the revenue of Newfoundland, which last year amounted to \$2,000,000, would accrue to Canada.

THE FRENCH SHORE DIFFICULTY.

If one can judge from the interviews and the editorials which have recently appeared in the daily press nine-tenths of the people of this country are in favor of Confederation with Newfoundland, but quite a number only favor this after the French shore difficulty has been settled. This we cannot consider any other than a narrow proposition. While we do not believe that the difficulty will ever result in a resort to arms by the two great powers concerned, as long as it is unsettled there is always the possibilities of such an unfortunate eventuality. Consequently, Canada should be almost as much concerned as Newfoundland herself in the settlement of the question, for the Dominion would possibly suffer just as much from a resort to arms as the Island itself. With the question a Canadian one, it is the general opinion, particularly among journalists in Great Britain, that a solution of it would soon be found. There is therefore nothing for Canada to gain from a policy of drift, and it is shortsighted of us to think otherwise. The French shore difficulty is becoming less and less formidable. The St. John's correspondent of The London Financial Daily News in a recent article said: "For the past 20 years the French have been losing their hold on our western seaboard. The number of their stations have declined very rapidly from almost 100 to less than 20. At the present moment, including both cod and lobster locations, they maintain only 16 stations on the whole 800 miles of coast where they exercise fishing rights."

From the standpoint of practical politics, and from the standpoint of business commonsense, the Confederation of Canada and Newfoundland is to be desired. And it is gratifying to see that the people of both colonies are recognizing that such a consummation would be best for both.

W. L. E.

INTO LARGER PREMISES.

McBride & Stronach, wholesale fruit and produce commission merchants, Toronto, have recently moved into more commodious premises at 23 Church street, in order to accommodate their increasing business. The firm are prepared to buy and sell on commission, fruit, butter, eggs, poultry, potatoes and all kinds of produce. They aim to realize the best price possible for their patrons and to make prompt returns. Such business methods should secure them a liberal share of patronage.

A Royal Tea

**The Duke and Duchess of Cornwall and York used
"Red Rose" Tea during their visit in St. John.**

The selection of "Red Rose" Tea by those in authority to be served to their Royal guests is good proof of the high standing this brand has attained.

In the Maritime Provinces "Red Rose" Tea is accepted as a standard by which other teas are judged, and enjoys a much larger sale than has ever before been attained by any other brand.

In Ontario, Quebec and Newfoundland the sales are already assuming large proportions, although it has only recently been introduced in these Provinces.

In Manitoba and the Northwest Territories business is just being started, but I am quite confident that the people there will appreciate **good tea** just as much as they do in the East.

I claim for "Red Rose" that it is "good tea." The kind of tea that most people like best. The kind of tea that helps increase a grocer's business.

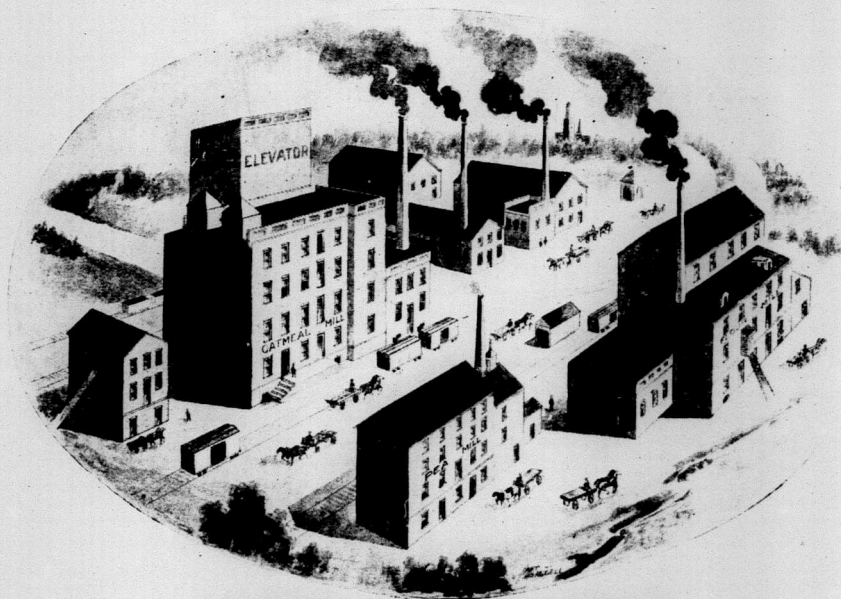
It is composed of Ceylon and Indian Teas, and is packed in six grades to retail at 25c., 30c., 35c., 40c., 50c., and 60c. per lb.—1 and ½-lb. packets.

Each grade is put up either Black, Mixed or Ceylon Green.

T. H. Estabrooks

Tea Importer and Blender

— St. John, N.B.

Tillson's Mills

**Solid
on the
Top
Round**

We didn't go up in a balloon to the top, half a century of hard-won merit placed us there—and we will stay if high-class goods and courteous treatment will keep us secure. We cater to the trade whose customers demand the very best breakfast cereals.

THE TILLSON COMPANY, Limited
Tilsonburg, Ont.

Flour, Breakfast Foods and Feed.

Hints For Those Who Handle Them.

FLOUR AND CEREAL FOODS IN THE RETAIL STORE.



It is true with regard to practically every staple line handled by the retail grocer, flour and feed prove particularly good lines to the dealers who buy them most shrewdly, handle them properly and sell them to best advantage. The principal factor in a good flour and feed trade seems to be skilled buying, but this is followed up by the best retailers by care in handling and energy in selling. A member of the staff of THE CANADIAN GROCER interviewed several Toronto retailers on the matter the other day. The opinions given are worth reading.

NOT WHAT IT USED TO BE.

"The flour trade is not what it used to be," said James Knowles, who has carried on a flour and feed business on Yonge street for over quarter of a century. "There was a time when we could depend on flour keeping for some time in the summer, but we cannot now. Manitoba wheat flour might last a month, but other kinds should not be kept more than two weeks. The trouble is, I think, that moths have gotten into the mills and cannot be got rid of.

"Years ago we bought flour in barrels. Now I only get it in bags, which are not only more convenient to me but more satisfactory to my customers than were the barrels. I only get certain brands and keep these in stock all the time. I only buy as I need, sometimes every week, sometimes not so frequently."

"Do you have any trouble with rats or mice?"

"No. I have two good cats."

"Is there much change in the breakfast food trade?"

"Yes. The introduction of so many new kinds of package goods has created a demand which we knew nothing of years ago, though the trade in bulk breakfast foods is still good. I do not handle every line of the new goods; only those which have proved to be popular."

THE VALUE OF CONSISTENCY.

"The best way to buy flour is to get a good line and to depend on it; to believe in it, and to make your customers believe in it," said D. J. Kelly, of Kelly Bros., Queen street east. "By having a line, including about half-a-dozen brands, which can be depended on, one may expect to give satisfaction to their customers; and that is what you must do to build up a trade in

any line. We get all our flour, with the exception of one brand, from one house. They not only guarantee its quality but protect us in the matter of price. If they anticipate an advance they notify us, and we make a contract, to have it delivered as we need it. If prices jump suddenly and we send in our order at once we are allowed half the advance. This is good for us in every way, and, as we sell a large amount of flour and sell theirs almost exclusively, it is, I should judge, good for them.

"We keep it upstairs in a room in which there is nothing else that could possibly taint it or affect its quality in any way. Most of it we keep in the centre of the room. The rest is on stands high enough for a cat to get a good chance after a mouse.

"We have an excellent trade in flour, not because we cut prices, but because we have convinced our customers they can depend on our qualities."

BUY ACCORDING TO MARKET.

"The best way to buy flour," said D. Bell, Yonge street, "is to watch the market closely and buy according to conditions. The travellers tell us when an advance is probable, and I have my own opinions. When I think the market is so low that buying ahead is safe, and may prove profitable, I place a big order. When the market is high and not likely to go higher, my orders are based according to my immediate requirements.

"I get five brands and stand by them exclusively. They have proven satisfactory to my customers, so I will keep them as long as their quality is as good as it now is.

"Care should be given to the

STORAGE AND HANDLING

of flour. Like butter, it draws taste from other goods, so must be kept apart from anything that might affect it. I keep it on tables in my storeroom. Being on tables, it is also free from mice or rats.

"As to selling, I treat it as I do other staples. It is well to push it once in a while. I am now distributing a few samples of high-grade flour in miniature barrels, which the makers of one of my brands have supplied me with. Once in a while it is well to make a good display of flour, either in the window, or in the interior of the store."

NEVER SPECULATE IN FLOUR.

"We never speculate in flour; never buy in anticipation of an advance," said Mr. A. Moyer, of M. Moyer & Son, Spadina avenue. We buy as we need it, in four sizes of

bags, stones, halves, quarters and eighths. We have two brands as leaders and a couple of others for those who want something different from them. We keep them, as you see, on our back counter. They thus help to advertise themselves and require very little pushing. We have not any special trade in flour, but supply practically all our family customers with it. We treat it as a staple line in every way.

"Breakfast foods are a good line, and the demand for them is constantly growing.

LOOKS FOR A PROFIT.

"My idea in buying flour is to get the smallest quantity so as to insure freshness and to get it at the lowest possible price. Sometimes I only buy a small quantity; at other times I make a contract for a large order, and sometimes I join a group of buyers to get close prices.

"I stick to three or four brands. These are sufficient to satisfy all my trade, and, as they are fully satisfied and I keep their trade, I am content as long as I make a profit for myself

"I keep both bulk and package breakfast foods. There is sometimes a complaint re freshness and of hulls in oats regarding bulk goods, but enough of my customers want them to make it advisable for me to keep it in the bulk state. But the demand for package goods is growing, and I keep these prominently before my customers."

KEEP A DOZEN BRANDS IN STOCK.

"We have found it advisable to keep a dozen brands in stock," said Mr. R. Brown, of Brown Bros., Queen street west. There is quite a difference of opinion as to what is the best flour, as is the case in regard to other goods. But with a dozen brands we are able to please practically everybody. We buy according to the market. When we expect an advance we place an order to cover the period we think prices will be maintained; but we take great care not to buy too much, so that we will not be stuck if a big reaction follows the advance.

"Flour should be kept high and dry—safe from mice and from the possibility of taint. We keep ours on a specially prepared shelf in our storehouse fully four feet above the floor.

"Yes; we push it. At this time of year, when baking is popular among the women, we display it, both in our windows and on our counters. It is a staple line, but, like every other staple line, it should be brought to the front once in a while."

MAKES A PRIVATE BRAND HIS LEADER.

"My favorite brand of flour," said John Butcher, Queen street west, "is one which

bears my own name, and is recognized as a specialty of this store. I have other brands, of course, but this is my leader. I call it the "Aylmer," and have called it by that name for twenty-eight years. My method of buying is to make a yearly contract at a favorable time of year. By making such a contract, which you can depend upon to be a large one, I get the closest possible prices.

"We keep our stock either on high counters or in the centre of the room devoted to its storage. We are not afraid of mice or rats for we have five of the best cats in Toronto. But it is best to keep flour by itself in a clean, dry place.

"Package foods are so steadily growing in popularity that we keep practically everything on the market. We have never demonstrated ourselves, but the "Shredded Wheat" people have demonstrated their goods in our stores. This undoubtedly increased our sales of that line. I buy breakfast foods in large quantities if necessary, but small quantities if possible, so that I get the closest prices going. We push them continually, every clerk must know the good qualities or characteristics of each line and be ready to recommend them to customers. Bulk breakfast foods are easy to handle in the winter, but in the summer one must be very careful about freshness. We often buy twice a week to be on the safe side."

NEW FLOUR MILL IN HAMILTON.

One of the recent additions to the milling industry in Hamilton, Ont., the "Ambitious City," is Bennett Bros.' flour mill, the Hamilton Roller Flour Mill, which has been fitted with the most up-to-date milling machinery obtainable, and has a capacity of 100 barrels every 12 hours. Five brands are made, namely: "Gold Seal," "Cook's Pride," "Ocean Wave," "Our Crown" and "Bakers." These brands have proven of such practical value that Bennett Bros. are already compelled to keep their mill running both night and day. The five brands would make an excellent range for any grocer.

QUALITY IN OATMEAL.

Through the advantage of being situated in one of the best oat-growing sections of Canada and the adoption of the most up-to-date methods, John Sutherland, London, Ont., has succeeded in acquiring an enviable reputation for the quality of the oatmeal, rolled oats, split peas and pot barley turned out by his mills. This reputation has extended beyond Ontario, until now Mr. Sutherland finds an excellent demand for his products in the Lower Provinces, and is doing a steadily-growing export trade. The wide market keeps the London, oatmeal mills, which have a capacity of 80 barrels per day, in constant operation.

THE FOLLY OF PRICE-CUTTING.

AN interesting communication in regard to the folly of price-cutting appeared in a recent issue of The American Miller. From it we take the following: "It is the price-cutter that is the bane of flour milling. The attempt to increase the consumption of flour or bread by cutting into his brother miller's trade at a price that will not pay for the wheat is what has put too many mills on the market at one-half to one-fourth their original cost. Look at other lines of trade to-day. See the great business they are doing, and all at a large profit. Take a leaf out of their book. Take a leaf out of the book of the two handlers of this wheat crop named above, and then compare it with the miller's profit on the largely increased capital invested in his plant. It will be conceded that flour milling as a business for the investment of capital, in comparison to other manufacturing lines, has no claims on a basis of profit. It is the price-cutter to whom most of this must be charged.

"When a price cutter, in order to steal his brother miller's trade, sells flour below cost, he becomes a party to the most foolish, unnecessary and unbusinesslike proceeding that could possibly be indulged in. The consumer neither knows nor cares whether the flour miller gives his product away or not. He demands of him an article of flour of high quality, which he is willing to pay for.

"And now we come to the effect that this price-cutting has had on the operative miller. Unless there is a good profit in any business its employes will suffer with low wages. There is just where the trade of miller is to-day. The work that a miller does in a small or medium-sized mill at the wages now commonly paid has no parallel in any other trade. And the same can be said of the whole operating milling fraternity, as, while the millers in large mills do not have the small millers' work to do, their 12 hours per day and every other Sunday, at the wages per hour now being paid, do not compare favorably with those of other trades.

"If flour is sold minus a profit, the best efforts of the operative miller, with all of his machinery and complex systems, his skill, his years of experience, his technical knowledge, his means of increasing his education, testing his flour to sample by baking and chemical tests, will all come to naught. There will be no harvest for him during this greatest harvest year unless the price-cutter is cut out."

PATENTED FOODS.

England has almost as many health foods on the market as this country, and some of the meals and breads are patented. Millers who have witnessed the public craze for something new in the cereal line and the willingness to pay several prices for any-

thing with large pretensions and a novel name will understand the feelings of the British bakers toward these patented breads. One of them advertises as follows: "Try our Brown Bread. No Patent, but God's pure product made from the finest decorticated wheat." And it is quite likely that his bread is just as good as the stuff protected by a patent.—American Miller.

BUCKWHEAT AND RYE FLOUR.

By making a specialty of the business and by the installation of a plant particularly adapted to the work, Quance Bros., Delhi, Ont., have acquired an enviable reputation and a steadily-growing trade in buckwheat and rye flour. They have lately made extensions that make further development of their business not only possible but assured.

HAVE IMPROVED THEIR MILL.

The Seaforth Milling Co., Seaforth, Ont., have again started running their mill after being closed down for the past few months making repairs. The mill has had a thorough overhauling from top to bottom, and is now one of the best equipped plants in the Province of Ontario, having all the latest and most improved machinery. The company are looking forward to big things this coming year, as the wheat in this section is exceptionally good this season. With such excellent wheat and new machinery this company should find a steadily increasing demand for their flour.

THE DEMAND FOR HEALTH FOODS.

THE past five or six years have witnessed a surprising impetus to the study of the effects of foods on health. Not only have the medical profession and devotees of domestic science shown special regard to the matter in recent years, but the general public have come to look upon it as a problem of vital interest to them, and have spent much time and thought in the study.

Possibly one of the chief factors in directing such general attention in this direction has been the advent of whole wheat flour and of shredded wheat biscuits.

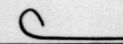
The chief virtue claimed by their originators for shredded wheat biscuits is that they are "naturally organized" foods, and that they make possible "natural" conditions.

As the natural condition of the human body is a healthy, vigorous state, and as it has been amply proved that this unique food does contribute very largely to sound, vigorous health, the "natural" result has been a surprising development of the demand for shredded wheat biscuits in both urban and rural districts.

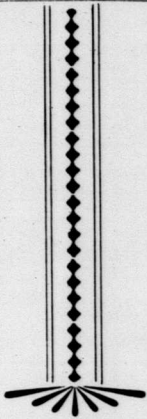
Practically everybody has tried these biscuits, and the demand for them has led to the establishment at Niagara Falls, N.Y., of one of the largest and finest food works

John MacKay QUANCE BROS.

**BOWMANVILLE,
ONTARIO.**

MILLERS,  **DELHI**
ONTARIO, CANADA.

MANUFACTURER OF



POT AND
PEARL BARLEY,

BUCKWHEAT
FLOUR,

SPLIT
PEAS.

FEED IN CAR LOTS.

Popular Brands.

Brands :

White Swan
Maydew
Moss Rose
Middleton

Choice
Roller
Process

Buckwheat Flour

WIRE FOR PRICES.

Rye Flour
Graham Flour

MONKLAND MILLS.

FERGUS ELEVATOR.

BROOMFIELD MILLS.

JAMES WILSON & SONS

MANUFACTURERS AND EXPORTERS

OF THE FINEST GRADES OF

Oatmeal, Pease Meal, Split Peas,
Pot Barley, Pearl Barley,
Round Peas.

Feed of all kinds.

Correspondence Solicited.

FERGUS, ONTARIO, CANADA.

LONDON OATMEAL MILLS

London
Ontario
Canada

Jno. Sutherland

*Manufacturer
and
Exporter
of . . .*

**ROLLED
OATS
AND
OATMEAL**

Write us for prices for
best grades **FLOUR**

G.O.B., FANCY PATENT, as good as the best.

CALLA LILY, good, strong.

LANARKO, considerably cheaper but a good seller.

Perth Roller Mills

— Perth, Ont.

Amos H. Baker

PICTON, ONT.

DEALER IN —

*Grain, Fancy Peas,
Green, Dried and
Evaporated Apples.*

AYTON MILLS

N. WENGER & BROS., Ayton, Ont.

Manufacturers of High-Grade

**WINTER WHEAT
FLOURS**

— BRANDS —

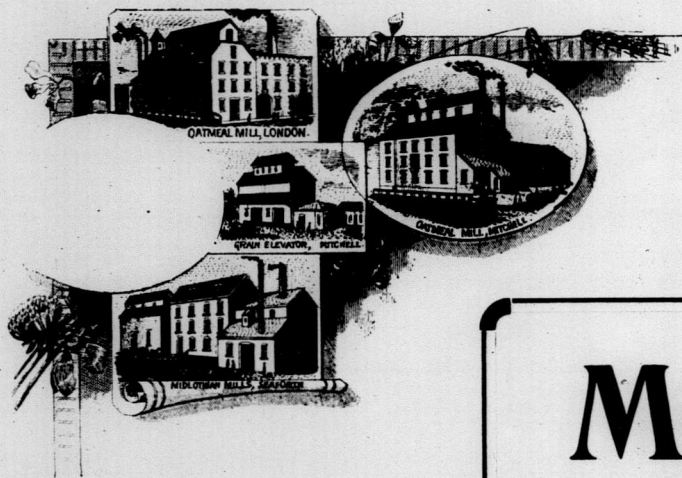
EDELWEIS

High Patent.

MAY BLOSSOM

Family Flour.

Samples and Prices on application.



TRY . . .

WALTER THOMSON & SON'S

Maple Leaf Rolled Oats

and all grades of Oatmeal.

Correspondence Solicited.

MILLS AT _____

MITCHELL, LONDON AND SEAFORTH.

ALSO . . .

*Flake Wheat
Split Peas
Pot Barley and
Cornmeal*

NONE BETTER.

'Phone 967.

Bennett Bros.

MERCHANT MILLERS.

Corner Market and Park Streets,

Hamilton, Ont.

Manufacturers of . . .

Gold Seal, Cook's Pride, Bakers' Flour.
Also 90 per cent. Pat. Flours for Export.

WRITE FOR PRICES
AND SAMPLES.

Wheat Marrow

I do not believe there is any finer breakfast food than

Wheat Marrow

It is the result of careful treatment of Choice Winter Wheat, so that the very best properties—the nourishing and sustaining ones—are retained and the others eliminated.

It digests quickly and easily, is light and wholesome, and makes a perfect breakfast dish.

I WOULD like to send you a trial lot, for I feel sure the majority of your customers would prefer it to any of the other wheat foods. If you once get them to try it you can count on their regular custom.

PUT UP IN 2-lb. BOXES

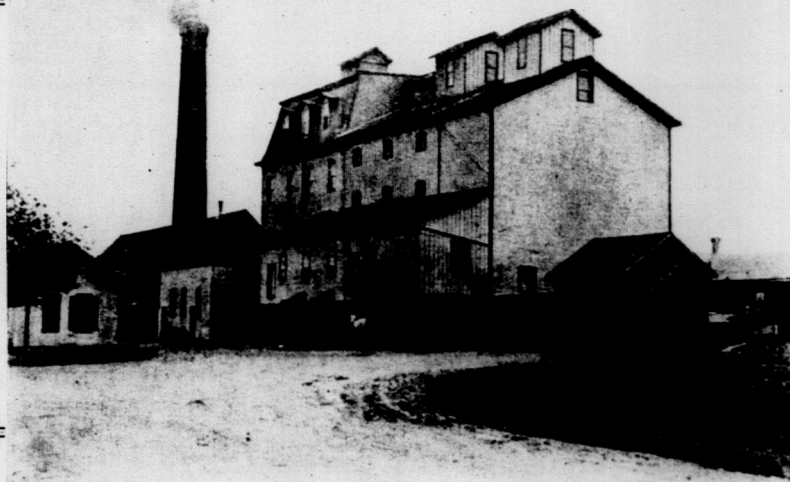
Wm. Mack, EXPRESS ROLLER MILLS, Cornwall

Seaforth Milling Co.

Seaforth, Ont.
Canada.

To Seaforth Milling Co 25-10-01

Daily
Capacity
500
Barrels.



Manufacturers
of all
High-Grade
Patents
and
Choice
Family
Flours.

Correspondence Solicited.



Our packages are larger and more attractive in style than any others.

The quality of our goods is superior to anything else on the market.

MORSE BROS., Proprietors, Canton, Mass.

For sale by all Wholesale Grocers; also the McClary Mfg. Co., London, Montreal, Winnipeg, Vancouver and Toronto.

in the world, details concerning which were published in this paper several years ago. It will be remembered that the floor area of the concern was 55,653 ft., and that the plant includes, in addition to the manufacturing plant, a lecture-room capable of seating 1,000 people, a dining-room in which the employes are given their dinner gratis every day by the company, and a training department where demonstrators are prepared for service on the company's behalf.

BUSINESS CHANGES.

DIFFICULTIES, ASSIGNMENTS, COMPROMISES.

THE creditors of M. D. Claireaux, general merchant, Duclos, Que., meet to-morrow (Saturday).

Burnham & Holdsworth, grocers, Digby, N.S., has assigned.

Alf. Ruest, grocer, St. Doust, Que., has assigned to V. E. Paradis.

Theophile Genest, grocer, Montreal, has assigned to Gagnon & Caron.

Theo. Laval, grocer, etc., Montreal, has assigned to Marcotte & Marcotte.

H. E. Bouliane, general merchant, Les Grandes Bergeronnes, Que., has assigned.

W. F. Wilson, general merchant, Waterford, Ont., has assigned to A. G. Olive.

H. M. Lavoie, general merchant, Bic, Que., has compromised at 55c. on the dollar.

Thomas Fitzgibbon, general merchant, St. John's, Nfld., has assigned to J. V. O'Dea.

G. Potvin, general merchant, St. Gedeon, Que., has compromised at 40c. on the dollar.

J. Maranda & Frere, general merchants, St. Raymond, Que., have assigned to V. E. Paradis.

N. G. Charbonneau & Sons, grocers, Ottawa, have assigned, and a meeting of their creditors has been called.

Lacombe & Dufour, general merchants, Chicoutimi, Que., have assigned and a meeting to appoint a curator will be held on October 31.

Weaver & Co., general merchants, Farran's Point, Ont., have assigned to James H. Bredin, Woodlands, Ont. Their creditors meet to-morrow (Saturday).

PARTNERSHIPS FORMED AND DISSOLVED.

Peart & Miller, confectioners, Leaming-

ton, Ont., have dissolved, and J. A. R. Peart continues.

Craig & Stedman, general merchants, Smith's Falls, Ont., have dissolved.

Harrison Bros. have formed partnership to succeed D. W. Harrison, general merchant, Penhold, N.W.T.

J. Davis & Co., cigar manufacturers, Montreal, have dissolved, and David Davis has registered as proprietor.

Moulton & MacKay, general merchants, Smith's Falls and Westport, Ont., have dissolved. MacKay & Co. continue in Smith's Falls and John H. Moulton in Westport.

SALES MADE AND PENDING.

T. C. Kennedy, grocer, St. John's, Nfld., is selling out.

Ballah & Co., general merchants, Merlin, Ont., are selling out.

W. Leslie, confectioner, etc., Streetsville, Ont., is advertising his business for sale.

The assets of Ben. Bowring, general merchant, Sydney, N.S., have been sold.

The assets of Theo. Lavallee, grocer, Montreal, are to be sold to-day (Friday).

The assets of Mrs. H. Dubois, general merchant, St. Didace, Que., have been sold.

The assets of M. Derbyshire, general merchant, Smith's Falls, Ont., are to be sold.

The stock of the estate of W. S. Bradford, confectioner, London, Ont., is advertised for sale by auction.

CHANGES.

John Hall, general merchant, Dashwood, Ont., has sold out to J. J. Merner.

B. M. Clark & Co., grocers, etc., Vancouver, have been succeeded by Joe. Deal.

F. X. St. Jean, general merchant, St. Barnabe, Que., has removed to Montreal.

R. B. Powell, grocer, Spadina avenue, Toronto, has been succeeded by Northgrave Bros.

John Sutton, general merchant, Edgar Mills, Ont., has sold out to Mrs. John Highland.

Malcom Webster, general merchant, Bickford, Ont., has been succeeded by Wm. Bradshaw.

Wm. Redmond, general merchant, River John, N.S., has been succeeded by Geo. A. Redmond.

Martha Tyson, grocer, etc., Vancouver,

B. C., has been succeeded by Anderson Littlehailes.

J. G. Vaillant has registered as grocer in Montreal.

Winfield & Logie have registered as confectioners in Quebec.

Thomas Powers, flour and feed dealer, Winnipeg, has given up business.

Duncan Bros., grocers, etc., Wallaceburg, Ont., have sold out to Wm. Pigott.

The stock of J. K. Hamm, grocer, St. John, N.B., has been sold to Hamm Bros.

J. E. Dowdle, general merchant, Proton Station, Ont., has sold out to W. Hockley.

C. A. McCall, general merchant, Starbuck, Man., has been succeeded by A. Hammill.

McCall Bros., general merchants, Victoria, Ont., have been succeeded by J. H. McCall.

Norsworthy & McGugan, general merchants, Melbourne, Ont., have been succeeded by Williams Bros.

Brigham & James, general merchants, Red Jacket, N.W.T., have sold out to S. B. Anderson.

Lilly & Carter, general merchants, Dauphin, Man., are opening a branch at Ochre, Man.

Jacobson & Cohen Bros., general merchants, Kentville, N.S., have opened a branch at Annapolis.

Pierce Moison has registered as proprietor of P. O. A. Moisan, grocer, St. Raymond, Que.

FIRES.

A. Allen, grocer, London, Ont., has suffered loss by fire.

Dalton Bros., spice and soap manufacturers, Toronto, have suffered loss by fire; fully insured.

The stock and premises of Andrew Nisbet, grocer, North Sydney, N.S., have been damaged by fire.

The stock of A. W. Grant, cheese exporter, Montreal, has been slightly damaged by smoke; insured.

DEATHS.

George Shaw, grocer, London, Ont., is dead.

Charles Ware, grocer, Lambton Mills, Ont., is dead.

A. B. Grandmaison, general merchant, Laurentide, Que., is dead.

AN ENQUIRY

If you have one for **First-Class Japan Tea** buy our

“R.T.S.”

We also have the celebrated “**KIJI**” and “**L.S.**” brands.

LUCAS, STEELE & BRISTOL, Wholesale Grocers, Hamilton, Ontario

28 Cents Per Pound

is all you pay for “**BOSTON LUXURY**” Coffee, and then you get the finest blend sold anywhere. It sells well because it pleases best. Always uniform in strength and flavor. Hundreds of retailers bank on it, and you can do the same.

JOHN SLOAN & CO., - - TORONTO,
CANADIAN AGENTS.

ALEXANDER TURNER.

LLOYD T. MEWBURN.

ALEX. G. OSBORNE.

CAMPBELL S. TURNER.

JAMES TURNER & CO.

WHOLESALE GROCERS,

HAMILTON.

SAUEL VILA, “**Alberta**,” Calgary,
Representative for British Columbia and Alberta.

C. H. ROSS, “**Leland**,” Winnipeg,
“**Kaministiquia**,” Fort William,
Representative for New Ontario and Manitoba.

Controllers and Wholesale Agents for the Celebrated Brands of

Package Teas:

“**Ram Lal's**,” “**Golden Age**,” “**Khaki**,” “**Mascot**,”
and “**Bobs**,” Bulk Blend “**Rangnugger**” Tea.

Coffees:

“**Mecca**,” “**Damascus**,” “**Cairo**,” “**Sirdar**,” “**Zacapa**.”

Wholesale agents
in Canada for... **TADDY'S** justly-famed Old English Tobacco.

NEW GOODS NOW IN STORE

Sockeye Salmon. "Clover Leaf" and "Horse Shoe." (Talls.)

Currants. Cases and half-cases Fine Filiatras and Amalias.

Figs. Eleme—4 Row, in 10-lb. Boxes.

Raisins. Arguimbau, Trenor, and Whiting—Selected and Fine Off-Stalk.

Sultanas. Brands Good and Fine.

**THOS. KINNEAR & CO., Wholesale Grocers,
49 Front Street East, TORONTO.**

Some Notes on Winnipeg's Retail Grocery Trade.

WINNIPEG is well supplied with up-to-date retail grocery houses, and to those who remember the numerous corner stores of 1880-82 with their array of canned goods and little else, the well-appointed stores of to-day are a convincing proof that Winnipeg has passed from the status of a border town to the dimensions of a city. It would be difficult in a brief sketch to mention all the stores of this kind in the city, but quite a number are more or less conspicuous, either for the length of time they have been in business or their specializing some particular line of trade. All the large grocery stores handle vegetables and green fruits, etc.

THE HUDSON'S BAY CO.

The Hudson's Bay Co., as being the oldest grocers, are probably entitled to first mention, but their establishment has been the subject of so many descriptions it is a little difficult to find anything new to say. This department of the company's business is well managed, and special attention is given to direct importations of dried table fruits of extra quality, imported biscuits, and fancy and expensive cheese. The system

in vogue is counter check books and electric cable cash carriers.

THOMAS HURTLEY & CO.

Another long-established house is that of Thomas Hurtley & Co., on the market square. Mr. Hurtley has been engaged in business here since the early seventies. In those days the name was Hurtley & Leach, but after a few years in the grocery business Mr. Leach decided to try his fortune as a theatrical manager, and sold out to Mr. Hurtley. This house, in addition to a large city trade, is headquarters for many contractors buying camp supplies, and for an extensive and growing country trade. Before coming to Winnipeg, Mr. Hurtley, who is a Yorkshireman by birth, was for some years in the merchant service, and has visited many of the countries whose products he has since had to sell, and the knowledge thus gained has made him a shrewd and intelligent buyer. The system employed is that of counter check book and desk autographic register.

HARGRAVE & CO.

Hargrave & Co. have been in business for some 20 years, but a full description of their handsome new premises appeared in these columns a few weeks ago. This house

enjoys the distinction of being the first to adopt the National Cash Register Multiple Drawer System.

W. H. STONE.

W. H. Stone, formerly Stone & Bryson, is another house to be counted among the old timers. Mr. Stone is a Somerset man, and studied his business from the ground up in the Old Country. In addition to a good general trade, the house is recognized as headquarters for a large proportion of the C.P.R. employes. Mr. Stone is recognized among the jobbing trade as a shrewd buyer and his customers get the benefit of his experience. The system employed for handling cash and accounts is the counter check book and desk autographic register.

D. W. MCLEAN & CO.

D. W. McLean & Co. is an old-established and reliable house, carrying a large well-assorted stock and enjoying an extensive trade. This house is particularly noted for artistic and novel window dressing at holiday times.

W. B. FRANCIS & CO.

W. B. Francis & Co. is one of the newer houses, Mr. Francis having been for some years with W. H. Stone before starting for himself. The house has recently adopted the multiple drawer cash register system.

JACKSON & CAMPBELL.

Jackson & Campbell is comparatively a new firm, but both partners were for years



The Only Cheese that Scored Perfection

at World's Fair, Chicago, 1893,

and awarded

Gold Medal at Paris Exposition, 1900, and

Gold Medal at Pan-American Exposition, Buffalo, 1901.

For sale by all leading grocers throughout the world.

A. F. MacLAREN IMPERIAL CHEESE CO., Limited

51 Colborne Street, TORONTO.



THE DAVIDSON & HAY, LIMITED

IMPORTERS
AND
WHOLESALE GROCERS

TORONTO - ONT.

with the Hudson Bay Co., Mr. Jackson being for some time manager of the grocery department. The stand is an old one, having been occupied for many years by Jobin & Co. before they went into the jobbing trade, and Jackson & Campbell succeeded to a goodly proportion of the French-Canadian trade, worked up by the old firm. This house carries a very high class of stock and makes a specialty of table butter.

C. D. ANDERSON & CO.

C. D. Anderson & Co. is also an old-established house with a large clientage that have dealt with them for so many years that they would hardly know how to go elsewhere. This is the only large grocery store on the east side of Main street.

F. E. WELDON & CO.

Perhaps one of the best known houses in the city is that of F. E. Weldon & Co., corner of Portage avenue and Dowald streets. At the present time they are just finishing a large extension of their building and brick-ing the whole, so that it will present a very handsome appearance. A large and choice stock of general groceries is carried, and the house makes a great point of carrying the freshest of dairy and creamery butter and the newest of new-laid eggs.

HUNTER & CO.

Hunter & Co. occupy large premises of their own about a quarter of a mile west of

Main street on Portage avenue. The house is well and favorably known, and has a large, regular trade in family supplies in the southern portion of the city.

HARDY & BUCHANAN.

Hardy & Buchanan combine crockery with their grocery business, and have an extensive trade. Their premises are on the corner of Notre Dame and Isabel streets, a very thickly settled part of the city. They make a specialty of country trade, and handle immense quantities of dairy butter.

MUSTARD WITHOUT A BRAND.

Editor CANADIAN GROCER, — Re pure goods. In opening a box of mustard today I found that it had no brand on it. Is it not a great fraud to think of the amount of impure goods people have to consume? If the Government would appoint inspectors to go into all the leading stores and inspect all goods, and demand the name of the manufacturer on each package, and all goods found not pure to impose a fine of \$100 on the said manufacturer for first offence and gaol for second offence, we would soon get pure goods for the people.

ARCH. WILSON.

St. Catharines, Oct. 18.

P.S.—This is not saying that there is not plenty of pure goods given as good goods and charged the price.

A. W.

A ROYAL TEA.

In THE CANADIAN GROCER of October 11 an account was given of the very extensive business of Mr. T. H. Estabrooks, the St. John, N.B., tea importer and blender, whose "Red Rose" tea is sold throughout the Lower Provinces and Newfoundland, in Quebec and Ontario, and now in Manitoba and the Northwest Territories. THE GROCER is glad to welcome Mr. Estabrooks to the list of its regular advertising patrons, and to chronicle the fact that "Red Rose" tea was the tea used by their Royal Highnesses the Duke and Duchess of Cornwall and York during their stay in St. John last week. "No higher compliment could be paid to its quality and reputation," remarked a groceryman.

CHANCE TO GET A GOOD SHOW CASE.

The value of good showcases in the retail grocery store is generally recognized, and as it is the natural desire of every grocer to have his store equipment complete, every grocer will appreciate the offer made by John Taylor & Co., Toronto, by which they make it possible for a grocery to get a fine, oval front case, valued at \$12 together with an assortment of soaps at a price less than the value of the soaps alone. The offer referred to, which appears on page 2, should be read by every grocer.



THE surest foundation of a good business is a combination of good business judgment and a select stock of high-class articles like

UPTON'S
JAMS, JELLIES and MARMALADE.

A. F. MacLAREN IMPERIAL CHEESE CO., Limited,
51 Colborne Street, TORONTO.

Thousands of Grocers

ARE SELLING

"SALADA"

Ceylon Teas
Black or Green,

because they have found them to be the best.

They give satisfaction to their customers unequalled by any other tea. If you are not already handling them, write for samples. SALADA Green Tea is fast displacing Japan, because it's a purer article.

"Salada"--Toronto or Montreal.

Has Stood the Test of Every Climate.



ST. CHARLES Evaporated CREAM Unsweetened

has received the only **GOLD MEDAL** awarded at the Pan-American Exposition for a product of this kind, in competition with the world

ST. CHARLES CREAM is always ready, and never fails. Every possible precaution is taken in its preparation, insuring uniform high quality. **Every can guaranteed.**

Factories at Ingersoll, Ontario, Canada, and St. Charles, Illinois, U.S.A.

For prices, and full particulars, address—Foreign Department—

ST. CHARLES CONDENSING CO., St. Charles, Ills.



Sixty Years on Trial

A long time to stand the test of a critical public. This is what

JAMES' "DOME" BLACK LEAD

has gone through and still stands the highest grade of lead on the market.

MARKETS AND MARKET NOTES

INFORMATION FOR BUYERS.

If any reader wishes to know where any article can be purchased in Canada or abroad, a letter to the Editor will probably place him in communication with the seller.

ONTARIO MARKETS.

Toronto, October 24, 1901.

GROCERIES.

THE feature of the wholesale grocery trade this week is the large quantity of canned salmon which is being taken into stock by the different houses. Quite a quantity of canned vegetables is also coming to hand. The foreign dried fruits which arrived at Montreal on Saturday last have not, up to the time of writing, reached the trade in Toronto, but the wholesalers expect to have them in stock before the week closes. There is a fairly good business being done in canned vegetables at steady prices. Salmon continues in good demand. The firmness noted in the coffee market last week has been more than maintained since our last review, and prices on the outside markets are from 1½ to 1¾c. per lb. higher. The demand here is fair. Quite a little business is being done in syrups and molasses. Spices, generally, are firm and particularly cloves. Rice and tapioca are both in fair request, and the latter is rather firmer in the primary markets. The demand for sugar is light with prices steady. The tea market, generally, is firm and in some grades of Ceylon and Indian teas and China greens prices are higher. There is a fairly good demand for currants, but in other lines there is not much doing. Sultana raisins are rather firmer.

CANNED GOODS.

There has not been much change in the situation; the feature of trade this week is the delivery of new goods, particularly canned salmon, very large quantities of which have been taken into stock by the local wholesalers. The demand for canned salmon keeps fairly brisk. There have been some transactions during the week in well-known standard brands for shipment from the Coast, but at firm prices. Advices from the Coast state that the quality of the fish put up on the Fraser late in the season is not good. When being offered low-priced Fraser river fish it will be

well, therefore, for the trade to be on the alert. The ruling prices for canned salmon to the retail trade are still \$1.25 to \$1.30 for Northern sockeye, and \$1.12½ for Fraser river sockeye, in five-case lots and over, and \$1.45 for less quantities; Cohoes, \$1.05 to \$1.15, and pink salmon, 95c. to \$1.

There has been a fairly good demand for canned tomatoes at 85 to 87½c. The demand, however, is only of a sorting-up character. It is reported that some lots of old tomatoes are being offered at rather lower prices than new goods are being quoted at. But this is only to be expected. There is also some old corn being offered as low as 75c. to the retail trade, but the quality is declared to be rather poor. New corn is in fairly good demand at 80c. up. Peas are in fairly good demand at 82½ to 85c. Very little is being done in canned fruits.

COFFEE

The coffee market during the past week has shown a great deal of strength. It is the general opinion that fairly large

See pages 148 and 149 for Toronto, Montreal, and St. John prices current.

stocks are held, but that they are in strong hands. The crop news continues to be unfavorable in regard to Brazilian coffees. A cable from Brazil early in the week, said: "We do not think drouth has done serious injury; think advance has been too rapid, as probabilities are that receipts will be heavy for the present." Another cable via Europe, said: "Trees exhausted. Crop a failure." Still another cable from Santos, said: "Weather continues very unfavorable. Damage to crop serious." The price of coffee in the primary market is from 1¼ to 1½c. higher than a week or 10 days ago. Local wholesalers report a fairly good demand on retail account, and quote slightly higher prices. We quote: Green Rios, No. 7, 7¾c.; No. 6, 8¼c.; No. 5, 8¾c.; No. 4, 9¼c. per lb.

SYRUPS AND MOLASSES.

Business has improved in both these lines and the demand is now fair. Business is particularly good in good sugar syrups, at from 37 to 40c. per gallon. The ruling prices on molasses are 25 to 28c. for New Orleans, and 36 to 39c. for Barbados.

SPICES.

A cable from London this week reports the market for cloves excited, with prices advancing. Cochin ginger is about 15s. dearer. Pepper is held firm but with prices unchanged. Local wholesalers report a fairly good demand.

RICE AND TAPIOCA.

The demand for both rice and tapioca is fair. We quote: B rice, 3¼ to 3½c.; Japan, 5½ to 6c.; tapioca, 4¼ to 4½c. Advices to hand this week announce an advance of about 9d. in the price of tapioca in the primary market.

SUGAR.

Trade, locally, is rather quieter than it was a week ago. The outside markets during the past week have ruled firm. This is due to light receipts of raw sugar, the receipts in the United States last week being only 16,235 tons, while the meltings were 30,000 tons. The total stocks of raw sugars in Europe and America at the end of last week were 658,850 tons against 372,811 tons last year. Willett & Gray say that the refiners in the United States would willingly pay an advance of 1-16c. per lb., but that there were no sugars apparently on offer at less than ½c. per lb. advance. The European markets are steady. Locally, prices are still as before.

TEAS.

The tea market, generally, is strong and a rather better demand is being experienced locally this week. There is quite an inquiry from the wholesalers for Japan teas, but prices are firm and there have not been many transactions. The brokers report a good demand for flavory Ceylon teas, but there are very few of these on spot, and the London market rules firm. Wholesalers report that desirable Ceylon Pekoes, which were selling to the retail trade at 18 to 19c., are now worth 19 to 21c., and are difficult to get. The supply of low-grade teas is ample, but the stock of these is very much less than it was some time ago. Nearly everyone seems to be asking for China green teas, but there are practically none on the spot in first hands. China teas that were shipped here three or four weeks ago cannot be duplicated except at an advance of ½ to 1c. per lb. There is a little inquiry for Ceylon greens, but as the views of buyers and sellers are apart, few, if any transactions are taking place. A cable from Calcutta announces an advance of ¼d. per lb. in black teas there.

FOREIGN DRIED FRUITS.

CURRENTS — A cable from Patras on Tuesday reported the market there very firm. Up to the time of writing the shipment of direct fruit ex-Escalona, which arrived in Montreal on Saturday last, has not reached the Toronto market, but it will likely be here before the week closes. The ruling prices for cleaned fruit are: Fine Filiatras, 6½c.; Patras, 7 to 7½c., and Vostizzas, 8c.

VALENCIA RAISINS — The fruit ex-Escalona is not yet to hand on this market although the steamer arrived in Montreal on Saturday last. There is not much being done, and ruling quotations are as follows: Fine off-stalk, 6 to 6½c.; selected, 6¾ to 7c. Advices from Denia report the market unchanged.

CALIFORNIAN RAISINS — Prices were received in Toronto on Tuesday and according to these the wholesale trade will be able to sell 1-lb. cartons of seeded raisins at 9½ to 10½c. This same fruit sold last year at 11½ to 12c.

SULTANA RAISINS — A cable from Smyrna reports that fine grades are now very scarce and that the market is firm. Local wholesalers report a fairly good demand for Sultana raisins at 11 to 12½c. per lb. for spot goods. For later shipment they quote 9 to 11½c.

PRUNES — Although there is not much doing for this time of the year the demand is fair. We quote new Californian prunes: 100-110's, 5c.; 90-100's, 5½ to 6½c.; 80-90's, 6½ to 7c.; 70-80's, 6¾ to 7½c.; 60-70's, 7½ to 8c.; 50-60's, 8 to 8½c.; 40-50's, 8¾ to 10c. French, 100's, 3½ to 4c.

CALIFORNIAN EVAPORATED FRUITS — Prices are high and there is not much doing. We quote in 25-lb. boxes: Peaches, 10½ to 14c., according to quality; apricots, 13 to 17c.

PEELS — Candied peels are in fairly good demand and prices are as follows: Lemon, 11½ to 12½c.; orange, 11½ to 13c.; citron, 16 to 18c.

FIGS — Quite a number of orders have been booked to arrive by cheaper shipment. May figs on spot are quoted at 3½ to 4c., and for future delivery, 3 to 3½c. Elme figs on spot are quoted at 10c. in 10-lb. boxes of four rows.

GREEN FRUITS.

The Scott street fruit market was closed for the season on Thursday last, thus marking the close of the summer fruit trade. There are still, however, fairly liberal offerings of pears and grapes. Malaga and Californian lemons are starting to move nicely. Jamacia oranges are in good request, both in barrels and boxes, prices being 25 to 50c. lower. Cape Cod cranberries are \$1 per bbl. easier. Ontario berries are unchanged. Bananas are selling

well at steady prices. Apples are coming in fairly well. The crop seems to be rather larger than was anticipated, but there is a large proportion of inferior fruit. We quote: Pears, 30 to 40c. per basket; tomatoes, 25 to 35c.; peppers, 25 to 50c.; grapes, in 10-lb. baskets, 20 to 30c.; quinces, 30 to 40c. per basket; apples, \$3.75 to \$4.25 per bbl.; bananas, \$1.75 for 1st and 75c. to \$1 for eight-hands. Malaga grapes are \$6.50 to \$7.50. Malaga lemons are offering at \$3.75 to \$4 per box, and Californian lemons at \$5 per box; Jamacia oranges are \$5.50 per bbl. or \$3.75 to \$4 per box; Cape Cod cranberries, \$7 to \$8 per bbl.; Ontario cranberries, \$6 per bbl.; pineapples, \$3.50 per case.

COUNTRY PRODUCE.

EGGS—The warm days this week had the effect of increasing receipts materially, but prices of fresh gathered have been maintained. As there has been a good export movement from this market prices of limed eggs hold steady. The general price asked for cases of selected new-laid is 18c., while fresh gathered range from 15 to 16c. Cold-stored eggs sell readily at 14 to 16c., and limed eggs at 14 to 15c. per doz.

BEANS—There is a fair trade doing, but as offerings have increased there is a reduction of 5 to 10c. throughout. Choice hand-picked pea beans are worth \$1.70 to \$1.75 and unpicked, \$1.50 to \$1.60.

HONEY—Prices are stiffening slightly as the demand is keeping up rather better than was expected. We quote: 9½ to 10c. for extracted clover and \$2 to \$2.25 for No. 1 clover comb.

DRIED APPLES—The demand for evaporated apples is not heavy yet, but holders manifest a confident spirit, and prices have been raised ½c. for carlots, new stock now being offered at 9½c. for carlots and 10c. for cases. There is practically nothing doing in dried apples, but a local jobber is seeking stocks of choice quarters at 6c. Jobbing prices will probably be from 6½ to 7c.

POTATOES—The offerings on track here are large, as many as 25 to 30 cars being on sale at one time. Consequently prices have lowered, the range for good stock being from 48 to 50c. per bushel on track, Toronto. Small lots are in active demand at 50 to 65c. out of store.

POULTRY AND GAME.

DRESSED POULTRY—Receipts have been fairly large, but the warm weather has retarded sales somewhat, and prices are slightly lower throughout. We quote: Chickens, 30 to 50c. per pair; ducks, 40 to 75c. per pair; geese, 5½ to 6½c.; turkeys, 10c. per lb.

LIVE POULTRY—The Canadian Produce Co., 36 and 38 Esplanade east, Toronto, will pay until October 31 for spring chickens, not less than two lb. each, 6c. per lb. For ducklings, 5c. per lb. For hens (including last year's birds) 3c. per lb. These prices

are for live weight on arrival. Crates shipped free and express paid up to 50c. per 100 lb. of chickens.

GAME—A big trade is being done in this line just now. Prices are steady. We quote: Teal and butterballs, 25 to 30c.; bluebills, 40 to 50c.; pintails and redheads, 50 to 60c.; black ducks, 75 to 85c. per brace: canvas-back and mallards, \$1.

BUTTER AND CHEESE.

BUTTER—There is a good demand for really choice dairy butter, but there is still an over-supply of held stock. Creamery makes are in good demand at steady prices. We quote: Dairy prints, 16 to 17c.; best tub, 15 to 16½c.; poor to medium grades, 12 to 14c.; creamery prints, 21 to 21½c.; boxes, 19½c.

CHEESE—Jobbers here are taking very little interest in cheese at present, as the market is considered too steady for speculating, and as enough stock is held to supply local demands. Prices are unchanged at 9½ to 9¾c.

FISH.

There is a steady improvement in the demand for prepared and smoked fish, while fresh are still in good request. We quote as follows: Fresh fish—Codfish, 6 to 8c.; whitefish, 7 to 7½c.; trout, 7 to 7½c.; halibut, 14c.; sea salmon, 13 to 15c.; haddock, 6c.; herring, 5c.; perch, 4c.; British Columbian salmon, 20c. Smoked fish—Ciscos, \$1 to \$1.10 per basket; finnan haddie, 6 to 7c. Digby herring, 75 to 80c. per bundle. Prepared fish—Dried cod, in 112-lb. bundles, \$4.75 per cwt.; flitched cod, \$5 to \$5.25; boneless cod, in bricks, 4½ to 5½c. per lb.; steak cod, 6½c. per lb.; shredded cod (2 doz. in box), \$1.80 per box; boneless fish, loose, in 25-lb. boxes, 4 to 4½c., and 5-lb. boxes, 5c. per lb. Oysters—Standards, \$3.75 per small pail, or \$1.50 per Imperial gallon; selects, \$2 per Imperial gallon.

VEGETABLES.

Hubbard squashes are unusually scarce this season. Corn is done. Celery and tomatoes are less plentiful than a week ago. Cauliflower is more freely offered, and is 50 to 75c. per doz. cheaper. Citrons are 5 to 10c. each cheaper. We quote as follows: Carrots, parsnips and beets, 20c. per peck; turnips, 15 to 20c. per peck; lettuce, 20 to 30c. per doz.; radishes, 30 to 40c.; watercress, mint and parsley, 20c.; cauliflower, 70 to 80c.; celery, 40 to 60c.; red cabbage, No. 1, 5 to 10c.; cabbage, 25 to 40c.; tomatoes, 25 to 35c. per basket; pickling onions, 35 to 40c. per peck; dry onions, \$1 per bush; potatoes, 60 to 65c. per bush; egg plant, 30 to 35c. per basket; Hubbard squash, 15 to 30c. each; vegetable marrow, 5 to 15c. each; pumpkins, 10 to 25c. each; citrons, 5 to 10c. each.

GRAIN, FLOUR AND BREAKFAST FOODS.

GRAIN—The wheat market is quiet with prices steady. Manitoba No. 1 hard is quoted at 80c. grinding in transit, or 78c. Toronto and west. Ontario wheat is

Toronto Commission Houses.

McWilliam & Everist

Commission Merchants.

Fruit Importers and Exporters.

Canadian Apples a Specialty.

CORRESPONDENCE SOLICITED.

Quote us if you have anything to offer. Ask for our prices when requiring fruit.

25 and 27 Church St., TORONTO, Can.

Long Distance Phone Main 645. Warehouse Phone Main 3394.

LARGE PROFITS AND QUICK RETURNS.

This is our motto in the commission business. Consignments of

Poultry, Butter, Eggs, Apples, Potatoes, Etc.,

shipped to us will be sold at the greatest profit possible to you, and prompt return made.

References: THE CANADIAN BANK OF COMMERCE, Market Branch.

McBRIDE & STRONACH,

23 Church St., TORONTO.

To **GROCCERS** IN SMALL TOWNS.

If you trade any of your goods to the farmers for Produce, you can get **CASH** for all your live chickens

from

The Canadian Produce Co., TORONTO.

Butter Cheese Eggs Poultry

Consignments Solicited. Highest Prices. Prompt Returns.

The Wm. Ryan Co., Limited. 70 and 72 Front St. E., Toronto.

Rutherford, Marshall & Co. Produce and Commission Merchants 68 Front Street East, Toronto.

The Jones, Marshall, Rutherford Co. Limited. Exporters and Dealers in **Butter, Cheese and Eggs** 27 William St., MONTREAL, QUE.

The **DAWSON** Commission Co., Limited

FRUIT, PRODUCE AND COMMISSION MERCHANTS.

Cor. Market and Colborne Streets, TORONTO

quoted at 65 to 66c. at outside points, middle freights. Receipts at the local street market are liberal. We quote: Wheat, white and red, 68 to 73½c.; goose, 65½c.; oats, new, 40c.; rye, 54c.; barley, 47 to 58½c.; peas, 67 to 69c.

FLOUR—An active demand is reported. We quote on track, Toronto (bags included) as follows: Manitoba patents, \$4; Manitoba strong bakers', \$3.60; Ontario patents, \$3.50 to \$3.60; straight roller, \$3.

BREAKFAST FOODS—There is an active demand. The small delivery of oats makes it hard for manufacturers to keep up with their orders for rolled oats and oatmeal. Prices are 10c. higher. We quote: Standard oatmeal and rolled oats, \$4.30 to \$4.40 in bags and \$4.45 to \$4.55 in bbls.; rolled wheat, \$2.30 in 100-lb. bbls.; cornmeal, \$3.60; split peas \$4.25; pot barley \$4.50.

SEEDS.

The range of the market is slightly higher. Good qualities of alsike are worth \$6 to \$7, and of red clover, \$4.25 to \$4.75 aboard at outside points. Somewhat higher prices are paid for a few samples of extra choice large grain, pure seed, but, on the other hand, some lines have to sell for less than these quotations, because of their inferiority. The range of values in timothy is from \$2 to \$2.25 for choice machine-threshed seed.

MARKET NOTES.

Tapioca is 9d. per cwt. dearer.

Cloves are cabled firm and excited.

Hubbard squashes are extremely scarce this season.

A cable from Greece reports the currant market very firm.

Cochin ginger is much dearer in the primary market.

Sultana raisins of fine grade are cabled firm and scarce in Smyrna.

Cape Cod cranberries are \$1 per bbl. lower. Jamaica oranges are 50c. per bbl. lower.

Green Rio coffees are fully 1¼ to 1½c. higher than a week or ten days ago in the primary market.

THE TOTAL SALMON PACK.

The pack of the northern canneries for the season just closed is shown in the following figures:

	Cases.
Claxton.....	10,500
Carlyle.....	7,000
Cunningham.....	11,000
Herman.....	9,000
British American.....	19,500
Turnbull.....	3,000
Balmoral.....	8,000
Aberdeen.....	12,000
North Pacific.....	18,900
Inverness.....	10,000
Alert Bay.....	8,000
Wadhams.....	15,000
Good Hope.....	11,000
Vancouver.....	7,300
Brunswick.....	10,700
Wannock.....	9,600
R. I. and Victoria.....	14,000
Lowe Inlet.....	6,000
Standard.....	7,000
Mill Bay.....	6,000
Naas Harbor.....	7,500
Princess Royal.....	7,600
Total.....	213,600

The output of the Fraser River canneries amounted to 920,313 cases for the past season, making a grand total of 1,133,913 cases, or more than 100,000 cases in excess of the previous record pack.

The following Brands manufactured by

The AMERICAN TOBACCO CO.

OF CANADA, Limited.

Are sold by all the Leading Wholesale Houses

CUT TOBACCO

OLD OHUM.

SEAL OF NORTH CAROLINA

OLD GOLD

CIGARETTES

RIOHMOND STRAIGHT OUT.

SWEET CAPORAL.

ATHLETE.

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COX'S GELATINE

Always Trustworthy

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WHOLESALE MERCHANDISE BROKER AND MANUFACTURERS' AGENT.

Winnipeg, Manitoba, Canada.

Secretary Winnipeg Fruit and Produce Exchange Correspondence and Agencies Solicited.

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Storage and Track Facilities.

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E. NICHOLSON

Wholesale Commission Merchant and Broker.

115 Bannatyne St. East, Winnipeg, Canada.

Winnipeg Fruit Merchants.

THE RUBLEE FRUIT CO. LIMITED.

IMPORTERS OF FOREIGN AND DOMESTIC GREEN AND DRIED FRUITS, NUTS, Etc.

151 Bannatyne St.,

WINNIPEG, MAN.

12th St.,

BRANDON, MAN.

QUEBEC MARKETS.

Montreal, October 24, 1901.

GROCERIES.

A BRISK fall trade has been doing all week. The principal event has been the arrival of the ss. Escalona, on Saturday, with the first direct shipment of currants and Valencia raisins. The ss. Bellona has also set sail for this port but is not expected before the second week in November. The Valencia raisin market has eased off somewhat since last sales were made for the second vessel. New Malaga raisins are also in store now with certain local houses who have them earlier than usual. It is said that the sales of Comadre figs have been extraordinarily large this season. Sugar is somewhat stronger in primary markets, but no change has taken place here. Teas continue firm, reports from all quarters being similar in tone. Canned goods are without change this week: stocks in wholesale hands are remarkably light, particularly in regard to tomatoes, and in spite of optimistic opinions on the future dealers refuse to make any heavy purchases; orders for canned goods to arrive are now discontinued, as dealers are now delivering from stock. Canned blueberries are growing scarcer every day. Boiling peas are up to 2c. a lb. in bags.

SUGAR.

Since our last report the raw sugar market has steadied and strengthened. It now looks as if the lowest point had been touched as the latest cable quotes 7s. 8½d., and New York is strong at 37c. for centrifugal 96 test. In regard to the latter market the supplies have been light of late and but little business has been done. The local market is unchanged although there is a trifle more business being done. Refined is worth \$4.30 for granulated and \$3.45 to \$4.20 for yellows, as to grade, per 100 lb. City 5c. extra.

TEAS.

The firm tendency that we have noted during the last few weeks continues in more pronounced form. The Japan tea market keeps very strong and seems to be recovering from its depression of a few weeks ago. Agents have received instructions this week to hold goods for higher prices. There has been a fair inquiry from jobbers for teas this week, but stocks here are very light. Some old teas have been turned over between jobbers, but the market is pretty well cleared of these goods.

Shipments of low-grade China greens to Canada have been phenomenally light this year, only 500,261 lb. against 6,306,045 lb. to the same date last year, and 3,157,850 lb. the year before. Better grades are in good request in this market.

Indians and Ceylons are also in good condition, and the outlook is hopeful. The latest Calcutta mail advice says: "More keenness was shown by buyers for all grades of tea, prices being firm with an upward tendency; here and there common leaf sorts marked a pie or two advance, whilst medium broken Pekoes called forth more inquiry, being generally rather dearer." Shipments are much below those of last year, particularly to America, and it would seem

a good time to buy. The advance of 2c. on all grades is fully maintained.

SYRUPS.

There is a fair demand for syrups at current quotations. We quote as follows: 3¼c. in bbls.; 3½c. in ¼ bbls.; 3¾c. in ¼ bbls.; \$1.50 in 38½-lb., and \$1.10 in 25-lb. pails.

MOLASSES.

A demand is springing up for molasses and this article is beginning to engage the attention of the local trade again. The situation is regarded as strong on account of the comparatively low prices. Sales have been made this week at 29c. in the combine district.

CANNED GOODS.

Last week we reported that one large house had sold out its first orders of new tomatoes. This week we understand that there are other houses situated similarly. It is a matter of opinion as to how long this hand-to-mouth policy will be pursued. Tomatoes today are selling at 82½ to 85c.; corn, at 77 to 80c., and peas at 80c. The demand from the retail trade is rather slow. Regular fall deliveries have been nearly completed and only a small sorting trade is now being done.

Salmon is selling freely out of wholesale hands at \$5 to \$5.60 for Fraser river, and \$4.80 to \$5 for Rivers Inlet sockeye. Lobsters in 1-lb. flats are obtainable at \$9.50 to \$10 and in 2-lb. flats, \$10 to \$10.50.

One house informs us that it has been sold out of blueberries and, for the moment, is unable to replenish the stock. Goods are now worth 87½c. Gallon apples are quoted at \$2.60 to \$2.75.

SPICES.

All spices are firm as our readers will see by a New York despatch printed in another column. We quote: Nutmegs, 35 to 65c. per lb., as to size; Penang mace, 45 to 50c. per lb., as to quality; pimento, ground, 12½ to 15c.; cloves, 15 to 25c.; pepper, ground, black, 17 to 20c., according to grade; white, 25 to 27c.; ginger, whole, Cochin, 14 to 16c.; Japan, 10c.; Jamaica, 20c.; ground, Japan, 15c.; Cochin, 16c.; Jamaica, 25c.

RICE AND TAPIOCA.

Seed tapioca has been advanced this week and higher prices are looked for. The demand is fairly strong. We quote as follows in combine district: B rice in bags, \$3.10; in half bags, \$3.15; in ¼ bags, \$3.20; in pockets, \$3.25. In 10-bag lots, an allowance of 10c. is made. CC rice, \$3 in bags; \$3.05 in ¼ bags; \$3.10 in ¼ bags; and \$3.15 in pockets. In the open territory prices are about 10c. less. Patna rice is worth 4½c. per lb., and tapioca, 3¾ to 3¾c.

FOREIGN DRIED FRUITS.

VALENCIA RAISINS — Since the Bellona left Denia, the market has receded to 13s. 6d. and 14 to 15s. for finest off-stalk. The Escalona arrived in port on Saturday with a good shipment of raisins. Standard brands of finest off-stalk are selling at 5½ to 5¾c. per lb., although inferior goods can be procured at lower prices. Selected are worth 6 to 6¼c. and layers, 6½ to 6¾c.

CURRANTS — The market is steady. New goods are in stock and are selling at 5¼c. for fine Filiatras in bbls.; un-

Include with first order from wholesale grocer a trial lot of

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TRADE MARK

the unequalled cleaner. Steady growth, **seasonable**, well advertised and have letters daily from consumers
34 Yonge Street, Toronto.

POULTRY

In big demand. Choice dry picked bring good prices.

APPLES

BUTTER, EGGS and CHEESE WANTED.

A. A. SIMONSKI, 250 Spadina Ave., Toronto.
Wholesale Produce and Commission Merchant.

APPLES

Export or
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Woodall & Co., Liverpool;

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M. Isaacs & Sons, Limited, London.

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**JAMAICA ORANGES, LEMONS,
SWEET POTATOES,
CRANBERRIES, ETC.**

We handle everything in the Fruit and Produce line.

Send name for weekly Price List.

Consignments of Poultry, Eggs, Beans, etc., wanted.

Just Address: **WHITE & CO., TORONTO**

Toronto Fruit Merchants.

New California Prunes

New Figs, Dates, Nuts

Oranges, Lemons

We have everything carried by an up-to-date fruit house. Send us your orders.

Local and Long Distance Telephones.

HUSBAND Bros. & Co.

82 Colborne St., Toronto

NEW GOODS.

JUST WHAT YOU WANT.

**MAIORI LEMONS,
JAMAICA ORANGES,
JERSEY SWEETS,
SPANISH ONIONS.**

We have all four lines.

ORDER AT ONCE

**CLEMES BROS.,
TORONTO.**

cleaned, in 1/2 cases, 5 1/2c; cleaned, in 1/2 cases, 6c.; cleaned in 1-lb. cartons, 8c., and finest Vostizza currants, 7 1/2 to 8c. Amalias are quoted at 6 1/4 to 6 1/2c.

PEELS — English peels are selling at 9 1/2 to 10c. for lemon; 10 to 10 1/2c. for orange, and 11c. for citron.

PRUNES — Liberal orders are being taken for prunes. To arrive prunes are worth 8 1/2c. for 40-50's, 8c. for 50-60's, 7 1/2c. for 60-70's, 7 1/4c. for 70-80's, 6c. for 80-90's, 6 1/4c. for 90-100's. Some old 90-100's are obtainable at 4 1/2c.

MALAGA RAISINS — Some new Malaga raisins have been put into stock this week, one house having a full assortment. For immediate delivery we quote: London layers, \$1.60 to \$1.65; "Connoisseur Clusters," \$2.20 to \$2.25; 1/4's, 70 to 75c.; "Royal Buckingham Clusters," \$3.35 to \$3.40; 1/4's, \$1.10 to \$1.15; "Excelsior Windsor Clusters," \$4.65 to \$4.75; 1/4's, \$1.40 to \$1.50. For future delivery by Bellona, dealers quote, "Royal Buckingham Clusters" at \$3.10.

NUTS.

Almonds are slightly higher, otherwise there is no change. Grenobles are now worth 10 1/2 to 11c. to arrive; Sicily filberts, 8 to 8 1/2c.; Tarragona almonds, 10 1/2 to 11c., and shelled almonds, 25 to 26c. Last year's shelled walnuts are worth 16 to 17c.

GREEN FRUITS.

There is but little change to report. Malaga grapes are somewhat higher as also are Canadian grapes. We quote: as follows: Californian Valencias, \$5 to \$6 per box; Jamaica oranges, \$5.50 per bbl.; Messina lemons, 300's, \$5.50; 360's, \$2.50 to \$2.75 per box; Verdilli lemons, \$3.75 to \$4.75 per box; pineapples, 20 to 30c.; Canadian apples, \$3 to \$4 per barrel; Californian plums, \$2 per box; peaches, \$1.25 to \$1.50; limes, \$1.50 per box; Ontario peaches, 75c. to \$1 per basket; cocoanuts, \$3.50 per bag of 100; Californian Bartlett pears, \$4.25 per box; bananas, No. 1, \$1.75 to \$2.25, and eight hands, \$1 to \$1.50; Canadian pears (baskets), 40 to 50c.; Bartlett pears (bbls.), \$2 to \$3.75; Spanish onions, 80 to 85c.; sweet potatoes, \$2.50 to \$3.50; Malaga grapes, \$5.50 to \$7 per keg; Canadian grapes, 20c. for blues, 25c. for green and red; cranberries, \$7.25 to \$7.50 per bbl.; barrel onions, \$2.50.

FISH.

Green cod and herring are very scarce. There is a good demand for all procurable lines of fish. We quote: Haddies, 15 and 30-lb. boxes, 6c. per lb.; Yarmouth bloaters, 60 in a box, \$1 per box; Yarmouth bloaters, 100 in a box, \$1 per box; smoked herrings, medium, 13c. per box; single haddock, 4 1/2c. per lb.; Marshall's canned, kippered and with tomato sauce, \$1.45 per doz.; also Canadian kippered, etc., 95c. per doz.; No. 1 green haddock, \$4.25 per bbl.; No. 1 green codfish, \$5.25 per bbl.; No. 2 green codfish, \$4.25 per bbl.; No. 1 dressed or skinned cod, 100-lb. case, \$4.50; dried codfish, per 112 lb., \$5; Ivory brand boneless codfish in 1 and 2-lb. blocks, 20-lb. boxes, 5 1/2c. per lb.; loose boneless cod, 40-lb. boxes, 4 1/2c. per lb.; No. 2 mackerel, \$12 per bbl.; No. 1 pickled sardines, \$5.50 per bbl.; No. 1 Labrador salmon, \$11.50 per bbl.; No. 1 Labrador salmon, \$6.25 per 1/2 bbl.; No. 1 B. C. salmon, \$11 per bbl.; No. 1 B. C. salmon, \$6 per 1/2 bbl.; No. 1 Nova Scotia choice herrings, \$5.50 per bbl.; No. 1 Nova Scotia choice her-

Clark's Concentrated Soups

are well packed, handsomely labelled and good value. They are making new friends everywhere.

We want you to be one of them.

13 Varieties, retail at 10c. a tin.

EPPS'S

GRATEFUL.
COMFORTING.

IN 1/4-LB. LABELLED TINS.

14-LB. BOXES.

Special Agents for the entire Dominion, C. E. COLSON & SON, Montreal.

In Nova Scotia, E. D. ADAMS, Halifax.

In Manitoba, BUCHANAN & GORDON, Winnipeg.

THE MOST
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COCOA

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BAKING POWDER

1/4-lb., 1/2-lb., 1-lb., 5-lb. sizes.

No purer line of Baking Powder on the market. Quality guaranteed. Write us for prices.

The Capstan Mfg. Co., - Toronto.

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J. ERLE CALDWELL

Belleville Pottery Co.

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KINDLY WRITE US FOR CATALOGUE AND PRICE LIST.

"Sarnia" OIL

LAMP

Equal to best American Oil.

GROGERS ALL SELL IT.

THE QUEEN CITY OIL COMPANY, Limited, - TORONTO, ONT.

SAMUEL ROGERS, President.

rings, \$3 per 1/2 bbl.; Scotch or Loch Fyne herrings, \$6.75 per 1/2 bbl.; Scotch or Loch Fynne herrings, \$1 per keg; Holland or Dutch herrings, 75c. per keg; large salted eels, \$12 per bbl.; standard bulk oysters, \$1.30 per gal.; select bulk oysters, \$1.50 per gal.; canned Canadian 1/4 sardines, per 100, \$3.75; canned U. S. little neck clams, \$1.50 per doz.; canned U. S. Kensetts Cove oysters, \$1.25 per doz.; Malpeque, Blue Point and other shelled oysters, \$4, \$4.50, \$5, \$5.50; little neck clams, \$4; 1 lb. lobsters, flat cans, \$9.50 to \$10; 1/2-lb. lobsters, flat cans, \$10 to \$10.50.

FLOUR AND GRAIN.

FLOUR—The market is quiet as buyers limit their purchases to small hand-to-mouth purchases. Spring patents are worth \$3.95 to \$4.10; winter patents, \$3.55 to \$3.75; straight roller, \$3.30 to \$3.49; strong bakers, \$3.50 to \$3.80.

GRAIN—We quote: Manitoba, No. 1 hard, 77 to 78c. at float October; peas, 82c.; rye, 57 to 58 1/2c.; No. 2 barley, 54 to 54 1/2c.; oats, 39 to 39 1/2c.; buckwheat, 56 1/2 to 57c.; corn, 61 1/2 to 62c.

OATMEAL—The market is very firm at last week's quotation. Wholesalers ask \$1.75 to \$1.85 per bbl., and \$2.35 to \$2.37 1/2 in bags.

FEED—The market is firm under a good local and export demand. Ontario bran is worth \$15.50 in bulk; shorts, \$17.50 to \$18.50.

BALED HAY—The market is firm under a good active inquiry. No. 1 timothy is worth \$9.50 to \$10; No. 2, \$8.50 to \$9; clover mixture, \$7.50 to \$8.

LIQUORS.

SCOTCH WHISKIES.

	Per case of quarts.	
Roderick Dhu	\$9 50 less 3 p.c. 30 days	
Usher's O.V.G. Special Reserve	10 50	
Usher's G.O.H.	13 00	
Gaelic, Old Smuggler	9 75	
Greer's O.V.H.	9 50	
Old Mull	9 75	
Sheriff's One Star	10 25	
" V.O.	10 50	
Kilmarnoch	9 75	
Doctor's Special	10 00	
House of Lords	10 75	
Bulloch, Lade & Co.—		
Special blend	9 25	
Extra special	11 00	
John Dewar & Sons—		
Extra special	9 50	
Special liqueur	12 25	
Extra	16 50	
James Ainslie & Co.—		
Highland Dew	6 75	
Glen Lion, extra special	12 50	
J. Brown & Co.—		
Duke of Cambridge	12 00	
Mitchell's—		
Heather Dew	7 00	
Special Reserve	9 00	
Mullmore	6 50	
W. Teaches & Sons—		
Highland Cream, qts., \$9.50 less 3 p.c. 30 days.		

CANADIAN WHISKIES.

	In barrel per gal.
Gooderham & Worts, 65 O.P.	\$4 50
Hiram Walker & Sons	4 50
J. P. Wiser & Son	4 49
J. E. Seagram	4 49
H. Corby	4 49
Gooderham & Worts, 50 O.P.	4 10
Hiram Walker & Sons	4 10
J. P. Wiser & Son	4 09
J. E. Seagram	4 09
H. Corby	4 09
Rye, Gooderham & Worts	2 20
" Hiram Walker & Sons	2 20
" J. P. Wiser & Son	2 19
" J. E. Seagram	2 19
" H. Corby	2 19
Imperial, Walker & Sons	2 00
Canadian Club, Walker & Sons	3 60
	Less than one bbl. per gallon.
65 O.P.	\$4 55
50 O.P.	4 15
Rye	2 25

CHAMPAGNE.

The prices below are subject to the trade discount of 5 and 3 per cent.:

	Per Case.
Comte de Castellane—	
Cuvee Reservee... { Quarts..... \$12 50	
" " " " { Pints..... 13 50	
Champagne Ve Amiot—	15 00
Carte d'Or.....	16 00
" Blanche.....	13 00
" d'Argent.....	10 50
Pommery—	
Sec and Extra Sec.....	Quarts. Pints
Mumm's—	\$28 00 \$30 00
Extra Sec.....	28 00 30 00
Moet & Chandon—	
White Seal.....	28 00 30 00
Brut Imperial.....	31 00 33 00
Perrier-Jouet—	
Brut.....	28 00 30 00
Reserve Dry.....	28 00 30 00

GIN.

	Per Case.
Pollen Zoon—	
Red, cases of 15 bottles.....	\$9 75
Green, " 12 ".....	4 75
Violette, " 12 ".....	2 45
P. Hoppe "Night Cap" Brand—	
Red, cases of 15 bottles.....	10 50
Green, " 12 ".....	5 25
Yellow, " 15 ".....	10 75
Blue, " 12 ".....	5 40
Poney, " 12 ".....	2 50
Draught—	Per Gal.
Hogsheads.....	\$2 95
Quarter casks.....	3 00
Octaves.....	3 05
De Kuyper—	
Violet, 2 doz. cases.....	5 30
Green, " ".....	6 00
Red, " ".....	11 50
White, " ".....	4 00
Terms, net 30 days, 1 per cent. off 10 days.	
In five-case lots, freight may be prepaid.	
Key Brand—	
Red cases.....	10 25
Green ".....	4 85
Poney.....	2 60
Melcher's—	
Infantes (4 doz).....	4 75
Picnic.....	7 75
Poney.....	2 60
Blue cases.....	4 75
Green ".....	5 50
Red ".....	10 25
Honeysuckle, small.....	7 90
" large.....	15 25

COUNTRY PRODUCE.

EGGS—The export demand for eggs is good at 7s. for pickled and 8s. to 8s. 2d. for fresh stock. The market is firm at 19 to 20c. for fresh candled and 15c. for seconds.

HONEY—Honey is strong at \$1.50 to \$1.60 per dozen and 9 1/2c. for strained honey.

POTATOES—The market is steady and prices have a stiffening tendency. Carlots have sold at 62 1/2 to 65c.

BEANS—Prime white beans are down to 3c. per lb. out of wholesale hands.

ASHES—The market is quiet, first pots being worth \$1.25, and seconds, \$3.75 to \$3.80.

BUTTER AND CHEESE.

CHEESE—The market has taken a better turn since the recent decline. Quebec cheese is worth 9c. on the wharf and western Septembers, 9 1/2c.

BUTTER—The butter market is in good shape, although there is considerable poor stuff coming forward. Fancy creamery is selling out of jobbers' hands at 20 1/2 to 21c. Western dairy is a drug at 14 to 14 1/2c.

MONTREAL NOTES.

Green cod is scarce and high. Boiling peas are worth 2c. per lb. Pork has been reduced 50c. per barrel this week.

Some bargains are offered in last year's fine off-stalk Valencias.

Some houses are out of pearl barley and cannot replenish their supply.

Malaga raisins are very low this year and the quality of the new fruit is excellent. Sales are much in excess of last year.

Enterprise
RENOVATOR.

The perfect carpet and clothes cleaner. Grocers: Send for our special offer.
ENTERPRISE SPECIALTY CO.,
83 Bay Street, TORONTO.

FRUIT IS SCARCE.

Your customers want --

N. & B.
Jelly Powder

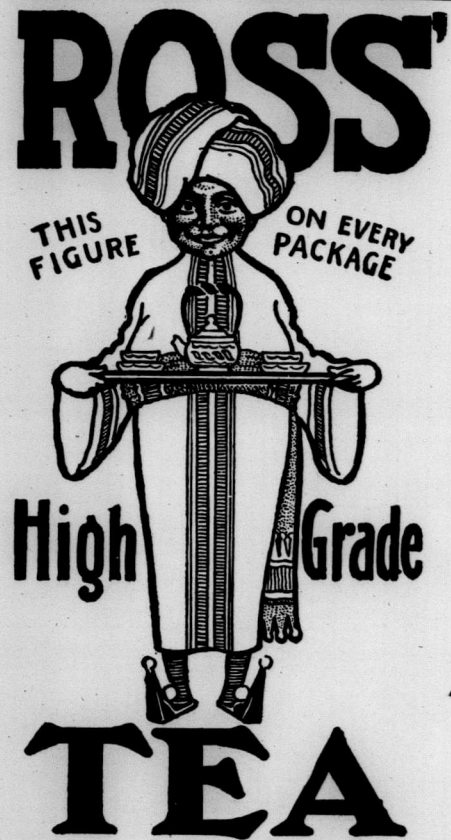
IT ALWAYS GIVES SATISFACTION.

That is what our friends the grocers say, and you know they never lie. The price is

90 cents per dozen.

Order a dozen, to come along with your other goods.

NICHOLSON & BROCK
TORONTO.



There is no question about Ceylon Teas being the **BEST**, but grocers should be careful not to sell teas marked Ceylon and adulterated with inferior teas.

ROSS' HIGH-GRADE is, without exception, the only pure Ceylon tea on the Canadian market. For your own edification inquire into this.

THE ROSS TEA CO., - - TORONTO.

A DAINTY

"Christie's Plum Puddings"

1-lb. and 2-lb. tins, with key attachment.

DELICIOUS

"Christie's Assorted Sandwiches"

5 Varieties:

Chocolate
Orange
Lemon
Strawberry
Ratiffa

The quality the highest, the price reasonable, desirable goods for the merchant to offer--order now.

Christie, Brown & Co., Limited

TORONTO and MONTREAL.

"Celebrate Yourself"

The easiest thing in the world to do, especially when you sell good goods. Have you seen the new **Pure Gold Spice Package** and Counter Carton? It's a perfect design and a good profitable seller for the popular prices—5c. and 10c. Samples Free.

Pure Gold Co., = Toronto

*If you want to sell the Best Tea
The most popular Tea
The Tea that will increase your trade
Sell Blue Ribbon Ceylon
It is the best in the world.*

*P.S. If you do not have it in stock
order at once from
Blue Ribbon Tea Co.
12 Front St East
Toronto*

	Montreal.	Toronto.	St. John, Halifax.		Montreal.	Toronto.	St. John, Halifax.
COFFEE				PETROLEUM			
Green—				Canadian water white.....	14½	15½	16
Mocha.....	24	23	28	Sarnia water white.....	16	17	16
Old Government Java.....	27	22	30	Sarnia prime white.....	18	15	15½
Rio.....	10	7½	9½	American water white.....	19	17½	17
Santos.....	29	26	30	Prati's Astral (barrels extra)	18½	19	18
Plantation Ceylon.....	29	22	25				
Porto Rico.....	29	22	25	Black— TEAS			
Gautemala.....	22	22	25	Congou—Half-chests Kalsow,			
Jamaica.....	18	15	20	Moning, Paking.....	13	60	12
Maracalbo.....	13	13	18	Caddies Paking, Kalsow.....	17	40	18
				Indian—Darjeelings.....	35	55	35
				Assam Pekoes.....	20	40	20
NUTS				Pekoe Souchong.....	18	25	13
Brazil.....	15	16	8½	Ceylon—Broken Pekoes.....	35	42	35
Valencia shelled almonds.....	31	30	22	Pekoes.....	20	30	20
Tarragona almonds.....	11½	12½	13	Pekoe Souchong.....	17½	40	17
Formegetta almonds.....	40	40	14½	China Greens—			
Jordan shelled almonds.....	7½	8	10	Gunpowder—Cases, extra first	42	50	42
Peanuts (roasted).....	6½	7	9	Half-chests, ordinary firsts	22	28	22
" (green).....	3 00	3 75	3 50	Young Hyson—Cases, sifted			
Cocoanuts, per sack.....		60	60	extra firsts.....	42	50	42
per doz.....		9	9	Cases, small leaf, firsts.....	35	40	35
Grenoble walnuts.....	9½	10	12½	Half-chests, ordinary firsts	22	38	22
Marbot walnuts.....	9	11½	9	Half-chests, seconds.....	17	19	17
Bordeaux walnuts.....	7	8	9	" thirds.....	15	17	15
Sicily filberts.....	9	10	11½	" common.....	13	14	13
Naples filberts.....	10	11	10	Pingsueys—			
Pecans.....	10	13	15	Young Hyson, ¼-chests, firsts	28	32	38
Shelled Walnuts.....	19	20	25	" " seconds.....	16	19	16
				" Half-boxes, firsts ..	28	32	28
				" " seconds.....	16	19	16
SODA				Japans—			
Bl-carb. standard, 112-lb. keg	1 65	1 80	2 00	¼-chests, finest May pickings	33	40	38
Sal soda, per bbl.....	70	75	80	Choice.....	32	36	33
Sal Soda, per keg.....	95	1 00	1 00	Finest.....	28	30	30
Granulated Sal Soda, per lb..			1	Fine.....	25	27	27
				Good medium.....	22	24	25
				Medium.....	19	20	21
				Good common.....	16	18	18
				Common.....	13	15	15
				Nagasaki, ¼-chests, Pekoe..	16	22	
				" " Oolong.....	14	15	
				" " Gunpowder.....	16	19	
				" " Siftings.....	7½	11	
				RICE, MACARONI, SAGO, TAPIOCA.			
SPICES				Rice—Standard B.....	3 00	3 10	
Pepper, black, ground, in kegs				Patna, per lb.....	4 25	4 50	4½
palls, boxes.....	16	18	18	Japan.....	4 40	4 90	5½
in 5-lb. cans.....	14	17	19	Imperial Seeta.....	4 60	4 90	4½
" whole.....	15	17	19	Extra Burmah.....			4½
Pepper, white, ground, in kegs				Java, extra.....		5½	6
palls, boxes.....	26	27	24	Macaroni, dom'ic, per lb., bulk	5	6	7½
5-lb. cans.....	25	26	20	" imp'd, 1-lb. pkg., French.	8	12	9
" whole.....	23	25	20	" " Italian.....	8	10	11
" " best.....	25	24	25	Sago.....	8½	4	4½
Ginger, Jamaica.....	19	25	22	Tapioca.....	3½	4	4½
Cloves, whole.....	12	30	35				
Pure mixed spice.....	25	30	30				
Cassia.....	13	18	20				
Cream tartar, French.....	25	24	25				
" " best.....	28	25	30				
Allspice.....	10	15	16				
WOODENWARE							
Palls, No. 1, 2-hoop.....	1 90	1 60	1 90				
" " 3-hoop.....	2 05	1 75	2 05				
" half, and covers.....	1 75	1 70	1 75				
" quarter, jam and covers	1 45	1 20	1 45				
" candy, and covers.....	2 70	1 75	2 70				
Tubs No. 0.....	11 00	8 50	11 00				
" " 1.....	9 00	7 00	9 00				
" " 2.....	8 00	6 25	8 00				
" " 3.....	7 00	5 55	7 00				

We Represent in Canada the Following Firms:

Gonzalez Staub & Co., Cognac.

Fine Brandies and Fine Champagne.

Boulestin & Co., Cognac.

High Class Brandies and Fine Champagne.

J. Prunier & Co., Cognac.

Very Good Brandies.

C. Dervos & Co., Cognac.

Grands Crus de la Charente Brandies.

B. Liet & Fils, Guimps, Cognac.

Very Good Brandies, at moderate prices; also Special Brands.

James Ainslie & Co., Limited, Leith, Scotland.

Famous Scotch Whiskies. Proprietors of the Celebrated "GLENLION" Brand, as supplied to the Royal Navy.

James L. Denman & Co., Glasgow.

Special Blenders of Old Highland Whiskies, and Proprietors of the "BIG DEN" Brand, Ten Years Old, as supplied to the House of Commons.

Dubonnet, Paris, France.

The famous well-known appetizer, "QUINQUINA." To be had in all first-class hotels.

Dandicolle & Gaudin, Limited, Bordeaux, and London, Eng.

Shippers and packers of high class table delicacies: Sardines, Mushrooms, glass and tins; Peas, glass and tins: Macedoines, Haricots, Pate de Foie Gras; Wines, Liquors and Cordials; Cherries, Fruits (dans l'eau de vie), and White Wine Vinegar.

P. Hoppe, Schiedam.

Celebrated "Night Cap" Gin, all styles of bottles. All hotelkeepers claim it is the best they ever had for their trade.

P. Hoppe, Amsterdam.

Distiller of Holland Liquors and Cordials, in fancy bottles.

E. Martinazzi & Co., Torino.

Distillers of the finest Italian Vermouth, recognized as the best to be had.

Vichy-Liqueur, Paris.

The finest "liqueur" digestive, "aux sels naturels de Vichy," highly recommended by physicians.

Brusson Jeune, Villemur.

Packer of the finest and best French Alimentary Pastes, made of the famous "Tangarock Wheat."

Greenbank Works of the United Alkali Company, Limited, St. Helens, and Liverpool, Eng.

Manufacturers of the well-known Greenbank and Red Heart Lye, Caustic Potash, and Chloride of Lime Disinfectant.

The Williams Bros. Company, Limited, Detroit.

Packers of fine Pickles, Jams, Catsup, Sauces, Preserves, Horseradish, Mustard, and "Waldorf" Brand Baked Beans in Tomato Sauce; plain and fancy bottles and jugs.

Audinet & Buhan, Bordeaux, France.

Fine Claret Wines and Sauternes; also in bulk.

Special Blenders of Old Highland Whiskies, and Proprietors of the "BIG BEN" Brand, Ten Years Old, as supplied to the House of Commons.

E. Martinazzi & Co., Torino.

Distillers of the finest Italian Vermouth, recognized as the best to be had.

Audinet & Buhan, Bordeaux, France.

Fine Claret Wines and Sauternes; also in bulk.

Sole proprietors of the well-known registered brands :

"Beaver" "Otter" "Owl Chop"

JAPAN TEAS

The finest grades imported and sold in this country.

CEYLON TEAS IN PACKAGES.

Sole representatives for "**BEE**" Brand Black Teas in packages. Nothing but the best at the lowest possible prices—Our stock is large and well assorted—Inquire for prices—We are sellers.

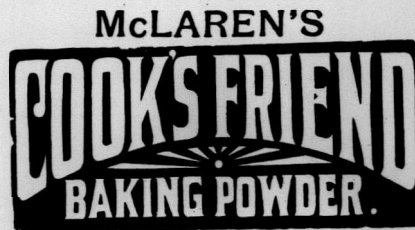
L. CHAPUT, FILS & Cie.

Wholesale Grocers

Tea Importers

MONTREAL.

Is Honest Goods and just
the Thing on Which to
Make or Extend a Busi-
ness.



The Best Grocers make
a point of Keeping it
always in Stock.



THE DOMINION BREWERY CO., LIMITED
Brewers and Maltsters
TORONTO

Manufacturers of the Celebrated

WHITE LABEL ALE

ASK FOR IT AND SEE THAT OUR
BRAND IS ON EVERY CORK.

Our Ales and Porters have been examined by the best Analysts, and they have de-
clared them Pure and Free from any Deleterious Ingredients.

WM. ROSS, Manager.



British Business Chances.

Firms desirous of getting into communication with British manufacturers or mer-
chants, or who wish to buy goods on the best possible terms, or who are willing to become
agents for British manufacturers, are invited to send particulars of their requirements for
FREE INSERTION IN "COMMERCIAL INTELLIGENCE"

TO THE EDITOR

'Sell's Commercial Intelligence,' 163 Fleet St., London, Eng.

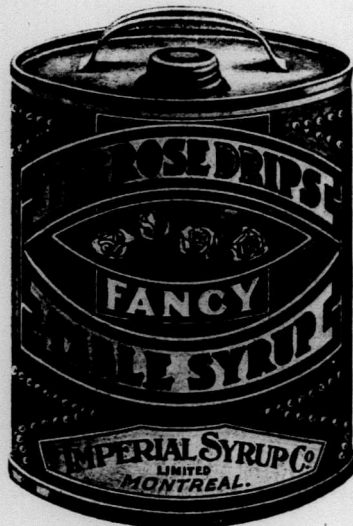
"Commercial Intelligence" circulates all over the United Kingdom amongst the best
firms. Firms communicating should give reference as to bona fides.

N.B.—A free specimen copy will be sent on receipt of a post card.

ALWAYS BE PREPARED

to supply your customers with our

TEA
ROSE
DRIPS



FANCY SYRUP.

The price is right, reasonable, and will be readily paid by those who desire a
syrup that's really very delicious. It is decidedly the best and only kind for
you to sell your customers. It is put up in very attractive tins. **For sale by**
all wholesale dealers.

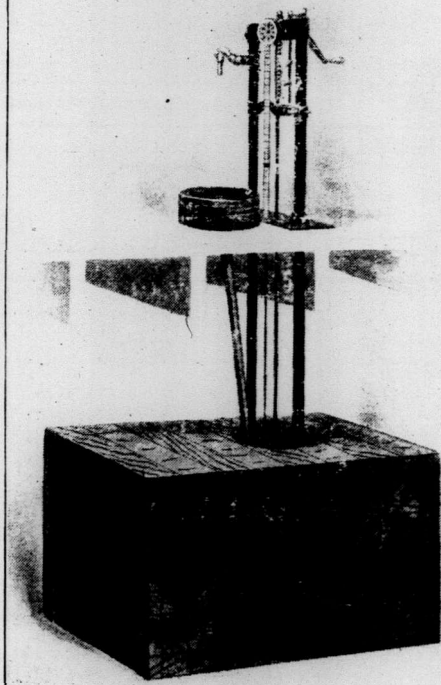
PUT UP BY

Imperial Maple Syrup Co., Limited

88 Grey Nun Street,

MONTREAL

Winter is Coming



**AND YOU MAY
REASONABLY
EXPECT YOUR
OIL TRADE TO
LARGELY IN-
CREASE.**

Are you tired of
going down cel-
lar for your oil
and toiling up
stairs with heavy
unwieldy cans
and jugs? If
you have been
doing this don't
you think it
about time to
give your back a
rest, and stay
where you can
see that the
"light-fingered"
customer does
not get away with
goods valued at
many times the
profit on the oil
sale? You can
do this if you
like by installing
in your store a

BASEMENT OUTFIT

BOWSER OIL TANKS

Are equipped with Full Brass Cone Valves, Dial Discharge
Registers, and Anti-Drip Nozzles, and Measure Accurate,
Gallons, Half-Gallons and Quarts at a Stroke. Fifty Differen
Styles.

CATALOGUE FREE UPON REQUEST.

S. F. BOWSER & CO.,

65 Front St. East, TORONTO.
Factory, FORT WAYNE, Ind.

BOWSER

**Basement
Self-Measuring
Oil Outfit**

As shown above.

CANADIAN ADVERTISING is best done by THE
E. DESBARATS ADVERTISING AGENCY
MONTREAL

ESTABLISHED 1869

Geo. Stanway & Co.

Brokers and
General Commission Merchants

Teas, Sugars, Molasses, | 46 Front St. East,
Canned Goods | **TORONTO**

Correspondence Solicited.

**ROCK SALT FOR HORSES
and CATTLE.**



TORONTO SALT WORKS, Toronto, Ont.

NEW EXTRA CHOICE

SULTANAS

Bright, bold fruit now in store.

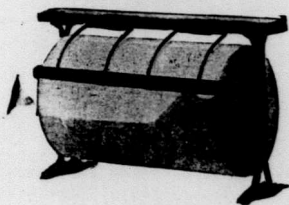
WARREN BROS. & CO.
TORONTO.

Mediterranean Fruits
Granulated and Raw Sugars
Molasses and Syrups, Glucose, Etc.

Excelsior Macaroni
White Castile Soap

C. A. CHOUILLOU & CIE.
14 Place Royale
(Customs House Sq.) **MONTREAL.**

Candaper Roll Holder.



You avoid waste
and litter in your
wrapping paper
when you use the
Candaper roll
holder.

It is alike strong
and handsome—the
best-working holder
and cutter you can
buy.

The cut suggests
its appearance and utility in some measure—made
of attractive polished nickle.

—Roll papers, all widths,
—always in stock.

CANADA PAPER CO.
I limited
TORONTO and MONTREAL.

**A POOR brush not only causes in-
convenience to your customer,
but very often it is the means of
inducing him to buy where he can
secure reliable brushes such as
BOECKH'S make.**

**BOECKH BROS. & COMPANY,
TORONTO, ONT.**

Your attention is called to the **CRANSTON** Aluminum, Brass and Cardboard

Trade Due Bills

**Bread and Milk Tickets and
Advertising Coins.**

Made in six sizes and six
different shapes — Round,
Octagon, Scolloped Edges,
Oblong, Square, Round
Cornered.



1c Size.



5c. Size



10c Size.



25c. Size.



50c. Size.



\$1.00 Size.

WHAT USERS SAY OF CRANSTON TRADE DUE BILLS.

"We could not be induced to go back to the written due bill or credit system again now that we have the coin style. They have become popular with our customers. They are like cash and can be used by the farmers as such in making deals, and they thus advertise our business and help us to get many new customers. It means that we practically issue our own money for the local goods we buy. They are up to date. All loss and bickering about accounts are avoided by their use."

"BRICKER & DIEBEL, Waterloo, Ont."

Send for Samples and Price Lists to
Also send for Samples and Prices of
**ADVERTISING NOVELTIES and
COUNTER CHECK BOOKS.**

J. K. CRANSTON

Coin Merchant

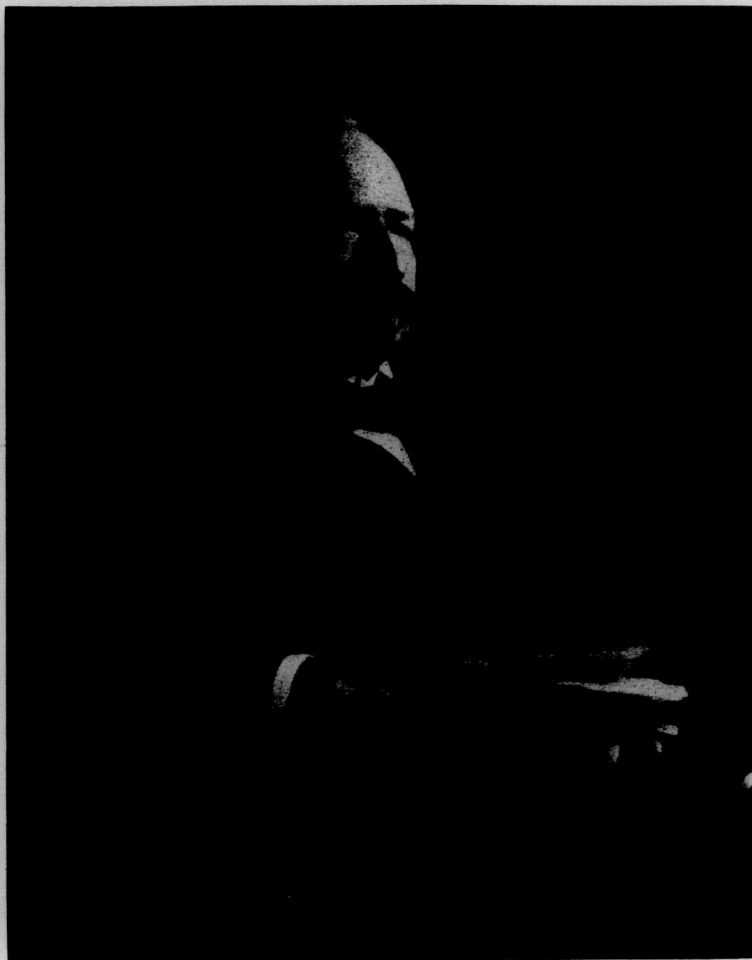
GALT, ONT.

SIR THOMAS G. SHAUGHNESSY.

AMONG the gentlemen who were elevated to the Knighthood during the recent visit of the Duke and Duchess of Cornwall and York to Canada none were more satisfactory to the people of this country than that of Sir Thomas G. Shaughnessy. His position as President of The Canadian Pacific Railway brought him into line as a fit subject for such honors. But the satisfaction with which his elevation was received was not merely born of the fact that the head of a great railway system had been selected for the recipient of Royal favor: it was born of the fact

system which is, perhaps, the best managed on this continent, and to the efficiency of which he has contributed a remarkable energy, prescience and administrative ability."

Sir Thomas Shaughnessy is a native of Milwaukee, Wis., being born there on October 6, 1853. His career as a railway man began in 1869, when he entered the purchasing department of the Chicago, Milwaukee and St. Paul Railway, subsequently becoming general storekeeper of the line, a position he held when Mr. (now Sir) Wm. Van Horne left the company to assume the presi-



Sir Thomas G. Shaughnessy, President of the C.P.R.

that a man of striking personality, large executive ability, and practical business acumen had been thus honored.

Sir Thomas G. Shaughnessy was not born with a silver spoon in his mouth, unless the native talents which came with his birth and which he has so assiduously developed during the 48 years he has been in the world, can by any stretch of the imagination be so termed.

"It was felt," said The Montreal Witness, when referring to Sir Thomas Shaughnessy on the occasion of his Knighthood, "that he has been paid a fitting compliment as the head of a great

dency of the C.P.R. In 1882 he became general purchasing agent of the C.P.R., having been selected for the position by Sir Wm. Van Horne. Two years later he became assistant to the general manager, and then in succession assistant general manager, assistant president, a director and vice-president, and finally in June, 1899, president.

Besides being President of the C.P.R., Sir Thomas Shaughnessy is a director of the Duluth, South Shore and Atlantic Railway, of The Accident Insurance Company of North America, of The North-West Land Company; vice-president of

The Toronto, Hamilton & Buffalo Railway and of The B. C. Southern Railway, and president of The Montreal & Western Railway.

"EMPIRE" BRAND SODA

There are names in every branch of the world of commerce which stand alone—names which represent all that is best and greatest in each particular line. The name of Brunner, Mond & Co., Limited, of Norwich, England, is such an one. The unvarying excellence of their products is known throughout the world. After much pressing on the part of the grocery trade of Canada they now place their Super-Carb. soda on the market in packet form under the trade name of "Empire" brand soda. The packet is handsomely gotten up and will make a most attractive store display. The packet, which contains half a pound, will retail at five cents.

Brunner, Mond & Co., through their Canadian agents, Winn & Holland, have set aside a generous appropriation for advertising "Empire" soda, and by the first of November all the leading papers of Canada will be telling the public of the merits of "Empire" brand. The excellence of the article—backed up by a well-planned and vigorous advertising campaign—cannot help but make "Empire" soda sell like hot cakes.

OUR IMPORTS OF BRITISH VINEGARS.

The past year has shown a considerable increase in the imports of British vinegar into this country, the receipts during the year being valued at \$10,998 against \$8,605 in 1900, the returns showing that the demand has been general, extending to every Province in the Dominion.

Possibly the firm that has been most instrumental in building up this increased trade has been Purnell, Webb & Co., Bristol. This firm are manufacturers of malt vinegars, and make a specialty of spiced vinegars for pickling. They have a wide connection in Canada, having large customers in St. John, N.B., Toronto, Hamilton, Brantford, Vancouver and other centres. Everywhere they are known they are recognized as a thoroughly reputable firm, and as manufacturers of high-grade goods of consistent quality.

AFTER THE BUSINESS.

Enterprise and experience are undoubtedly two of the strongest factors in building up any business. Therefore, as they are thoroughly trained as chemists and as manufacturers, and are full of pushing, up-to-date energy, The Bellman Oliphant Manufacturing Co., Collingwood, Ont., are possessed of the principal essentials to success as manufacturers and wholesale dealers in general store sundries, such as drugs, cough drops, flavoring extracts, inks, etc. They are now "out after business" in keen style, but only want cash customers, as they have put their prices at the lowest possible basis. They ask readers of "The Canadian Grocer" to write to them for quotations.

AFTER YOU

HAVE READ ALL THE "ADS" IN THIS PAPER,
SEND US YOUR ORDERS FOR FALL SHIPMENT.

CURRANTS Cleaned and Stemless. | **FIGS** Elmo and Comadre. | **NUTS** All Varieties.

PRUNES California and French. | **PEELS** Candied and Drained.

Fancy Malaga and California **RAISINS** Valencia and Sultana.

QUALITY GUARANTEED TO PLEASE, AND PRICES RIGHT.

THE **EBY, BLAIN CO.,** LIMITED

WHOLESALE GROCERS, ETC.

TORONTO.

CROSSE & BLACKWELL'S

New Season's Candied Peels

LEMON, ORANGE, CITRON, MIXED (O. L. and C.)

In 7-lb. Tins, 7-lb. or 10-lb. Wood Boxes, and 1-lb. Cartons.

C. E. COLSON & SON,

MONTREAL.



Curious!! Why?

It certainly is curious that your customers should be willing to buy an unknown brand of Mustard, when at practically the same price they can buy

KEEN'S

KEEN'S MUSTARD, in the dining room, brings out the flavor of the meat.

KEEN'S MUSTARD, in the sick room, brings healing and comfort to the afflicted.

PEOPLE WHO WANT THE BEST
CANNOT AFFORD TO USE ANYTHING BUT THE BEST.

A CANADIAN ON THE TEA TRADE EXPANSION.

MR. P. C. LARKIN, of The Salada Tea Company, and Mrs. Larkin returned to Toronto this week after three months' absence in Great Britain. The journey to Great Britain was taken with the special object of seeking renewed health for Mrs. Larkin, and which "The Canadian Grocer" is glad to say was successful. Although the visit was chiefly for the object stated, Mr. Larkin spent some time in the tea circles in London, Eng. When I saw Mr. Larkin in his office on Wednesday, he was as deep as ever in the affairs of his own business, but found time to give me a few minutes' talk.

"I understand, Mr. Larkin, that you were present at a meeting of The Indian Tea Planters' Association, where some discussion took place in regard to ways and means of promoting the tea industry."

"Yes," said Mr. Larkin, "I was. On my arrival in London I was requested to meet The Indian Tea Planters' Association, and give them some idea from my point of view of the tea situation in the United States and Canada. They were particularly interested in the prospective development of the green tea trade, and as we had handled Ceylon greens for the last three years, since they were first produced, I was in a position to convey to them an idea as to how they had been received by the public, not only in Canada, but in the States of New York, Michigan, Pennsylvania, and the New England States. I showed them how sales of Salada green Ceylon had gone on increasing, from week to week, through at least two years, and that the sales were much larger now than they had been at any previous time. I also told them that we were making much more rapid progress with Ceylon greens than we did with Ceylon blacks, seven or eight years ago. And everybody knows that there are now practically no China Congous sold in Canada.

"The meeting resolved itself into a discussion of how best to quickly displace Japan teas on the Canadian and United States markets. Of course, my advice to them was on the lines that the 'Salada' tea business has been carried on. I told them we had a fine article to offer the public, and we told the public about it. I explained that the only way in which you can reach the large mass of the people was by advertising, sampling, etc. I furthermore told them that if they could see their way to expending such a sum as 2d. per lb. on all the Indian tea produced, which would mean an expenditure of \$400,000 or \$500,000, it would be sufficient for advertising purposes and would create a very quick revolution, particularly in the green tea trade. The expenditure of such a sum in sampling and advertising would, I felt, positively increase the consumption in America of Indian and Ceylon tea by fully 10,000,000 lb. per annum during the next four or five years. This, from the planters point of view, would be a most excellent thing. It would relieve the London market of such a quantity of tea annually that the price for blacks would be increased fully 1d. per lb., and that this expenditure need not be continued for more than four or five years.

Every grocer who desires to have the finest goods for his customers, will see that he is never without a full stock of:

COWAN'S Hygienic and Perfection Cocoa.
Queen's Dessert, Royal Navy and Perfection Chocolate.

COWAN'S Cake Icings—Chocolate, Pink, Lemon Color and White.

COWAN'S Chocolate Cream Bars, Chocolate Ginger, Chocolate Wafers, etc.

ALL ABSOLUTELY PURE GOODS.

THE COWAN CO., Limited, TORONTO

Hugh Walker & Son, Wholesale Fruit Importers, **Guelph, Ont.**

- DIRECT IMPORTERS OF -

Fancy and Domestic Fruits.

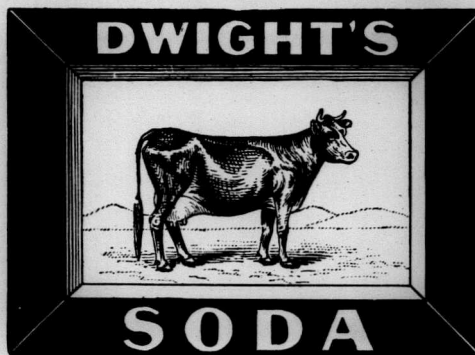
OUR SPECIALTIES

Fancy Oranges, Lemons, Malaga Grapes, Cape God Cranberries.

Special Attention to Mail and Telephone Orders.

GRIMBLE'S English Malt
Six GOLD Medals VINEGAR

GRIMBLE & CO., Limited, London, N.W., Eng.



Almost Sold

—What with our advertising, our free cook books, our show cards, and the handsome appearance of our packages, you can know that there is no better seller than

Dwight's Cow Brand Soda

Don't let your stock run too low!

JOHN DWIGHT & CO.,
34 Yonge St., TORONTO.

Agencies in all leading centres.

CHAS. F. CLARK, President.

JARED CHITTENDEN, Treasurer.

...ESTABLISHED 1849..

BRADSTREET'S

Capital and Surplus, \$1,500,000.

Offices Throughout the Civilized World.

Executive Offices: Nos. 346 and 348 Broadway, New York City, U.S.A.

THE BRADSTREET COMPANY gathers information that reflects the financial condition and the controlling circumstances of every seeker of mercantile credit. Its business may be defined as of the merchants by the merchants, for the merchants. In procuring, verifying and promulgating information, no effort is spared, and a reasonable expense considered too great, that the results may justify its claim as an authority on all matters affecting commercial affairs and mercantile credit. Its offices and connections have been steadily extended, and it furnishes information concerning mercantile persons throughout the civilized world.

Subscriptions are based on the service furnished, and are available only by reputable wholesale, jobbing and manufacturing concerns, and by responsible and worthy financial, fiduciary and business corporations. Specific terms may be obtained by addressing the Company at any of its offices. Correspondence Invited.

—OFFICES IN CANADA—

HALIFAX, N.S.
OTTAWA, ONT.
VANCOUVER B.C.

HAMILTON, ONT.
QUEBEC, QUE.
VICTORIA, B.C.

LONDON, ONT.
ST. JOHN, N.B.
WINNIPEG, MAN.

MONTREAL, QUE.
TORONTO, ONT.

THOS. C. IRVING, Gen. Man. Western Canada, Toronto. JOHN A. FULTON, Gen. Man. Eastern Canada, Montreal.

The increased consumption thereby brought about would be permanent."

"How were your suggestions received?"

"I might say that a number of persons in London interested in the tea trade, whom I met, agreed with my suggestions were excellent from a business point of view, and that if they could be carried out would put all the gardens on velvet; but they stated that the difficulty lies with people who feel that, as they are not making money now, they cannot entertain the idea of increasing their expenses one iota. However," continued Mr. Larkin, "I understand that something is to be immediately done in an effort to capture the American market, which means the capturing of 100,000,000 lb. of tea per annum. The great difficulty heretofore has been the fact that most of the planters have a very faint idea of the amount that would be sufficient to attract the attention of the whole tea-drinking community to the article which they have for sale. No matter how good that article may be, unless this is done, dozens of years must pass before the whole trade is secured."

"What about the package tea trade in England?"

"The package tea trade is making wonderful progress in England. One of the largest concerns there have a most magnificent establishment, covering acre upon acre of ground."

Mr. Larkin before concluding the interview stated that one of the things that struck him forcibly while in England, was the sympathy exhibited by the people there with the United States over the assassination of President McKinley. He said that in London there was a large profusion of flags, and that it appeared to him that out of every three flags displayed, one was the Stars and Stripes. The day that Mr. McKinley was buried, Mr. Larkin was in Oxford, and he noticed the same display of United States flags there.

A UNIQUE SYSTEM OF TRADING.

The credit system of carrying on a retail business has long been recognized as having serious drawbacks. Not only is a great deal of work necessitated by the charging up of small items and much loss occasioned by bad debts, but the inability to pay cash to the wholesale dealer prevents the retailer from getting many "snaps" which would increase his net returns. The strictly cash system has been found almost impossible in many towns, as many of the buyers have not the ready money to pay cash down for all their purchases.

The advent of a system designed to reduce the disadvantages of both these systems to a minimum and to combine the advantage of both is, therefore, of considerable moment to retailers.

J. K. Cranston, Galt, Ont., has introduced a system of trade due bills in the shape of aluminum, brass or cardboard coins in all currency denominations from 1c. to \$1 which are sold to customers and afterwards recognized as currency by the retailer. If a credit customer takes out these bills, say, \$5 worth, they are charged at once, and are treated as cash, doing away with all charging.

POPULARITY

is the proof of merit, and no brand has ever achieved popularity so quickly as

"BOBS"

CHEWING TOBACCO

In 5 and 10c. Plugs

BOBS costs you only 36 cents, and pays a good profit.

BOBS is well advertised.

BOBS is selling well in almost every store from the Atlantic to the Pacific.

BOBS is A BIG PLUG FOR LITTLE MONEY

Made by

THE EMPIRE TOBACCO CO., LIMITED
MONTREAL, QUE.

ADVERTISING in WESTERN CANADA

will be Carefully, Efficiently, and Promptly attended to by

The Roberts Advertising Agency,
WINNIPEG, CANADA

BUY

Star Brand

COTTON CLOTHES LINES

- AND -

COTTON TWINE

Cotton Lines are as cheap as Sisal or Manila and much better.

For sale by all Wholesale Dealers

See that you get them.

IT doesn't matter whether it is a case of being **TOO FAT** or **TOO THIN**

Bread, Cakes, etc., made from

"SUPERIOR GLUTEN FLOUR"

Will restore nature to its normal condition

Samples and prices on application to

E. A. SHOEBOTHAM

CANADIAN AGENT,

St. James' Park, LONDON, Canada.

Refrigerators

BUY

EUREKA

it is the best.

WHY?

1st. Because it is built on scientific principles, having insulated walls it is easy on Ice.

2nd. Because the system of circulation of air is perfect.

3rd. Because it is well built.

Further information can be obtained in catalogue which is free.

Address,

Eureka Refrigerator Co.



This cut represents No. 13. 54 Noble St. Toronto

THE IMPERIAL CANNING CO.

Packers of Choice

Fruits and Vegetables.

KINGSVILLE, ESSEX CO., ONTARIO.

Seely's Flavoring Extracts
Best on Earth

Current Market Quotations for Proprietary Articles

October 24, 1901.

Quotations for proprietary articles, brands, etc., are supplied by the manufacturers or agents, who alone are responsible for their accuracy. The editors do not supervise them. If a change is made, either an advance or decline, it is referred to in the market reports, as a matter of news, whether manufacturers request it or not.

BAKING POWDER.

Cook's Friend—		
Size 1, in 2 and 4 doz. boxes.....	8	2 40
" 10, in 4 doz. boxes.....	2	10
" 2 in 6 ".....	3	12
" 3 in 4 ".....	4	15
12 oz. tins, 3 doz. in case.....	3	00
9 oz. tins, 4 ".....	1	10
5 lb. tins, 1/2 ".....	4	00

Diamond—		
W. H. GILLARD & CO.		
1 lb. tins, 2 doz. in case.....	per doz.	2 00
1/2 lb. tins, 3 ".....	"	1 25
1/4 lb. tins, 4 ".....	"	0 75

IMPERIAL BAKING POWDER.

Cases Contain.	Sizes of Cans.	Per Doz.
4 doz.	10c.	\$0 85
3 " "	6-oz.	1 75
2 and 3 doz.	12-oz.	3 40
2 and 1 3 doz.	16-oz.	4 35
1 doz.	2 1/2-lb.	10 40
1/2 and 1 doz.	5-lb.	19 50

MAGIC BAKING POWDER.

Cases Contain.	Sizes of Cans.	Per Doz.
4 doz.	4-oz.	\$0 65
4 " "	6-oz.	0 80
4 " "	8-oz.	1 00
4 " "	12-oz.	1 50
4 " "	16-oz.	1 80
1 " "	2 1/2-lb.	4 50
1 " "	5-lb.	7 75

JERSEY CREAM BAKING POWDER.

1/2 size, 5 doz. in case.....	40
1/4 size, 4 doz. in case.....	75
1/2 " 3 ".....	1 25
1 " 2 ".....	2 25

BLACKING.

SHOE POLISH.

HENRI JONAS & Co. Per gross.		
Jonas'		\$9 00
Froments		7 50
Military dressing		24 00

BLUE.

Keen's Oxford, per lb.....	\$0 17
In 10 box lots or case.....	0 16
Reckitt's Square Blue 12-lb. box.....	0 17
Reckitt's Square Blue, 5 box lots.....	0 16

BLACK LEAD.

Reckitt's per box.....	1 15
Box contains either 1 gro., 1 oz. size: 1/2 gro., 2 oz. or 1/4 gro., 4 oz.	

CORN BROOMS

BOECKH BROS & COMPANY doz. net		
Bamboo Handles, A, 4 strings.....	4 35	
" " " B, 4 strings.....	4 10	
" " " C, 3 strings.....	3 85	
" " " D, 3 strings.....	3 50	
" " " E, 3 strings.....	3 35	
" " " F, 3 strings.....	3 10	
" " " G, 3 strings.....	3 10	
" " " I, 3 strings.....	2 85	

BISCUITS.

CARR & CO., LIMITED.		
Frank Magor & Co., Agents.		
Cafe Noir.....	0 15	
Ensign.....	0 12 1/2	
Metropolitan mixed.....	0 09	
Special price list of Fancy Tins for Xmas trade and other lines on application		

CANNED GOODS.

MUSHROOMS.

HENRI JONAS & Co.	
Mushrooms, Rionel.....	\$15 50
" 1st choice Duthell.....	18 50
" 1st choice Lenoir.....	19 50
" extra Lenoir.....	24 00
Per case, 100 tins.	

FRENCH PEAS—DELORY'S

HENRI JONAS & Co.	
Moyen's No. 2.....	\$9 00
" No. 1.....	10 50
1/2 Fins.....	12 50
Fins.....	14 00
Tres fins.....	15 00
Extra fins.....	16 50
Sur extra fins.....	18 00

FRENCH SARDINES.

HENRI JONAS & Co.	
1/4 Trefayennes.....	\$9 50
1/4 Rolland.....	10 00
1/4 Delory.....	10 50
1/4 Club Alpines.....	12 50

CHOCOLATES & COCOAS.

Epps' cocoa, case of 14 lbs., per lb.....	0 35
Smaller quantities.....	0 37 1/2

CADBURY'S.

Frank Magor & Co., Agents per doz.	
Cocoa essence, 3 oz. packages.....	\$1 65
Mexican chocolate, 1/4 and 1/2 lb. pkgs.....	0 40
Rock Chocolate, loose.....	0 40
1-lb. tins.....	0 42
Nibs, 11-lb. tins.....	0 35 1/2

Chocolate—

FRY'S. per lb.	
Caracas, 1/4's, 6-lb. boxes.....	0 42
Vanilla, 1/4's, 6-lb. boxes.....	0 42
"Gold Medal" Sweet, 1/4's, 6 lb. bxs.....	0 39
Pure, unsweetened, 1/4's, 6 lb. bxs.....	0 42
Fry's "Diamond", 1/4's, 14 lb. bxs.....	0 24
Fry's "Monogram", 1/4's, 14 lb. bxs.....	0 24
Cocoa— per doz.	
Concentrated 1/4's 1 doz. in box.....	2 40
" " 1/2 ".....	4 50
" " 1 lb. ".....	8 25
Homeopathic, 1/4's 14 lb. boxes.....
" " 1/2 lbs. 12 lb. boxes.....

JOHN P. MOTT & CO.'S.

R. S. McIndoe, Agent, Toronto.

Mott's Broma.....	per lb 0 30
Mott's Prepared Cocoa (1/4's).....	0 25
Mott's Homeopathic Cocoa (1/4's).....	0 25
Mott's Breakfast Cocoa (in tins).....	0 40
Mott's No. 1 Chocolate.....	0 30
Mott's Breakfast Chocolate.....	0 28
Mott's Caracas Chocolate.....	0 40
Mott's Diamond Chocolate.....	0 33
Mott's French-Can. Chocolate.....	0 18
Mott's Navy or Cooking Chocolate.....	0 28
Mott's Cocoa Nibs.....	0 35
Mott's Cocoa Shells.....	0 05
Vanilla Sticks, per gross.....	0 90
Mott's Confectionery Chocolate 0 21	0 43
Mott's Sweet Chocolate Liquors 0 19	0 30

THE COWAN CO., LIMITED.

Cocoa—	
Hygienic, 1-lb. tins, per doz.....	\$7 25
" " 1/2-lb. tins ".....	3 75
" " 1/4-lb. tins ".....	2 25
" " fancy tins.....	1 90
Hygienic 5-lb. tins, for sod. water fountains, restaurants etc. per lb.....	0 55
Perfection, 1/2-lb. tins, per doz.....	3 00
Cocoa Essence, sweet, 1/2-lb. tins, per doz.....	2 25
Chocolate— per lb.	
Queen's Dessert, 1/4's and 1/2's.....	\$9 40
" " 6's.....	0 42
Mexican Vanilla, 1/4's and 1/2's.....	0 35
Royal Navy Rock.....	0 30
Diamond.....	0 25
" " 8's.....	0 24

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, 2-lb. boxes.....	38
Vanilla chocolate 6-lb. boxes.....	41
German sweet, 6-lb. boxes.....	27
Breakfast cocoa, 1/4-lb. tins, plain; 6-lb. boxes.....	35
Cracked cocoa, 1/4-lb. pkg., 12-lb. bxs.....	37
Caracas sweet chocolate, 6-lb. boxes.....	45
Soluble chocolate (hot or cold soda) 1-lb. cans.....	45
Vanilla chocolate wafers, 48 to box, per box.....	1 56

CHEESE.

Imperial—Large size jars, per doz.....	\$8 25
Medium size jars.....	4 50
Small size jars.....	2 40
Individual size jars.....	1 00
Imperial Holder—Large size.....	18 00
Medium size.....	15 00
Small size.....	12 00
Roquefort—Large size, per doz.....	2 40
Small size.....	1 40
Paragon—Large size, per doz.....	8 25
Medium size.....	4 50
Small size.....	2 40
Individual size.....	1 00

COFFEE.

JAMES TURNER & CO. per lb.	
Mexico.....	0 32
Damascus.....	0 28
Calvo.....	0 20
Sirdar.....	0 17
Old Dutch Rio.....	0 12 1/2

CLOTHES PINS.

BOECKH BROS. & CO.	
Clothes Pins (full count), 5 gross in case, per case.....	0 55
4 doz. packages (12 to a case).....	0 70
6 doz. packages (12 to a case).....	0 90

COUPON BOOK—ALLISON'S.

For sale in Canada by—The Fry, Blain Co., Limited, Toronto. C. O. Beauchemin & Fils, Montreal.

\$1, \$2, \$3, \$5, \$10 and \$20 books.	Un-Covers and num- Coupons tered. numbered.
In lots of less than 100 books, 1 kind assorted.....	4 4 1/2c
100 to 500 books.....	3 1/2c 4 1/2c
500 to 1,000 books.....	3c 3 1/2c

Allison's Coupon Pass Book.	
\$1 00 books.....	3 cents each
2 00 books.....	3 cents each
3 00 books.....	3 cents each
5 00 books.....	4 cents each
10 00 books.....	5 1/2 cents each
15 00 books.....	6 1/2 cents each
20 00 books.....	7 1/2 cents each
25 00 books.....	8 cents each
50 00 books.....	12 cents each

EXTRACTS.

HENRI JONAS & Co. Per gross.	
8 oz. London Extracts.....	\$6 00
2 oz. " " (no corkscrews).....	5 50
2 oz. " ".....	9 00
2 oz. Spruce essence.....	6 00
2 oz. " ".....	9 00
4 oz. Anchor extracts.....	12 00
1 oz. " ".....	21 00
1 oz. " ".....	36 00
1 lb. " ".....	70 00
1 oz. Flat.....	9 00
2 oz. Flat, bottle extracts.....	18 00
2 oz. Square.....	21 00
4 oz. " " (corked).....	36 00
8 oz. " ".....	72 00
Per doz.	
8 oz. " glass stop extracts.....	3 50
8 oz. " ".....	7 00
Per doz.	
2 1/2 oz. Round quintessence extracts.....	2 00
4 oz. Jockey decanters.....	3 50

FOOD.

Robinson's Patent Barley 1/4 lb. tins.....	Per doz 3 20
" " " 1 lb. tins.....	2 20
" " " 1 lb. tins.....	2 25
" " " 1 lb. tins.....	2 25

GILLETT'S POWDERED LYE.

4 doz. in case.....	\$3 60
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JAMS AND JELLIE.

SOUTHWELL'S GOODS. per doz.

Frank Magor & Co., Agents.	
Orange Marmalade.....	1 50
Clear Jelly Marmalade.....	1 80
Strawberry W. F. Jam.....	2 00
Raspberry " ".....	2 00
Apricot " ".....	1 75
Black Currant " ".....	1 85
Other Jams, W. F.....	1 55
Red Currant Jelly.....	2 75
Jams— T. UPTON & CO.	
1-lb. glass jars 2 doz. in case, per doz.....	\$1 00
5-lb. tin pails, 8 pails in crate, per lb.....	0 67
7-lb. wood pails, 6 ".....	0 67
14-lb. wood pails, per lb.....	0 06 1/2
30-lb. " ".....	0 06 1/2
Jellies—	
1-lb. glass jars, per doz.....	\$1 00
7-lb. wood pails, per lb.....	0 06 1/2
14-lb. " ".....	0 06 1/2
30-lb. " ".....	0 06 1/2

LICORICE.

YOUNG & SMYTHE'S LIST.	
5-lb. boxes, wood or paper, per lb.....	\$0 40
Fancy boxes (36 or 50 sticks) per box.....	1 25
" Ringed" 5 lb. boxes, per lb.....	0 40
"Aome" Pellets, 5 lb. cans, per can.....	2 00
"Aome" Pellets, fancy boxes (40) per box.....	1 50
Tar, Licorice and Tolu Wafers, 5 lb. cans, per can.....	2 00
Licorice Lozenges, 5 lb. glass jars.....	1 75
" " 20 5 lb. cans.....	1 50
"Purity" Licorice 10 sticks.....	1 45
" " 100 sticks.....	0 73

MINCE MEAT.

Wetthey's Condensed, per gross, net.....	\$12 00
per case of doz., net.....	3 00

MUSTARD.

COLMAN'S OR KEEN'S	
D. S. F., 1/4 lb. tins, per doz.....	\$4 40
" " 1/2 lb. tins.....	2 50
" " 1 lb. tins.....	5 00
Durham, 4 lb. jars, per jar.....	0 75
" " 1 lb. ".....	0 25
F. D., 1/4 lb. tins, per doz.....	0 85
" " 1/2 lb. tins.....	1 45

JONAS' FRENCH MUSTARDS

HENRI JONAS & Co. Per gross.	
Pony size.....	\$7 50
Imperial, medium.....	9 00
Imperial, large.....	12 00
Tumblers.....	12 00
Per gross.	
Mugs.....	13 20
Pint jars.....	18 00
Quart jars.....	24 00

MATCHES.

Eddy's Telegraph, 5-case lots.....	\$4 00
" " single cases.....	4 20
Telephone, 5-case lots.....	3 90
" " single cases.....	4 10
Eagle Parlors, 200s, 5-case lots.....	1 60
" " single cases.....	1 70
" " 100s, 5-case lots.....	1 80
" " single cases.....	1 90
Victoria Parlors, 5-case lots.....	2 90
" " single cases.....	3 00

ORANGE MARMALADE.

T. UPTON & CO.	
1-lb. glass 2 doz. case, per doz.....	\$1 00
7-lb. pails and 5 and 7 lb. tins.....	0 07

PICKLES.

STEPHENS'.	
A. P. Tippet & Co., Agents.	
Patent stoppers (pints), per doz.....	2 30
Corked (pints),.....	1 80

DUNN'S PURE MUSTARDS

GIVE UNBOUNDED SATISFACTION.

The reason is—They are profitable to dealers and satisfying to consumers.

RECKITT'S Blue and Black Lead (ALWAYS GIVE YOUR CUSTOMERS SATISFACTION)

A WORLD-WIDE
REPUTATION

*Summit Press
25-12-11*

CROSSE & BLACKWELL
Established in the year 1706.
By Special
* Warrant *
Purveyors
to the ***
* King.
OFFICES & CHIEF FACTORY,
SOHO SQUARE, LONDON, W.

Limited.

DIEU ET MON DROIT

We have the honor to announce that we
have been appointed by Royal Warrant
"PURVEYORS TO THE KING"

an appointment held to the late
Sovereign from the year 1837.

AGENTS: **C. E. COLSON & SON** MONTREAL

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CLARK'S CANNED MEATS



Are made for discriminating Buyers
FOR DEALERS *who delight in selling a good*
Article and are Clever enough to know
THEY PROFIT BY IT.



No MANUFACTURER
USES CHOICER MATERIALS NOR GIVES MORE
CAREFUL ATTENTION TO THEIR PREPARATION
We invite the closest inspection and comparison
of these goods with any in the market.