

TWENTY-FIRST YEAR  
NUMBER 20

PRICE PER COPY  
25 CENTS

# THE CANADIAN GROCER

## SPRING & EXPORT NUMBER

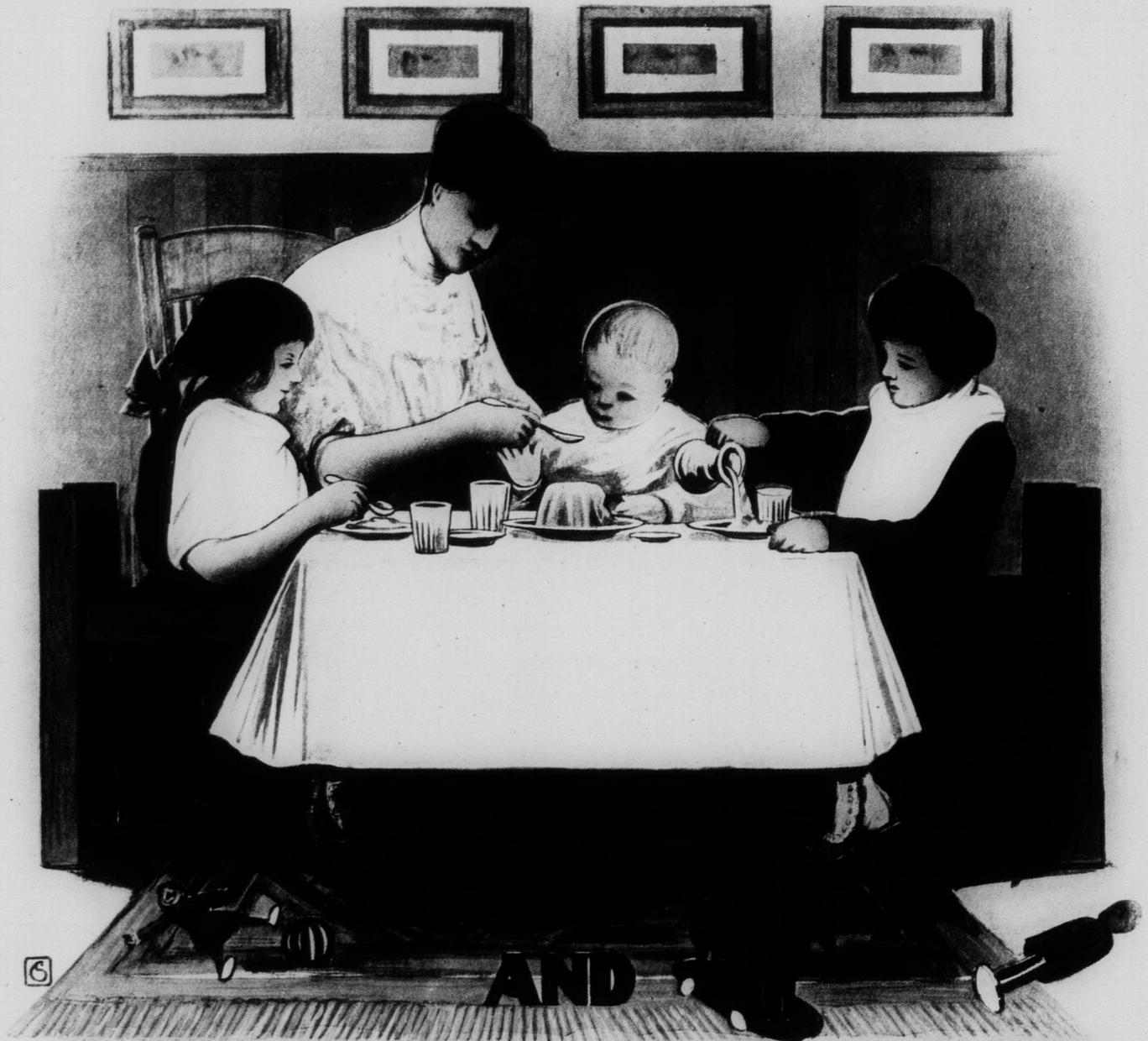
MAY 17<sup>th</sup> 1907



**THE MACLEAN PUBLISHING CO. LIMITED**  
MONTREAL - TORONTO - WINNIPEG - LONDON, ENG.

THE CANADIAN GROCER

# BENSON'S PREPARED CORN



AND  
**CROWN BRAND  
TABLE SYRUP**

CIRCULATES EVERYWHERE IN CANADA

Also in Great Britain, United States, West Indies, South Africa and Australia.

# THE CANADIAN GROCER

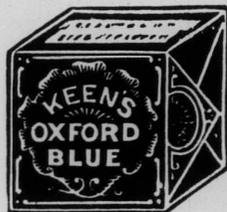
A Weekly Newspaper Devoted to the Grocery, Fruit, Provision,  
Canned Goods and Foodstuffs Trades of Canada.

Office of Publication 10 Front Street East, Toronto.

VOL. XXI.

MONTREAL, TORONTO, WINNIPEG, MAY 17, 1907.

NO. 20.



Throughout Canada, in every city, town and village, there is one brand of laundry blue the acknowledged favorite of the house-keeper—It is

## Keen's Oxford Blue

—A ready seller and a trade-winner  
—Stick to Keen's Oxford Blue

Frank Magor & Co., 403 St. Paul Street, Montreal, Agents for the Dominion

The leading Starch Factory in Canada is

## Edwardsburg Starch Co., Limited

The leading brands of Laundry and Culinary Starches are

**EDWARDSBURG "Silver Gloss"** For the Laundry  
**Benson's "Prepared" Corn** For the Kitchen

Both lines have a national reputation and bear the hall-mark of purity and the seal of superiority.  
All wise grocers sell them.

**EDWARDSBURG STARCH CO., Limited**

53 Front St. East  
TORONTO, Ont.

ESTABLISHED 1858  
Worcester,  
CARDINAL, Ont.

St. James Street  
MONTREAL, P.Q.

# EVERY GROCER KNOWS

to his cost the trouble which arises from stocking goods which deteriorate in quality when kept on his shelves for any length of time. He loses both money and custom by it and is caused endless annoyance. With C. & B. goods he does not get the chance for the goods to remain in his store long enough to deteriorate in the slightest degree, for though every grocer sells C. & B. products, not one in a hundred keeps them for any length of time. Even if he did, the quality of the raw materials and the care with which they are packed, render them less liable to damage through long keeping than ordinary brands.

Ask any grocer whether he has any difficulty in selling C. & B. Goods. We know what he will tell you.

## CROSSE and BLACKWELL, LTD.

SOHO SQUARE, LONDON, ENGLAND.

---

AGENTS,

C. E. COLSON & SON,

MONTREAL.

---



### SPECIAL—SUMMER CAMPING GOODS

Marmalade, Jams of all sorts, Concentrated Jelly Tablets, Imperial Service Rations, Soups, Herrings in Tomato Sauce, Galantines of Brawn, Veal and Ham, Chicken and Tongue, etc.

Each

T

ARTH

THE CANADIAN GROCER

# Instant Powdered



**"THE SAME OLD PRICE"**

**—BUT—**

Each package will make **TWO QUARTS** of rich **Gelatine**

**FREE**

We will send one of

**COX'S COOK BOOKS**

on application.

---

It dissolves **instantly** in hot water.

---

**The Standard Gelatine of the World.**

---

ARTHUR P. TIPPET & CO.,  
General Agents

Montreal and  
Toronto

¶ Perfection of skill in selecting, blending and roasting Coffees is necessary to insure finest quality and absolute uniformity.

¶ This, of course, you know—just as you know the unequalled reputation for superiority of Chase & Sanborn's High Grade Coffees.

## CHASE & SANBORN

The Importers

MONTREAL



Co

“Go



TH

Wholes

*The Story of the White Heart*

**That Package Makes 12 Pounds**  
Price 15 Cents

Pure  
Delicious  
Wholesome  
Nutritious

**Meat of Wheat**  
Best Cereal Food

Ask Your Grocer



Your customers look to you for suggestions as to the best things to eat.

A hint to try

## Meat of Wheat

will be appreciated. It will relieve their heating oatmeal diet, and particularly at the approach of warm weather is a seller.

Write us for particulars prices, etc.

## Coffee Fit for the Finest Feast

The tremendous increase in the volume of our "Gold Medal" Coffee sales can only be accounted for by admitting its exceptional goodness. The main difference between



### "GOLD MEDAL" COFFEE

and the next best brand is that "Gold Medal" retains all its original advantages. It holds all its aroma, strength and delicacy of flavor unimpaired, because it is packed in air-tight tins.

Try a case.

# THE EBY, BLAIN CO., LIMITED

Wholesale Grocers, Importers  
and Manufacturers

TORONTO

**Sugar** forms a large percentage of every grocer's business:—

The season is rapidly approaching when Granulated Sugar will be in active demand with you. It will be to your interests to supply your customers with the BEST, which is the well-known

*Redpath*

the standard for excellence and purity.

**Redpath's Granulated Sugar**

is the acme of Sugar Refining. Its sale by the grocer guarantees satisfaction to consumer.

All wholesale grocers keep it.

MADE BY  
**The Canada Sugar Refining Co.,**  
MONTREAL LIMITED



**GREIG'S**  
**WHITE SWAN BRAND**  
**Pure Food Specialties**

stand for all that is good in

**COFFEES,**  
**SPICES,**  
**BAKING POWDER,**  
**JELLY POWDERS,**  
**CAKE ICINGS,**  
**FLAVORING EXTRACTS,**  
**COCOANUT,**  
**FLAKED WHEAT,**  
**ROLLED OATS,**  
**CEREALS.**

**ALL ABSOLUTELY HIGH-GRADE.**

Our new illustrated catalogue will be cheerfully sent  
on request.

**THE ROBERT GREIG COMPANY, LIMITED**  
**WHITE SWAN MILLS**  
**TORONTO**



**To the Trade in the Eastern Townships**

For over **A QUARTER OF A CENTURY** we have been established as

**WHOLESALE GROCERS**  
**AND**  
**PRODUCE DEALERS**

We carry a full line of **STAPLE and FANCY GROCERIES, DRIED FRUITS, FISH, etc., etc.**

***Our Prices Are Montreal Prices***

*and*

**We Pay The Freight**

**As Far As**

**Sherbrooke**

We buy all our goods direct from the makers and are importers of English, French and American Groceries. Among the leaders are Lipton's, Fry's, Rowat's, Loubrie's and many others.

**We Are Also Agents For**

**D. S. PERRIN & CO. } Biscuits and Confectionery.**  
**VIAU & FRERE }**

WE SELL CANNED GOODS packed by Canadian Cannery, Ltd., comprising all the leading brands such as "Log Cabin," "Little Chief," "Simcoe"; Boulter's.

These goods are sold to you at **LIST PRICES. F.O.B. SHERBROOKE.**

**We Solicit a Trial Order**

***T. A. Bourque & Co.***

*Registered*

***Sherbrooke, Que.***



# DO YOU KNOW

the facts about the lines of maple syrup and maple sugar which we offer you ?

Perhaps you do. Maybe you do not.

Let us tell you.

To start with, we require from each and every producer from whom we purchase, a signed statement to the effect that **every gallon maple syrup we buy from him is absolutely pure; that it is made from the sap of the maple tree only.**

We operate in Quebec Province, **the largest producing district in the world. We are right in the heart of the maple forests.** This is a significant fact. Adulteration is unnecessary. We can secure the pure article right at our doors. **We have no temptation.**

Besides, you have our absolute guarantee that the goods offered you are not adulterated in any respect. **They are pure after Government analysis.**

Therefore, you are assured of quality.

Our lines are **labelled most attractively**, put up in glass and tin, as illustrated.

They sell on sight because they are of **better appearance than any other line on the market.**

Write us if you are not handling our lines.

ASK FOR

## Pride of Canada

### Sugars and Syrups

**MAPLE TREE PRODUCERS' ASSOCIATION**

**WATERLOO, QUE.**



P  
R  
I  
D  
E  
O  
F  
C  
A  
N  
A  
D  
A

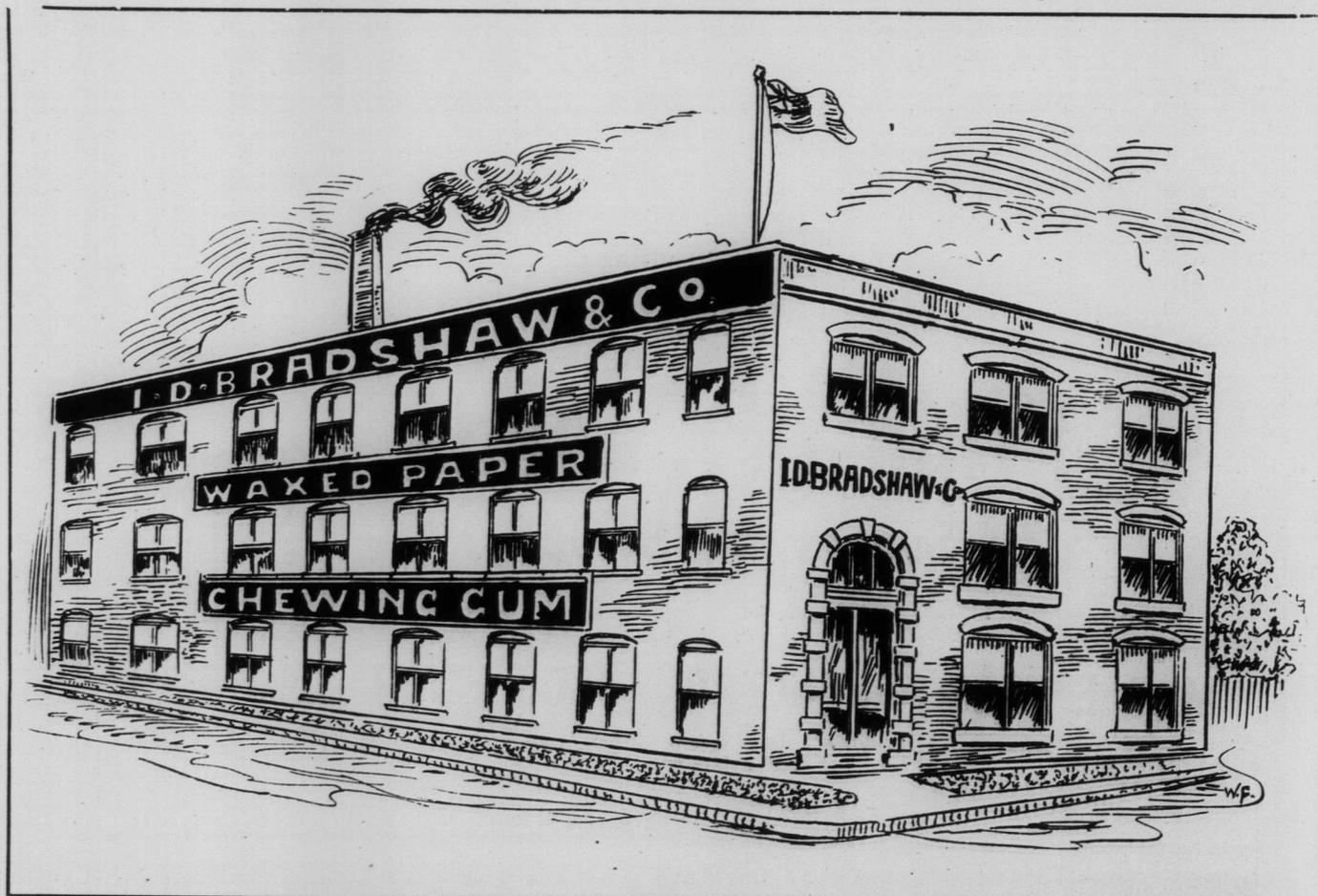
## Credit and Money

Nine-tenths of the grocers who sell Windsor Salt (pure, white, crystalline, won't cake) have money in the bank. They discount their bills. Their credit is "A, Number One." Happy grocers they!

Windsor Salt plays its own little part in bringing about this contented state of things. It never disappoints the grocers' customer who buys it. It serves to hold confidence in the quality of a grocer's general stock. It establishes permanent family trade. It helps a grocer's credit—it brings him money.

## Windsor Salt

The Canadian Salt Co., Limited  
Windsor, Ont.



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

# Tartan

## BRAND

*SIGN OF PURITY*

Soaps  
Spices  
Peels

Canned Vegetables  
Canned Fruits  
Canned Salmon  
Package Teas  
Baking Powder

Coffees  
Currants  
Extracts

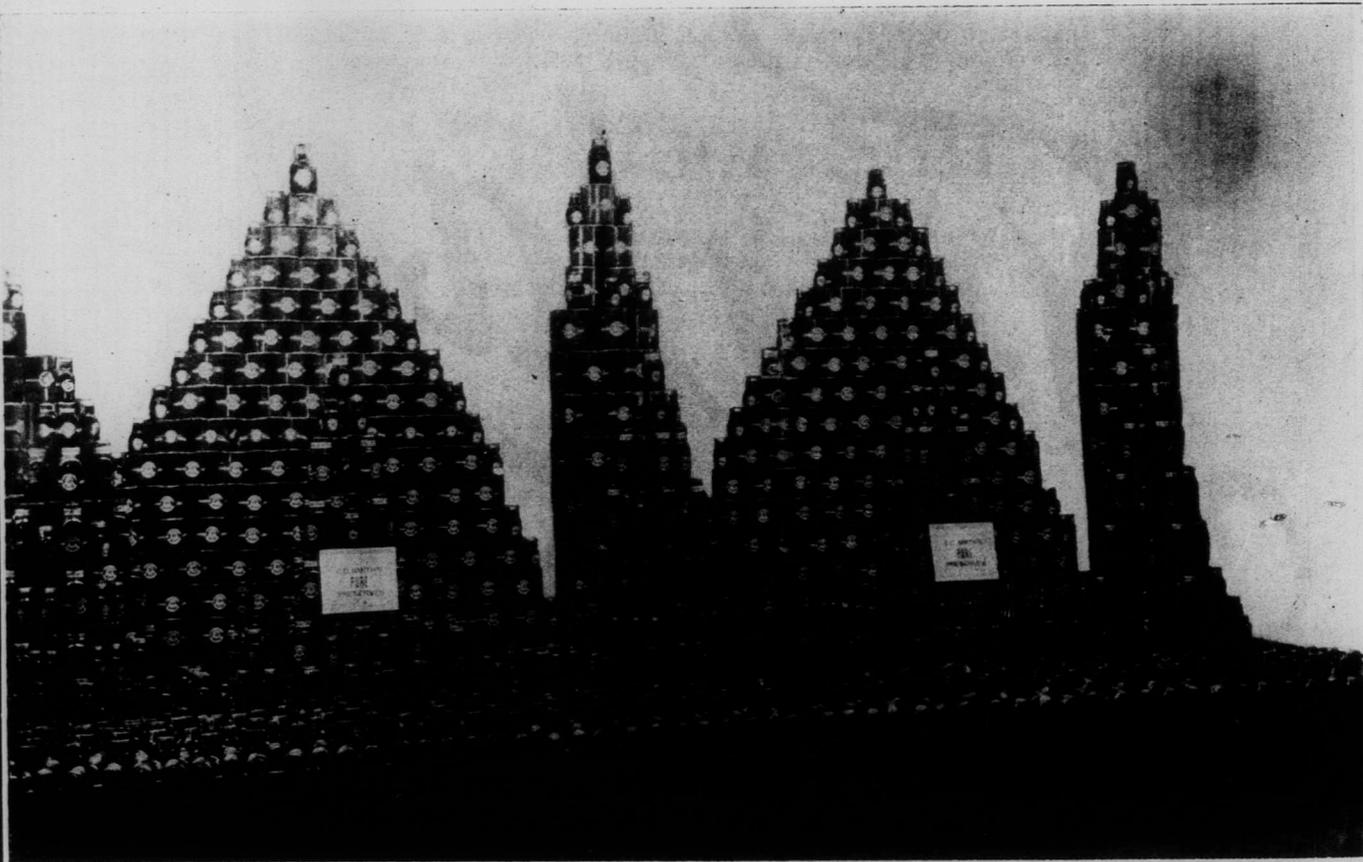
FULLY GUARANTEED BY

**Balfour, Smye & Co., Hamilton, Ont.**

# E. D. SMITH'S

## Jams, Jellies and Preserves

GUARANTEED PURE



The above is a reproduction from a Photograph of a Window taken in Winnipeg showing

# E. D. SMITH'S

## Pure Jams, Jellies and Preserves

**These highest grade goods are sold by all the Best Grocers in Canada**

*Place a trial order through your Jobber*

Manufacturers Agents: W. G. Patrick & Co., Toronto; W. H. Dunn, Montreal; Mason & Hickey,  
Winnipeg; W. A. Simonds, St. John, N.B.; A. & N. Smith, Halifax, N.S.

THE CANADIAN GROCER

Established 1852.

# GILLETT'S GOODS ARE THE BEST!

Magic Baking Powder.      Gillett's Mammoth Blue.  
Gillett's Perfumed Lye.    Imperial Baking Powder.  
Magic Baking Soda.        Gillett's Cream Tartar.  
Gillett's Washing Crystal.    Royal Yeast Cakes.



**CAUTION**—Beware of inferior and adulterated goods. Be wise, and have nothing to do with them. There is the same difference in quality as in Teas or anything else.

**Order Direct from Us.** If unable to get what you want from your Wholesale Grocer do not hesitate to order from us direct, and shipment will be made promptly.

**E.W. GILLETT**  
COMPANY LIMITED  
CHICAGO, ILL.      TORONTO, ONT.      LONDON, ENG.

# MANUFACTURERS and SHIPPERS

Canada's Foremost Commission House

## NICHOLSON & BAIN

Winnipeg, Calgary, Edmonton

KNOW HOW TO SELL GOODS



We represent some of the leading houses of the World. We cover the Great West from the Lake front to the Rockies, sell every Grocery Jobbing House in our Territory, can place for you any line sold by Wholesale Grocers. If you are not represented in Winnipeg, Calgary or Edmonton, write us. We can sell your goods.

Storage—Having large Warehouses in Winnipeg, Calgary, Edmonton, we are prepared to store all kinds of merchandise at reasonable charges. Insurance at lowest rates. Cars distributed and reshipped.

# NICHOLSON & BAIN

CALGARY, WINNIPEG, EDMONTON

ESTABLISHED 1882.

Head Office—WINNIPEG

# CALGARY

The Wholesale and Distributing Centre of Alberta.

**MANUFACTURERS AND SHIPPERS**

## Do You Know?

By placing your goods with the **CALGARY WHOLESALE TRADE** through us, you reach retailers in **ALBERTA**, whose patronage it is impossible for you to secure.

**FROM CALGARY,** freight rates enable wholesalers to ship as far north as **RED DEER** —as far south as **LETHBRIDGE** and **FERNIE, B.C.**—as far west as **Revelstoke, B.C.**, and as far east as **MEDICINE HAT, Sask.**

**THIS IS THE REASON** why your competitors' brands are seen on the retailers' shelves in place of yours. While you are endeavoring to sell your goods to the retailer from eastern points, he is securing his requirements from **CALGARY.** **WHY NOT** try the method others are following? Place your account with us and see if the results do not bear us out.

**DISTRIBUTION OF CARS.** We are handling cars for a large number of eastern manufacturers and shippers, and can look after yours. **WRITE US FOR OUR RATES.**

# NICHOLSON & BAIN

**WHOLESALE COMMISSION MERCHANTS AND BROKERS**

**CALGARY, ALBERTA**

Established 1882.

Head Office: **WINNIPEG.**

TO MANUFACTURERS AND SHIPPERS  
**EDMONTON**

controls the trade of

**CENTRAL AND NORTHERN ALBERTA**

This trade is developing faster than that of any other section of Canada. If you wish to share in this development

We can be of service to you.

We can sell your goods.

We are now representing many of the largest manufacturers doing business in Canada.  
 Let us handle YOUR products

**SHIPMENTS STORED OR DISTRIBUTED**

BEST STORAGE IN ALBERTA; heavy brick warehouse, 50x130 feet, three storeys and basement; frost-proof; cool in summer; with railway siding, in wholesale centre.

**LET US TAKE CARE OF YOUR SHIPMENTS**

**WAREHOUSE SPACE TO LET**

Suitable for Wholesale Business or Light Industry

**CORRESPONDENCE INVITED**

**NICHOLSON & BAIN**

*Wholesale Brokers and Manufacturers' Agents*

P.O. Drawer 42

**EDMONTON, Alberta, Canada**



The alert merchant, like the wise physician, feels the public pulse and caters accordingly.

# Gold Standard

Goods

"GUARANTEED THE BEST"

have established an enviable record for

**Superior Quality**  
and  
**Value Unsurpassed.**

Place them in stock now and enjoy the increased profits which they bring.



Fill out this blank and return it to us, we will send you particulars of a **Special Baking Powder** offer that has never been equalled anywhere.



Messrs. Codville-Georgeson Co., Limited  
WINNIPEG, MAN.

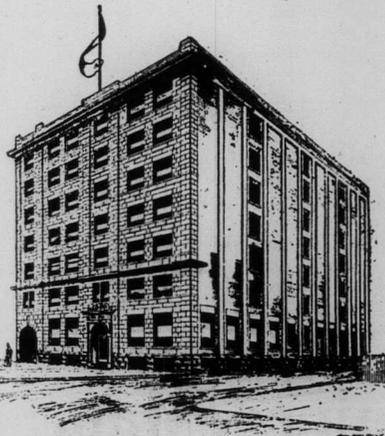
Please send me full particulars of your Special Baking Powder offer.

My Name is \_\_\_\_\_

My Address is \_\_\_\_\_



"The House Behind the Goods."



## The Codville-Georgeson Co.

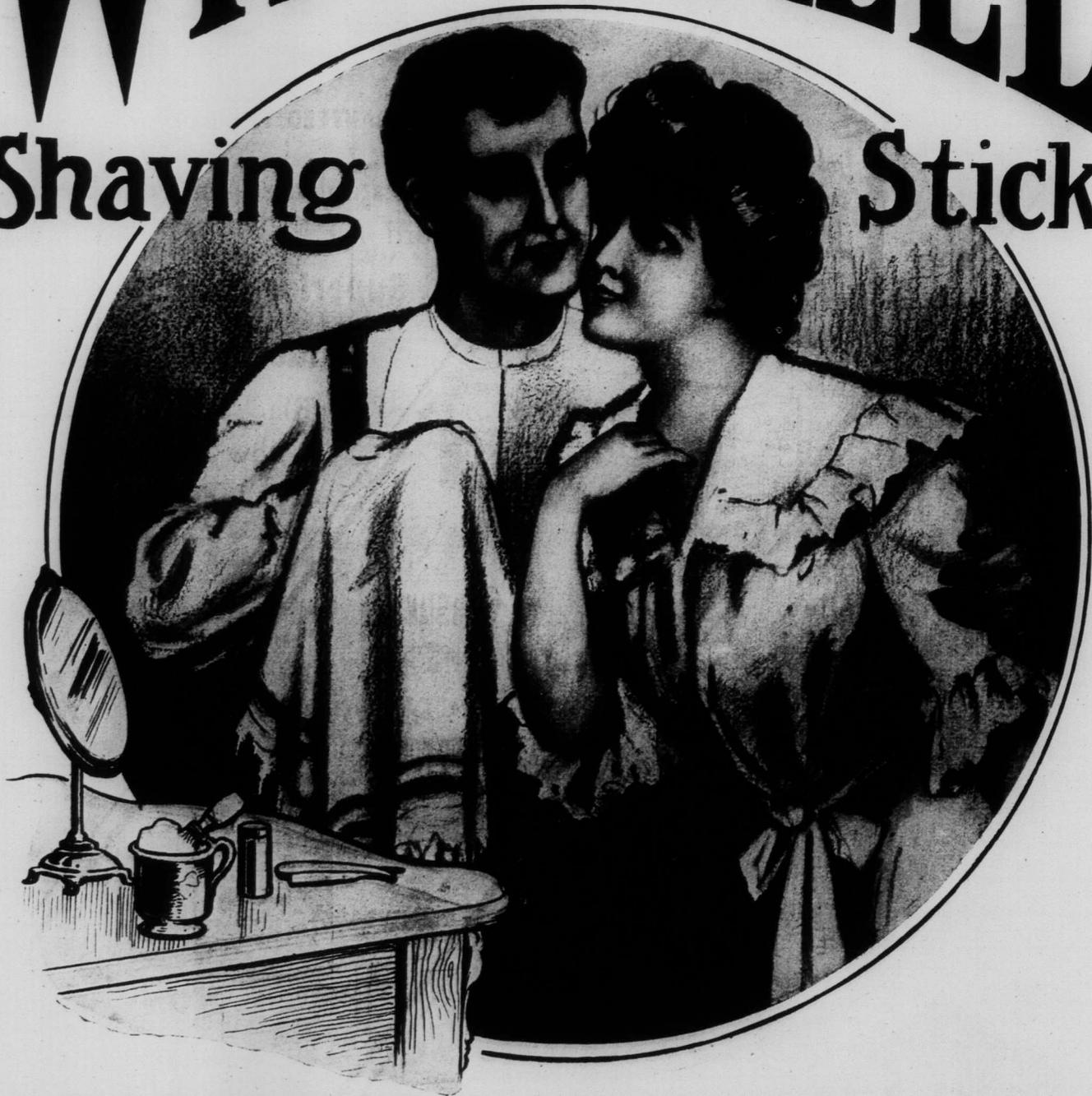
WINNIPEG, MANITOBA

Limited



THE CANADIAN GROCER

ROYAL CROWN  
**WITCH HAZEL**  
Shaving Stick



Try this new shaving stick the next time you shave. Notice how easily it gives a rich, creamy lather. How quickly it softens the beard. How soothing it feels to the skin. Then sell it on your own personal recommendation of its superior qualities. It's the best shaving soap made. A ready seller. **Write for prices to**

**The Royal Crown, Limited, Winnipeg, Man.**

P. O. BOX 112

Phone 3576

# MASON & HICKEY

## Manufacturers' Agents

Agents for

**E. D. Smith**

Pure Fruit Jams, Jellies, Preserves

**Gorman, Eckert & Co., Ltd.**

Coffees, Spices and Olives

**Wallaceburg Sugar Refinery**

**The Port Huron Salt Co.**

**Ingersoll Packing Company**

**Standard Computing Scales**

**and Cheese Cutters**

**Millar's Paragon Cheese**

WRITE US FOR QUOTATIONS—WE CAN SAVE YOU MONEY

TRACK WAREHOUSE—WRITE US FOR STORAGE FACILITIES. CORRESPONDENCE INVITED WITH MANUFACTURERS. ALL GOODS CARRIED IN STOCK AT

**108 PRINCESS STREET, WINNIPEG, MANITOBA**

*It pays to have proper connections in*

## The West

We have first-class facilities for distributing cars and we make a specialty of this line.

Consign your cars to us and please your customers.

Our storage facilities are complete—plenty of room in our new quarters.

*Charges Reasonable      Satisfaction Guaranteed*

**R. B. WISEMAN & CO.**

Storage, Warehousing and Distributing Agents

123 Bannatyne Avenue East **WINNIPEG, MAN.**



**Capstan Brand**

PURE JAVA AND MOCHA GROUND

## COFFEE

Put up in ½ and 1 lb. tins, with a very attractive label, and is giving perfect satisfaction.

It is a well known fact, that our trade mark sells the goods, and is recognized by wide awake business men.

The CAPSTAN MFG. CO., - Toronto, Ont.

HAVE YOU A LIVE REPRESENTATIVE FOR

## Winnipeg and the West ?

You can't do business satisfactorily with Western Wholesale Houses unless you are represented in this territory.

We sell the wholesale trade from Port Arthur west to Edmonton, Calgary and Lethbridge.

We are agents for a number of large firms, and we have the organization to handle your account to your satisfaction.

Write us. We have good storage and track facilities. References on application.

**CARMAN-ESCOTT CO.**

(Successors to Jos. Carman)

722 Union Bank Bldg. **WINNIPEG, MAN.**



**Competition Can't Conquer**

our "White Moss Cocoanut" either in purity or excellence.

Our Motto

Once a customer, always a customer.

**Canadian Cocoanut Company**

107 LaGauchetiere St. West

**MONTREAL**

**MORE THAN**

**JUST PURE**

Soap Manufacturers keep on shouting about the purity of their particular brands, because they've nothing else to shout about. All fairly good soap is pure.

**WONDERFUL SOAP**

is different. Its purity goes without saying. It is the product of a special process of manufacture and most Grocers are surprised at its amazing popularity. Stock it.

**THE GUELPH SOAP CO.**

Established Over 50 Years

**DARLING & BRADY**

Manufacturers of  
The Well Known

**CLIMAX SOAP**

A HIGH CLASS HOUSEHOLD SOAP

Fine Laundry Soaps,  
Concentrated Lye,  
Laundry Chips,  
Broken Caustic, Etc.

NO PREMIUMS

PRICES RIGHT

SAMPLES AND PRICES  
ON APPLICATION

96 St. Charles  
Borromee Street,

**Montreal**

**Brunner Mond & Co.'s**

**WASHING  
SODA**

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 "	Bags,	224 "
"	112 "	"	112 "
"	100 "	"	100 "

**Concentrated Sal Soda**

Casks, 560 lbs.

**Winn & Holland  
Montreal**

SOLE AGENTS FOR CANADA.

**To Manufacturers' Agents**

THE CANADIAN GROCER has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address, BUSINESS MANAGER,  
CANADIAN GROCER,  
Montreal and Toronto.



**OLIVE OIL—THE PUREST**

Cultivate your trade by stocking the best.  
The only castile laundry soap on the market.  
A distinctly Olive Oil soap.

Manufactured by

**The CANADIAN CASTILE SOAP CO., Limited**  
Berlin, Canada

THE BEST **LAUNDRY SOAP**



**Dirty Canvas Shoes**

MADE PERFECTLY  
CLEAN AND WHITE  
BY USING  
WHITTEMORE'S  
"QUICK WHITE"  
COMPOUND

In liquid form, so can be QUICKLY and EASILY applied. No white dust. No rubbing off.

To those using the hard white cakes put up in metal or wood boxes, would say that by using "Quick White" you will have your shoes all finished before you could get the hard cakes softened up enough to begin using.

Just try "Quick White" once and it will work so quick and easy and make your shoes look so clean and white that you will always use it. Also the following colors for canvas shoes: Baby Blue, Alice Blue, Red, Green, Pink, Lavender, Champagne, Coral, Purple, Light and Dark Gray; in the same sizes and at the same prices as "Quick White."

For 1907 a sponge in every bottle, so always ready for use.

Large, per gross, \$24.00;  
10c. size, \$10.00.



**DANDY RUSSET COMBINATION**

For cleansing and polishing all kinds of russet, tan or yellow colored boots and shoes.

Large size, per gross \$24.00

**STAR RUSSET COMBINATION**

10c. size, per gross, \$9.00.

**RUSSET PASTE;**

Dandy, large, gross, \$9.00

Red Fox, med., gross, \$5.00

**"ELITE" Combination.**



The only first-class article for ladies' and gents' "Box Calf," "Vici Kid" and all black shoes. The only polish endorsed by the manufacturers of Box Calf leather. Contains oil, and positively nourishes and preserves leather and makes it wear longer.

Blacks and polishes.

Per gross, \$24.00

"BABY ELITE" Combination, 10c. size, per gross, \$10.00.

Whittemore's Polishes Won the "GRAND PRIZE" at St. Louis over all competitors.



**"GILT EDGE"**

The only black dressing for Ladies' and Children's Shoes that positively contains OIL. Softens and preserves. Imparts a beautiful lustre. Largest quantity, finest quality. Its use saves time, labor and brushes, as it

**SHINES WITHOUT RUBBING**

Always ready to use. Also for gents' kid, kangaroo, etc.

Per gross, \$24.00.

**"Superb Patent Leather Paste."**



For giving all kinds of Patent or shiny leather shoes a quick, brilliant and waterproof lustre without injury to the leather.

Large size, per gross, \$9.00

Medium size, in blue tin boxes, per gross, 5.00

Per doz., 1-4 lb. boxes, 1.80

Per doz., 1-2 lb. boxes, 3.00

THE WORLD'S STANDARD

**WHITTEMORE BROS. & CO.**

ONCE USED ALWAYS USED

The Oldest and Largest Manufacturers of Shoe Polishes in the World.

ASK YOUR JOBBER FOR WHITTEMORE'S SHOE POLISHES.

**Mr. Grocer!**

Since you must sell Starch, shouldn't you stock the best? The only sure way is to stock

**IVORINE**

not merely on account of its goodness, but also because it talks strong and effectively for you. It saves the lady of the house trouble. It certainly does pay to stock **IVORINE.**

**ST. LAWRENCE STARCH CO.**

LIMITED

PORT CREDIT, ONT.

**A Leather Food**

That's the only kind of shoe polish the Grocer can afford to stock. Shoe polishes (so-called) eat into leather and the merchant's margin of profit at the same time.



**2 in 1**

is immensely better than any other shoe polish on the market. It's called a leather food by men who know. It does please your customers and must pay you.

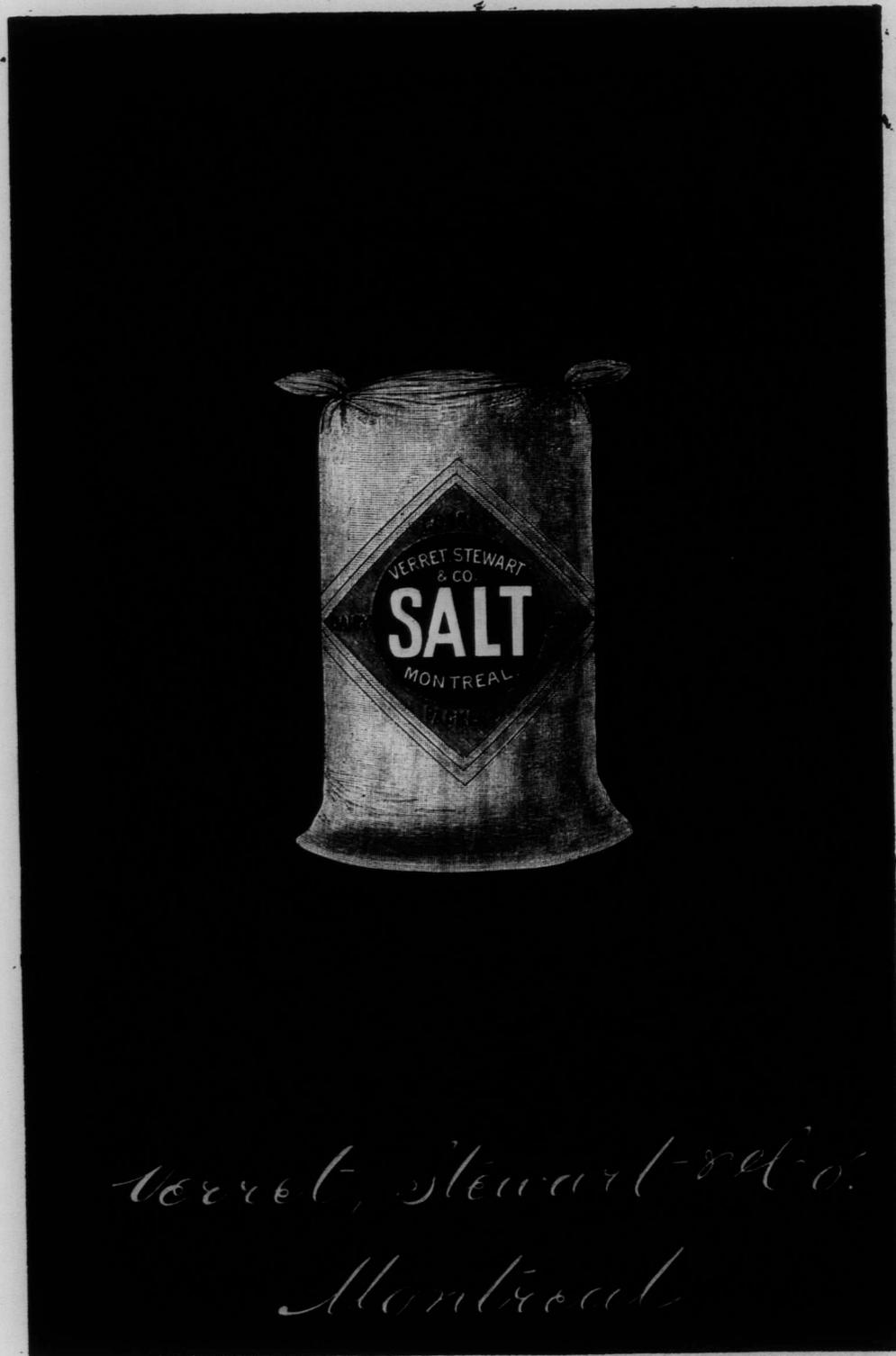
Mention The Canadian Grocer when ordering.

**The F. F. Dalley Co.**

LIMITED

Hamilton, Canada.

Buffalo, U.S.A.



Fre

look  
of p  
Don't  
as It  
is pl

TH  
A  
Bak  
creat  
and  
good  
Yo  
ing y  
An  
will  
they  
any c  
Te  
it—an  
that v  
It to  
Powd

## Fresh Tea is All Important

When you purchase

# "SALADA"

Look on the lid of the box; each one is stencilled with the date of packing. If it is more than three months old, ship it back. Don't take stale goods. If the date is not on it, don't accept it, as it has been scraped off because it was old. Every case lid is plainly stencilled with the date of packing.

" SALADA "

Toronto or Montreal

## St. George's

### The Best Advertised Baking Powder In Canada

A demand for this new Baking Powder is being created throughout the length and breadth of Canada, by good advertising.

Your customers will be asking you for it.

And once they use it, they will continue using it—for they will find it better than any other they ever used.

*Test St. George's—compare it—and you will not wonder that we are able to guarantee it to be the best Baking Powder on the market to-day.*



Only the finest, purest Cream of Tartar—99.90% pure—is used in St. George's. It contains not one atom of adulteration—its formula cannot be bettered.

Can you afford to be without a Baking Powder everybody is becoming interested in?

National Drug and  
Chemical Co. of  
Canada, Limited,  
Montreal

You Want the Goods  
at the Right Prices.

---

Trade With Us.

Call us up by 'phone at our  
expense. Main 7270  
connecting with all  
departments.

**THE DAVIDSON**

**36**

**YONGE STREET**

ur shipping facilities are  
unequaled

e guarantee shipment  
of all orders the  
same day as  
received

**W & HAY, Ltd.**

**IMPORTERS**

AND

**WHOLESALE  
GROCERS**

**TORONTO, - CANADA**

"Grocer Hashisownbrand bought flour of a firm of good millers and sold it under "Peerless" Brand. He worked up a large and profitable trade, when the siren came, in the person of a talkative salesman of another mill, who offered what he claimed was as good or better flour for 50 cents per barrel less. The bait was taken, and in three months Hashisownbrand had lost his trade in Peerless flour and then excused himself with 'I didn't mean to.'"

## **DO YOU SEE THE POINT?**

**Aylmer, Little Chief, Log Cabin, Horseshoe, Auto, Kent, Lynvalley, Maple Leaf, Lion, Thistle, Grand River and White Rose Brands have been on the market for over a quarter of a century.**

You have been selling some, or all of these brands ever since you have been in business. You know that your Customers have been well satisfied. You know that the Canners' guarantee is behind every tin, and that you run no risk.

DON'T listen to the siren. HOLD FAST to those Brands that have satisfied your customers in the past.

On the chance of making a few extra cents you cannot afford to lose your trade.

**CANADIAN CANNERS, Limited**

# MONEY, REPUTATION, QUALITY

The only trinity which can possibly save a merchant from commercial disaster is conspicuous in every ounce of canned goods bearing our name.

## *Essex Brand Canned Fruits and Vegetables*

is representative of something more than purity. All reputable canners see to it that no tainted fruit or vegetable finds its way into their canning department—all are shrewd enough to conduct business along rigidly-cleanly lines ; but

### *The Process of Canning Does the Trick*

The consumer longed for the taste of ripe, juicy fruit and the invigorating flavor of fresh vegetables between seasons until the advent of

## **THE ESSEX BRAND**

Succulent, appetizing fruit has no goodness which we do not can—in brief, we perpetuate the health-giving qualities of ripe fruit and fresh vegetables, and we have no other reason to give for the ever-increasing demand for Essex Brand.

### *Essex Pork and Beans*

are handled by grocers who are out for the particular trade. We cornered the **flavor** because we couldn't corner Pork and Beans.

You may forget our **Apple Butter**, but the children never do. Mr. Grocer, stock the brand that pleases the little folks, and you'll hold the trade shrewd dealers strive hard to retain.

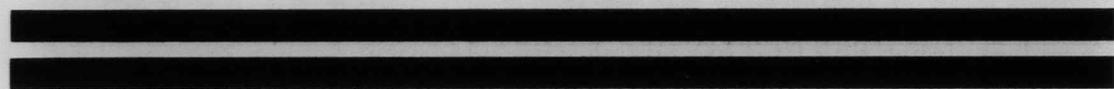
### *The Essex Brand Assures the Particular Trade*

---

## **The Essex Canning and Preserving Co.**

**8 Wellington Street East, Toronto**

# QUAKER CANNED GOODS



Packed by

**The Bloomfield Packing Co.**

at Bloomfield, Ont.

## The Wants of Women—Study Them

**MR. GROCER!** You may invest more money in your business; you may advertise the best lines of staple groceries on earth; you may know your trade from beginning to end; but—unless you know and study the wants of women—your business acumen will avail you nothing in the struggle for commercial supremacy. Women, consciously or no, dictate the policy of the business world, and no merchant is great or powerful enough to ignore their decision. Now, sir! since these facts are indisputable, and since the women of Canada have almost unanimously declared that

# OLD HOMESTEAD BRAND

of **Canned Goods** is peerless—beyond compare—surely you owe it to yourself to stock and talk the brand which clinches both reputation and profit. No brand of Canned Goods on the market can do more for you than **Old Homestead**. That much we are positive about. But the particular and economical housewives of Canada are just as positive that

# OLD HOMESTEAD BRAND

is so much superior to the next best brand of Canned Goods that there is no comparison. And there are strong reasons for their belief. All the goodness of succulent fruit and fresh vegetables is retained in **Old Homestead Brand**. The name stands for surety of purity and that palate-pleasing, appetizing flavor which has made the brand famous.

IT PAYS TO STOCK THE BEST.

---

**The Old Homestead Canning Co.**

**PICTON, ONTARIO**

**LOVERS**  
of Pure, Wholesome, Delicious Food  
Eat

**FARMER BRAND**

Canned Fruits  
and Vegetables

These are grown in **OUR OWN**  
fields, delivered by **OUR OWN**  
employees, packed by **OUR OWN**  
skilled help, sold under **OUR OWN**  
brand to hosts of

**Shrewd Dealers**

who appreciate our original plan of doing business. You'll  
make money by recommending

**Farmer Brand**

and clinch a lasting reputation at the same time.

Send off a trial order.

Or write for particulars.

---

---

**FARMERS' CANNING CO.**

Limited

**BLOOMFIELD, ONT.**

## **TO ALL GROCERS—**

**“COME LET US REASON TOGETHER.”**

You will want Canned Fruits and Vegetables this season.  
You will want the purest and best in both Quality and Appearance.

You will want a brand that has stood the test for years; one that you can swear by. Then this season you will use

# **“Queen Brand”**

## **BECAUSE**

Our pack is always uniform: we do not have to depend each year on strangers for our process. We process the goods ourselves.

We are situated in the finest Fruit and Vegetable belt in Ontario, the celebrated Bay of Quinte district.

Our Factory is the largest in Canada, and is equipped with New and Up-to-date Machinery.

**CLEANLINESS** is our watch-word.

Our Label is clean and artistic.

In conclusion let us say you can bank on Queen Goods being fresh: we never carry over stock, our Warehouse is cleared each May.

Better place your order NOW, and don't forget the Brand you are going to stock for the coming season is

**“QUEEN”**

**Belleville Canning Co. - Belleville, Ontario**

Buy only  
**RIVERDALE BRAND**  
 Canned Goods.  
**WHY ?**

**The Lakeside Canning Co.**  
 WELLINGTON, LIMITED . ONTARIO

**BECAUSE**

They are grown in the best fruit and vegetable district in Canada.

They are manufactured by the most modern machinery and process.

They have given excellent satisfaction in the past.

And because, the packers of this **Riverdale Brand** are determined to hold their old customers and to secure new ones by giving entire satisfaction in the future.

Remember to order

**RIVERDALE BRAND**

---

**The Lakeside Canning Co.**  
 LIMITED  
 WELLINGTON . . . ONTARIO



## Jam Excellence

If we were asked to submit a positive proof of our **Jams and Jellies' Excellence** we would point with pride and confidence to our rapidly increasing trade.

## JAMS and JELLIES

so much above the next best brand in Quality, do not just happen. Our ultra carefulness may be foolish, but it has paid us and most grocers.

Have you given our famous Orange Marmalade a square deal ?

**The Belleville**  
**Fruit and**  
**Vinegar Co.**  
 LIMITED  
 Belleville, Ont.



# STORAGE

Have you room to take care of your **SPRING IMPORTATIONS**?  
 If not, store in our **FIREPROOF WAREHOUSE** and distribute direct to your many customers.

## FREE OR IN BOND

Allow us to act as your transshipping and customs agent. You will receive prompt attention from the

**TERMINAL WAREHOUSE & CARTAGE CO., LTD.**

14-38 Grey Nun Street, MONTREAL

# Spring is the Cleaning Season

## BON AMI

Is the Best Cleaner

# Bon Ami

Will do 50% more  
work, or last 50% longer  
than an equal weight  
of any other cleanser  
or polisher.

It is the cheapest.

### Get One Case Now from Your Wholesaler

CAN BE HAD FROM ANY WHOLESALER  
FROM OCEAN TO OCEAN

**Cases of 3 doz. \$1.19 per doz., or \$14.28 per gross**

F.O.B. wholesaler's shipping point.

**Lots of 5 gross, \$13.40 per gross**

Delivered to any railway station from Halifax  
to Vancouver.

Terms : Net 30 days

## HUDON, HEBERT & CO., Limited

### MONTREAL

The Most Liberally Managed Firm in Canada

# GROCCERS

You need have no fear in pushing

## Balmoral Scotch Marmalades

ABSOLUTELY PURE.

THE BEST THAT SKILL AND SCIENCE CAN PRODUCE

Write for Prices to-day, (DO IT NOW) to

**J. W. Windsor, Montreal**

When Ordering

### Valencia Raisins

Remember these Marks—

“M.D.&Co.” Special  
Fancy Quality

“W. Abel” Standard  
Quality

4 Cr. Layers

Selected

Fine Off-Stalk

They will please you.

Packed by

**Mahiques, Domenech & Co.**

Agents: ROSE & LAFLAMME

Montreal and Toronto

Good Value to  
Your Customer

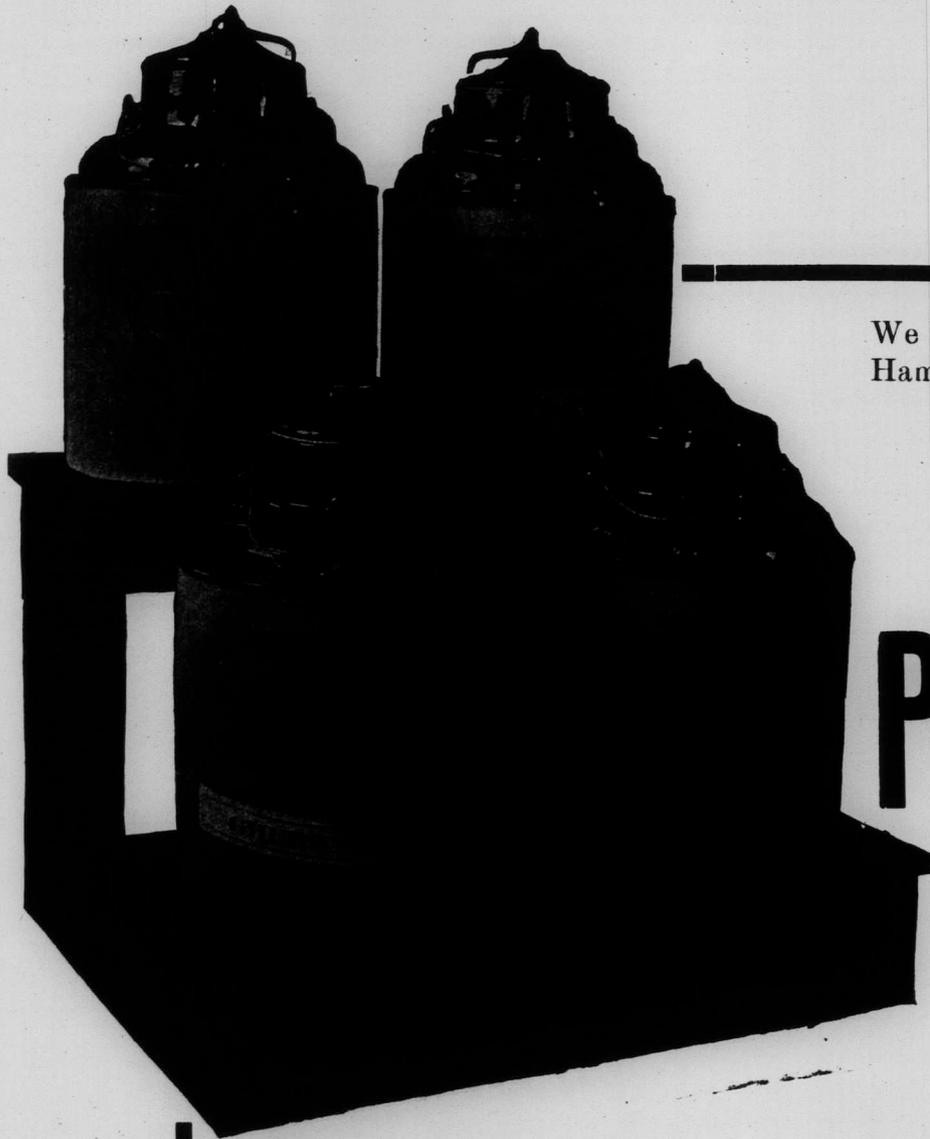


*Paterson's  
Worcester  
Sauce*

ROSE & LAFLAMME,  
Agents, Montreal and Toronto,



Large Profit  
To You



We have secured the agency for  
Hamilton and West for the

# OZO PICKLES

in the

## OZO HYGIENIC PICKLE JAR

These goods are now in  
stock and we can make  
prompt delivery.

These goods are without  
doubt

THE FINEST LINE OF

## BULK PICKLES

on the market

### FREE!

With every jar we give you enough

## OZO PICKLE CARRIERS

(in two sizes) to hold its contents. With  
every set of 4 jars we give a substantial  
Display Stand.

### Put Dirt Down and You Can Put Your Prices Up

One of the most uncleanly, unsightly, unwholesome spectacles you could  
see is an open Pickle barrel. It is the catch-all for all the dust, dirt and rubbish  
that is blown in, brought in, and accumulates in your store. Get the

**Ozo Hygienic Jars — They are Clean and Wholesome**

**LUCAS, STEELE and BRISTOL  
HAMILTON**

# TALBOT FRERES

BORDEAUX, FRANCE

The ever growing favor with which the goods of **Talbot Freres** are regarded upon the market is a certain sign of the high quality of these incomparable products. We quote the following :

## ASPARAGUS, WHOLE

Case, 4 1-6 doz., 1½-lb. tins, doz.	- \$2.90
Case, 4 1-6 doz. 2-lb. tins, doz.	- 3.40
Case, 2 1-12 doz. 3½-lb. tins, doz.	- 5.00
Case, 2 doz., glass jars, doz.	- 4.80

## ASPARAGUS, TIPS

Case, 100 1-lb. tins	- - - 20.00
Case, 2 doz. glass jars, doz.	- - 5.00

## STRING BEANS

Extra Fins, case, 100 1-lb. tins	- 16.00
Fins, case, 100 1-lb. tins	- - 14.00
Moyens, case, 100 1-lb. tins	- - 13.00
Extra Fins, case, 2 doz., glass jars, doz.	3.50
Fins, case, 2 doz. glass jars, doz.	- 3.00

## MUSHROOMS

Extra, case, 100 1-lb. tins	- - 23.50
1 er Choix, case, 100 1-lb. tins	- - 22.00
Choix, case, 100 1-lb. tins	- - 19.50
Hotel, case, 100 1-lb. tins	- - 16.50
Extra, case, 2 doz. glass jars, doz.	4.50

## GREEN PEAS

Sur—Extra—Fins, case, 100 1-lb. tins	17.00
Fins, case, 100 1-lb. tins	- - 13.00
Mi-Fins, case, 100 1-lb. tins	- 11.00
Extra Fins, case, 2 doz., glass jars, doz.	3.30
Fins, case, 2 doz. glass jars, doz.	- 2.90

## ARTICHOKE (Bottoms)

Case, 100 1-lb. tins	- - - 25.00
----------------------	-------------

## LIMA BEANS (Flageolets Fins)

Case, 100 1-lb. tins	- - - 14.00
----------------------	-------------

## BRUSSELS SPROUTS

Case, 100 1-lb. tins	- - - 15.00
----------------------	-------------

## MIXED VEGETABLES (Macedoines)

1 er Choix, case, 100 1-lb. tins	- 11.50
Extra, case, 2 doz. glass jars, doz.	- 3.20

Terms: F.O.B., Montreal, net 30 days

# HUDON, HEBERT & CO.

Canadian Agents

LIMITED

## MONTREAL

That  
10 oz. Octagon size of  
**PICKLES**



PUT UP BY  
**WILLIAMS BROS. CO.**  
(DETROIT, MICH.)

in  
Sweet Mixed, Onions,  
Sour Mixed, Chow Chow,  
Gherkins, Sweet Gherkins,

is a line that will increase  
your pickle trade.

Order a trial lot—Any jobber.

**A. E. Richards & Co.**

Selling Agents, . . . HAMILTON, ONT.

**"Gingerbread"**

BRAND

**Molasses**

In 2, 3, 5 and 10-lb. cans

Put up solely by

**Dominion Molasses Co.,**

LIMITED

Hallifax, - Nova Scotia

Agents

C. DeCARTERET,	- - -	- KINGSTON
GEO. MUSSON & CO.	- - -	- TORONTO
JOHN W. BICKLE & GREENING,	- - -	- HAMILTON
GEO. H. GILLESPIE,	- - -	- LONDON
CARMAN, ESCOTT CO.	- - -	- WINNIPEG
C. E. PARADIS,	- - -	- QUEBEC

**WHENEVER YOU WANT**

clean, wholesome, fresh Groceries ; when you require the best in any line, 'phone, wire, or write us.

*We've got the goods and they're the best.* Our name and experience stand behind them.

*We've got the values, too.* Just try us. *One of our travelers is near you now.*

Sole agents in Montreal for the *best canned goods packed "Canada's Pride."*

**William Galbraith & Son**

Wholesale Grocers, Tea and  
Coffee Importers.

80-82 St. Peter Street, MONTREAL

# RED ROSE TEA "IS GOOD TEA"

*The Expert Tea Taster*

is the one who knows the real value of Red Rose Tea and uses it as a standard to judge other Teas by.

Wouldn't you like to judge it for yourself? It is the Tea that has that rich, fruity flavor—just what pleases the expert Tea taster.

Ask your Grocer to send you a package.



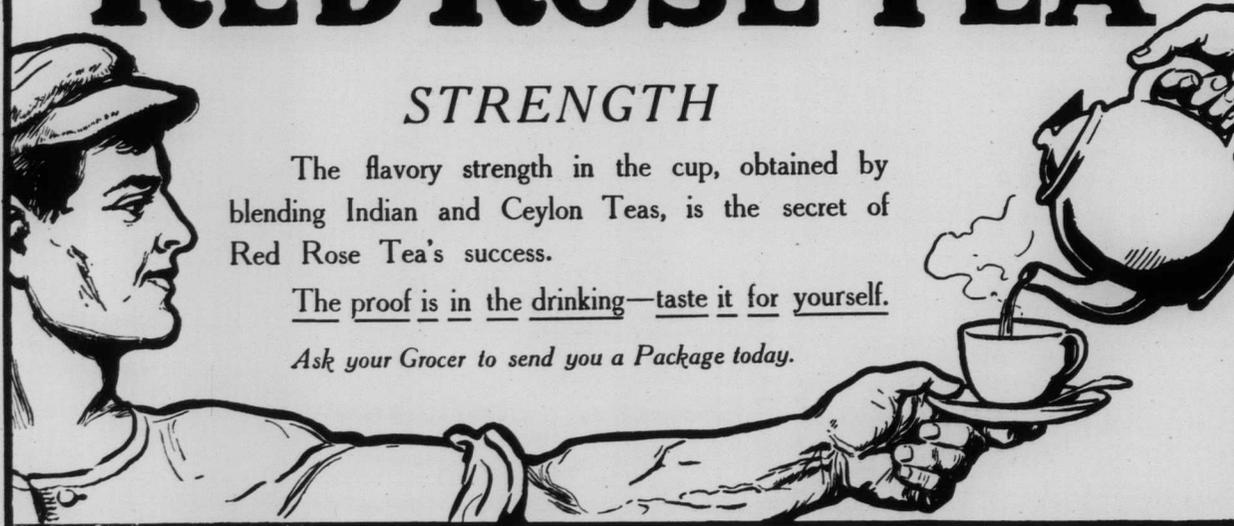
# RED ROSE TEA

*STRENGTH*

The flavory strength in the cup, obtained by blending Indian and Ceylon Teas, is the secret of Red Rose Tea's success.

The proof is in the drinking—taste it for yourself.

*Ask your Grocer to send you a Package today.*



Have you seen the new **RED ROSE TEA** advertising now running in the news papers?

The two ads. above are part of the Series. Judging by the way sales are increasing they are doing good work.

Will be pleased to send you a copy of the others if you would like to see them.

**TORONTO OFFICE**  
3 Wellington St. East.

**T. H. ESTABROOKS**  
St. John, N.B.

P.S.—If you are not selling Red Rose Tea hasn't the time come when it would pay you to do so?

# Jams, Jellies, Marmalades

**ALEX. CAIRNS & SONS, Paisley, Scotland**

Quality is essential in Jams, Jellies and Marmalades. If there is not quality, sales cannot be expected. Perhaps your sales are backward. If so it is because you do not handle CAIRNS' goods. The name CAIRNS is a guarantee of highest quality and merit, and when you stock these goods you put on your shelves Jams, Jellies and Marmalades that will win you new trade. The margin of profit on CAIRNS' goods is very satisfactory. Read our quotations below, and compare with other price lists.

## JAMS

1-lb. Patent Glass Jars  
Cases, 2 doz.

Plum . . . . .	\$1 80
Blackberry . . . . .	2 10
Damson . . . . .	2 10
Gooseberry . . . . .	1 90
Apricot . . . . .	2 10
Assorted . . . . .	2 10
Red Currant . . . . .	2 10
Strawberry . . . . .	2 20
Greengage . . . . .	2 10
Raspberry and Red Currant	2 20
Black Currant . . . . .	2 30
Raspberry . . . . .	2 20
Strawberry, cases, 12/7-lb. tins	10 75
Raspberry, cases, 12/7-lb. tins	10 75
Assorted, cases, 12/7-lb. tins	10 75

## JELLIES

1-lb. Porcelain Pots  
Cases, 4 doz.

Apple . . . . .	\$2 00
Gooseberry . . . . .	1 90
Plum . . . . .	1 90
BRAMBLE . . . . .	2 00
DAMSON . . . . .	2 20

1-lb. Patent Glass Jars  
Cases, 2 doz.

Black Currant . . . . .	2 90
Red Currant . . . . .	2 90

## MARMALADES

1-lb. Patent Glass Jars  
Cases, 2 doz.

Scotch Orange . . . . .	\$1 70
Home Made Orange . . . . .	2 20
Tangerine Orange . . . . .	2 30
Apricot . . . . .	2 30
Fig and Lemon . . . . .	2 40
Ginger . . . . .	2 40
Ginger and Pineapple . . . . .	2 40
Green Fig . . . . .	2 40
Green Fig and Ginger . . . . .	2 40
Pineapple . . . . .	2 40
Scotch Orange, in 7-lb. tins, 12 tins in case . . . . .	7 20

Pure Calves' Feet Table Jelly—1 lb. square glass, patent air tight caps, in flavors, Orange, Lemon, Vanilla and plain . . . . .	\$2 10
Pure Calves' Feet Table Jelly—2 lb. size, same style . . . . .	3 75
Pure Calves' Feet Table Jelly—1 lb. square glass jars, cases 2 dozen, Champagne, Cognac, Maderia, Port and Sherry, doz. . . . .	2 50

**F.O.B. Montreal. Net within 30 days. No discount.**

**In lots of Five Cases or more, 5 per cent. off above prices.**

# HUDON, HEBERT & CO.

AGENTS

LIMITED

MONTREAL

*The Most Liberally Managed Firm in Canada*

If you don't you are losing money every day it's off your shelves.

The most economical, satisfactory, result-producing powder on the market.

Put up in France and imported direct.

Sales enormous.

**DO  
YOU  
SELL**

Sold everywhere in 1-lb., 2-lb., and 28-lb. packages.

We guarantee its quality; superior to all others.

Patented in France and many other countries.

Attractively wrapped, making fine appearance on shelf.

# PHENIX

( AGENTS WANTED IN EVERY CENTRE )

Uses most varied!

Unexcelled for washing Linen, Silks, Flannels, Kitchen Utensils, Floors, Marble Surfaces, Painted Articles, Printer's Types, Lithographic Pebbles, Fronts of Houses.

**WASHING  
POWDER**

**?**

Do not delay in sending in a trial order, if you are not already stocked.

You need have no fear of results. Sales are certain.

Once your customers use it they will always demand it.

---

---

**C. A. CHOUILLOU & CO.**

Distributing Agents for Canada

**14 Place Royale,**

**MONTREAL**

“O.K.”  
REGISTERED

# England's Foremost Fruit Sauce

There is nothing to hide in the composition of "O.K." SAUCE

Muscateis, from Malaga	Raisins, from Valenia
Cane Sugar, from West Indies	Mangoes, from West Indies
Ranges, from Seville	Ginger, from Jamaica
Red Peppers, from Zanzibar	Capsioums, from Zanzibar
Cutmege, from Penang	Mace, from Penang
Cloves, from Penang	Cinnamon, from Ceylon
Tomato Puree, from Italy	Garlics, from Italy
Shallots, from Channel Islands	Soy, from India
Virgin Malt Vinegar	Lemons, from Messina

A select proportion of the above constitutes the delicious "O.K." Sauce.

## \$5000 Challenge

We Guarantee every ingredient of the

### "O.K." SAUCE

to be absolutely pure and of the finest quality only, and the above sum will be paid to anyone who can prove to the contrary, whether by analysis or otherwise.

*Geo. Mason & Co. Ltd.*

# MASON'S 'O.K.' SAUCE

Medals and Diplomas: London, 1885, 1888, 1889, 1890, 1904; Berlin, 1890; Paris, 1890; Edinburgh, 1890; Newcastle, 1903; Nisse, 1903.

**RETAILS 25 CENTS PER LARGE BOTTLE.**

REPRESENTED

BY

McTavish & Worts,

74 Yonge Street Arcade, Toronto.

GEO. MASON & CO., LTD.,

LONDON, Eng.

Telephone, Main 6285

WRITE FOR LAID DOWN TERMS, CANADIAN PORTS OR RAILWAY DEPOTS.

## **TO MANUFACTURERS !**

We have now moved into our **NEW OFFICES AND WAREHOUSE** where we have excellent **storage facilities.**

**We are still open for a few more good lines.**

**The Standard Brokerage Co., Limited**

**ARTHUR NELSON, Manager.**

**144 Water Street**

**VANCOUVER, B.C.**

*Have You a Supply of*

## **MONTSERRAT LIME FRUIT JUICE ?**

***We Are Likely to Have Hot Weather Any Day***

Hot weather will mean a demand for Montserrat Lime Fruit Juice.

Have you got a supply to meet this demand ?

A very hot summer usually follows a cold spring.

Get ready for the hot weather which will surely be along in a few days now.

The consumption of Montserrat Lime Fruit Juice has been getting larger and larger each year.

This year we intend that it shall be a great deal larger than ever before, and have made arrangements for an extensive advertising campaign throughout Canada.

This campaign will help you sell Montserrat.

The fruit, from which Montserrat Lime Fruit Juice is made, is grown on our own Island of Montserrat—the finest place in the world for the development of Lime Fruit.

Montserrat is made from **pure lime fruit**—it is absolutely free from foreign acids and other injurious ingredients.

And, what's most important, Montserrat Lime Fruit Juice can be recommended with absolute safety for its purity.

Why not send in your order to-day before you forget ?

**National Drug and Chemical Co., Montreal**

WE ARE AGENTS FOR THE FOLLOWING  
FIRMS:

Ph. Richard & Co.,	COGNAC	Brandies
Mitchell Bros.,	GLASGOW	Scotch Whiskies
Mitchell & Co.,	BELFAST	Irish Whiskies
Fred Miller Brewing Co.,	MILWAUKEE	Lager Beer
Blandy Bros.	MADEIRA	Madeira, Sherry and Malaga Wines
Daukes & Co.,	LONDON	Ales and Stouts
Pollen & Zoon,	AMSTERDAM	Gins and Liquors
Vigneau & Cambours,	BORDEAUX	Clarets and Sauternes
Piper-Heidsick,	REIMS	Champagnes
Union Champenoise,	REIMS	Champagnes
Morin, Père & Fils,	BEAUNE	Bourgogne Wines
Source La Capitale,	VICHY	Vichy Water
Hiawatha Water Co.,	JANESVILLE, Wis.	Table Water
Blanc & Fils,	VALENCE	Macaroni and Vermicelli
Société Nouvelle de Roquefort,	ROQUEFORT	Cheese
H. E. Boulle & Cie.,	MARSEILLES	Olive Oil
Fli Ferrero Ricardo,	TURIN	Vermouth
Clément Obrieux,	PERIGUEUX	Pâtés de Foies Gras
B. Gabriel,	PARIS	Mushrooms
Société Anonyme "Le Soleil,"	MALINES	French Canned Vegetables
F. Dolin & Cie.,	CHAMBERY	Vermouth
R. LeGall,	NANTES	Sardines
Sir T. Lipton,	LONDON	Ceylon Teas
J. P. Wiser & Sons,	PRESCOTT	Whiskies

*Each and every one of these houses has a world-wide reputation.*

*Secure our prices on any one or all of the above lines.*

**Laporte, Martin & Co.**

Limited

Wholesale Grocers

MONTREAL

**OUR GUARANTEE**



**OF QUALITY**

Established 1845

You frequently find it difficult to secure **absolutely pure** spices. With adulteration so practised as it is to-day it is not always possible to buy **pure** spices and to be sure they are as labelled.

**Always Look for Our Name and Trade-Mark**

ON

**BAKING POWDER  
WHITE PEPPER  
BICARB. SODA  
BORAX  
NUTMEGS**

**CREAM TARTAR  
BLACK PEPPER  
ALL GINGERS  
ALLSPICE  
CLOVES, Etc., Etc.**

Spices of every nature, whole or ground as required, guaranteed by us to be **the best obtainable**. We ought to know—**over half a century established**.

**CORKS AND CAPSULES**

Our cork factory is running full capacity. We are making everything in the way of corks and capsules. We are prepared to supply brewers, druggists, ginger ale and soda water factories, in fact anyone in need of **good, honest, substantial corks**, machine or hand-made, as desired. If you use them write for quotations.

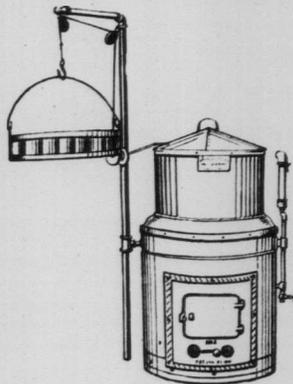
**S. H. EWING & SONS**

96-104 King Street, MONTREAL

Phones | Bell Main 65  
| Bell Main 155

29 Church Street, TORONTO

Phone: Main 3171



**\$30**  
buys  
**Complete  
Modern  
Canner**

Every grocer should own one of these new money-saving canning machines.

Simple and quick to operate, and you save all loss of fruit and vegetables from an over-stocked market.

It will can your perishables perfectly. Instead of waste there is a good profit.

Three sizes—1,000, 2,000, 4,000 tins in 10 hours, \$30, \$60 and \$90 each.

Write for particulars and booklet.

**The Modern Canner Co.**

Canadian Branch

**St. Jacobs, - - - Ont.**

**EXCELSIOR  
COFFEE**

has been for years, and is to-day, recognized as the acme of perfection in coffee blending.

This is a brand of which we are justly proud.

**Todhunter, Mitchell & Co.**

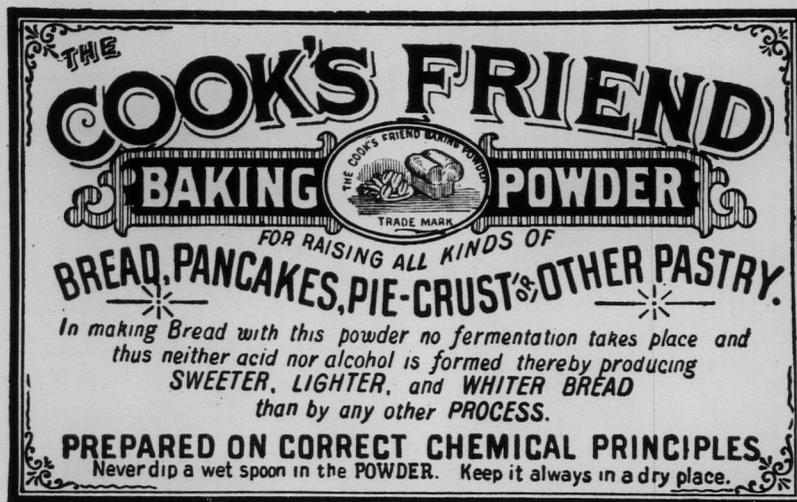
Coffee Importers

**TORONTO - ONTARIO**

READ WHAT CANADA'S LEADING  
RETAIL GROCERY HOUSE SAYS

OF

# "Cook's Friend Baking Powder"



FRASER, VIGER & CO., Montreal, say in all the dailies of Montreal:

“

**The Old Reliable.**

**McLaren's Cook's Friend Baking Powder**

put up in full weight 16-oz. packages at 25 cents each, is worth any foreign imported Baking Powder at double the money.

We sell McLAREN'S "COOK'S FRIEND" Baking Powder, only in full-weight one-pound packages at 25 cents each.

McLAREN'S "COOK'S FRIEND" has stood the test of time—40 years or more of uninterrupted success. Every package reliable, and guaranteed of absolute purity.

**FRASER, VIGER & CO.,**  
Italian Warehouse  
Established 1856

**THE NORDHEIMER BUILDING**  
207, 209, and 211 St. James Street  
MONTREAL

”

**If "it is worth any foreign imported Baking Powder at double the money" to Fraser, Viger & Co.'s customers, it is worth the same to yours.**

THINK THIS OVER—IT WILL PAY YOU.  
FOR SALE BY ALL WHOLESALE GROCERS.

## W. D. McLAREN, - Montreal

THE CANADIAN GROCER

# RAW SUGAR

290 lb. Sacks

Price Right

## Thomas Kinnear & Co.

Wholesale Grocers **TORONTO** and **PETERBORO**

*EASY*  
Easy to buy and easy  
to sell—that's

**'Camp'**  
**COFFEE**

No coffee sells so well. No coffee  
pleases so well. No coffee pays  
so well. Have you stocked it  
yet? Order to-day from your  
wholesaler. You will not  
regret it.

R. PATERSON & SONS  
Coffee Specialists, GLASGOW.

Agents—  
**Rose & Laflamme**  
Montreal




**Y. & S.**  
**SCUDDER**  
**M. & R.**

STICK LICORICE

ACME PELLETS  
M. & R. WAFERS  
LOZENGES, ETC.

and a complete line of  
**Hard and Soft Licorice Specialties**  
Price Lists and Illustrated Catalogue on request.

**National Licorice Co.**  
Brooklyn, N.Y.

Toronto Depot, 120 Church Street,  
R. S. McINDOE, Agent.  
Montreal Depot, 17 St. Therese St.,  
J. M. BRAYLEY, Agent.

### CANNED GOODS

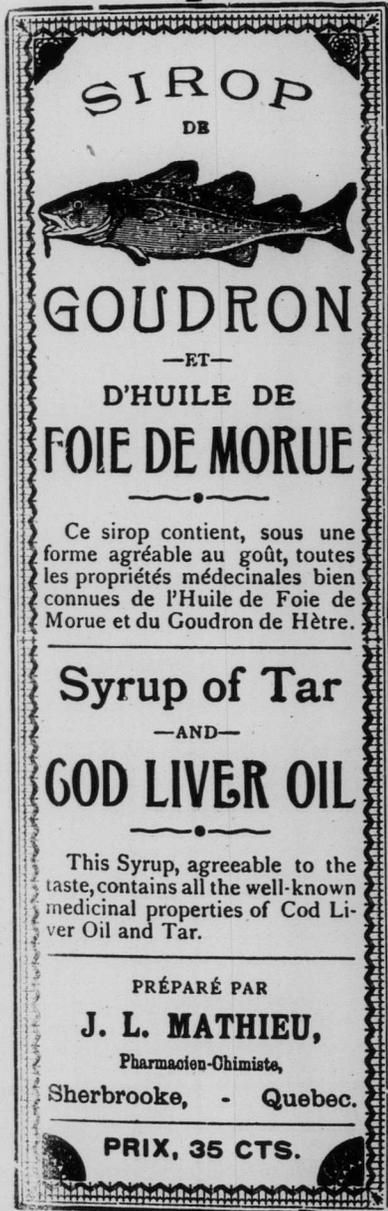
We handle exclusively "Old Homestead Canned Goods."  
Communicate with us. We will make it interesting for  
carload buyers.

**S. J. CARTER & CO.,**

58 McGill Street,

MONTREAL

# The Best Seller Of All



Real merit backed up by judicious and extensive advertising have made Mathieu's Syrup of Tar and Cod Liver Oil known all over Canada as the best and surest remedy for Coughs and Colds.

Mathieu's Syrup of Tar and Cod Liver Oil is easy to sell, gives you a fair profit, satisfies your customer, and its sales never ceases throughout the year. Give your business the permanent boost by selling this great Cough remedy.

## MATHIEU'S SYRUP Of Tar and Cod Liver Oil

Mathieu's Nervine Powders is another of those good articles that are in constant demand. See that your stock doesn't run low.

**J. L. MATHIEU CO., Props.**  
**SHERBROOKE, P.Q.**



**The Best Selling  
Soap in Canada**

Baby's own Soap is the most extensively advertised Soap in Canada to-day.

The demand always large is on the increase brought about by quality, backed by judicious advertising. Baby's Own Soap possesses the high quality which assures repeat sales, satisfied and permanent customers.

There is more profit of the kind worth having and some real pleasure too in selling this high-grade Soap. Don't send your customers elsewhere by offering them substitutes.

**BABY'S OWN SOAP**

ALBERT SOAPS, Limited, Mrs., MONTREAL

Established 1852

# R. CAMPBELL'S SONS

## Hamilton Pottery

HAMILTON  ONTARIO

Manufacturers  
of

Rockingham, Yellow and Yellow-White  
Lined Ware  Stove Fire Brick, etc.



"CHAMPION"



"GLOBE," with Percolator

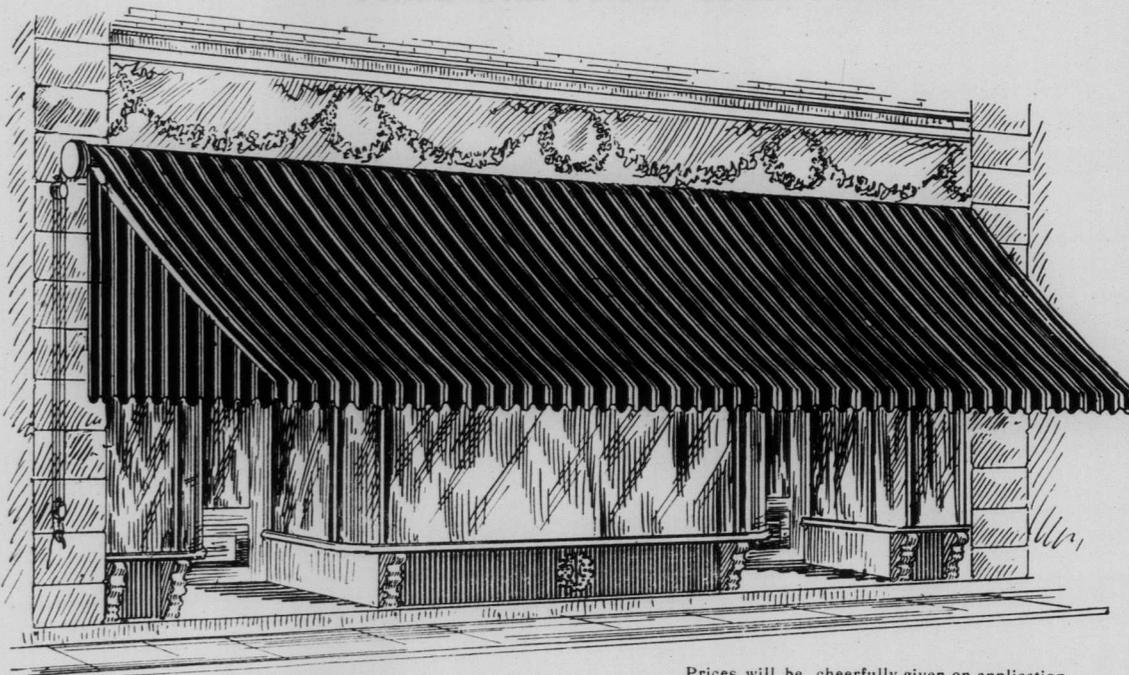
Direct Importers of **Japanese Goods** of all descriptions

Sole Makers  
of the **Celebrated "Champion" Tea Pot**

**T**HE above wares, made by Campbell of Hamilton, have been before the Canadian public for over **FIFTY** years, and are acknowledged by all dealers to be the best ware of its kind made. It has stood the test for over half a century, and that is what counts. We are also the largest importers of Japanese Pottery and Curios in the Dominion. All mail orders and enquiries carefully attended to.

**TOBIN'S "PEERLESS" ROLLER AWNING**

Fitted with Patent Truss Frame

**LAST CALL!**

Prices will be cheerfully given on application.

The remarkable success that has attended the introduction of this, the most modern awning construction, will surely be the means of its universal adoption on all up-to-date stores, both in cities and towns alike. The roller principle is the acme of perfection, for the canvas covers last three times as long, and naturally retain their colors much longer than the old style. We can span a storefront of 35 feet with only the two end rods supporting the whole combination. A list of our progressive merchants using these will be found on last page of our catalogue. Look them over and ask their opinions on this principle. You will never use any other system. The roller is made of standard galvanized iron, and will guarantee a solid and firm support of any size of awning. The Bryson Graham Co., of Ottawa, have the longest roller awnings in the country, 65 feet span and patent truss frame, as above cut, and are a standard criterion of our work; Mr. Tobin being the Patentee.

**The TOBIN TENT, AWNING AND TARPULIN CO., (Exclusively)**Branches at TORONTO  
MONTREAL**OTTAWA, ONT.****REFRIGERATORS**

We manufacture the largest line of refrigerators in Canada. In oak and northern ash cases. Vitrified enamel glass and galvanized linings. For grocers, butchers, club and family use. Any size made to order on short notice. Send for general catalogue, showing twenty different sizes.

**J. H. HANSON, 422 and 424 St. Paul St, MONTREAL**

## AS A MEANS OF SUCCESS

Are you still using that old antiquated system of book-keeping,— Bound Ledgers, Day Book, etc., which are awkward to handle and never posted to date?

If you are it is surely not because they supply what you want, but because you have never troubled yourself to look for something better. You soon would change your mind if you could see the many advantages and conveniences arising from the use of

## The Crain Continuous Systems

The use of this system tends very greatly towards the success of any business. Why? Because it saves time, labor and worry. It is always handy, is compact, and is the best system in use to-day.

You had better investigate this, for you will profit thereby. Drop us a card and ask us for Catalogue "G," which will give you all details.



## The Rolla L. Crain Co., Limited Ottawa, Canada

Toronto:  
18 Toronto Street

Montreal:  
Alliance Building, St. James St.

Winnipeg:  
Nanton Block, 430½ Main St.

## WARMINTON'S Box Strapping,

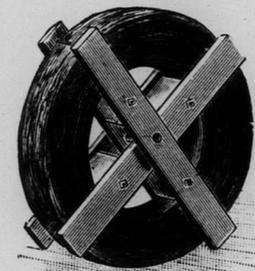
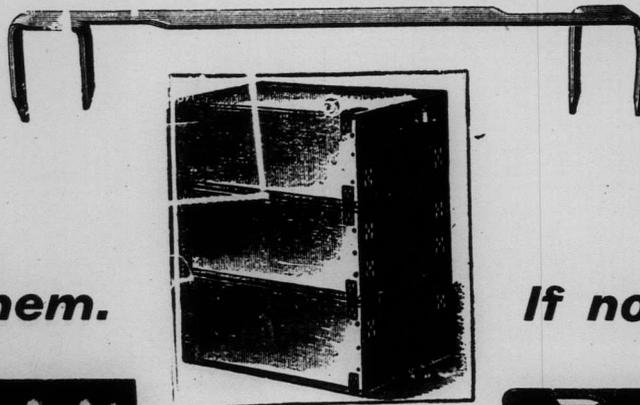


## CLUTCH NAILS, Pail Hooks, etc.,

Are the Best



You know them.



If not, try them.

J. N. WARMINTON,

207 St. James Street, Montreal  
43 Scott Street, Toronto

## What is Your Book-Keeper's Time Worth ?



Is your ledger arranged on any special system ?

Ten minutes wasted six times a day looking for an account means a daily loss of one hour. On a ten hour day, this means a loss of a month a year.

And your book-keeper has more than six accounts a day to look up.

Can you afford it ?

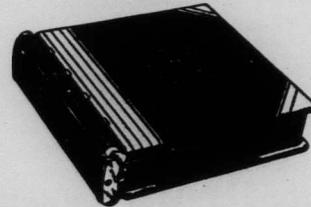
Business Systems ledgers are all built on the loose-leaf principle.

Business Systems make your ledger accounts run alphabetically; if an account runs over the space you gave it, you merely drop in another leaf.

Business Systems loose-leaf ledgers open perfectly flat and give a level writing surface.

Write us to-day for full particulars.

This will not obligate you in any way and will enable us to tell you exactly how Business Systems may be most economically applied to your accounting department.



# BUSINESS SYSTEMS

LIMITED  
85 S PADINA AVE.

TORONTO, CANADA

## Modern Store Equipment

is essential to the grocer who aims at securing the best results in his business.

### Walker Bin Fixtures



insure :

A clean and attractive interior  
Fresh stock temptingly displayed  
Prompt and efficient service  
Satisfied and permanent customers  
A larger volume of business and

### INCREASED PROFITS

**WALKER BIN FIXTURES** are within the range of the purchasing power of the smallest merchant, while they represent a permanent investment. They are made for a lifetime's service.

Write for Illustrated Catalogue: "Modern Grocery Fixtures."

**THE WALKER BIN & STORE FIXTURE CO., LIMITED**

BERLIN, ONT.

Representatives

Manitoba: Stuart Watson, Winnipeg. Saskatchewan and Alberta:—H. W. Laird Co., Limited, Regina, Sask.

## COLES Electrically Driven Coffee Mills



Single and Double Grinder

Pulverizing and Granulating

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

**Our Grinders Wear Longest**

**Grinding Capacity**

Granulating 2 lbs. per minute.

**COLES MANUFACTURING CO.**

Nos. 1615-1635 North 23rd St.

PHILADELPHIA, PENN., U.S.A.

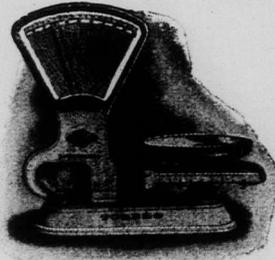
AGENTS:

Todhunter, Mitchell & Co., Toronto.  
Dearborn & Co., St. John, N.E.

Forbes Bros., Montreal.  
Gorman Eckert & Co., London, Ont.

## TOLEDO COMPUTING SCALES

Automatic but Springless.  
 The "Toledo" is a money saver because it positively stops the giving of overweight.  
 A time saver because it is Automatic.  
 A labor saver because there are no weights to lift, no poises to slide, or prices to set.  
 A trade bringer because it indicates to the customer in plain figures the correct weight of the article he buying.  
 It is honest both to the merchant and customer.  
 The Toledo system costs you nothing because it paid for with the money you are now losing.  
 For Catalogue and information apply,



**THE TOLEDO COMPUTING SCALE CO., Hamilton, Ont.**

**The Arctic Refrigerator**, made for all lines of business. We have **just what the grocer needs**. The best on the market Write for our new catalog.  
**JOHN HILLOCK & CO., LIMITED** TORONTO, ONT.

### TRADE WITH ENGLAND

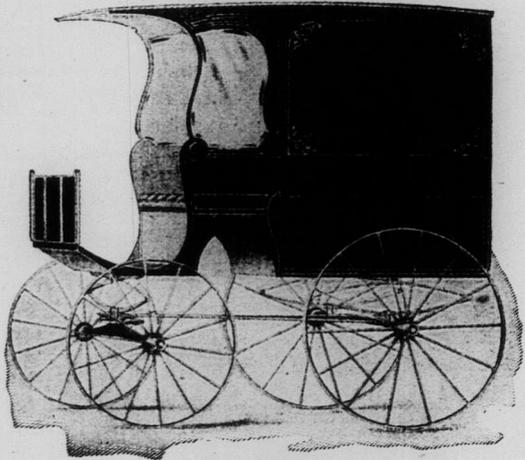
Every Canadian who wishes to trade successfully with the Old Country should read

### "Commercial Intelligence"

(The address is 168 Fleet St., London, England)

The cost is only 6c. per week. (Annual subscription, including postage, \$4.80). Moreover, regular subscribers are allowed to advertise without charge in the paper. See the rules.

### The Waggon Tells Its Own Story.



The grocer who tries to make a success of business without a good waggon is seriously handicapping himself. **EWART'S** waggons are easily the best on the market.

Write for prices

Phone 1188

**J. A. EWART,** 257-9 Queen St. E.  
 TORONTO

### "GET THE BEST"

SOMETHING NEW IN

## COUNTER CHECK BOOKS

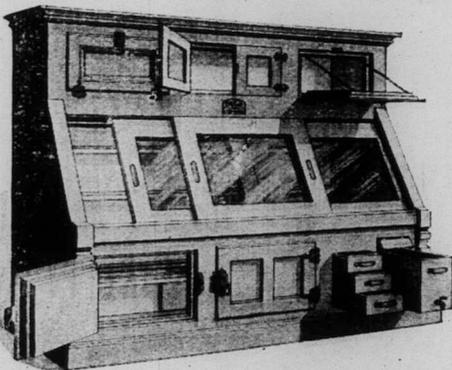
Our "Duplex" Book in various sizes. Alternate White and Colored Checks. Original White Paper; Duplicate Colored.

Specially adapted for Grocers' use. Samples and prices on application, or will send representative.

WE MAKE ALL KINDS OF CHECK BOOKS

THE  
**CARTER-CRUME COMPANY,**  
 LIMITED  
 TORONTO, ONTARIO

Mention this Paper



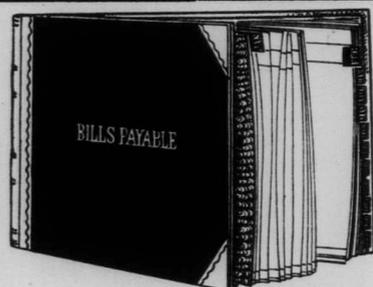
### Have you seen the Latest in Refrigerators?

If not, write us to-day for full particulars.

**The Aubin's Patent Refrigerator** is used by leading Grocers in Canada.

**C. P. FABIEN** Proprietor and Manufacturer,  
 MONTREAL, CANADA

Refrigerators made to order in any Size and Style.



## The Hatfield Practical Bill Book

Patented July 5th, 1924

Every Grocer in Canada Should Get One at Once

Of the many improvements in office devices which have been brought out in recent years, none show the marked improvements over their predecessors that this book does over the Bill Books now in general use.

Nothing of the kind has ever been more urgently needed.

It is the greatest LABOR SAVING, WORRY SAVING, MONEY SAVING office device that has ever been patented, and will repay for its cost a hundred times over in a year.

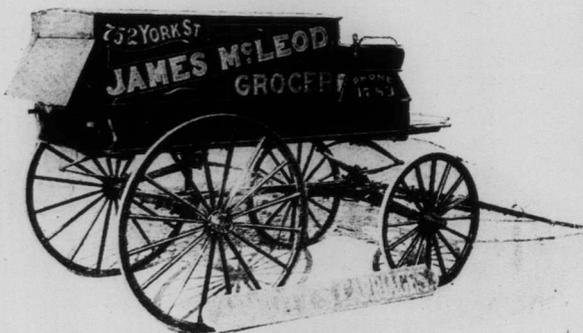
PRICE, \$2.50 Will last from 5 to 8 years—large business.

Write for booklet giving full information and testimonials from business houses all over Canada to

A. H. HATFIELD

64 York St., Toronto

Your Waggon Should be an  
Effective Ad. for Your  
Business All the Time

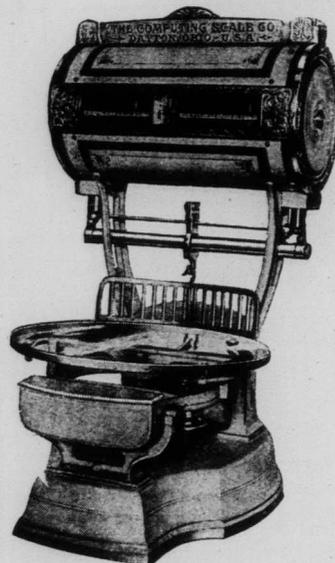


An Abbott Waggon talks about you and your methods. Artistic, strong, durable and easily kept clean. We'll build the waggon you want. Price right. A post card brings particulars.

H. G. Abbott & Co. London, Ont.

## Boston Special

Absolutely Automatic



All that is necessary to get the value of a piece of merchandise at any price per pound shown on the chart, and at any weight up to and including the full capacity of the scale is to put the merchandise on the platform of the scale.

Plate glass platform. Full jewelled Siberian agate and ball-bearings.

Plain Figures Show Value

No mistakes or errors are possible. Down weight not possible.

The Dayton

Over 210,000 Scales sold. Are you one of the users?

Pays for itself

The Computing Scale Co. of Canada, Limited  
Toronto, Ont.

Agents for Ontario:  
Messrs. W. B. Bayley & Co., Toronto.  
Agents for Quebec:  
Messrs. F. L. Benedict & Co., Montreal.

# SYMINGTON'S

EDINBURGH

## COFFEE ESSENCE

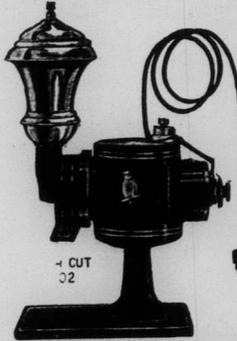
TO BE HAD OF ALL  
WHOLESALEERS

UNQUESTIONABLY THE VERY BEST  
THOS. SYMINGTON & CO.

ALWAYS READY!  
ALWAYS PURE!  
ONE STANDARD  
QUALITY!

EDINBURGH

### ELECTRIC POWER COFFEE MILLS



This small cut illustrates another of the designs we make.

Furnished for direct or alternating current. Fitted with strong brass heavily nickeled hopper.

Stands 30 inches high, operates off your lighting line. Most convenient and up-to-date mill on the market.

Granulates 2-lb per minute and cuts fine 1-lb per minute.

Write for Catalog and prices

**THE A. D. FISHER CO., LIMITED, - TORONTO**

## TENTS

Made from the celebrated "Gourock Tent Duck" cannot be excelled.

All sizes and styles in stock. Immediate delivery

Special Discount to the Trade.

Write for Catalogue.

**The Gourock Ropework Export Co., Limited**

28 St. Peter Street, Montreal

## THE CANNER THAT CANS

Stop the waste of fruit and vegetables caused by over-buying.

The Modern Canner will preserve these perishable goods and the canned article can be sold at a profit.

Write for Booklet "The Modern Canner."

**Modern Canner Co.,**

St. Jacobs, Ont.



The Finest  
Family Polish  
on the Market.

# BLACK JACK

AT YOUR JOBBERS'



**THE COOLEST  
THE CLEANEST  
THE NICEST LOOKING**

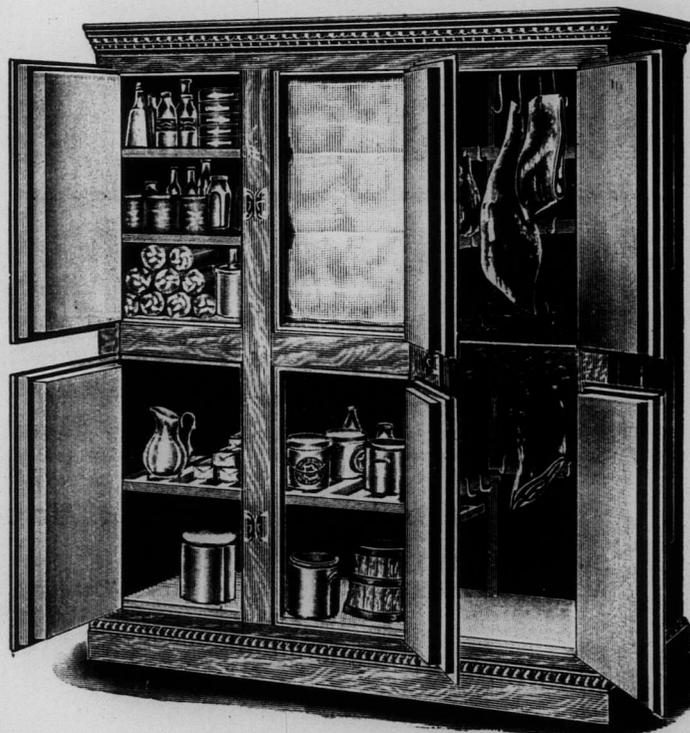
## REFRIGERATORS

ON THE MARKET

A big line of Household Refrigerators and Grocer and Combination Grocer and Butcher Refrigerators in various sizes, Sold by all the leading hardwares. If your dealer don't handle them write to us for catalogue.

**The Ham & Nott Co., Ltd.,**

Brantford, Canada



THE CANADIAN GROCER

# HEADQUARTERS

FOR

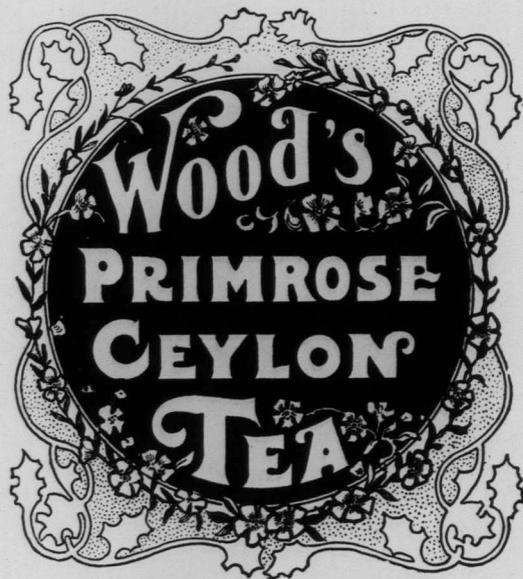
## BLACK and GREEN CEYLON TEAS

GEO. ROBERTSON & SON.

WHOLESALE GROCERS

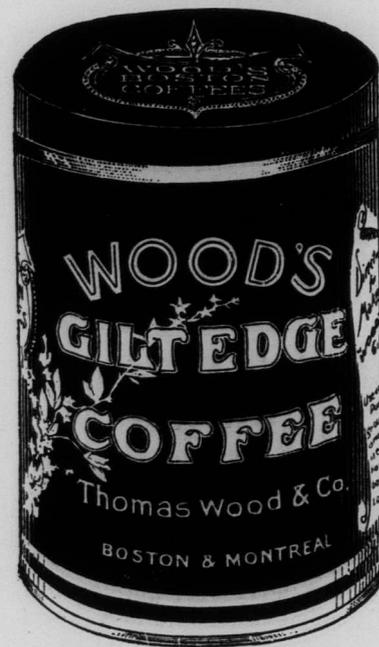
Kingston, Ont.

# THOMAS WOOD & CO., Importers



Sold only in half-pound tin cubes  
Choicest of the New Season

No. 428 St. Paul St., MONTREAL



Sold only in 1-lb. and 2-lb. cans  
The Best the World Affords

# KOPS ALE AND STOUT

ENGLISH BREWED, NON-INTOXICATING TABLE BEERS

FOR DINNER, SUPPER OR WHENEVER THIRSTY

*CERTIFIED* by the *highest medical authority* of the World, the London "*LANCET*," which, after appointing a *special analytical Commission* to investigate *Kops Ale* testified as follows:—"It has *nothing* that is injurious, but is, on the contrary, a palatable beverage, possessing *distinct tonic and invigorating properties*."

**Try also Kops Delicious Non-Alcoholic Wines and Cordials.**

AGENTS:

HUDSON'S BAY CO., Vancouver, B.C.,

W. L. MacKENZIE & CO., Ross Avenue, Winnipeg,

KENNETH MUNRO, Coristine Bldgs., Montreal

KYLE & HOOPER, Front St. East, Toronto

ROYAL STORES, St. John's, N.F.

**KOPS BREWERY,**

-

**FULHAM, LONDON, S.W.**



Salable With the Grocer Because  
Popular With the Consumer

# STERLING BRAND PICKLES and RELISHES

Our List Tells of Some of the "Kinds"  
of the Many Kinds We Manufacture

**"The Brand You Can  
Bank On."**

- "Sterling" Brand Pickles in Glass.
- "Sterling" Brand Chow Chow in Glass.
- "Sterling" Brand Sweet Pickles in Glass.
- "Sterling" Brand Catsups.
- "Sterling" Brand Sauces.
- "Sterling" Brand South African Relish.
- "Sterling" Brand Jams and Jellies.
- "Sterling" Brand Marmalade.

The Brand  
That Sells on  
Merit

## THE T. A. LYTLE COMPANY, LIMITED

Manufacturers of **HIGH-GRADE PICKLES AND RELISHES**

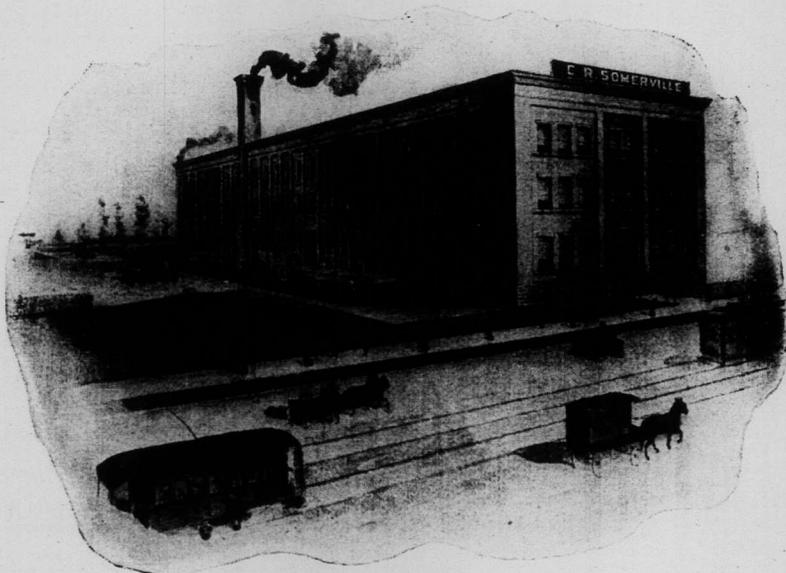
Factory and Offices : 124-128 Richmond Street West, Toronto

Phones : Office and Orders—Main 1531. Shipping Room—Main 4552.

SALTING STATIONS :

103-105-107 Richmond St. W., Toronto, Holland Landing, Scotland, Clarkson, Streetsville, Ont.

# SOMERVILLE'S



## Mexican Fruit Chewing Gum

Pays the best  
Sells the best  
Pleases the best  
Try it  
Sold by the Wholesale Trade

**C. R. SOMERVILLE,**

**LONDON, CANADA**

## GROCCERS WANTED—Who Want More CASH Business

*If you are not in that class please do not reply to this ad. If you DO want more CASH BUSINESS and want it badly enough to invest one cent let us hear from you. Remember—we say 1 cent—no more, no less.*

*We have originated several selling plans which have been proven winners all the way. Still we are convinced that our latest plan will mean MORE DOLLARS to you than any we know of. You're the judge. Write for particulars.*

*If our New Plan does not appeal to you—drop the matter. But we know that*

THERE'S MONEY FOR YOU IN THAT PLAN

**The British Canadian Crockery Co.,**  
25 Melinda St., TORONTO

### Rowat's

There is more than the mere name in

### Rowat's Pickles

There is quality, appetizing flavor, purity of vinegar and selected stock—It is pickles all through—

### As to Olives

Rowat's have a hold on the trade unequalled by any other pack—Order a line and note appreciation of your customers.

Rowat's

DWIGHT'S



BAKING SODA

No Consumer can Want anything purer than

**"COW BRAND"  
BAKING SODA**

No Grocer can Buy anything purer than

**"COW BRAND"  
BAKING SODA**

Then why worry about buying any other brand?

**CHURCH & DWIGHT, Manufacturers**  
MONTREAL

## A Vinegar with a Record

---

For perfect Purity, absolute Reliability  
and guaranteed Strength.

## IMPERIAL WHITE WINE

If you sell this vinegar your trade—  
and **incidentally**—your profits—will  
grow bigger and bigger all the time—

---

**W. H. Gillard & Co.**  
*Hamilton, Wholesale Grocers*  
*Branch House, Sault St. Marie*

# HOVA

PUREST  
STRONGEST

# TEA

MOST  
PERFECT

in lead packages only

---

*Popular Prices to Consumers*

---

*Pays the Grocer More Profit and  
Gives Better Satisfaction*

---

"PACKED WHERE GROWN"

**S. J. MAJOR, LIMITED**

AGENTS

OTTAWA . . . CANADA

In a class by themselves

are

# Japan Teas

Their flavor is distinctive, their fragrance  
mild and deliciously refreshing---they are  
free from the debilitating acids of other teas.

They are, in short, the finest teas nature  
produces. Educate your trade to use

# Japan Teas

# CANADA'S DEMANDS

New York, April, 1907

THE ever-increasing sale of LIPTON'S Teas, Coffees, Jams, Pickles, Jellies, and general provisions has made necessary the establishment of a Canadian branch, in order that the Canadian business may receive quick attention. On May 1 our new Canadian branch, under the management of Mr. A. E. Carson, will be opened at 75 Front Street East, Toronto, where all correspondence relative to the Canadian trade should be addressed.

Tea  
Merchant



HIS MAJESTY THE KING

By Special  
Appointment

**NO** MORE DISAPPOINTED CUSTOMERS  
MORE BROKEN PACKAGES  
QUALITY EQUAL TO LIPTON'S

THE FINEST TEA  
IN  
THE FINEST PACKAGE

—FROM OUR OWN TEA GARDENS  
—PACKED IN AIR-TIGHT TINS ONLY

# LIPTON'S TEA

Over 1,000,000 Packages Sold Weekly

THE CANADIAN GROCER

# Fine Carpet Brooms



**H. W. Nelson & Co., Limited**  
**TORONTO**

Canada

GLASGOW:  
Smith, Clatworthy & Co.  
13 St. Vincent Place

LONDON:  
Ellis, Phillips & Co.  
3 Savage G'ds, Tower Hill

THE CANADIAN GROCER



# WAGSTAFFE'S

## Fine Old English

Pure Orange Marmalade,

Pure Fig and Lemon Marmalade

Jams, Jellies, Sealed Fruits

These goods speak for themselves. Every pound guaranteed pure. Ask your wholesale grocer and broker for them.

AGENTS

Dingle & Stewart, Winnipeg.

L. T. Mewburn & Co., Calgary.

Standard Brokerage Co., Vancouver.

## “SAFE-GUARD YOUR TEA TRADE”

Sound advice that, given by a veteran grocer to his son about to start in business. The Tea Trade of a store decides the size of the grocer's bank account nearly always. Scores of merchants attribute their success to



**Ram Lal's**  
**PURE**  
**INDIAN TEA**  
GUARANTEED ABSOLUTELY PURE  
AS MANUFACTURED ON THE  
GARDENS IN INDIA.

**Ram Lal's**  
**Pure Tea**

because it clinched the paying trade of the community. Particular housewives, women whose custom it pays to win and retain, prefer **Ram Lal's Pure Tea** not only because of its unique flavor, but because it is decidedly the economical tea. **Ram Lal's is Tea Goodness Condensed.** It will pay you to stock it.

**James Turner & Co., Limited, Hamilton, Ont.**

Butter Pots, Churns, Jugs, Flower Pots, Vases

Hart's  
Family  
Filter  
will give  
Satisfaction.

**Belleville Pottery Co.**  
**Belleville, Ont.**

Fire Bricks  
Fire Clay  
Fire Sand  
Rockware  
Earthen  
Flower Pots

Prices and Quality are Right.

## Vinegar—White, Cottell's

*The Vinegar that makes Trade, and keeps it*

There are other vinegars on the market, but for purity and delicacy of flavor, you'll find none to surpass our

**Pure Malt,**

for table or pickling. Get a sample lot—NOW.

OUR ADDRESS:

**Warner Rd., Camberwell, S.E., London, Eng.**

# EGG INSURANCE

is the only remedy for broken eggs. The only way to be insured against breakage is to adopt the modern system of delivery by using

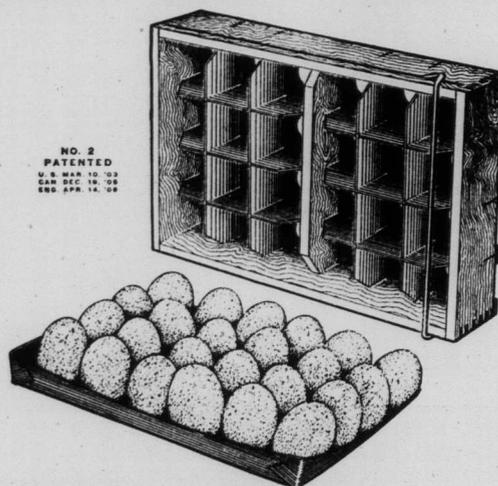
## THE STAR EGG CARRIERS AND TRAYS

This is the only safe way of delivering eggs from the shop to the customer's house.

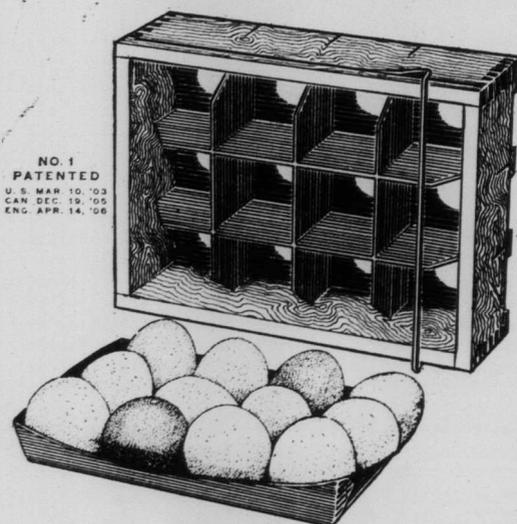
The uncertainty of breakage is turned into the certainty of no breakage whatever.

The quick way too; it saves 75 per cent. of the time usually taken to make the delivery by any other system. This alone is worth more than the money it costs you.

The delivery boy can leave the eggs anywhere, in any position at the customer's house, without waiting for a dish to place them in. Your customers will appreciate this.



## THE PREMIUM IS VERY SMALL



To deliver eggs by the STAR EGG CARRIER and TRAY SYSTEM costs less than one-third cent per dozen eggs. No other way is as sure or as safe or as clean or as cheap.

Star Egg Carriers and Trays are made in two sizes, to deliver one or two dozen eggs.

For full information write to any wholesale Grocer, or to the Canadian agents:

THE MacLAREN IMPERIAL CHEESE CO., Limited  
TORONTO, ONTARIO

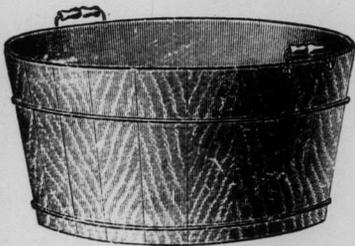
Star Egg Carrier and Tray Mfg. Co.  
ROCHESTER, N.Y.



## ETERNAL VIGILANCE IS THE PRICE OF SUCCESS

A small leak will sink a big ship if given time enough.

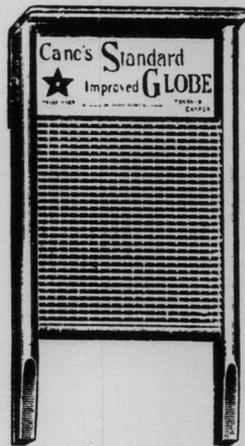
It may seem a little thing to sell a customer an inferior, showy article, just because there is slightly more profit for yourself. Just at such a time you are trifling with one of your most valuable assets—the confidence of one who has helped to build up your business. **Sell Standard Goods and be Safe.**



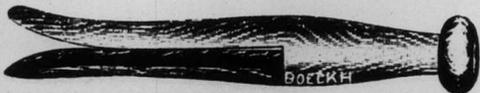
## BOECKH'S BRUSHES, BROOMS

AND

## CANE'S PAILS, TUBS, WASHBOARDS and CLOTHES PINS



are always the same. They are honest value. The materials are of the highest quality. They are made by skilled workmen, in the largest and best equipped factories of their kind in Canada.



They are "Guaranteed Goods"

# UNITED FACTORIES LIMITED

TORONTO, CANADA

# THE EDITOR'S PAGE

## Short Talks on How to Help the Paper

The Canadian Grocer should be a clearing house for grocers' ideas about trade, ideas on subjects that have any sort of relation to the grocery business. Grocers in this country have not been doing enough at exchanging ideas. It would help the trade if they did more of it. The Canadian Grocer's columns are open to any grocer who has anything to say on trade subjects. There's a subject say that interests you. You've been turning it over in your mind. You would like to discuss it and see it discussed. You would like the views of other grocers. Send the idea to The Canadian Grocer and we will be glad to submit it to the trade.

### HOW TO IMPROVE THE PAPER.

You've been reading The Canadian Grocer and an idea has come to you and you say to yourself "If the grocer would do that it would improve it." Don't say to yourself "I'll write to the editor about that some day." Go right away and get paper and pencil and send us the suggestion. Putting things off is the deathtrap of many good ideas.

### WINDOWS.

Window dressing is a very important department of the grocery business. It's getting to be more important every day. We are trying to make the good window dressing department of the paper both interesting and helpful. We would like to see a great many more entries in the monthly competitions. If you don't want to enter the competition, send us a picture of your window. Of course we can't undertake to reproduce every picture we get, that would be too large an order, but we will criticize the window, point out its defects if we can and make what suggestions seem needful. We want articles on window dressing, too. And if you happen upon a good window device, send it to us.

### PHOTOGRAPHS.

Whenever you send a photograph to The Canadian Grocer, write on the back of it your name and address and an indication of what the picture represents. We get a great many letters commencing, "I am sending under separate cover." The photo mentioned arrives a mail or two later, without any sign or mark by which to identify it. As we said, we get a lot of photographs, and it takes pretty good guess-

ing sometimes to connect them up with their proper letter. The name on the back of the picture would eliminate the possibility of error and save a lot of trouble.

### NEWS.

We have correspondents, and good ones, in many of the larger cities and towns of the Dominion. There are some places where suitable men have not yet been found. But there is grocery news all over the country, and we want it. Send it to us. We can't stand sentry at every store door, but our friends can help us to many interesting items. It will not be much trouble for them to send an occasional item and we will be glad.

### MARKETS.

We are at very great pains to carefully and accurately report the commodity markets from week to week, but we do not pretend to be a purchasing agent, one whose position enables him to bargain for the lowest prices. Nor are we above making mistakes. What we try to do is to give the fair market price. If there are errors we would esteem it a favor to be told of them. It is by this kind of co-operation that the paper can be brought to the highest state of efficiency.

### WRITE ARTICLES.

The grocery business is chuck full of difficulties and hard problems. Have you solved some of them for yourself, or have you ideas about them? If you have, or if you want to propound a problem and ask questions, write an article for The Grocer. It will do you good. It's wonderful how much clearer one's view become when he tries to explain them to others. We want practical articles on grocery topics all the time.

### HINTS.

Is there a subject you would like to see dealt with editorially or otherwise by The Grocer? Tell us about it. Just say what you would like and we'll try and do it for you.

### QUESTIONS.

There are a lot of things the editor of The Grocer doesn't know about groceries and the grocery trade, but with the sources of information at hand that

he has, and given a little time, he can answer pretty nearly any reasonable question any subscriber would like to ask. Ask some. A department of questions and answers should be very interesting and instructive.

### CLERKS.

Everything on this page applies as much to grocery employes as to employers. Some of our best friends are clerks.

### COST OF DOING BUSINESS.

One of the most difficult problems the grocer has to tackle is the cost of doing business, and how to find it. We have had a number of articles on it within the past six months. We want more. Comparatively few retailers make any attempt to ascertain the cost. They all ought to and we want to get more of them at any rate to do it. Send us an article relating your experience.

### RELATE YOUR EXPERIENCE.

We often ask ourselves why it is that more original compositions do not reach this office. This paper was not established for the general public. It was instituted and is published in the interests of the large and ever-growing community of retail grocers throughout the Dominion.

To present the doings of the grocery world from the viewpoint of the retailer has been, is, and will continue to be our object, but to get that viewpoint accurately it is essential that we should be freshened and kept in touch by information furnished from the practical experience of the grocers throughout the land. No man can run a grocery store two weeks without being confronted with a problem of some sort, be it big or small. Tell us what it was and how you solved it. The majority of grocers have their own ideas on how to dress windows, how to display goods inside the store, how to build up fresh trade, how to run a special sale, how to advertise, how to write show-cards, how many times their stock should be turned over during the year, what are the best methods to adopt for keeping track of goods bought and sold, the amount of stock a small store should carry, on the merits or otherwise of a retail organization, and on several hundred other subjects.

Tell us about them—how you did and are doing.

Mo  
velop  
Jury,  
years  
not e  
field  
of ov  
the s  
mier  
the fa  
son o  
But  
an in  
tables  
of the  
  
Year  
1905..  
1904..  
1903..  
1902..  
1901..  
1900..  
1899..  
1898..  
1897..  
1896..  
  
Year  
1905..  
1904..  
1903..  
1902..  
1901..  
1900..  
1899..  
1898..  
1897..  
1896..  
  
The  
availa  
year t  
provin  
  
Brit.  
Manit  
N. Br  
Nova S  
Ontario  
P. E.  
Quebec  
N.W. J  
  
The  
dustry

CANADIAN DAIRYING

A large factor in the prosperity of the country—What is being done in Manitoba and on the Pacific Coast—Better milk the great problem.

THE DAIRY IN ONTARIO

Modern dairying in Ontario is a development of the last quarter of a century, but especially of the past ten years. Though the total product does not exceed \$20,000,000 in value, and the field crops of the province show a total of over \$142,000,000, dairying has been the stimulus of agriculture in the premier province of the Dominion and saved the farmer from despair through a season of great depression.

Butter, as compared with cheese, is an important factor, as the following tables, taken from the statistical report of the Provincial Government, show:

Year.	No of creameries in operation.	Butter made.	
		Quantity.	Value.
		Lbs.	\$
1905.....	241	10,142,289	2,131,554
1904.....	248	9,625,021	1,785,911
1903.....	265	10,812,126	2,096,593
1902.....	282	11,082,078	2,181,400
1901.....	286	9,047,260	1,798,264
1900.....	308	9,041,468	1,819,290
1899.....	323	9,113,964	1,746,362
1898.....	282	9,008,992	1,632,234
1897.....	214	7,708,265	1,403,609
1896.....	170	6,033,241	1,101,232

Year.	Factories in operation.	Cheese made	
		Quantity.	Value.
		Lbs.	\$
1905.....	1,198	164,866,223	17,417,757
1904.....	1,141	154,879,438	12,908,118
1903.....	1,126	165,306,573	17,203,233
1902.....	1,127	146,805,776	14,792,924
1901.....	1,167	134,492,517	12,269,073
1900.....	1,173	127,789,543	13,023,025
1899.....	1,203	123,323,923	12,120,887
1898.....	1,187	128,116,924	10,252,240
1897.....	1,161	137,362,916	11,719,468
1896.....	1,147	104,393,985	8,646,735

Standing of the Provinces.

The most recent Dominion statistics available are for 1901, and for that year the dairy products of the several provinces are stated as follows:

	Butter made Lbs.	Cheese made Lbs.
Brit. Columbia.	395,808	.....
Manitoba .. . .	1,557,010	1,289,413
N. Brunswick..	287,814	1,892,686
Nova Scotia ...	334,211	568,147
Ontario .. . . .	7,559,542	131,967,612
P. E. Island ..	562,220	4,457,519
Quebec .. . . .	24,625,000	80,630,199
N.W. Territories	745,134	27,693

The problem before the dairying industry in Ontario is how to produce bet-

ter milk. Years ago the Government took steps to provide competent cheese and butter makers. It has at work this year 35 sanitary inspectors to see that the conditions in and about the factories and creameries are cleanly and sanitary. Education must, of necessity, work from the top down. For years, through official bulletins, farmers' institutes and the press, the work of educating the farmer to improve his raw material has gone on. Now that has become the principal problem.

Views of an Expert.

Nothing more interesting and instructive about the dairying industry of Ontario has been told in recent years than is contained in an address by C. C. James, the very able Deputy-Minister of Agriculture, before the Western Ontario Dairymen's convention in London a few months ago. He said, in part:

"A short time ago the announcement was made in the Toronto papers that the headquarters of a British loan association was to be moved from the Province of Ontario to Manitoba, and the reason given by the manager was this, that he could not longer do business with the farmers of this province. The farmers were becoming so well to do, and they had so much money in the bank, that there was very little loaning to be done and they had to seek new quarters and were going off to Manitoba and the Northwest. And there is something in that.

"There is a small section in the eastern part of Ontario, and ten years ago it had very few cheese factories, and agriculture was in a rather down-hearted condition. Hard times of the worst kind were being felt; but the dairy industry came in, and a few years ago they formed a cheese board in one of the near-by towns, and the sales of cheese on that cheese board this past year aggregated no less an amount than \$700,000. Just picture what the effect of that has been. Here is a little community surrounding a small town, and in one year \$700,000 in cash is brought in from the sale of only one line of produce, although, of course, that is the main produce of that district. A man who had visited that town ten years ago recently went back there on business in connection with our department, and he

told us on his return the change that had taken place there was simply marvellous. A new feeling was in the community. The farmers had progressed, and were comparatively well to do; everything was on the uplift, and the whole was due to the fact that dairying had been brought in and had progressed along proper lines.

Twenty Years Ago.

"It is just twenty-one years ago last week since I went to work in connection with what is now the Department of Agriculture. At that time the only thing we had in connection with the dairy work of the Province of Ontario was two or, I think, three dairy associations; absolutely nothing else. We had no dairy school. We had no dairy department. We had nothing working for the dairy interests of this province but the two or three dairymen's associations. I remember that at the Agricultural College there was the remains of an old discarded cheese factory; nothing being done. The vats and the other apparatus were standing there covered with cobwebs. Then for the first time they appointed an instructor in dairying, and he came into the work just at the time I did.

Spending for Dairying.

"Ten years later, 1896, we had made some progress; not such a very great deal, but we had three dairy schools started. One was at Guelph, and the property had been purchased at Strathroy for the western, and the eastern school was in operation at Kingston. In that year there was expended for dairying work, apart from the general agricultural work, \$22,000. We had grown from the small grant, in 1886, of about \$8,000 to \$22,000. Let us take another jump of ten years and come up to 1906, and we find that last year we expended, over and above the revenues, a sum of not less than \$50,000 for purely dairy work in the Province of Ontario. In 1896 we expended altogether for agricultural purposes in this province \$191,000, and last year we expended \$377,000. So you see that we are making progress. The appropriation for agriculture as a whole has not quite doubled, but the appropriation for dairying work has more than doubled.

Raw Material the Great Problem.

"If we make the same progress in dairying in Ontario in the next ten years that we have in the past, the development of our dairy industry will have assumed enormous proportions. And yet we go on, year after year, holding conventions, having sessions of our dairy schools, sending out our instructors, and when we come back at the beginning of the year the same old questions seem to crop up again and

## THE CANADIAN GROCER

again and again, and year after year we have to face the same difficulty. I will guarantee there have been questions proposed and propounded in connection with this convention that have been brought up and discussed and settled at every convention held for the last twenty-five or thirty years, and you come back to this point every time: what we want is good raw material.

"You can have the most skilful and the best trained buyers in the world, and you can have the best trained and most skilful makers of butter and cheese that any country can produce, but if you have not the producers of the raw material, of what value is it all? Of these three classes, the most important and the biggest class is the producing

make it a necessity that nothing but first-class milk, and the best quality, shall be sent to our factories, we cannot expect to put this dairy industry upon a sure and steadfast basis. How are we going to get into the farmers' homes? How are we going to get hold of the farmer himself? How are we going to compel him to keep his stables clean; to produce the best food for the feeding of his animals; to handle his milk in a clean manner, and to have it delivered at the factory in first-class shape? Are we going to do it by passing laws, and saying that the farmers must do so and so; or are we going to do it by attending these dairy institutes and conventions? We have been holding dairy institutes and conventions for a

and the most interesting audience I ever addressed. Just picture to yourself a room like this packed to the doors with women from the farms of the Province of Ontario, and every woman sitting there with her pencil and note book, taking notes of what was going on. I said to myself as I sat there and looked at them, 'We are at last getting a grip on the agricultural community of this country such as we never had before.' When 400 or 500 women from all parts of the Province of Ontario will come from the farm homes to a convention of that kind, meaning business, and to take up questions of vital importance to the agriculturists of this country, there is a hope that at last we are going to do something, and we are going to



W. R. McRae & Co., Kingston, grocers—Interior of the Retail Department. The business is now owned by Nicholas O'Connor, who clerked for McRae & Co. 20 years. He started with the firm as a boy; is steady, straight and popular and a singer of note in the Limestone City.

class, and until we can in some way solve the problem of how to improve the raw material that goes into this great manufactured product, we will have to go on holding conventions, and conducting dairy classes, and holding dairy institutes, and sending out bulletins and reports, and continue to inspect and carry on the work in the same way year after year. We have not solved that question, and we do not seem to be in a fair way of solving it; and until we do solve it we will simply be working at this question from the wrong end.

### Doctrine of Cleanliness.

"Until we can get hold of the great producing classes of this country, and

great many years. They date away back to the year 1883. We have been preaching the doctrine of cleanliness to the farmers of this country over 20 years, and a great deal of improvement, of course, has taken place in that time. But a new class of producers has come up, and we have got to go back and go all over the work again.

### The Women Will Do it.

"The first genuine ray of hope I have seen in connection with this work came into this question, as far as I am concerned, in the month of December, when I saw gathered at the Agricultural College 400 or 500 women from the farms of the Province of Ontario. It was the most inspiring convention I ever saw,

begin at the right source. The women of this country can do what the men cannot do, and they will make the men of this country do what they won't otherwise do. If the farmers' wives and daughters tell the farmers that they have to put their stables in a clean condition; that they have to carry on their work in a clean way; that they have to keep their implements in a clean state and send the milk to the cheese factory in a clean form, it will be done. We have at last got our foot into the farmer's home.

### In the Public Schools.

"If we can deliver the gospel of cleanliness in the farm homes of this country there is hope of doing some-

thing  
conv  
subje  
of w  
weal  
I sai  
tion  
the l  
in th  
tute  
men?  
grow  
peopl  
cial  
conne  
this c  
men t  
thing  
of thi  
tural  
will g  
and y  
life o  
ration  
will s  
If we  
daugh  
pure  
tion o  
ing, a  
have i  
some  
boys a  
knowle  
first p  
food,  
kept al  
then, v  
settled.  
"Thi  
the sal  
tario.  
velopm  
dustry  
of Onta  
able na  
of the  
develop  
of this  
the otl  
facturi  
"Wh  
in this  
the far  
times. V  
times?  
opment  
ter indu  
try. Th  
the same  
from th  
dustry.  
upon the  
will tell  
dition of  
can tell  
of the f  
those of  
est atten  
not only

thing; and when I saw that women's convention listening to addresses on the subject of pure milk production, and of what it meant to the health and wealth and happiness of this country, I said: 'This is the best dairy convention I have ever attended, and this is the best work we have ever undertaken in this province.' The farmer's institute work grows very well, but the women's institutes of this country are growing at a tremendous pace. Few people have any idea of the great social revolution that is taking place in connection with the agricultural life of this country. I pleaded with those women to go home and demand that something be done in the rural public schools of this country to help out our agricultural work. I said to them: 'If you will go home and tell your husbands and your brothers that the rural school life of this country has to have some rational education put into it, then we will see it done before some of us die.' If we can get the farmers' wives and daughters to work on this question of pure milk, whether for home consumption or cheese making and butter making, and if at the same time we can have introduced into our rural schools some simple instructions so that the boys and the girls will get some little knowledge of what milk is, and of the first principles and value of milk as a food, and the necessity for its being kept absolutely clean; then, and not till then, will we have this question finally settled.

"This great dairy industry has been the salvation of the Province of Ontario. If it had not been for the development of our butter and cheese industry the conditions of the Province of Ontario would be of a most lamentable nature. It has been the salvation of the agricultural classes, and upon the development of the agricultural classes of this province has been built up all the other industries, including manufacturing.

"Why are we having such good times in this country to-day? Simply because the farmers have been having good times. Why have they been having good times? Largely because of the development of our cheese industry, our butter industry and the allied bacon industry. The beef industry has come up at the same time, but you cannot get away from the importance of the dairy industry. The men who have their hands upon the financial pulse of the country will tell you that if they know the condition of the dairy industry to-day they can tell you what will be the condition of the financial world to-morrow; and those of us who are giving it their closest attention are only too anxious that not only shall we hold what we have

gained, but that we shall gain a great deal more. And so I say this question will never be settled until we have effectually settled that question, namely: 'How shall we persuade the farmers of this country to give to our cheese and butter makers milk in a first-class condition?'"

#### Three Resolutions.

Three significant resolutions were passed at this convention, one calling

### DAIRY INDUSTRY IN THE PROVINCE OF QUEBEC

While Quebec cannot justly be called the dairy province of the Dominion, it is quite correctly termed occasionally the butter province. The quantity of butter produced in this part of Canada is larger than the amount turned out in any other section, and the quality, although it has not been up to the standard set by a certain other province, is, on the average, as good, and every year brings with it an improvement. This statement regarding quality is not applicable to all sections of Quebec Province, as the butter made in some portions is of superior quality to that made in any other part of Canada. The improvement mentioned has been especially noticeable during the past three or four years. The quality and style of the butter being produced by the dairy interests in all parts of Quebec is much better this year than it has been in former seasons. The packages are more neatly put up and, the most essential improvement, the butter itself is better. There are more reasons than one for this better state of affairs.

The farmers are gradually learning that the greater the care they take of their milk the better are the results obtained in good, pure, marketable butter. Again, there is in St. Hyacinthe an excellent dairy school which is doing much toward educating the farmers in the province in the making of good butter in the right way. The system of Government inspection is also of great assistance. This will be dealt with later.

#### Eastern Townships Lead

Quebec's chief butter producing district is that part known as the Eastern Townships. The butter made in this part of the province cannot be excelled in any part of Canada, and many of the provinces cannot equal its good quality. Eastern Townships butter is known better than any other Canadian grade in the English markets, where it has a reputation that is most enviable. This butter is entirely creamery. In fact, most of the butter made in the Province of Quebec is creamery. The making of dairy butter has not assumed

for the appointment of a dairy chemist and bacteriologist to study the cause of mold in butter; one endorsing a petition of cheese and butter makers that a standard of qualification for their work be established and none be allowed to engage in it without a certificate of competency, and a third, urging that plans and sites for cheese factories and creameries be approved before construction by the Department of Agriculture.

large proportions, most of what is made being large rolls which are used for local trade. Quebec depends a great deal upon Ontario and Manitoba for dairy.

#### Divided Into Districts.

As stated, the Eastern Townships district is the chief butter producing portion of Quebec. The entire province is divided into districts, each having its own particular style of butter, and each with its own reputation. There are, for instance, the St. Hyacinthe, Bedford, Cowansville, Sherbrooke, Intercolonial, Quebec, and North Shore districts, each with its own individuality, if the term may be used in this connection.

#### Lion's Share of Export Trade.

Canada's export butter trade is large, and the Province of Quebec supplies the greater part of the exports. Opinions differ as to just how much of the butter exported is made in Quebec. It would be safe to say, however, that from 65 per cent. to 75 per cent. is produced in that province. Surely, under the circumstances, one is justified in calling Quebec the butter province of Canada.

During the past few years the make of butter in Quebec has not been so large as heretofore, owing to the high ruling prices of cheese. Many factories are equipped for the making of either butter or cheese, 75 per cent., possibly, are so constructed, and when cheese prices ruled continually high it was not surprising that many factorymen should devote their entire energies to the making of cheese.

#### The Cheese Industry.

The cheese industry has not reached the proportions attained by butter. There is a great deal of cheese made in Quebec, but Ontario leads in quantity and more or less so in quality.

Quebec does not make much more than half the quantity Ontario does, but what is made is good—which is not an insinuation against the Ontario make. In Quebec Province, however, the packing of cheese, for example, has not been brought down to the fine art it is in

Ontario, while factorymen have not learned all the little pointers which are employed to such advantage by their competitors in the sister province. Education is coming with the years, and it will not be long when Quebec cheese will refuse to take second place to any made in the Dominion.

**Shipping of Green Cheese.**

There has been some complaint recently by Government inspectors to the effect that their work is hampered much through factorymen shipping their cheese too quickly. At a late meeting between the inspectors and the dairymen of the province, the former stated that on many occasions they had entered cheese factories to inspect the make only to find that there was not a box in the place. Every cheese had been shipped. The inspectors believe that this state of affairs should not be allowed to continue, as it would not be for the ultimate good of the industry. The factory men say that they are obliged to ship the cheese as soon as made owing to the strong demand there is for it and in order to keep up with their competitors. The inspectors say that the factorymen injure themselves by shipping the cheese too green. There is loss in weight, loss in appearance, and loss in quality. The make of the whole country is likely to be judged by the cheese from one factory and as a consequence if green cheese are exported and cast aside as not up to the standard, what will become of the reputation Canada is so rapidly building up as a cheese-making country? There is more or less difference of opinion on this matter. Some contend that the cheese should not be shipped from the factory for at least ten days after it is made, in order that it may have the chance to be properly cured. Others believe that there are not always the facilities in the factory for the proper curing of the cheese and in their opinion it would be better in every case for the cheese to be shipped to the warehouses of exporters in the city where it could be cured as it should. But suppose city exporters had orders for the other side which required immediate fulfilment—would they not be tempted to ship the uncured cheese in their possession?

**System of Inspection.**

The inauguration by the Government of an adequate, well organized system of inspection has met with the approval of all concerned in the dairy industry.

There are in Quebec in the neighborhood of twenty-six hundred cheese and butter factories. About half of this number are "syndicated" and these are under the inspection of some sixty-five inspectors each of whom is responsible for about twenty or twenty-five factor-

ies. These inspectors are responsible to one of two chiefs, J. D. Leclaire, butter, and E. Bourbeau, cheese.

The inspectors are supposed to visit each factory under their charge at least once a month. They look after sanitary conditions; learn how the milking is done; criticize the methods in making the cheese and butter, and generally see that the factories and creameries are conducted on hygienic principles.

The factories remaining cannot be syndicated owing to local conditions, but the Government has appointed five or six inspectors to look after them. Possibly with the growth of the dairy industry they may be organized under

such a system of inspection as prevails for the factories in the syndicate.

**The Dairy School.**

A word about the dairy school at St. Hyacinthe is in place. Much is being done through it to raise the standard of butter and cheese in Quebec. Farmers' sons and daughters may attend and be instructed in the latest and most sanitary methods of making butter and cheese and the principles of the school are in a very few years in practice all over the province. One of the ideas being carried out at the school at present is the pasteurization of cream. The instructors are devoting much attention to the teaching of this gospel.

**THE DAIRY INDUSTRY IN BRITISH COLUMBIA**

While the "sea of mountains" idea of British Columbia has long since been exploded, there is still abroad in the rest of Canada rather an erroneous idea of the country, its condition, capabilities and the extent to which it has been developed, especially in agricultural lines. So used are eastern producers, for instance, to shipping their surplus stock of butter west to this province, that it might be news to them that butter-making was carried on to any considerable extent here at all. In this brief article it is proposed to set forth a few facts which will dispel that idea effectually.

It is a safely conservative estimate to place the butter production of the creameries of British Columbia for 1907 at one and a half million pounds. Compared with the total production of the creameries of any of the three Northwest provinces, this is a figure not to be ashamed of, when it is considered that dairying is being given great prominence and attention in the whole prairie country, and that Government-aided creameries, Government schools, and other accessories have been placed at the disposal of the farming community in those provinces.

**Where the Creameries Are.**

There are sixteen creameries in operation in the province. Of the number, four are on Vancouver island, one on Salt Springs island, six in the Fraser valley, exclusive of the New Westminster creamery, two moderate-sized ones in Vancouver city, two in the Okanagan valley. The largest output of any of these is estimated at 250,000 pounds annually. Many of the smaller do not put up more than 25,000 to 40,000 pounds.

To reduce the output in pounds to more concrete examples, the 1,500,000 pounds estimated as the production of these sixteen creameries for the present year, would be 750 tons. Taking it at

a fair estimated average of 24,000 pounds per car, it would take nearly 65 cars, or two or three train-loads to transport the whole production. As the Northwest is in the habit of sending a large proportion of its surplus creamery butter to British Columbia, it will be interesting to compare the number of carloads sent from there with the above figures of butter produced in the province.

Then it is to be remembered that no account has been taken in this at all of the production of dairy butter, which is general throughout all the districts of the province where farming is carried on. The securing of data even approximating the actual production of dairy butter in the province would be hard, for the reason that much of it never reaches even retail dealers' hands. Very little, and in many months none at all, reaches the hands of the jobber. But in the whole of the Fraser valley from Agassiz to the sea there is more or less dairying carried on in addition to the support given the creameries. In such interior districts as Cariboo, Kamloops, the Okanagan, Similkameen, Nicola and the settlements on Vancouver Island and the islands of the gulf, there is production sufficient in most cases for local consumption. Many small towns and settlements adjacent to dairying districts receive all or the greater part of their supply locally. It is fair to say that as much dairy butter as creamery stock is made in British Columbia.

Some idea of the butter production of the province may be gathered from the foregoing. Turning to consumption, it is well known that very large quantities are constantly imported. The reason for this is not that local production is small, but that from the shipping centres of the province many outside markets are supplied, and demands are made for supplies from quarters not to be

## THE CANADIAN GROCER

classified as home consumption. The Yukon district is perhaps the greatest customer from the outside, supplied in its entirety from Vancouver and Victoria. The output of one creamery used to be entirely shipped to the north. The finest class of butter only is sent north, and the local fresh creamery can best be shipped in good shape for that trade. Another great factor which has to be regularly supplied from the coast cities is the shipping trade. Many steamers ply regularly from the ports of this province and these in most cases have to be provisioned regularly here. The whole fleet of coasting steamers gets its

bering towns or railroad points, all heavy consumers. Of the rest of the population, there is a large percentage scattered in logging camps all along the coast and in the interior, while quite a number follow fishing, and there are isolated mining camps and lone prospectors scattered everywhere. This province has so many people so situated that they cannot secure fresh milk, that importations of condensed milk are very large, the province being the best customer of the condensed milk and cream factories. That indicates also a large number who must buy butter and some of these require butter put up in her-

butter brought in also, though this is becoming less every year, from various causes, one being that at the season it is most required it is hardest to get, and another that the butter of eastern Canada finds an enlarging market in the Old Country.

British Columbia is so fortunately situated that it can reach all the butter producing countries of the world. For instance, at the present season (the first two months of the year) when supplies are shortest from local production and no fresh butter is obtainable from the Northwest, New Zealand and Australia, from their antipodean position



The Grocery Department of John Beaton's Store, Kamloops, B.C. A. S. Williamson is the Manager of the Department.

supplies here also, and that is in itself no small item. These outside consumers are regular customers and the quantity used in this way is constantly growing.

To consider the classes of population in the province is to realize that a very large percentage are consumers. Over two-thirds of the entire present population of British Columbia is to be found in the four coast cities. Then the largest centres of population in the interior are mining towns. Nearly all the smaller towns are either mining towns, lum-

metically sealed tins, actually "canned butter." Some of the trade regularly requires a quantity of this tinned butter for the north and for the miners' trade of the interior.

As the province does not produce anything like the half of its butter requirements, it is dependent on large importations. As stated, the Government creameries send large quantities, but even that, with the dairy butter also brought in from Northwest provinces does not suffice. There is some eastern

are at the height of production. Later on, when this source is becoming exhausted, the dairying districts of California are coming in to full production. Then the local supply of fresh grass butter, much of it dairy butter of high quality, comes in. Finally, in the autumn the June to September make of the Government creameries of the Northwest is brought in and placed in cold storage for the winter stock.

One feature of butter production in British Columbia is especially worthy of

THE DAIRY INDUSTRY IN MANITOBA

note, if it is not the most noteworthy; that is the length of the season of production. No province in Canada has such a long season in which dairy cattle may be fed on natural grasses run in the open and the production kept up. From very early in the spring the cattle can run and as soon as the rainy season is over there is no need to house them. Late in the fall, until the rain again commences, the grass is still good and even after rains are frequent the cattle may run, though housed at nights. Another feature is the enormous growth of grass, due in the coast districts to the humid climate. Clover is indigenous to the soil and is a luxurious growth from March till November. This rank vegetation is also ideal for ensilage and dairy farmers are fast adopting this method of putting up winter feed for their cattle, at once a convenient and cheap supply. The only disadvantage of dairying which enters into the industry as a serious obstacle is the price of mill stuffs. These are largely, almost altogether brought by rail from the mills of the Northwest, and from the two or three mills in the Okanagan. Some supplies of cocoanut oil-cake, a substitute for oil-cake proper, are brought from the south and this is a very useful article. But with the extension of grain shipping to this coast from Alberta, a milling industry is likely to be established on a large scale and mill-stuffs will then be cheaper. Some rough grains are grown by farmers themselves, but not in quantity to meet their own demand.

The creameries of the province are in most cases run for and by the farmers themselves. One or two have received some small Provincial Government aid. Most of them are very prosperous. In ordinary seasons the price, to the trade is not less than 25 cents, though occasionally it may drop a cent or two below that figure for a short time. On the other hand the price for all the butter produced by local creameries this winter has been 35¢. per pound to the trade, with 40c. for a short time. At no time for some months has it been below 30c. This is a big wholesale price, and the supply has never yet been such that there was not keen demand. With attention being paid to agriculture on all sides in this province, the development of intensive farming, and the increasing demand for the product, butter-making is sure of large expansion in the immediate future.

W. Saylor, of Trenton, is thoroughly renovating his store, putting plate glass in his window, among other improvements. H. Kemp is doing a good business in the grocery department.

For the reason that Manitoba farmers have up to the present devoted most of their attention to the growing of wheat and have neglected mixed farming and the raising of stock, the dairy industry in the "postage stamp" province is still in its infancy. The Province of Manitoba does not yet produce enough butter and cheese to supply the local demand and is accordingly obliged to bring in supplies from Ontario. This is a condition of affairs that cannot last forever; whether they want to do so or not the Manitoba farmers are being forced to take up mixed farming and the butter and cheese production of the province is increasing every year. Recognizing the importance of affording all possible encouragement to the dairy industry, the Manitoba Government have established a dairy school in connection with the new agricultural college and have also lent support to the Manitoba Dairy Association. The result is seen in the increased production of cheese and butter and the better and more scientific methods that are now employed.

Extent of the Industry.

There are in Manitoba at the present time some 36 cheese factories and 21 creameries, distributed as follows:

Cheese Factories.

Factory	P.O. Address.
Bay View	Marquette.
Birtle	Birtle.
Bluminort	Steinbach.
Charette	La Rochelle
Charttrand	St. Laurent.
Dufrost	St. Pierre.
Great West	Winnipeg.
Giroux	Giroux.
Greenland	Greenland.
Gregoire	St. Jean Baptiste
Greenfelt	Greenfelt
Grand Point	St. Boniface
Hochfield	Steinbach.
Hochstadt	Hochstadt.
Ile de Chenes	St. Boniface
Lorette	Lorette
La Broquerie	La Broquerie
Meadow Lee	Atwell.
Oak Point	Ste. Anne des Chenes.
Otterburn	St. Pierre

Perreault	Green Hall.
Rioux	St. Pierre.
Richer	Richer
Steinbach	Steinbach.
Stuartburn	Stuartburn.
St. Pierre	St. Pierre.
St. Cuthbert	St. Boniface.
St. Laurent	St. Laurent
St. Malo	St. Malo
St. Pierre	St. Pierre.
St. Nicholas	St. Pierre.
St. Pierre North	St. Pierre
Ste. Rose du Lac	Ste. Rose du Lac
Trappist Fathers	St. Norbert
Thibaultville	Thibaultville.
Virden	Virden.

Creameries.

Creamery	P.O. Address.
Brandon	Brandon.
Birtle	Birtle.
Crescent	Winnipeg.
Clover Leaf	Foxwarren.
Copenhagen	Austin.
Fair Play	Pilot Mound.
Gladstone	Winnipeg.
Glenboro	Winnipeg.
Golden Sheaf	Makinak.
Icelandic River	Icelandic River.
Manitou	Manitou.
Maple Leaf	Lauder.
Minnedosa	Minnedosa.
National Creamery Co.	Winnipeg.
Newdale	Newdale.
Occidental	St. Anne.
St. Agathe	St. Agathe.
Shellmouth	Shellmouth.
Shoal Lake	Shoal Lake.
Solsgirth	Birtle.
Trappist Fathers	St. Norbert.

Of these creameries, only four operate during the whole season, viz., the National and Crescent, in Winnipeg; the Brandon creamery and the Trappists' at St. Norbert. The others operate only during part of the season. That the operating season will not long be so limited is shown by the steady increase in the output each year. Through the courtesy of the Deputy Minister of Agriculture The Canadian Grocer is enabled to present the figures for 1906, although the report for that year is still only in manuscript form.

	1905	1906
Dairy butter marketed by farmers	2,910,989 lbs.	4,698,882 lbs.
Average price of dairy butter	17c. per lb.	17.8c. per lb.
Total value dairy butter marketed	\$494,621.72	\$840,006.85
Creamery butter manufactured	1,249,967 lbs.	1,552,812 lbs.
Average price creamery butter	22c. per lb.	22c. per lb.
Total value creamery butter	\$279,969.43	\$342,485.48
Cheese production	1,201,382 lbs.	1,501,729 lbs.
Average price cheese	10.6c. per lb.	13c. per lb.
Total value cheese production	\$127,346.49	\$195,244.51

Total Value Dairy Products, 1905.

	1905
Dairy butter .....	\$494,621 72
Creamery butter .....	274,969 43
Total butter production	\$769,591 15
Cheese .....	127,346 49
Grand total .....	\$896,937.64
	1906.
Dairy butter .....	\$840,006 85
Creamery butter .....	342,495 48
Total butter production	\$1,182,502 33
Cheese .....	195,244 51
Grand total .....	\$1,377,746 84

From these figures it will be seen that the year 1906 saw a steady and satisfactory increase in the production of all dairy products and those who are best qualified to judge expect an even greater increase during 1907, as the farmers of Manitoba are being forced into mixed farming and are beginning to realize the profits that are to be derived from the dairy. It is only a question of time until Manitoba is in a position to supply her own market with dairy products and to ship them west to the new provinces. But with the rapid increase in population and the consequent increase in demand for dairy products, it will be many years before Western Canada can have cheese or butter to export. The home market will absorb the entire production for many years to come.

**BUTTER COLORING LEGAL IN THE STATES.**

The Hon. James Wilson, Secretary of Agriculture in the United States, in a letter regarding the application of the pure food law to the manufacture and coloring of butter, says: "The department has ruled that since the coloring of butter is specifically allowed by federal statute the presence of color in the butter need not be declared. Of course, the color which is used in the butter must not be of a poisonous character.

"With regard to what is poisonous we have experts making inquiry, and will publish a list as soon as we can get agreement among the three secretaries."

**CARRIERS WON.**

A London cable announces that the Court of Appeal has given judgment in favor of the Allan line in a freightage dispute. The question involved the payment of the carriage from Milwaukee to Montreal of 366 bags of flour damaged by the stranding of the Hibernian at Newfoundland and sold there. Tasker & Company, the plaintiffs, claimed they should pay only on the flour delivered.

**BUILDING UP A  
TEA TRADE**

From an address by George Lewis, Chicago, tea expert, before a gathering of grocers.

Tea drinkers are diminishing in America because of the thoughtless manner in which tea is retailed, and the grocer is hurting a branch of his own business which can be made an important part. What the silk department is to the dry goods store, the tea department can be made to the grocery store. And the successful grocer, even if only a small merchant, will make departments of his business. He will have a tea department, a canned goods department, a sugar department, a soap department, and so on. He will learn the fine points of his business, and he will know something of teas. The merchant who rests on his sight to buy tea will usually fail to satisfy his customers. Colored rice, very attractive to the eyes, has been sold more than once for tea.

Let me tell you how the first tea store started. There are those grocers who will buy a tea for fifteen or twenty cents and sell it for 50 or 60 cents. I want to say that is next to robbery. It is not square dealing. It is equally as bad as holding someone up with a gun. The clerk of such a grocer discovered what the merchant was paying for his tea; he learned the brand and he knew every customer of that merchant. He conceived the idea of buying that tea on his own account, taking it to his merchants' customers in small trial packages and when they were satisfied that it was just as good as the tea sold at the grocery, he offered to sell them at the old price and to give them a pretty cup and saucer with every pound of tea purchased. He got the business and that was the start of the first tea store. The grocer cannot afford to give other than a square deal to his customers; he should be satisfied with a fair profit and should not try to make up on tea what he loses on sugar. In answer to a question I once defined a tea store as a store which featured tea and besides carried sugars; a grocery was a store which featured sugar and besides carried tea.

Make a specialty of tea and be satisfied with a fair profit and then, what is equally important, guard against the loss of strength and flavor of tea. Don't you suppose that the little Japs have a good reason for packing their teas air tight? Are you not aware that the ordinary chest of tea deteriorates by being left open in the back part

or any part of the store? Don't you know that tea is sensitive to the odors and the conditions surrounding it? It will absorb the smell of onions in less than twenty-four hours. It loses its flavor when exposed to the air, and no matter what price you pay or how meritorious may be the tea, if you do not keep it in air-tight packages the tea loses its virtue and its flavor.

I have made the tea business a life study, and my business at present is cupping and grading teas. Yet were I to go many days without cupping, my taste would lose some of its cunning. The successful man, no matter what his line, must keep everlastingly at things, reaching out for new idea and keeping a little in advance of his business and the times. You may not become a great tea expert, but you can improve over your present status surprisingly so, and you can do more at this age than any other body or class of men to elevate the tea business to its proper place.

**NO GUESSERS WANTED.**

When I hire a man I want a hustler—a man who will really do something. I presume most employers are the same way, says a writer in Department Store Chat.

For five or six months I have been trying to get a place for an acquaintance of mine—and I cannot get him a thing. He's a good man, too—knows his business, is a good worker and has as clean a record as any man on earth.

The whole trouble in his case is that he says: "I guess so." And he does not say it promptly or positively, but sort of drawly, like this: "I—guess—so." Now that doesn't sound as if it amounted to much, but it has knocked him out of a round dozen of good jobs.

An employer asks: "Can you do this?" The answer is: "I guess so." That settles it right there—it's not guesses the employer wants. He wants to know. You may have ability to burn, but unless you can show some confidence in yourself you will get little chance to demonstrate the fact. Don't guess—be sure, and, being sure, don't be afraid to say so.

## CLOVES OF ZANZIBAR

How the Spice is Grown and gathered. The Industry and its history, the country and its past.

One of the most interesting of foreign trade representatives is Alex. McWillie, of Toronto, the representative outside of the United States and Canada of H. J. Heinz Co., Pittsburg. He was in Toronto recently; just returned from another trip around the world. Mr. McWillie is a very unassuming man, but he tells some wonderful tales of the road. On his latest pilgrimage he served a dinner of Heinz pure foods to the King and crown princes of Siam, which is one of the oldest reigning families in the world. But that is not for the telling here. He sojourned for a little in Zanzibar, the principal source of the world's present supply of cloves. He told a great deal that was interesting about this strange country and its chief industry and furnished The Canadian Grocer with some interesting photographs.

To understand Zanzibar one must know a little of its history. Centuries ago it was part of a great Arab kingdom that included a considerable part of Arabia and practically the entire east African coast south of the Red Sea. This power was broken by the Portuguese after rounding the Cape of Good Hope. The remnants of that Arab glory flamed up again under the leadership of the ruler of Muscat. It was divided late in the last century and Zanzibar, with its sister island, Pemba, and a considerable portion of the east African coast, went to one son of the late ruler. The European powers took a hand, and in 1890 Zanzibar became a British protectorate, Great Britain surrendering to France all claim to Madagascar, and to Germany Heligoland. The present sultan is practically a pensioner of the British Government.

The islands are divided among large Arab landholders, who are the aristocracy. Great Britain abolished the slave trade in 1897. The total population of the two islands is estimated at 200,000.

### Capital of the Dark Continent.

The city of Zanzibar has not a very savory reputation. Prof. Drummond, who was there on his way to the interior of Africa, said of it: "Zanzibar is the focus of all East African exploration. No matter where you are going in the interior, you must begin at Zanzibar. Oriental in its appearance, Mohammedan in its religion, Arabian in its morals, this cesspool of wickedness is a fit capital for the dark continent. But

Zanzibar is Zanzibar simply because it is the only apology for a town on the whole coast. An immense outfit is required to penetrate this shopless and foodless land and here only can the traveler make up his caravan. The ivory and slave trades have made caravaning a profession and everything the explorer wants is to be had in these bazaars, from a tin of sardines to a repeating rifle. Here these black villains, the porters, the necessity and the despair of travelers, the scum of old slave gangs and the fugitives from justice from every tribe congregate for hire. And if there is one thing on which African travelers are for once agreed, it is that for laziness,



ZANZIBAR—Cloves awaiting shipment.

ugliness, stupidity and wickedness, these men are not to be matched on any continent in the world. Their one strong point is that they will engage themselves for the Victoria Nyanza or for the grand tour of the Tanganyika with as little ado as a chamounix guide volunteers for the Jardim; but this singular avidity is mainly due to the fact that each man cherishes the hope of running away at the earliest opportunity. Were it only to avoid requiring to employ these gentlemen, having them for one's sole company month after month, seeing them transgress every commandment in turn before your eyes—you yourself being powerless to check, except by a wholesale breach of the sixth—it would be worth while to seek another route into the heart of Africa."

The city comprises two distinct quarters, Shangani, the centre of trade and

residence of the sultan, and the eastern suburb, occupied by the lowest classes—fishermen, porters, slaves, etc., with a total joint population estimated in 1887 at about 100,000. Viewed from the sea, the place presents a pleasant prospect, with its glittering mosques, palace, white houses, barracks, huts and round towers. But the interior is a labyrinth of narrow, filthy streets, winding through a dense mass of hovels.

### History of the Clove Trade.

Four-fifths of the world's crop of cloves are grown in the islands of Zanzibar and Pemba. The clove tree is a native of the small group of islands in the Indian archipelago called the Moluccas, or Spice Islands. It was long cultivated by the Dutch in Amboyna, one of the group, and two or three small neighboring islands. Cloves were one of the principal Oriental spices which early excited the cupidity of western commercial communities, having been the basis of a rich and lucrative trade from an

early part of the Christian era. The Portuguese, by doubling the Cape of Good Hope, about 1500, obtained possession of the principal portion of the clove trade, which they continued to hold for nearly a century, when, in 1605, they were expelled from the Spice Islands by the Dutch. That power, to hold the trade, destroyed the trees outside of the island of Amboyna, and enslaved the cultivators there. In 1770 a French naturalist got from an obscure island of the Spice group 450 nutmeg stalks and 10,000 nutmegs in blossom, together with 70 clove trees, and distributed them among the French islands in the Indian Sea. Most of them died, but a few survived. In 1818 the clove tree was introduced into Zanzibar, from Mauritius and Bourbon, and by 1835 had almost supplanted the native cocoanut. In 1839 the crop amounted to barely 30,000 pounds, but in 1859

## THE CANADIAN GROCER

it was 7,000,000 pounds, and in 1895 the exports of Zanzibar and Pemba amounted to 18,825,000 pounds. The clove is grown also in Amboyna, Java, Sumatra, Reunion, Guiana, and the West India islands.

### Some Statistics.

The Statesman's Year Book gives the exports of cloves from Zanzibar by value, from 1897 to 1904, as follows:— 1897, £92,416; 1898, £143,730; 1899, £197,232; 1900, £158,148; 1901, £164,358; 1902, £137,172; 1903, £186,399; 1904, £332,429. By weight, the exports are given for five years as follows: 1897,

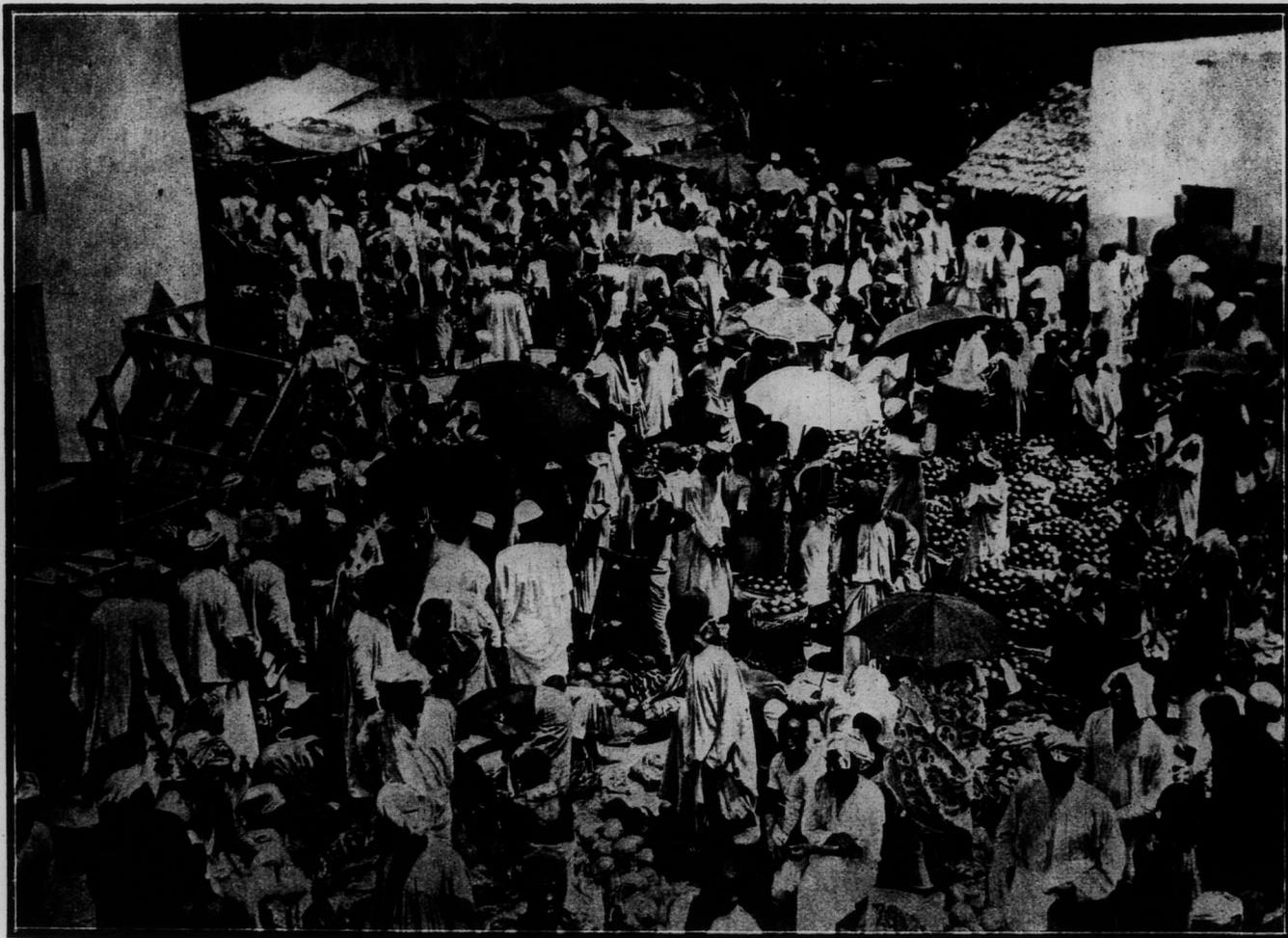
Moluccas, their native land, and taken to the peninsula of Malacca, thence they were transported to Calicut, the once famous capital of Malabar. From there they were moved to the western shores of India, and crossing the Arabian sea found their way up the Red sea to the Egyptian ports, and from there the way to the European countries was easy.

When we consider the travels of this spice, and the many vicissitudes of such a journey, it doesn't seem strange that in those days cloves were found only in the houses of the very wealthy. Un-

higher price, as one chronicler of those times tells us, than was asked for a good, fat sheep.

### How the Clove Grows.

The clove tree belongs to the order of Myrtaceae, which includes in its family the guava, the pomegranate, and the rose apple. And the name "clove" is from the French word "clou," which means nail. The tree is a beautiful evergreen, which frequently grows to a height of from 40 to 50 feet, having large, oblong leaves and crimson flowers growing at the end of small branches in clusters of from 10 to 20. The clove



CLOVES OF ZANZIBAR—In the Market Place of Zanzibar.

99,985 cwt.; 1898, 96,234 cwt.; 1899, 148,155 cwt.; 1900, 105,251 cwt.; 1901, 106,804 cwt. It will be seen that the crop varies a great deal.

### A Luxury of the Ancients.

Of cloves in Europe we hear first about 175-180 A.D., in the reign of the Emperor Aurelian, when they are mentioned in history as imported into Alexandria from India, the isthmus of Suez and the Red Sea forming then, as now, the great water highway along which flowed the traffic of the east. By the Javanese they were obtained from the

doubtedly the ancients valued the clove more highly than we do, but they put it to more uses. For instance, they were in the habit of stuffing fowls with cloves before roasting them, and they introduced them into all sorts of sauces and highly seasoned dishes. Furthermore, they, some of them, believed that an orange thickly stuck with cloves was a sure preventive of infectious diseases, so the demand for them, as well as the difficulty in getting them, served to keep the price up. Indeed, in England as late as the fifteenth century, they were occasionally sold for \$10 per pound—a

of commerce is the unexpanded flower-buds, dried. At the first forming of the cloves they are quite white, then light green, and finally pink when they are gathered. The gathering process is an interesting though simple one. Beneath the trees are spread great pieces of white cloth, and then with bamboo sticks the tree is gently shaken till all the cloves drop.

### How it is Cured.

Then they are dried in the sun, being turned and tossed about daily, till they acquire the rich black color that pro-

claims them ready for their travels. The bearing life of a clove tree is about 60 years; it begins to bear at the age of ten years, if everything has gone well with it, and continues its good work till the age of 75 years, after which it sort of goes into a decline.

The actual clove season, that is, the period during which the produce of the trees ripens and is picked, dried, and brought to market, extends from September to March, and is at its height in January.

**Tree Needs Care.**

The clove tree is one which requires a good deal of care and attention, and which well repays the labor bestowed upon it; it is, of course, important that the roots should be kept clear of the weeds and tangled undergrowth, which in this more than in other climates so rapidly grow and spread amongst them, but it is in the picking season especially that the scarcity of labor is felt. Experiments have shown that the buds should be picked when the calyx tubes or stems are of a pink color; if they are left until the stems become red the latter will be brittle, and the flowers apt to open during the process of dry-

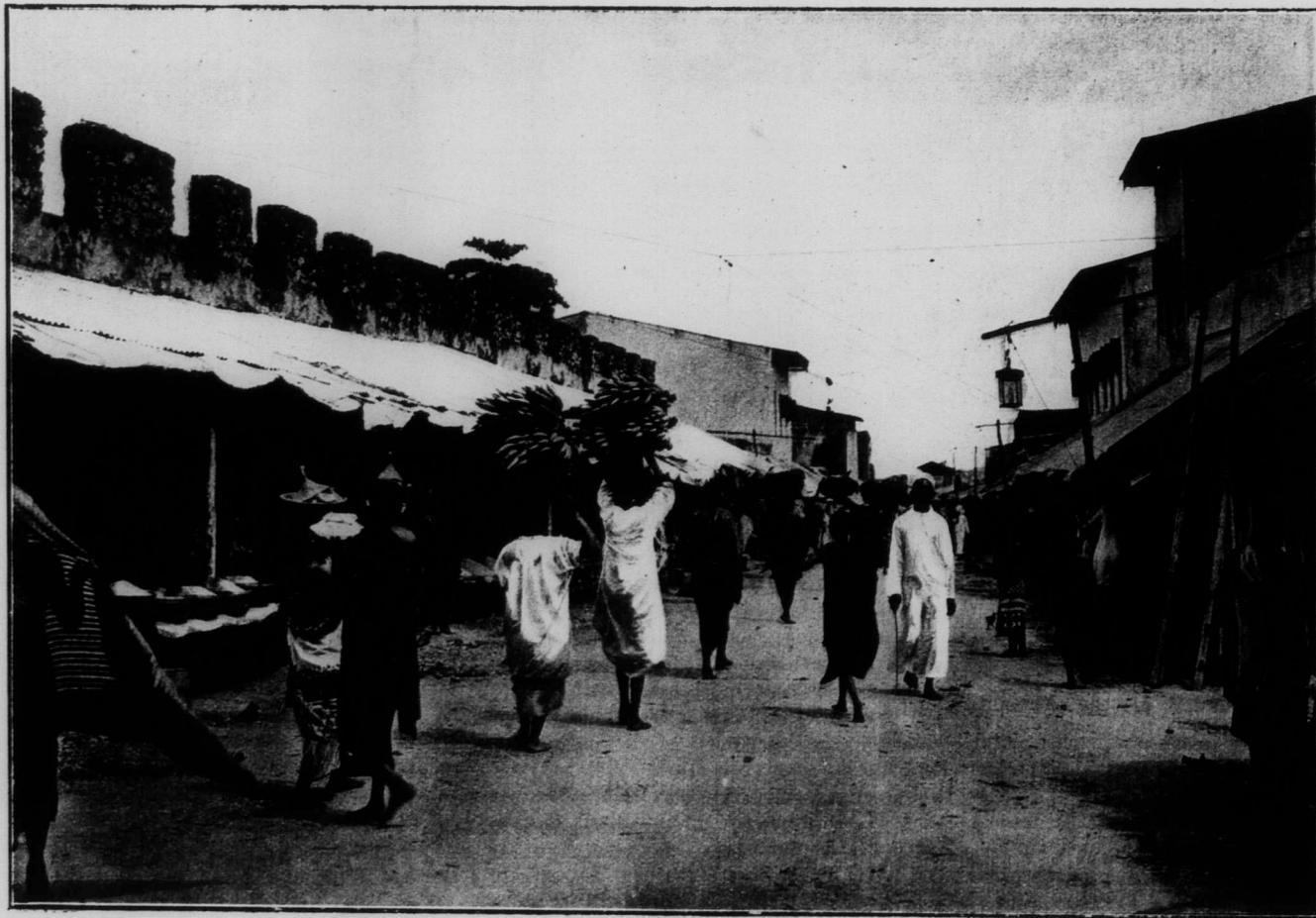


ZANZIBAR—The Operator is not Barbing; He is Catching Things.

ing, with the result that many of the heads, which are composed of the im-

bricated petals, will drop off and the sample deteriorate in value. If picked too green, on the other hand, the dried cloves will be shrivelled. The buds grow on the trees in bunches, and in each bunch there may be buds in various stages of ripeness; to obtain a good and uniform sample the trees should be carefully watched, and the buds picked as each reaches the certain condition in which experience has shown that it can best be submitted to the subsequent process of drying. To properly carry out this method, however, would require a far larger number of laborers than either the Arab landowner is able to employ or the country to supply.

The price which the Zanzibar clove commands in the home markets is never so high as that of the Penang and Amboyna varieties, chiefly, it is supposed, because sufficient attention is not paid to the important process of drying, and the cloves being, in a majority of cases, exposed for too long a time in a tropical sun much of the oil is evaporated. Experiments which have been and are still being carried on in this respect tend to show that, with proper care, as good a sample can be produced in Zanzibar as in any other part of the world.



CLOVES OF ZANZIBAR—Street Scene in the City—The gentleman approaching with the cane is a proud scion of the Arab aristocracy.



A st  
to Sa  
mate a  
limits  
import  
in the  
formid  
ed and  
compas  
estim  
of the  
comes  
Elgin,  
this na  
last ye  
mately  
\$1,000,  
devoted

It wa  
that th  
bean, a  
introduc  
erican  
who sav  
climate  
only a  
have sh  
ment pr  
tervenin  
output I  
devoted  
estimate  
the prob  
quarter  
safe to s  
never ev

Of last  
all save  
ed of wh  
Half the  
the balan  
neys, wh  
and medi  
num of  
white me  
in Canada  
grown ex  
year the  
rapidly ac  
it has eve

To the u  
pound pic  
kindred e  
meaning.  
to people  
limited to  
To the ful

**THE EPIC OF  
THE BEAN**

History, Agriculture, Production,  
Treatment and Marketing of the  
Bean in Canada.

By Victor Lauriston, Chatham.

A straight line, drawn from Toronto to Sarnia, would mark with approximate accuracy the northern and eastern limits of the Ontario bean industry. For, important as this industry has become in the last fifty years, frost, the most formidable enemy of the bean, has limited and still limits, it to the narrow compass of a few western countries. The estimate of experienced dealers is that of the entire crop, fully seven-eighths comes from the four counties of Kent, Elgin, Essex and Middlesex. Within this narrow space, however, there was last year produced a crop of approximately 920,000 bushels, valued at over \$1,000,000, an acreage of 57,000 being devoted to the industry.

It was in Harwich township, in Kent, that the industry had its birth. The bean, as a commercial proposition, was introduced in 1852 by enterprising American farmers, Ransoms and Handys, who saw in the fertile fields and mild climate of this district something—yet only a little—of the possibilities which have since been realized. The experiment proved a success. Through the intervening fifty-five years the annual output has grown, and with it the area devoted to the crop; till this year the estimate of a prominent dealer places the probable output at a million and a quarter bushels, a crop of which, it is safe to say, the pioneers of the industry never even dreamed.

**Kinds of Beans.**

Of last year's crop of 920,000 bushels, all save approximately 40,000 consisted of what is known as the pea bean. Half the 40,000 were yellow eyes; whilst the balance comprised marrows, red kidneys, white kidneys, black turtle soups and mediums, the latter scoring a minimum of about 3,000 bushels. Yet the white medium was the first bean grown in Canada. Introduced in 1852, it was grown exclusively up to 1860. In that year the pea bean was introduced, and rapidly achieved the pre-eminence which it has ever since retained.

To the uninitiated, the phrase, "three-pound picker prime pea bean," and kindred expressions will convey no meaning. Such terms are mere jargon to people whose knowledge of beans is limited to a mere dinner acquaintance. To the full-fledged bean man, however,

these phrases carry deep and special significance, a significance readily translated into dollars and cents.

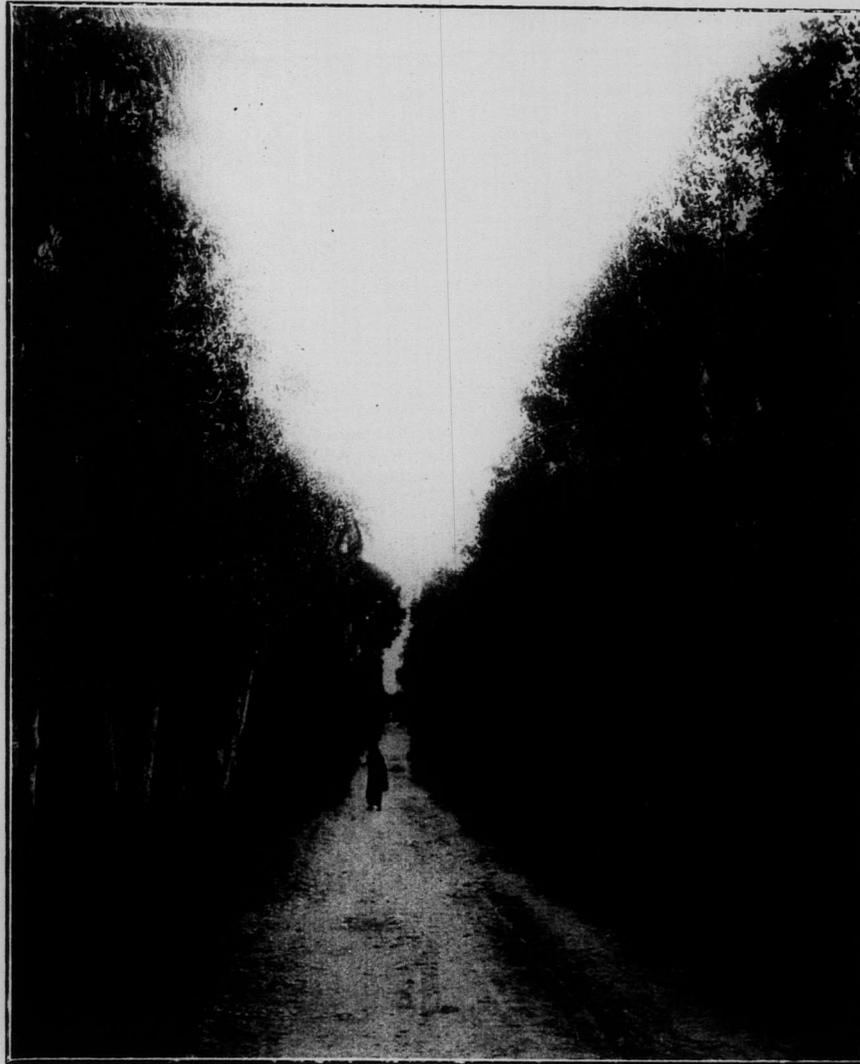
**Basis of Marketing.**

All beans are bought on what is called a hand-picked basis—usually, in Lean literature, abbreviated to h.p. H.p. beans are the highest grade, and the

three or four pounds of damaged beans, dirt and waste to the bushel. The value of these various grades of prime beans is arrived at by deducting five cents from the hand-picked price for each pound of waste that can be taken out of a bushel. For instance, two-pound pickers would be 10c., and three-pound pickers 15c. less than the hand-picked price. The hand-picked price may vary; but the prices for the inferior varieties are pretty nearly always regulated accordingly.

**Seed Time and Harvest.**

As a rule, beans are planted early in June—between the 1st and the 10th, for even in the mild west, frost up to about June 4th is quite frequent; and frost is the one enemy which beans have most



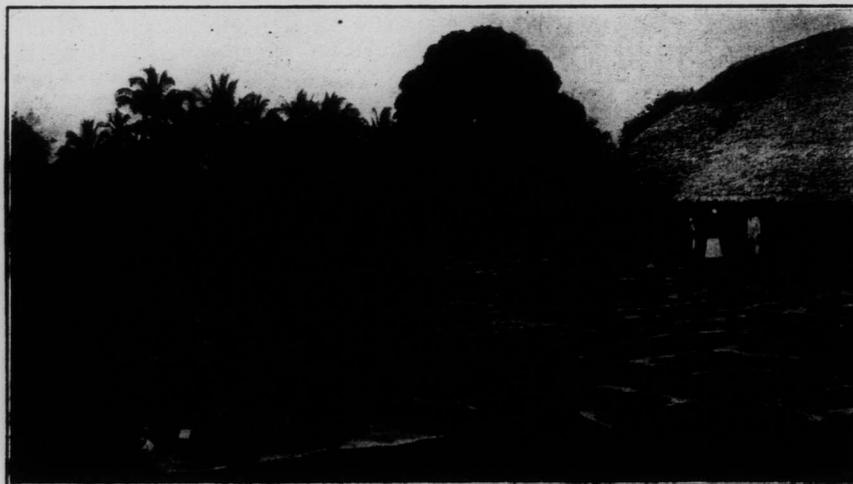
CLOVES OF ZANZIBAR—A Rural View. An Avenue of Clove Trees.

best price, and are practically clear of damaged beans, dirt and waste material—waste being limited to the nominal percentage of 1½. Other qualities are called "primes," and are designated as 2, 3, and 4-pound pickers, according to whether there are, respectively, two,

to dread. To obtain the best results, beans should be planted on gravel or loamy land. For heavy clay, unless the soil will pulverize well, the pea bean is naturally unfitted; though red or white kidneys, or marrows, stand a better chance of thriving in such soil, being a

## THE CANADIAN GROCER

stronger stock. Beans should preferably be planted on old sod or clover, plowed as deeply as possible. Old growers declare that sod is the secret of a good harvest. Nowadays the average crop is eighteen bushels to the acre. In the '60's a crop of 40 bushels to the acre was not uncommon; a less crop was, in fact, considered disappointing. In those days the country was new, sod was available, and beans were nearly always planted upon sod. Even now, where sod is available, when sown with choice, hand-picked beans, a crop of from 25 to 40 bushels to the acre may be safely looked for. The theory is simple, By the time the beans begin to flower the roots will have reached the sod, and consequently the most stimulating and nutritious part of the soil is available just when they need it.



CLOVES OF ZANZIBAR—Cloves Drying in the Sun.



CLOVES OF ZANZIBAR—A Clove Tree.

### Aid of Machinery.

From planting to harvesting, the farmer is to-day aided by specially devised machinery. Machines for planting

were, indeed, in use as far back as 1854, Mr. Ransom, one of the original bean growers, having introduced the first, while the late Mr. Stevens, father of

N. H. Stevens, the well-known president of the Canada Flour Mills Company, had the second. One-horse cultivators were also then in use. They have since been improved on, so that it is now possible to drive a span of horses and cultivate two rows of beans at a time.

In the course of growth, the crop is subject to another enemy—the bean rust, which a short time ago made its appearance in Michigan, and is spreading to this country. Under this general name, there are included three distinct diseases, practically all of fungus growth and parasitic in nature. In the opinion of expert growers, however, these \*diseases can be effectively combatted by using for seed only the very best hand-picked beans, perfectly white of skin, and neither stained nor marred, and planting on a deep plowing of sod.

### Value in the Bright Bean.

Harvesting may begin about August 20th, or may take place as late as October 1st, all depending upon the growth of the beans and the soil in which they are planted. As a rule, it takes place during the first two weeks of September. The beans should have an opportunity to ripen thoroughly; and after they are cut or pulled, they should lie in piles until the stalks are so dry that there can be no danger of heating after they are stored in the barn.

In the harvesting and threshing processes, special machinery is very much used. In the early days there was no harvesting machinery beyond what nature provided in the way of muscles and fingers; the beans when ripe were pulled by hand, the work being paid for at the rate of one cent per row for every ten rods. Since then, however, a device has been introduced whereby beans are cut by a knife run into the roots; and by this means a team will now cut from five to ten acres in a day. Machinery is

available and load at the threshed

Next—the dealer. the proc out the used, the pose hav years ag rough be merely d spect's sn are ineffe is limited beans. I her rods tween tw The smoc enough, w with any the rubbe

Most of dividual The chief cotton bel kept movi being oper after the The unpic this cott tinually in gress the gers, sorts elect go or —split and with dirt rection, a their desti been good quota of b credited to weekly. TI three cents split beans their daily \$1.25. To s try will fi year round, market thei practically ment emplo girls, while Sept. 1st to double the n

The marke from the Atl far west, Canadian de advantage, t the Canadian still insuffic with the ( practically p bushel serves

## THE CANADIAN GROCER

available also for shaking out the dirt, and loading the crop upon wagons; while at the end of it all the beans are threshed by a special threshing machine.

### The Cleaning Process.

Next—often after the lapse of months—the beans pass into the hands of the dealer. Here the picking takes place. In the process of picking—that is, sorting out the waste—machinery is sometimes used, the first machines for this purpose having been invented about eight years ago. They take out all dirt and rough beans; but, where beans are merely discolored, and in all other respects smooth and sound, the machines are ineffective. Consequently, their use is limited rather to the better class of beans. In the machines, revolving rubber rods are used, the beans running between two of these rods on a decline. The smooth beans slide over readily enough, while the rough beans, together with any pieces of dirt or clay, stick to the rubber and go through.

Most of the beans are picked on individual machines, operated by girls. The chief feature of the mechanism is a cotton belt eight inches wide, which is kept moving by a treadle, the concern being operated by girl-power, somewhat after the fashion of a sewing machine. The unpicked beans take passage on this cotton belt, which is kept continually in motion, and during their progress the girl in charge, with deft fingers, sorts the good from the evil. The elect go one way, and the other variety—split and discolored beans, together with dirt and stones—take another direction, and never even dream what their destiny might have been had they been good. Every night each girl's quota of bad beans is weighed up and credited to her, payments being made weekly. The girls are paid, as a rule, three cents per pound for the bad and split beans and other waste picked out, their daily wage ranging from 75c. to \$1.25. To some of these girls the industry will furnish employment all the year round, since many farmers do not market their beans till the next crop is practically ready. One large establishment employs steadily from 25 to 35 girls, while during the busy season, from Sept. 1st to March 1st, they usually double the number.

### The Markets.

The market in Canada now reaches from the Atlantic to the Pacific. In the far west, however, beyond Calgary, Canadian dealers are at a certain disadvantage, the recent increase of 15c. in the Canadian tariff being, they declare, still insufficient to enable them to cope with the Californian product. The practically prohibitive duty of 45c. per bushel serves to exclude Canadian beans

from the United States. There is a market for them, however, in Newfoundland and the West Indies, while shipments have been made to much further distances. Indeed, a few years ago the Canada Flour Mills Company of Chatham, made two shipments simultaneously, one to Cape Nome, on the Pacific coast, and another to Cape Colony, South Africa, which, by the time they had reached their destinations had traveled a combined distance equal to two-thirds the circuit of the globe.

### AFRICAN VANILLA CULTURE.

#### Cultivation and Preparation in German East Africa.

Richard Gomolia in the "Tropenpflanzer."

The best variety of vanilla comes from vanilla planifolia, which requires a mucky, porous soil. The plant thrives up to a height of about 1,600 feet above sea level and as its fleshy roots do not penetrate deep into the soil it requires only a proportionately thin layer of soil. The plant bears merchantable fruit in the third year, sometimes even in the second year, which require from seven to eight months to mature, and the harvest takes place from April to June. Five to seven harvests are made from the same plant before it is exhausted. New plants must not be planted in the same place as the old.

Protection against wind, also shade, is of great importance for the growth of the plant, and therefore the fields must be surrounded by trees and hedges. Grubs and snails are enemies of the vanilla plant; the former eat the roots, the latter the young sprouts and beans. While in the third year only about one-tenth part of the plants blossom, the percentage increases from year to year up to the seventh. The cultivation of vanilla in German East Africa is impeded by the absence of insects which are instrumental in fructifying the vanilla blossoms. Each separate flower has therefore to be fructified by human hands, the cover of the stigma being raised by means of a thin little rod and the pollen, which is just above the cover, is pressed against the stigma.

When the young beans have grown to the length of a finger, they must be closely inspected and all defective ones must be cut off. The beans mature from seven to eight months after the fructification process. The ripe beans have a yellowish green color.

The way of preparing the beans varies, but an ever-increasing temperature is required to dry them and obtain the well-known brown-black color. In this way the thin-skinned bean with its fine aroma is produced. If hot water is used for heating the beans, they are placed in baskets and immersed in it. The water

has a temperature of 80 to 84 degrees R. Afterwards the beans are packed into wooden boxes, which are lined with woolen cloth, and closed. The next day they must have a glassy appearance. They are then again wrapped in dark woolen covers and laid in the sun to dry. If the weather is rainy, they must be dried in a dry-room at a temperature of 50 degrees R., but an after drying in an airy room of from two to four weeks is necessary. After that the dry beans are packed in tin boxes, where they, however, require close inspection, and have to be repacked every week in order to remove diseased beans or such which have become moldy.

The value of the beans is measured by their length, which is from 12 to 25 centimeters. For shipment they are sorted, bound in bundles, and put into tight but not soldered tin boxes, which are now lined with paper instead of tin-foil, as formerly. Black mold is especially dangerous to the beans, while white mold is rather harmless.

### TAPIOCA.

#### What it is, How it is Made and Where it Comes From.

Tapioca is of particular interest just now, as there is comparatively little on the market and the demand seems growing larger.

Tapioca is produced from a plant known as cassava or manioc, which is a native of Brazil. The plant is easily transplanted and thrives in all tropical countries. It grows very rapidly, attaining maturity in six months.

Tapioca, the commercial product, is a farinaceous substance prepared from cassava starch, which is made from the large, tuberous roots of the plant. The plant itself is bushy and reaches a height of six or seven feet. The stems are white, brittle and full of pitch. The roots are large and resemble turnips somewhat. Some of them weigh as much as thirty pounds. From three to eight roots grow in a cluster. Both plants and roots contain a milky fluid, which is an acid poison. This is easily dissipated by heat and extracted. The roots are washed and grated to a pulp. The pulp is spread on iron plates and heated. The heat is sufficient to cause a partial rupture of the starchy granules, which burst into what is known as flake tapioca.

Seed pearl tapioca is frequently known as sago. It is different from the ordinary pearl tapioca only in size and shape, caused by slightly differing methods of production.

Most tapioca to-day is raised in Straits Settlements, and is exported through Singapore and Penang. The cost of growing and manufacturing is not very great.—Grocers' Review.

WESTERN DEMAND  
FOR  
ONTARIO FRUIT

The Present Situation and  
the Future Outlook.

By J. J. Philp, Dominion Fruit Inspector, Winnipeg.

Webster defines the word "commerce" as follows: "The interchange or buying and selling of commodities, especially the exchange of merchandise on a large scale, between different places and communities—extended trade or traffic."

Nothing could better describe the conditions existing between Ontario and the three western provinces.

**Exchange of Staple Necessities.**

The writer remembers well on one occasion at a small station in Ontario having to wait while the last sacks of Manitoba flour was removed from a car, so that he might use the same car to load Ontario apples for Manitoba. This brings us to a new train of thought—as bread, the staff of life, is made from flour, and flour from wheat, it is thus the product of the grain which is at once the mainstay and hope of the western province, and while Ontario is a prolific producer of what we term small fruits, there can be no question of the fact that apples (for the present at any rate) are by far the most important in the catalogue of fruits.

Unfortunately in inter-provincial trade there are no statistics available from which a report of the number of barrels or other packages can be compiled. Consequently any computation is, to a great extent, the result of guess work, and is necessarily more or less open to difference of opinion. There are some, however, in a better position to guess than others, they having some data on which to form their opinion, much as Foster, the weather man, has for his weather predictions: I think I may claim to be as well fixed in this respect as anyone and will furnish as nearly as possible my estimate of the quantities handled.

**Some Big Figures.**

I have indisputable proof that I saw, and to a greater or less extent, examined at one place in the City of Winnipeg, thirty-one car loads of small fruits, consisting of apples (in baskets), pears, peaches, grapes (largely the latter) and tomatoes, and a few musk melons, quinces, etc., all from Ontario. Personally, I might be willing to concede that this firm had the largest number of carloads of that kind of fruit, but I know this would be disputed by at least three other firms in the wholesale

trade. Let us allow, then, that they were all equal, that makes thirty-one at one place. Grant that there are three others with an equal number, that makes four thirty-ones or one hundred and twenty-four carloads between these four firms.

But there are still five other firms to be heard from; these will easily average ten carloads a piece or fifty for the lot. Add these to one hundred and twenty-four cars before mentioned and it totals one hundred and seventy-four cars of let us say, basket fruit, all, mind you, from Ontario.

The importations from the United States will easily double this, while receipts from British Columbia are also looming up into figures that in the near future will press Ontario's output very hard.

**Their Equivalent in Cash.**

Now what does all this represent? To intelligently understand it let us arrive as nearly as we can at the cash value, but before doing so let me add there are still many carloads to be accounted for. Allow Brandon forty carloads; Regina 10 carloads; Portage la Prairie ten; ten other places two car loads each, and sixteen places one car load for each place, and we have for country points ninety-six carloads which, added to the previous one hundred and seventy-four for Winnipeg, makes a grand total of two hundred and seventy carloads. I am informed that the net returns of cash made to the shippers from sales is approximately equal to five hundred dollars per car load and we have thus a return made to Ontario shippers equal to one hundred and thirty-five thousand dollars for small fruits.

**Apple Imports to the West.**

We have still to deal with the apple trade, which, at the beginning of this article was characterized as the most important in the catalogue of fruits. It would be folly to attempt to make even a guess at the number of barrels of apples that come to this country from Ontario. One firm, however, gave the writer to understand that thirty thousand barrels was the number they proposed to reach, and I think they succeeded.

If I may hazard a guess it will be that the total quantity for all points in Manitoba, Saskatchewan and Alberta

for a whole season will not fall short of two hundred and fifty thousand barrels, and may reach three hundred thousand.

**An Estimate.**

Allowing that only one-half of these are from Ontario, though that will be below the actual quantity, this will make Ontario's contribution amount to, say, one hundred and fifty thousand barrels, at \$2 per barrel f.o.b., Ontario points (and this is less than half that I have known in some cases to have been paid) this amounts to three hundred thousand dollars. This, added to the \$135,000 for small fruit sales, brings the total up to four hundred and thirty-five thousand dollars, or say, with shipments by express, half a million dollars for one season's output of Ontario fruit for the west.

Speaking about prices paid for Ontario apples by western dealers, I have before me a trade sale catalogue from Liverpool; a lot of them in fact, for we receive them regularly. From a close study of the most recent, I am led to believe that merchants of the west are paying considerably more for apples in the Ontario markets than has been realized by the consigners to Liverpool; this is particularly true of spies.

**Two Resolutions.**

Having given with as much accuracy as is possible under the circumstances the figures representing the value of the western there it remains only to add that this article will fall far short of its object if it fails to arouse a greater interest and a stronger determination on the part of the Ontario grower and shipper to:

- (1) Produce a quality of fruit that shall compare favorably with any fruit from any country.
- (2) To take sufficient interest in the transportation facilities to ensure that what has been achieved in the orchard shall not be destroyed through lack of care while in transit.

**Necessity for Constant Care.**

A suggestion here will possibly be in order, and to copy the action of others similarly situated will possibly be as wise a thing as can be done.

The banana trade is assuming very large proportions, and extensive dealers in this fruit have their cars constantly in charge of a man detailed to travel with them and watch the conditions, and guard against either too much heat, or the danger of having them chilled. The experience of the trade is, no doubt, satisfactory, as this method is being continued, and it would doubtless be equally satisfactory if it were put into practice in connection with the shipments of the more delicate fruits from Ontario to the west.

The picture once seen if you out? ideas the w to be all the reality

4
4
5
1
1
1
1

W  
D  
H

FOI

The  
J.

merely when ideas—had a of big possess magic rency. duce s Canad or two one of

**EFFECTIVE ADVERTISING**  
HOW TO PRODUCE IT

Brief Talks Given  
Occasionally  
By T. Johnson Stewart

The late Cecil Rhodes, easily the most picturesque of modern Empire builders, once said: "What's the use of big ideas if you haven't the money to carry them out?" One might readily reply: "Big ideas are the most powerful things in the world, because they only require to be big and useful enough to attract all the capital necessary to make them realities." Of course, Rhodes was

There are easily ten thousand grocers in Canada—all making a living at the trade, some making more, a few making fortunes. And there must be scores of alert and sagacious men in the business, men who dream of big things and doing them in a big way. While it is our intention to make this article interesting to all grocers, yet it will be more interesting to the man with ideas just as big as the development of this country will allow him to entertain. Our main object is to encourage that man. It is no stretch of the imagination to suppose that Lipton saw himself a merchant as powerful as any in the world when, as a penniless youth, he crossed the Atlantic for the first time. The optimistic young voyager was enough of an Irishman to be a dreamer and enough of a Scot to analyse his dreams far more subtly than most men need ever hope to do. Young Lipton crossed the Atlantic with a fixed purpose. He wanted money—just enough to start business. He secured enough in eighteen months, returned to Glasgow and laid the foundation of the immense commercial organization which to-day girdles the globe. Lipton's freight cars roll along every transcontinental road in North America; his traders sail every sea carrying his goods raised on his own vast estates to his central warehouses situated in various big cities of the old world. Big ideas and judicious advertising did it all in less than twenty years. The genial Sir Thomas expends a million dollars on a yacht race with smiling equanimity. He wants that cup, he is a true sportsman; but—well, the million dollars could not be more judiciously spent in advertising. It would be nonsense to imagine that the clear-seeing Irishman ignored, or failed to see the benefits accruing from international yacht racing publicity. Lipton always had "a different way" of advertising.

with his advertising problem. It is splendid to be contented; but it is not good business. If you ever anticipate conducting a business which will place yourself and family in affluence you must consider advertising, and consider it very seriously. The successful grocer of the immediate to-morrow must advertise as the big successful men of to-day have advertised. And as the years

**Saturday Specials**

- 4 tins New Tender Peas for ..... 25c
- 4 lbs. Pulled Figs for ..... 25c
- 5 lbs. Old Layer Raisins for ..... 25c
- 1 dozen Navel Oranges for ..... 25c
- 1 dozen large, Sweet Sonora Oranges 19c
- 1 dozen Valencia Oranges for ..... 15c
- 1 dozen Bitter Oranges for ..... 25c

**China Department**

We still have 100 pieces of Fancy China at 50c each. We will clear them out to-morrow.  
DINNER SETS — \$10.50 will buy a \$12.50 Dinner Set Saturday.  
If you miss the bargains that we are offering in our China Palace at the present time you will be the loser!

FOR SALE AT BOTH STORES

We Prove Our Ads.

The Noted Tea Store and China Palace  
**J. A. McCREA & SON**  
WYNDHAM STREET and ELORA ROAD

merely apologising for his huge fortune when he deprecated the utility of big ideas—not talking sound sense. No man had a shrewder notion of the cash value of big ideas than Rhodes and no man possessed, in a greater degree, the magic power of turning ideas into currency. And big ideas are going to produce several millionaire grocers in this Canada ours during the next fifteen or twenty years. Are you going to be one of them?

\* \* \*

The man who knows his business never slights big ideas—not even the whimsical ideas of a crank. Because, in the procession of cranks unknown genius lurks. Big ideas rule the world and will create better than we know. And no man of affairs—no business man, however small his business may be, can entertain big ideas without being brought face to face

**McCREA'S JELLY POWDERS**

FIFTEEN FLAVORS

4 FOR ..... 25 CENTS

When we put our name on an article you can depend upon it being the best obtainable, or in other words our name stands for excellence. You know what our Almira Ceylon Tea is like. You know that McCre's Favorite Blend of Coffee is the best in the market, and we have yet to have the first complaint of McCre's Baking Powder; and now we have much pleasure in introducing McCre's Jelly Powders, which we will guarantee to every purchaser. Remember the price:

7c per package or 4 for 25c

**Other Leaders for Saturday**

- 4 tins of Choice Tender Peas ..... 25c
- 3 tins of Choice Tender Corn ..... 25c
- 6 lbs of Choice Pulled Figs ..... 25c

**Orange Benefit**

Saturday, we will sell choice guaranteed strictly Sweet Navel Oranges at 23c a dozen. See sample in window.

**China Palace**

We still have a few pieces of China left at 10c each. Saturday, \$7.50 will buy a \$10 Dinner Set. Don't miss this opportunity.

FOR SALE AT BOTH STORES

We Prove Our Ads.

The Noted Tea Store and China Palace  
**J. A. McCREA & SON**  
WYNDHAM STREET and ELORA ROAD

go by they must do more and more advertising. It is no far cry to the day when the majority of women in every town and village in Canada will order groceries by telephone. The grocer who can tell the story of his values best in print will be the successful grocer of the future. The man who cannot see that day coming, and coming very quickly, might as well consider himself out-classed in the race for supremacy. He is assuredly not one of the million-

are grocers which the development of this country is bound to produce.

The necessity of advertising cannot be too strongly emphasized. Some may think that we are too insistent on this subject; but it is practically impossible to err in this direction. I know as well as any man that the majority of Canadian grocers have very little money to invest in advertising. The wording of that sentence is important. There is a difference between investing money in advertising and spending money in space-buying in the newspapers.

Space-buying has disgusted more than one man with advertising, although it is not advertising at all. A house will not miraculously appear on the lot you buy and business will not flow from mere space-buying. Before your house appears there has been much serious thought on your part—the architect and contractors employed all think. And there is considerable money sunk in that hole in the ground before the house appears at all. Many weeks, often months, sometimes years, elapse before the owner reaps any benefit from his expenditure. But at the last he has the house he wants—arranged just the way he wants it.

The analogy between house-building and business building may, or may not be, apt; but the analogy is clearly there. The man who would expect a house to jump on to a vacant lot would be just as foolish as the man who would expect business to result from the usual space-buying, familiarly known as advertising. Lot-buying is not house-building. Space-buying is not business-building. Nor is it advertising.

Whatever is not business-building is not advertising. Successful advertising calls for knowledge, consideration, time and then more knowledge, consideration and time. The only knowledge available is a knowledge of your business. Advertising, of the proper sort, will draw business just as surely and as powerfully—if imperceptibly at first—as the moon draws the tide. No power on earth can keep the tide from flowing and no power known to the shrewdest business men of the age can avert the flow of dollars towards the man who advertises judiciously. When you buy space know what you want it for. Fill it up with a meaty ad. Vacant lots may pay your grandchildren. Vacant space only pays the publisher. And it does not pay him half as well as it would pay him filled up with selling facts.

Grocers do not advertise because they haven't the money to invest in advertising. So they say and in most cases—honestly. They actually think they haven't a dollar to invest in advertising. And so long as they do not advertise they will not have any more. Grocers

are poor largely because they do not advertise. There is only one way to corner enough money to carry on an effective advertising campaign. Start advertising. That's the only way.

We reproduce two ads forwarded by McCrea & Son, of Guelph, Ont. Mr. McCrea kindly forwarded 21 ads all labelled "Trade-Bringers" and these two are fair samples of the bunch. They go to prove that our contention is correct, viz., that there is nothing mysterious about good advertising. The people of this age are material enough to look for facts. You'll perceive that Mr. McCrea wastes no time. He doesn't believe in buying space for nothing. He goes straight to the point at once—tells the people of Guelph and vicinity that he has values for them—values worth considering and that will be considered—because he states the price. Money talks strongly all through the Guelph merchant's advertising and, of course, enhances its trade-bringing qualities. The McCrea people change their copy regularly and this must also be considered in order to appreciate the forcefulness of this brand of advertising.

Mr. C. A. Farmer, Perth, Ont., has sent us a few small ads for criticism which he hopes we will "rake over the coals." Your breakfast food advertising may have paid you well; but it is not what I would call judicious advertising. Food faddists are becoming rare. So much has been claimed for these breakfast foods that people are growing sceptical. You have enumerated no less than ten all-cooked foods in that ad and quoted sentences descriptive of each particular food from the manufacturers' general advertising. And all these descriptions are exaggerated statements of the qualities of these breakfast foods. Don't try the patience of customers too much. All grocers may profitably heed this advice. Don't lead people to expect glowing health from an indulgence in these patented foods or you're liable to suffer more proportionately than the manufacturers. No food on earth can do what some of these foods are advertised to do. Advertise staple lines. Be sure that the goods you handle will make good all your advertising, and dwell on quality all the time.

The other two ads are good; but it is questionable if any man can afford to advertise a single line. I think your ads should be more general. However, if you occupy the same space every week in two papers your brand of advertising must pay. The question for you and many grocers is: "Can I make my advertising pay better?"

All ads sent in will be acknowledged hereafter. Sometimes the space at our disposal has kept us from reproducing

first-class grocery and provision advertising. Still we ought to get more sample ads. Better wake up and send a few along.

#### JAMES EPPS, COCOA MAGNATE

##### Died in England Immensely Rich — A Pioneer in the Trade.

James Epps, of cocoa fame, died on April 22, at the age of eighty-six, at his beautiful residence, Bigginwood House, Beulah-hill, Norwood. Although the knowledge of cocoa as a valuable article of food was brought to Europe by Columbus, the earliest intimation of its introduction to England, says the London Chronicle, is found in an announcement in the "Public Advertiser" of June 16, 1657, notifying that "in Bishopsgate street, in Queen's Head-alley, at a Frenchman's house, is an excellent West India drink called chocolate, to be sold where you may have it ready at any time, and also unmade, at reasonable rates." Later on it became a fashionable beverage, but the heavy duty and the high price at which it was retailed made it a luxury in which wealthy people alone could indulge. Nearly two centuries after, in 1832, the duties on cocoa were greatly reduced, and one of the first to take advantage of this was Mr. Epps, who established a cocoa business on a popular basis, and in order to supply homeopathic patients with a beverage which was not so stimulating and exciting as tea or coffee.

Dr. John Epps, brother of the deceased, was a homeopathic physician and the first to introduce homeopathy to England. He carried on his practice in Great Russell street, and James assisted him as chemist, dispensing the drugs. The particular preparation known as Epps's cocoa was produced by Dr. Epps, and in 1839, at the time of the extension of the homeopathic school in London, the firm of James Epps & Co., Limited, came into existence. The tables of the poorest were supplied with an agreeable and nutritious article of diet, and no fewer than 5,000,000 pounds of cocoa were turned out in the course of the year.

From an early period, James Epps carried on the business of homeopathic chemist, not only in Great Russell street, but also in Old Broad street and Piccadilly, and of later years in Thread-needle street and Jermyn street, Piccadilly.

Mr. Epps has died immensely rich. He was active almost up to the last, and notwithstanding his advanced age he visited the works in Southwark attended by a nurse as recently as six weeks ago. His only son passed away suddenly, while visiting the cocoa plantations in the West Indies in Jan., 1905.

H  
the  
cap  
Sta  
opp  
diff  
gro  
mar  
The  
suel  
witl  
reta  
for  
an  
tion  
tem  
of  
pen  
his

U  
reta  
very  
is  
espe  
mou  
min  
stoc  
well  
this  
in r  
insu  
ity

T  
thei  
trav  
amo  
of t  
thei  
to  
ama  
that  
the  
be  
the  
that  
he  
fore  
thre  
of t

B  
bein  
Cice  
neve  
fitab  
elers  
ger  
maju  
timi

**KEEPING STORE  
AND  
BUYING GOODS**

**Thorough Grocer's  
Straight Talk on  
Ways and Means**

By A. Irving, Toronto.

Having been closely connected with the retail grocery trade in various capacities both in Canada and the States, I have had, perhaps, unusual opportunities for observing the many different methods adopted by the retail grocer for directing his business and managing and arranging his stock. These suggestions are the outcome of such observation and are written, not with the intention of dictating to the retailer how he shall run his business, for circumstances alter cases to such an extent that, even had I the inclination, it would be absurd for me to attempt such a thing, but with the object of lessening his work, reducing his expenses, and generally brightening up his surroundings.

**Buying and Selecting Stock.**

Upon the judgment exercised by the retail grocer in buying stock depends very largely his chances of success. It is difficult sufficiently to emphasize, especially to the inexperienced, the paramount importance of knowing ones own mind with respect to the amount of stock to be handled, and though I am well aware that some men will regard this as a truism and others as an insult, in my opinion it cannot be too strongly insisted upon as often as an opportunity presents itself.

The number of grocers who allow their business virtually to be run by the travelers is past belief, and the small amount of reliance which the majority of them place in their own experience of their customer's wants as brought home to them every day, is little short of amazing. No one realizes better than I that successful judgment is essentially the fruit experience, but the fruit will be mighty bitter, for just so long as the retailer remains blind to the fact that he has picked a lemon, and unless he gives up swallowing the juice before it chokes him there will be another three-line ad. in the real estate columns of the daily papers.

Be on your guard, therefore, against being talked by some silver-tongued Cicero into buying a line for which there never was and never will be any profitable movement in your locality. Travelers, take them all round, are not bigger liars than the rest of us, but the majority of them are chock full of optimism with regard to the selling qual-

ities of their goods, and are not above drawing on their imagination when other methods fail. There is nothing criminal about this. It is only human nature. If a salesman doesn't believe in his goods he isn't going to induce other men to handle them in a hurry. He has got to hold down his job just the same as you have got to make your living, and for the half hour or so that he spends in your store it is natural enough that you should be the best friend he ever had.

But make no mistake about this. The



A IRVING

traveler is the grocer's best friend in more ways than one. He has opportunities of observing what is going on all over the country that are denied to the store-keeper and very often to the newspapers themselves. It is as much a part of his business to study the general conditions of trade as it is to sell goods. So whether you buy from him or not, don't antagonize him by being short in your replies or disagreeable in your manner. The traveler has his full share of troubles in this world and a little of other people's thrown in to make up weight, and he is just as susceptible to a friendly greeting and a warm handshake as you would be if you were in his place.

To return to the purchase of stock. Make this your golden rule if you

have not already done so: "Buy only what you need and when you need it." Some men are so attracted by the word "bargain" that they will pack up and travel 50 miles to town in order to buy a few cases of canned goods or what-not on which the reduction amounts to a little less than half their railway fare. Use what common sense God has given you and hang up this motto in your store where you can see it without using a stepladder:

**"A Bargain is Never a Bargain Unless You Require It."**

A real bargain comes along so seldom and there as so many spurious imitations of the genuine article, that some men have forgotten what it looks like and fail to recognize it when it happens their way. If I have laid stress upon the importance of rejecting inducements to buy at a reduced price what you can never get rid of at any price, I should also have emphasized the necessity of training yourself to recognize a bargain that is a bargain when you see it. Keep your eyes open and your wits polished and you'll get so far ahead of your neighbor that you'll meet yourself coming back.

**Legitimate Investment.**

If you get a chance to buy a line of staple goods for which there is a constant and steady demand among your customers, at a little under the usual figure, don't hesitate. Buy all you can; and if you are a new man in a new locality try the effect of advertising a special sale in the local paper. You won't make anything in actual cash that time, but it will be a real bargain to you nevertheless, for it will attract customers whom you might not have been able to reach by any other method, and in various ways, materially assist your future success.

The case of the little boy who put his hand in a jar of plums and grabbed so many that he couldn't pull it out again fairly illustrates the system upon which a large number of grocers buy their stock. The inevitable result is that they gradually get tied up with a lot of useless and unprofitable truck, find themselves unable to purchase the lines that they are absolutely in need of, and are fortunate if they escape without serious financial embarrassment. Better buy a little at a time and do it often, than buy a car lot and get stung on the investment. Follow this maxim and you will save money and keep your stock clean.

**Neatness and Arrangement.**

You may acquire or succeed to the largest grocery business in your town, and within six months lose the entire trade through slackness, untidiness and bad arrangement of stock. Nothing

## THE CANADIAN GROCER

irritates a customer so much as to be kept waiting while the grocer goes for a still hunt along his shelves for a special brand of pickles or a favorite blend of tea. Uncleanliness generally goes hand in hand with hap-hazard arrangement, and as likely as not our friend, having bagged his quarry, will descend to earth hot and triumphant with his hands black with dust and his clothes in much the same condition. The grocer should know exactly where he can lay his hands on anything in the store.

### Classification.

Classify your stock according to the circumstances and conditions obtaining

look right. Nor yet does it imply throwing your fruit boxes in one corner, brooms in another and empty packing cases in a third, and then cussing because your customers don't fall all over themselves in an effort to tell you how much they like the effect. You'll find out how much they like it without them telling you, because it will be a case of "Lost to sight to memory dear" for yours, and "Out of sight out of mind" with them. So let's get down to work and see what we can do.

Here is a sample arrangement that I have found to work very well in my own store and for that reason submit it for what it may be worth.

Then the shelving on the left-hand front.

1. Biscuits in tins.
2. All package teas and coffees.
3. Canned goods: fruits, vegetables and fish.
4. Matches, blackings, black lead and lamp goods.
5. Sundry goods and broken packages.

The under parts of the counter and shelving can be arranged as best suits your own convenience.

### Arrangement of Floor Space.

There is one other matter which comes under the head of general store arrangement and which should not be disregarded.



Interior A. Irving's Store, Toronto.

among your customers. Don't banish those lines for which there is the most frequent demand to the top shelves; even if you are a physical-culturist and like the exercise you will have a hard job to assimilate your views with those of your patrons.

Classification doesn't mean putting all the bottles on one shelf, piling all the packages on another and then sitting down and wondering why it doesn't

Starting from the front with the right-hand shelving:

1. Pickles, sauces, catsups, relishes.
2. Jams, jellies, preserves, fruits, marmalades.
3. Extracts, essences, cocoas and chocolates.
4. Jelly powders, gelatines, starches, blueings.
5. Cereals, bird seeds, packages, fruits.

ed. This is the lay-out of floor space.

Opinions differ as to the exact proportion which should be allowed to the display of goods, but the majority agree that anything approaching over-crowding should be avoided as one would avoid a leper, and that the happy medium is "Attractiveness combined with facility of movement." If I may once more be allowed to draw upon my own experiences I would suggest having a

mov  
she  
step  
sma  
suel  
vari  
can  
easi  
cer  
coul  
thes  
fres  
the  
it i  
sam

genera  
or tw  
foods  
to inc  
custon  
it is i  
should  
clean  
slight  
tidines

Hav  
sible f

## THE CANADIAN GROCER

movable stand, consisting of four or five shelves built after the manner of a stepladder, which will fold up into a small space when not in use. Upon such a stand an almost inexhaustible variety of exceedingly effective displays can be arranged, and the whole moved easily from place to place. If the grocer handles flowers as a side line he could not do better than keep one of these stands constantly banked up with fresh flowers in a conspicuous part of the store, but in any event he will find it invaluable as a display medium for samples and an attractive asset to the

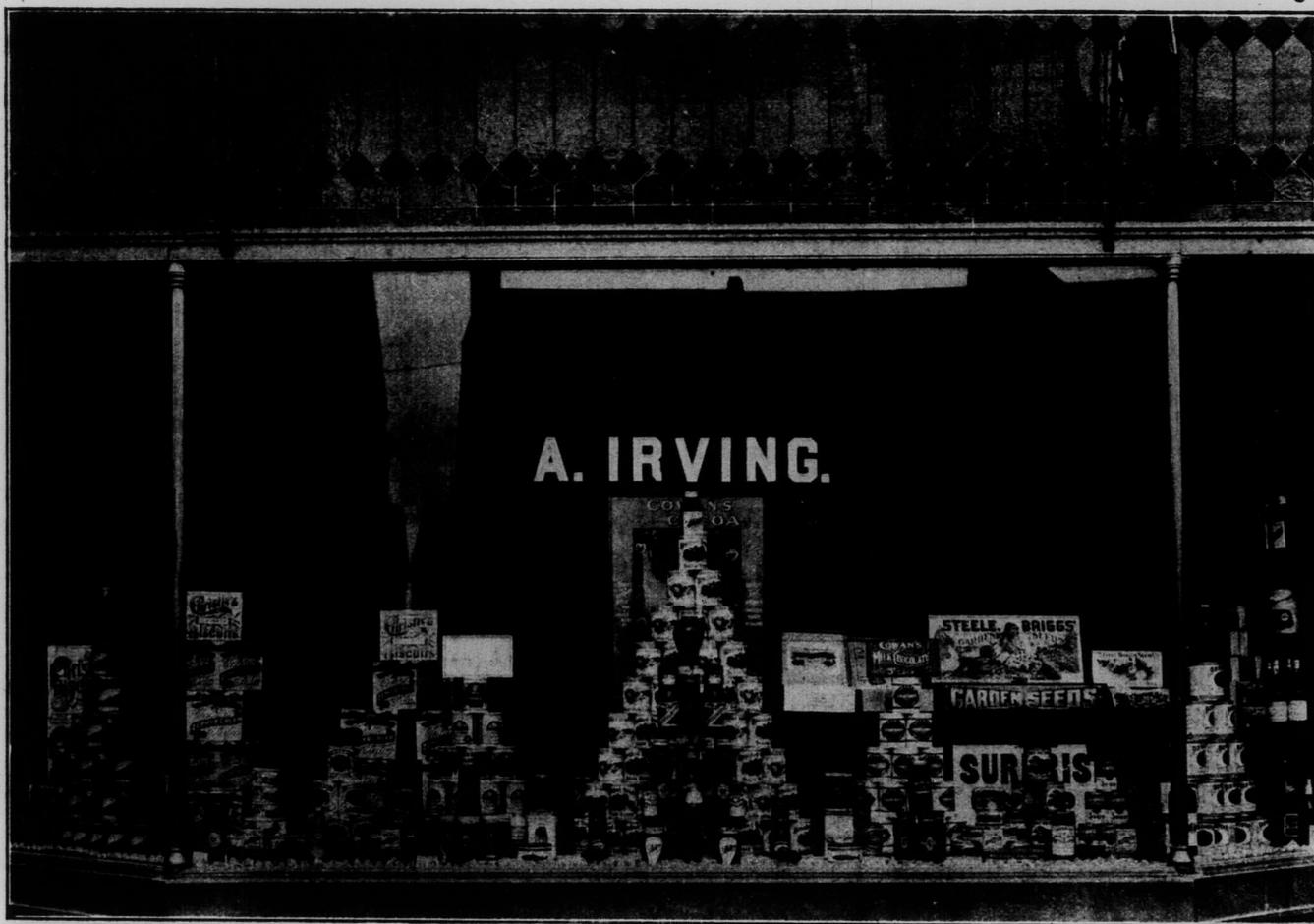
able matter. The paper-roll and scales are the two essential requisites for a counter, and if you add anything else be sure before you do so that it would not go just as well or better in another part of the store.

### A Few General Hints.

Give special attention to 'phone orders, to orders sent in by messenger, and to those delivered by children. If you are the sort of person that children like you are blessed beyond your understanding, for the surest way to a wo-

Find out. She may be irritated over some fancied neglect, or she may have been lured away by an attractive sale of one of your competitors. Find out. Keep finding out until you get the reason, and you will be on the high road to the recovery of your lost business.

Don't advertise bargain days except as a great rarity. If you do, the public will be expecting every day to be a bargain day, and the mere detail that you cannot see it in that light will not appeal to them at all. The public is unreasonable and must be treated as such.



Window of A. Irving's Store, Toronto.

general appearance of the interior. One or two small pyramids of breakfast foods arranged on the floor so as not to incommode either yourself or your customers, may not be out of place, but it is infinitely preferable that the floor should be kept scrupulously clear and clean than that there should be the slightest suggestion of congestion or untidiness.

### Clean Counters.

Have your counters as free as possible from packages and other unsuit-

man's trade is through the heart of her child.

Don't have two prices and don't substitute. Both or either are ruinous to business. If you haven't got what a customer wants tell her so frankly and let her make her own selection to take its place, but be sure by the time she calls again that you have the original article to offer her.

If a customer quits you, you should know the reason. It may be your fault or it may be your driver's, or it may be one of half-a-hundred other things.

Keep a cost book and use it. If it is necessary for the wholesaler it is equally necessary for you. Your memory may be infallible—in theory—and it may be mistaken in practice. Better keep a tangible record to back it up.

## DETAILS THAT SPELL SUCCESS IN RETAILING

From "The Making of a Merchant," by Harlow N. Higinbotham, partner of the late Marshal Field: President of the World's Columbian Exposition, and prominent financier.

The credit system of the retail store is the cardinal cause of so large a percentage of failures among the keepers of small stores. It is an actual fact that hundreds of small storekeepers become insolvent before they know it, and they believe themselves prospering until aroused to their actual condition by the credit man of their jobbing house. This statement will, I am sure, be verified by the credit man of almost any wholesale house, particularly in the grocery or dry goods business.

One of the rocks upon which thousands of storekeepers go to pieces is that of failure to figure the cost of their goods. I do not believe it an exaggeration to say that not one storekeeper in a thousand, the country over, adequately figures the cost of the merchandise which he sells. Almost invariably he fails to include in his estimate some important element of fixed charges, of his running expenses. For example, if he owns his store building he figures that he is saving the entire item of rent, and consequently he does not include this in his fixed or running expenses; because he has his son helping in the store as a clerk and his nephew delivers the goods, he makes no charge for their services on his salary account; again, he is unusually exact if he makes any charge on account of the insurance which he is obliged to carry on his building and stock. Of course, not all merchants are as careless as this with regard to their record of operating expenses, but it is safe to say that very few of them charge anything to the account of interest on their investment beyond, perhaps, the actual sums which they are obliged to pay out for interest on money borrowed. In a word, the average keeper of a store has no idea whatever of his total operating expenses and he is uncommonly fortunate if he figures into the cost of his goods one-half of the expense which should be charged under that head. Really, I do not think that fifty per cent. of the smaller storekeepers in the country districts figure into their cost of a specific invoice of goods the money actually paid out for the transportation of that shipment, to say nothing of any charge for hauling and handling inside the store.

Let me give one instance, which is thoroughly representative of hundreds of others, of how a storekeeper figured his cost. He bought a case of canned goods and had it hauled from the station to his store in his own delivery wagon. The fact that he did not have

to pay any drayage on these goods was the one thing prominently in his mind when he opened them and for this reason he told the boys to mark the cost at fifteen cents and the selling price at twenty cents. When he sold these goods he flattered himself that he was making a good margin of profit, while, as a matter of fact, if he figured in a right percentage of all of his operating expenses he would have realized that he was selling the goods at a margin of less than a cent a can, if not at actual cost.

Another point which the storekeeper is prone to overlook is that of failing to decide for his customer. As an example: The storekeeper carries several brands of tobacco. In tobaccos, as in most other lines of goods carried in the small general store, there is a wide difference in the margin of profit which the storekeeper can exact from his customer. Those brands which are the most widely advertised invariably afford the smallest margin of profit. Let us suppose, for example, that the Chippeway brand of plug tobacco gives the merchant a margin of only ten per cent., while the Cowboy's Pride and the Real Comfort brands give him twenty to twenty-five per cent. margin. If he is a good salesman and a natural trader he will invariably hand his customer a plug of Cowboy's Pride instead of Chippeway, unless the buyer, of his own volition, asks for Chippeway. On the other hand, the storekeeper who is not thoroughly up to his task will ask the customer, "What brand do you want?" thus leaving the decision entirely to the customer, and thereby cutting his own profit in half. It must be confessed that, in a majority of cases, the general storekeeper, or his clerk, fails to make this decision for his customers. Of course, when the decision is put up to the customer he will invariably name the brand most widely advertised, because it is the first one that comes to his mind. If this were not the case what is known as "general publicity" advertising would be a failure and the millions of dollars spent in this kind of publicity would be wasted. Depend upon it, the customer will always name the brand which gives the least margin of profit, unless the storekeeper takes the matter in his hands, and makes the decision in favor of the brand against which the manufacturer is not obliged to charge the expenses of a heavy publicity advertising campaign.

This matter of pushing brands which give a liberal profit in preference to

those yielding only a narrow margin is a most important one which calls for a nice discrimination in many ways. No merchant can afford to push a poor quality of goods and thus impose on his customers, no matter how large the margin of profit may be. On the other hand, if he is an intelligent buyer he will find little difficulty in securing goods in which there is a generous margin of profit, and which are nearly, if not quite, equal in quality to brands which are called "standard" because of the large advertising back of them. Then, he should remember that he has it in his power to make unadvertised brands of goods almost as well known to his customers as those which are largely advertised. This he can do not only by word of mouth, but by using intelligent discrimination in displaying the brands which he is most anxious to sell. He should remember that people dislike to be thought ignorant of brands and qualities and that he has it in his own hands to create the impression in the minds of his customers that certain profitable brands are the desirable ones.

There is no necessity for a merchant to give the most prominent display to brands in which there is the least profit. Instead, it is the part of discretion and good salesmanship to give the most conspicuous place in his show windows and on his counters and his shelves to those goods which he is most anxious to sell because they yield him the larger profit. A little intelligent work, in a hand to hand way, will do wonders in educating his customers in the idea that certain unadvertised brands of goods are equal in quality to those which have received greater publicity and for which a higher price is charged. It is human nature to feel gratified over a good bargain, and when once the customer is made to feel that he is buying something for ten cents as good as others are getting for fifteen, he feels a certain sense of gratitude to the merchant who has put the bargain in his way.

Of course the small country storekeeper cannot get the jobber to put his own brand on goods which he buys, but this is easily possible with leading merchants in the larger towns and provincial cities, and this is one of the strong points in good merchandising, particularly in the grocery business. No opportunity to do this should be neglected, provided, always, that there is no doubt as to the intrinsic merit of the goods. When the storekeeper, little or big, recommends an unadvertised brand of goods as against an advertised brand, he must be absolutely certain that the goods have the merit and will bear out his recommendations.

It should not be inferred from what I have said, however, that a merchant's

stock  
leading  
of goo  
always  
who w  
fied un

Perh  
which  
which  
charge  
service  
ters is  
of serv  
is just  
more s  
which l  
or puts  
On the  
tangibl  
goods,  
ed in l  
goods  
pense.

It is  
service  
which  
poor se  
most u  
about  
storeke  
and see  
the sur  
tangibl  
they ca  
Few mi  
chandis  
delivery  
ity of  
very es  
is a fur  
to cons  
action i  
as the  
the sto  
likes to  
restaur  
served  
he wou  
but bec  
other w  
pay for  
and for  
If he is  
will at  
are mac  
and tha  
consciou  
into the  
goods a  
They w  
upon at  
rounding  
of delive  
manner

Neatn  
keeping.  
their tr  
and hav  
this loss

## THE CANADIAN GROCER

stock of goods is complete without the leading standard or advertised brands of goods in the various lines. There are always, in every community, people who will demand these and be dissatisfied unless they are able to get them.

Perhaps the most important thing which any merchant sells is that for which he does not make a direct or open charge. The name of this commodity is service. Nothing on his shelves or counters is of greater value and the quality of service which he gives his customers is just as vital to his success, perhaps more so, than is the quality of the goods which he sends out in his delivery wagon or puts into the hands of his customers. On the other hand, service is just as tangible a commodity as sugar or dress goods, and should be as carefully reckoned in his cost account as his bills for goods or his freight or insurance expense.

It is not too much to say that good service is the most profitable thing which the merchant can sell, and that poor service is, by the same token, the most unprofitable thing that he can have about his store. Comparatively few storekeepers have any realization of this, and seem to conduct their business upon the supposition that service is an intangible quantity, and that the cheaper they can get their clerk hire the better. Few mistakes can be more fatal to merchandising than this notion. From the delivery boy up to the proprietor, quality of service should be considered the very essence of good merchandising. It is a fundamental trait of human nature to consider the manner in which a transaction is done to be quite as important as the more material part of it. When the storekeeper gets into the city he likes to get his meals at a first-class restaurant. Why? Not because the food served to him is really any better than he would get at a cheaper restaurant, but because the service is better. In other words, he is entirely willing to pay for a superior article of attention, and for more attractive surroundings. If he is observant and thoughtful, he will at once realize that his customers are made of the same clay as himself, and that they will, consciously or unconsciously, take the matter of service into the same consideration in buying goods as he does in buying his meals. They will, as he does, put a premium upon attention, attractiveness of surroundings and promptness and reliability of delivery, not to speak of an agreeable manner in those who render the service.

Neatness is a prime essential in store keeping. Many merchants have found their trade going to their competitors, and have been unable to account for this loss of patronage. Knowing their

merchandise to be as good as that sold by their competitors and their prices to be as low, they were unable to account for this loss of trade. If they could have taken their customers into their confidence and arrived at the real reason of this falling away of patronage, they would have been astonished to learn that lack of neatness was the real cause at the bottom of the matter. This observation applies especially to stores in which dry goods and groceries are sold, for the reason that, to a very large extent, these commodities are bought by women, and that there is nothing against which woman nature so instinctively rebels as disorder and dirt.

To put it less bluntly, women are especially sensitive to all that is cleanly, neat and attractive to the eye. They like pleasant and tasteful surroundings and anything which suggests disorder and confusion repels them. Although perhaps men are not generally as sensitive to these things as women, at the same time they are confused by a disorderly array of merchandise and are attracted by a neat and pleasing display of goods. Any well-circumstanced man or woman shrinks from attempting to buy in a store where the stock is untidy and "cluttered." Instinctively the best trade in any community will gravitate towards the store which is kept up in the most orderly and attractive manner.

Consequently, not only will the merchant who has the real trading instinct be awake to this important element in merchandising, but he will also see to it that he hires clerks who have a sense of neatness and order and have an ability to display goods in an attractive way. As a general rule, the dry goods merchant is quicker to realize this than is the grocery man, but dirt and disorder in the grocery store are quite as distressing and inimical to success as in the dry goods establishment. Again, neatness and order are essential to the success of the storekeepers from the standpoint of economy, as well as from their effect upon the sensibility of customers. Goods which are not handled with cleanliness, neatness and order deteriorate much more rapidly than those which are kept and handled in a neat and orderly manner. The cluttered, ill-arranged and untidy stock of goods is the one which is going down hill with the greatest rapidity.

Equally important in the manner of business is the quality of promptness. This comes into play from the moment the customer enters the door of the store until the goods are delivered in his house. What reader has not heard

the remark, "I like to trade with Smith, because I get waited upon right away, and because I know that the goods I order will be delivered in time for me to use them as I have planned." Thousands of times grocerymen in villages and small cities have lost good customers because the goods have not been delivered in time for the next meal. This may be caused by the slowness or the carelessness of the clerk or the delivery boy, or perhaps the proprietor himself. But no matter where the blame may rest, the disappointed customer will not forget the incident, and if it is repeated the loss of the family's trade is almost sure to result. This suggests the not unimportant point that a bright and active delivery boy is quite as important a member of the storekeeper's force as is the head clerk.

Many merchants are prone to give very little consideration to the selection of a delivery boy; but this is decidedly a mistake. The right kind of a delivery boy has many times been able to hold the trade of a customer in spite of defects in goods and prices and in the service rendered by the proprietor and his clerks. The delivery boy who is a natural "hustler" is a tower of strength in the organization of any store, and the merchant who does not recognize this fact is overlooking an essential point. The storekeeper should not forget the fact that the delivery boy is the person who closes the transaction, and who goes into the homes of his customers to do so. He is, so to speak, the living link between the store and the home. In many cases much of the buying is done by servants, and it is the delivery boy who comes into daily contact with the maid of the house. If this work is done in a prompt, intelligent and agreeable manner he gets a personal standing in the homes at which he calls, and not infrequently brings out the remark: "They may be a little slow at the store, but that boy is all right and can be depended upon to get the things around in time and in good shape."

Perhaps some of my readers may feel that I place too much importance upon the delivery boy, but he is a factor in community trade which has received altogether too little consideration—and perhaps he also generally receives too little compensation. Certainly there is no kindergarten for the merchandising business equal to the delivery wagon, and the boy who makes a success in that humble capacity is the best possible timber out of which to make a clerk or proprietor.

# FISHERIES OF CANADA

By Prof. Edward E. Prince, Commissioner of Fisheries.

The fisheries of Canada are the most extensive in the world.

The eastern sea coast of the maritime provinces from the Bay of Fundy to the Straits of Belle Isle covers a distance of 5,600 miles, which is more than double that of Great Britain and Ireland.

While the salt water inshore area, not

and other western districts all stocked with excellent species of food fish.

### Value of the Fisheries.

The whole catch of fish in our waters by Canadians, including fish products, seals, &c., during the season of 1905, aggregates the large sum of nearly twenty-nine and a half million dollars.

shows the vast increase of over four and a half million dollars, due to the large salmon catch.

For the first time in the history of our record has Nova Scotia been superseded as the banner fish-producing province of Canada. Although it shows an increase of nearly one million dollars over the yield of 1904, yet the Pacific province heads the list by \$1,600,000.

Notwithstanding the large estimates of fish for domestic consumption in British Columbia, it is said to be far under the immense quantities used by

This table shows the total value of the fisheries in the respective Provinces of Canada, from 1870 to 1905 inclusive, as compiled from the Annual Reports of the Department of Fisheries.

Year	Nova Scotia	New Brunswick	Prince Edward Island	Quebec	Ontario	British Columbia	Manitoba and Northwest Territories	Total for Canada
1870	\$4,019,425	\$1,131,433	No data.	\$1,161,551	\$ 264,982	No data.	No data.	\$ 6,577,391
1871	5,101,030	1,185,033	"	1,093,612	264,982	"	"	7,573,199
1872	6,016,835	1,965,459	"	1,320,189	267,633	"	"	9,570,116
1873	6,577,085	2,285,662	\$ 207,595	1,391,564	293,091	"	"	10,754,997
1874	6,652,302	2,685,794	288,863	1,608,660	446,267	"	"	11,681,886
1875	5,573,851	2,427,654	298,927	1,596,759	453,194	"	"	10,350,385
1876	6,029,050	1,953,389	494,957	2,097,668	437,229	\$ 104,697	"	11,117,000
1877	5,527,858	2,133,237	763,036	2,560,147	438,223	583,433	"	12,005,934
1878	6,131,600	2,305,790	840,344	2,664,055	348,122	925,767	"	13,215,678
1879	5,754,937	2,554,722	1,402,301	2,820,395	367,133	631,766	"	13,529,254
1880	6,291,061	2,744,447	1,675,089	2,631,556	444,491	713,335	"	14,499,979
1881	6,214,782	2,930,504	1,955,290	2,751,962	509,903	1,454,321	"	15,817,162
1882	7,131,418	3,192,339	1,855,687	1,976,516	825,457	1,842,675	"	16,824,092
1883	7,689,374	3,185,674	1,272,468	2,138,997	1,027,033	1,644,646	"	16,958,192
1884	8,763,779	3,730,454	1,085,619	1,694,561	1,133,724	1,358,267	"	17,766,404
1885	8,283,922	4,005,431	1,293,430	1,719,460	1,342,692	1,078,038	"	17,722,973
1886	8,415,362	4,180,227	1,141,991	1,741,382	1,435,998	1,577,348	186,980	17,722,973
1887	8,379,782	3,559,507	1,037,426	1,773,567	1,531,850	1,974,887	129,084	18,386,103
1888	7,817,030	2,941,863	876,862	1,860,012	1,839,869	1,902,195	180,677	17,418,510
1889	6,346,722	3,067,039	886,430	1,876,194	1,963,123	3,348,067	167,679	17,655,256
1890	6,636,444	2,699,055	1,041,109	1,615,119	2,009,637	3,481,432	232,104	17,714,902
1891	7,011,300	3,571,050	1,238,733	2,008,678	1,806,389	3,008,755	332,969	18,977,878
1892	6,340,724	3,203,922	1,179,856	2,236,732	2,042,198	2,849,483	1,088,254	18,941,171
1893	6,407,279	3,746,121	1,133,368	2,218,905	1,694,930	4,443,963	1,042,093	20,686,661
1894	6,547,387	4,351,523	1,119,738	2,303,386	1,659,968	3,950,478	787,087	20,719,573
1895	6,213,131	4,403,158	976,836	1,867,920	1,584,473	4,401,354	752,466	20,199,338
1896	6,070,895	4,799,433	976,126	2,025,754	1,605,674	4,183,999	745,543	20,407,425
1897	8,090,346	3,934,135	954,949	1,737,011	1,289,822	6,138,865	638,416	22,783,546
1898	7,226,034	3,849,357	1,070,202	1,761,440	1,433,632	3,713,101	613,355	19,667,121
1899	7,347,604	4,110,891	1,043,645	1,953,134	1,590,447	5,214,074	622,911	21,891,706
1900	7,809,152	3,769,742	1,059,193	1,989,279	1,333,294	4,878,820	718,159	21,557,639
1901	7,989,548	4,193,264	1,050,623	2,174,459	1,428,078	7,942,771	958,410	25,737,153
1902	7,351,753	3,912,514	887,024	2,059,175	1,265,706	5,284,824	1,198,437	21,959,433
1903	7,841,602	4,186,800	1,099,510	2,211,792	1,535,792	4,748,365	1,478,665	23,101,878
1904	7,287,099	4,671,084	1,077,546	1,751,397	1,793,229	5,219,107	1,716,977	23,516,439
1905	8,259,085	4,847,090	998,922	2,003,716	1,708,963	9,850,216	1,811,570	29,479,562
Totals	\$247,144,588	\$118,424,200	\$34,283,705	70,396,704	\$41,345,122	\$98,449,049	\$15,401,836	\$625,445,224

including minor indentations, covers more than fifteen hundred square miles, the fresh water area of that part of the great lakes belonging to Canada is computed at 72,700 square miles, not including the numerous lakes in Manitoba

It was a record-breaking season, exceeding by over four million dollars the large output of 1901, and by over six millions the yield of 1904, which was considered a very good season. The Province of British Columbia alone

the Indian population of that province as well as that of the Yukon district and other remote parts of the territories where fish food is a staple article.

In past years there seemed to have

been  
salm  
but  
salm  
that  
with  
milli  
prod  
toget  
was  
vince  
dinar  
enori  
time:  
ners  
per c  
The  
posec  
Alto  
lion  
to th  
durin  
No  
again  
1905  
quart  
of 19  
ed to  
espee  
Bost  
pack  
previ  
milli  
was  
dispo  
Of  
alone  
fish,  
off.  
Fre  
the fi  
have  
indus  
Cod  
Salm  
Lobst  
Herri  
Mack  
Dur  
and f  
mals  
count  
and C  
040,00  
millic  
This  
with  
The  
partm  
here  
divide  
\$155,9  
ies pr  
laneo  
ing \$

THE CANADIAN GROCER

been an apparent struggle between salmon, lobster and cod for first place, but owing to the phenomenal catch of salmon in the British Columbia waters, that king fish not only heads the list with an aggregate value of nearly nine million dollars, but equals the combined productions of lobsters, cod and herring together. While the capture of salmon was considerable in the maritime provinces, the above mentioned extraordinary result is chiefly attributed to the enormous yield of British Columbia. At times, the run was so large that canners had to limit the boats to 200 fish per day, not being able to handle more. The quantity of salmon salted or disposed fresh was also larger than usual. Altogether, no less than eighty-one million pounds of salmon were contributed to the industry by the western province during last season.

Not only did the lobster industry again hold its own, but the season of 1905 shows an improvement of nearly a quarter of a million dollars over that of 1904. This, however, must be ascribed to more remunerative prices received, especially for live lobsters shipped to Boston and neighboring markets, as the pack of last season was less than the previous one, being given at about ten millions and a half lb. cans, while there was 43,000 cwt. more of crustaceans disposed of in the shell than in 1904.

Of the fresh water species, pickerel alone shows a surplus yield, while whitefish, trout, pike and sturgeon have fallen off.

From the years 1869 to 1905 inclusive, the five principal commercial sea fishes have yielded the following values to the industry :

Cod .....	\$136,043,567
Salmon .....	90,933,459
Lobsters .....	79,868,626
Herring .....	72,565,569
Mackerel .....	46,047,244

Export of the Fish.

During the last fiscal year, the fish and fish products including marine animals exported from Canada to foreign countries, chiefly to the United States and Great Britain, amounted to \$16,040,000, being an increase of over five million dollars over the previous export. This surplus export corresponds well with the increased production.

The expenditures of the Dominion Department of Fisheries for the year here treated, amounted to \$968,722, divided as follows: Fisheries proper, \$155,929; fish culture, \$209,376; fisheries protection service, \$249,876; miscellaneous expenditure, \$194,994, including \$158,546, distributed as fishing

bounties among the deep sea fishermen of the Maritime Provinces.

Since its inception in 1882, the sum of \$3,790,685 has been distributed

The following table shows the yield and value of the fisheries of the Dominion for the year 1905 :

Kind of Fish.	Quantity	Value	Total.
Cod, dried.....Cwt.	738,637	\$3,323,866	
“ fresh or green .....	Lb. 1,876,600	81,264	
“ tongues and sounds.....	Brls. 1,627	16,270	
			\$3,421,400
Haddock, dried.....Cwt.	99,788	299,361	
“ fresh.....Lb.	11,520,134	345,604	
“ smoked (finnan haddies) “	2,696,250	161,775	
			806,743
Hake, dried.....Cwt.	173,694	390,813	
“ sounds.....Lb.	113,705	56,852	
			447,665
Pollock .....	Cwt. 161,516		323,032
Tom cod or frost fish.....	Lb. 2,542,200		80,301
Halibut.....	“ 10,618,062		616,735
Flounders .....	“ 1,346,774		45,583
Salmon, preserved in cans.....	“ 56,016,511	6,623,600	
“ fresh.....	“ 11,695,089	1,482,371	
“ smoked.....	“ 465,230	48,446	
“ pickled or dry salted.....	“ 16,653,200	835,525	
			8,989,942
Trout (all kinds).....	“ 8,288,878		735,768
Ouananiche.....	“ 11,000		1,100
Whitefish.....	“ 14,548,310		1,051,161
Smelts .....	“ 8,662,950		433,147
Oulachons.....	“ 989,500		49,950
Herring, salted.....Brls.	301,740	1,382,509	
“ fresh.....Lb.	18,949,040	542,702	
“ smoked.....	“ 16,335,080	341,394	
“ kippered.....	“ 368,800	36,880	
			2,303,485
Sardines, preserved in.....	Cans 3,672,000	183,600	
“ fresh or salted.....	Brls. 343,756	694,772	
			878,372
Shad, fresh or salted.....	Lb. 1,253,150		63,197
Alewives .....	Brls. 30,410		121,640
Pike .....	Lb. 6,337,860		227,064
Maskinonge .....	“ 7,270		727
Eels, salted.....Brls.	7,743	77,430	
“ fresh or smoked.....	Lb. 837,960	50,278	
			127,708
Perch .....	“ 1,121,100		37,591
Pickerel .....	“ 10,966,825		781,988
Bass (achigan) .....	“ 46,200	4,620	
“ (striped or sea) .....	“ 190,330	19,033	
			23,653
Mackerel, salted.....Brls.	40,409	606,135	
“ fresh.....Lb.	2,934,068	352,088	
			958,223
Sturgeon.....	“ 1,478,595	144,976	
“ caviare.....	“ 58,800	53,802	
			198,778
Lobsters, canned.....	“ 10,497,624	2,624,406	
“ fresh or alive.....	Cwt. 154,014	1,282,592	
			3,906,998
Oysters.....Brls.	34,449		174,300
Clams, quahags and other shell fish	“		269,851
Squid.....	“ 23,246		92,984
Coarse and mixed fish.....	“ 94,825	189,900	
“ “ “ “ .....	“ 19,888,700	668,534	
			858,514
Dulse.....Lb.	119,500		7,170
Fur seals skins in B. C.....	No. 13,798		331,152

## THE CANADIAN GROCER

Kind of Fish.	Quantity	Value	Total.
Hair seals skins.....	16,427		16,791
Beluga or white whale skins.....	201		804
Fish used as bait.....	303,948		455,921
"    "    fertilizer.....	728,715		387,644
Fish oil.....	837,005		259,480
Total for 1905.....			\$29,479,562
Total for 1904.....			23,516,439
Increase.....			\$5,963,123

Don't dream while you work. Work and dreams don't go together.  
 Don't act as if you know everything and your customer knows nothing.  
 Don't be afraid of hard experiences; they make the best of teachers.  
 Don't send out unsightly packages.  
 Don't refuse to listen to common sense.  
 Don't be afraid to do little things willingly.

amongst fishermen to enable them to better develop their industry.

During the season of 1905, no less than 82,870 fishermen were engaged in the Canadian fisheries, exclusive of the thousands employed in the lobster packing industry.

While 9,366 sailors manned the 1,384 fishing crafts, 73,500 fishermen used 41,463 boats for the same purpose.

The lobster plant alone is valued at \$1,426,300, comprising the equipment of 723 canneries, dispersed on the coast of the Maritime Provinces. Of these establishments, Nova Scotia operated 237, New Brunswick 198, Prince Edward Island 196 and Quebec 92. Besides the packing industry, the shipping of these crustaceans alive or fresh to the New England markets has developed large proportions. For those suitably located, the latter branch of the lobster industry is the more remunerative. Over 14,000 persons found profitable employment in these different establishments,

The following statement shows the relative values of the principal kinds of the commercial fishes (above \$100,000) for the year 1905 as compared with those of the previous year.

Kinds of Fish.	Value.	Increase.	Decrease.
Salmon .....	\$8,989,942	\$5,120,397	
Lobsters .....	3,906,998	215,847	
Cod.....	3,421,400		\$222,254
Herring .....	2,303,485	146,996	
Whitefish .....	1,051,161		7,651
Mackerel .....	958,223	207,826	
Sardines .....	878,372	87,931	
Haddock .....	806,743	167,770	
Pickeral .....	748,988	146,421	
Trout .....	735,768		46,372
Halibut .....	616,735		167,829
Hake .....	447,665	84,531	
Smelts .....	433,147		14,432
Pollock .....	323,032	87,214	
Clams .....	269,851	54,513	
Pike .....	227,064		25,789
Sturgeon .....	198,778		42,932
Oysters .....	174,300		12,385
Eels .....	127,708		2,236
Alewives .....	120,640		33,976

The following table shows the total value of the fisheries of each province in their respective order of rank with their increases or decreases as compared with 1904:

Provinces.	Value of Fish	Increase	Decrease
British Columbia .....	\$9,850,216	\$4,631,109	\$.....
Nova Scotia .....	8,259,085	971,986	.....
New Brunswick .....	4,847,090	176,006	.....
Quebec .....	2,003,716	252,319	.....
Ontario .....	1,708,963	.....	84,266
P. E. Island .....	998,922	.....	78,624
Manitoba .....	1,811,570	94,593	.....
Saskatchewan .....			
Alberta .....			
Totals .....	\$29,479,562	\$6,126,013	\$162,890
Net increase .....		\$5,963,123	

The two large increases indicated above come from the extremes of the Dominion separated by three thousand miles, thus proving the immense area from which our piscine wealth is derived.

which put on the market about 10 1-2 million pound of the preserved article, valued at \$2,624,400. Including the fresh lobsters, the whole output aggregates a value of \$3,907,000, the second of importance on the list of commercial value.

### DON'TS FOR CLERKS.

Don't be afraid of a strict employer. You'll never learn from an easy one.

Don't overestimate your talents. Remember that competition is an accurate scale and may find them wanting.

Don't always have a grudge against your employer. He has his faults. So have you. No one is without them.

Don't feel yourself better than your position, especially if you have an education.

Don't believe that promotions are due to favoritism rather than merit.

Don't stand in the door when you have nothing to do. It is particularly offensive to women passing.

Don't remain unfamiliar with new goods.—Ex.

### ENCOURAGING JAPAN TEA.

The tea manufacturers of Shidzuoka prefecture in Japan have decided to raise \$10,000 per year for three years, and to present that amount to any company which shall export 3,000,000 pounds of tea per year and whose capital is over \$250,000. As a result of this decision, all the manufacturers agreed to establish a company with a capital of \$500,000, buying out the Toyo Kaisha, Fujiedo Refining Company, etc., and they intend to export the product to the extent of over 3,000,000 pounds per year.

The grocer many tect, i his course, propos money erectio is like session smaller —there plannin

Gene which ing ou vide fo age p light, sible i the do womar may h at the score ing cle and fr do.

First This s in the brick (ference called and th heavy ished trowel. ticular me thr as is t better sand is float, a smoc As it cellar of bric on the cement doubly be laid the lev with t

**A GROCERY STORE  
IN THE MAKING**

A Practising Architect's  
Practical Advice.

By J. Hunt Stanford, Architect, Toronto.

The planning of a store suitable for a grocery business, while not presenting many serious difficulties to the architect, is, nevertheless, a matter needing his careful consideration. Much, of course, depends upon the situation of the proposed building, on the amount of money the client wishes to spend in its erection, and the amount of business he is likely to do when he has taken possession of it, but in all cases—in the smallest store equally as in the largest—there is an absolute need for careful planning and efficient construction.

**Three Essential Considerations.**

Generally, the three main problems which an architect has to solve in laying out a store building are, (1) to provide for a good cellar suitable for storage purposes; (2) to give as much light, shelving and floor space as is possible in the shop, and (3) to arrange the domestic apartments so that the woman whose province they constitute may have no cause to hurl anathemas at the head of the architect, on the score of inconvenience, difficulty in keeping clean, or the amount of running to and fro, which she finds it necessary to do.

**The Cellar.**

First, then, let us consider the cellar: This should be at least seven feet high in the clear; the walls built of stone, brick or concrete, (the latter for preference), of such thickness as may be called for by the local building by-laws, and the floor laid with concrete, with a heavy top coat of cement and sand, finished from the float—not from the trowel. I mention this latter idea particularly, because experience has taught me that a concrete floor used so much as is that in a store cellar wears much better when the top coat of cement and sand is carefully finished with a wooden float, than does a floor brought up to a smooth surface with a steel trowel.

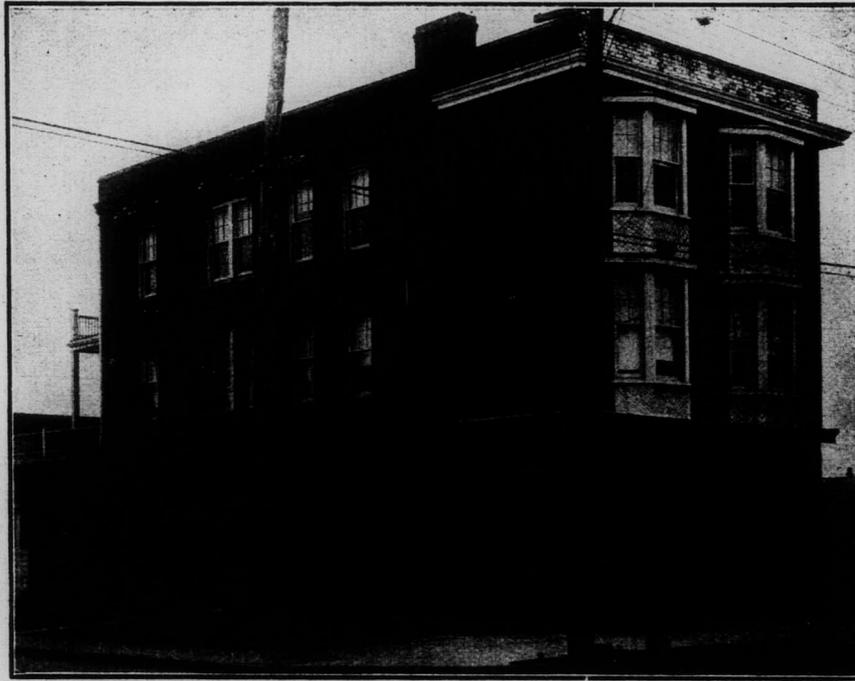
As it is absolutely necessary that the cellar should be quite dry, the walls—if of brick or stone—should be rendered on the outside with a heavy coat of cement mortar, and—to make assurance doubly sure—weeping tile drains should be laid around the outside walls below the level of the footings, and connected with the drains from the rain water

leaders. Plenty of light is needed, and to obtain this it is necessary to make the windows (which for the most part are below the ground level) as wide and deep as possible, with brick areas around them, at least two feet out from the main walls. Windows should also be fixed in the front of the building, above the level of the ground and below the show board of the shop windows. To make these more effective, it is advisable to put no joists to the shop

**The Store Proper.**

Our attention must next be given to the shop. This should be at least ten and a half feet high from floor to ceiling; the floor covered with maple or birch, tongued and grooved, flooring in narrow widths, and the ceiling covered with metallic plates. It is probably best to cover the walls (after same have been rough plastered) with  $\frac{3}{4}$ -inch pine sheeting, as this makes the fixing of shelves, etc., an easy matter.

The entire front must be glass. If the shop is a deep one, and it is impossible to obtain light from the sides and rear, it is advisable to fix prismatic glass to the upper part of the shop front. If this is necessary, the appearance of the front is enhanced by the introduction of leaded glass above the transome. Metal mullions at the angles of the plate glass in the front are preferable to wood, the



Plan for New Grocery Store—Designed by J. Hunt Stanford for Wrigley Bros., Toronto.

floor, below the show board, and to taper the masonry below the window sill on the inside of the wall. The absence of the floor joists permits the light to enter unobstructed, and the tapering of the masonry allows barrels and boxes to easily slide through into the basement. In a store cellar it is a good thing to have a w.c. and a fairly large sink, for the use of those serving the shop.

Coal bins, a compartment for vegetables, etc., and a laundry room should be provided for, and the position of the furnace must also be taken into careful consideration, but these items need not be enlarged upon here.

former being better from every standpoint. Comparatively inexpensive ventilation is obtained by hanging a fan-light above the shop door.

Time was when the grocer put almost half his stock in his shop windows, but this is not now the case, and all that is needed immediately behind the glass is a fairly wide show board slightly sloping toward the front, and shelf at the back about eighteen inches high. The best height for the show board is 28 inches above the floor level.

**Light and Ventilation.**

Where the store is on a street corner additional light for the rear of the shop

## THE CANADIAN GROCER

can, of course, be easily obtained, but as wall space in a grocery store is valuable, it is advisable to make side windows of a shape and size least likely to interfere with the shelving. Such windows, I find, are best about  $3\frac{1}{2}$  feet wide, 2 feet high, and 6 or 7 feet from the floor. They should be made to open, as they then assist materially in ventilation.

### Shelving and Fixtures.

Shelving should not run higher than  $6\frac{1}{2}$  feet from the floor to the top shelf.

shop, but if this desirable fitment is adopted, only the very best silvered plate glass should be used. The least "wave" in the glass throws the reflections out of touch, and makes the whole shop look awry.

### General Lay-out.

The most attractive arrangement for a grocery store of average size is to have the counter on one side only—usually on the right—with tiers of shelving on that side from front to back, and with the bins for tea, etc., under the

shelving similar to that behind the counter, and in the centre of same, if the shop is a large one, another mirror might advantageously be introduced. In front of this shelving is the place for a show case or two, and at the end of the shop is the refrigerator, which latter should stand well forward, with plenty of room all round it.

If it is at all possible, it is very desirable to have a small warehouse behind the shop, with a door into same immediately behind the refrigerator, and not visible from the shop.



Interior Wrigley Bros. Store, Toronto.

There should, of course, be a wood cornice above the top shelf, on which the grocer can display such articles as packages of cereals and tinned goods.

The introduction of mirror glass on the wall—say two large mirrors on the side opposite the counter—adds considerably to the interior appearance of the

shelving. On the reverse side a large mirror near the window gives a surprisingly spacious effect, apparently widening out the store, and increasing the light, besides rewarding the grocer for the care he has exercised in the display of his shelf goods on the opposite side. Next to the mirror should be

### Graining an Abomination.

For the shop fitments nothing is better than oak, stained with an alcohol stain (such as Sherwin-Williams "Hand-craft" variety) and finished with a lack-lustre or an egg-shell gloss. If oak is too expensive, then good, fairly clear

white  
larly t  
next b  
pine, l  
immed  
most p  
ing is  
that m  
tic, an  
tion.  
not gra

St

Now  
apartin  
that th  
consider  
man a  
board  
happy,  
itted, a  
her as f  
For this  
place fo  
ing is i  
many st  
kitchen  
other li  
eighteen

The p  
give wh  
factory  
apartmen  
all toget  
there is  
the room  
is more,  
warehouse  
kitchen,  
space.

In stor  
is obtain  
and pant  
ed from,  
sitting ro  
Then the  
rule, four  
rarely re

Much t  
can be av  
waiter fr  
ment, an  
able plac  
laundry in

The fini  
here be c  
a matter  
set rules  
nothing, i  
terior. T  
the archit  
laid down  
is better  
ity than c

## PLANS FOR A NEW GROCERY

Store Recently Built in Toronto for Wrigley Bros. by J. Hunt Stanford at a Cost of \$7,500.

white pine, if stained and finished similarly to that suggested for oak, is the next best. When this stain is applied to pine, however, it should be rubbed on immediately after application, and a most pleasing effect will result. Graining is an abomination, it has no beauty that men should desire it; it is inartistic, and at best is but a servile imitation. Therefore, Mr. Grocer, please do not grain your shop interior.

### Study Your Wife's Comfort.

Now let me pass to the domestic apartments, and right here I would say that the most important item to be considered is the kitchen. "Give a woman a good kitchen and plenty of cupboard room, and you will make her happy," is advice by which I have profited, and I would add to this, "Give her as few stairs to climb as possible." For this reason, I think that the proper place for the kitchen in a store building is in the storey over the shop. Too many stores have been erected with the kitchen behind the shop, and with the other living apartments seventeen or eighteen steps higher up.

### A Good Example.

The plans accompanying this article give what is to my mind a most satisfactory arrangement of the domestic apartments. The plumbing fixtures are all together, the kitchen well situated, there is a minimum of passages, and all the rooms are easily accessible. What is more, the flat roof over the one-storey warehouse, access to which is from the kitchen, gives a good airing and drying space.

In store buildings, where no side light is obtainable, the kitchen, bathroom and pantry can be placed in, and lighted from, the rear, while the dining and sitting rooms can be placed in the front. Then the upper storey will give, as a rule, four good bedrooms, and one very rarely requires more than this.

Much tramping up and down stairs can be avoided by running a small dumb-waiter from the kitchen to the basement, and a clothes chute from a suitable place on the first floor to the laundry in the cellar.

The finishing of the rooms need not here be considered. This is very much a matter of individual taste, and no set rules can be outlined. I have said nothing, it will be noted, about the exterior. This is a matter best left to the architect, but it can be confidently laid down as a sound principle that it is better to err on the side of severity than on the side of efflorescence.

Herewith are shown the complete plans of a store erected this year for Wrigley Bros., at the corner of Bloor and Markham streets, Toronto. The architect was J. Hunt Stanford, whose article on store architecture precedes this one. On another page will be found a cut of the interior of the Wrigley store. For many years previous to the erection of this new building G. F. Wrigley was on the road, while his brother, John Wrigley, conducted a grocery on Simcoe street, Toronto. This latter business is soon to be given up and the brothers will unite their efforts in building up trade in their new quarters.

### Some Measurements and Details.

The erection of their store was commenced several months ago, the plans reproduced in Mr. Stanford's article being designed to give the maximum of economy and comfort within a somewhat limited space. The extreme width of the shop, from wall to wall, is 21 ft. 8 in., and while this is slightly narrower than the average it yet lends itself very readily to a certain class of interior treatment. For a space of 25 feet extending back from the front, the width of the shop is reduced by several feet to allow for an entrance and hallway to the upstairs dwelling.

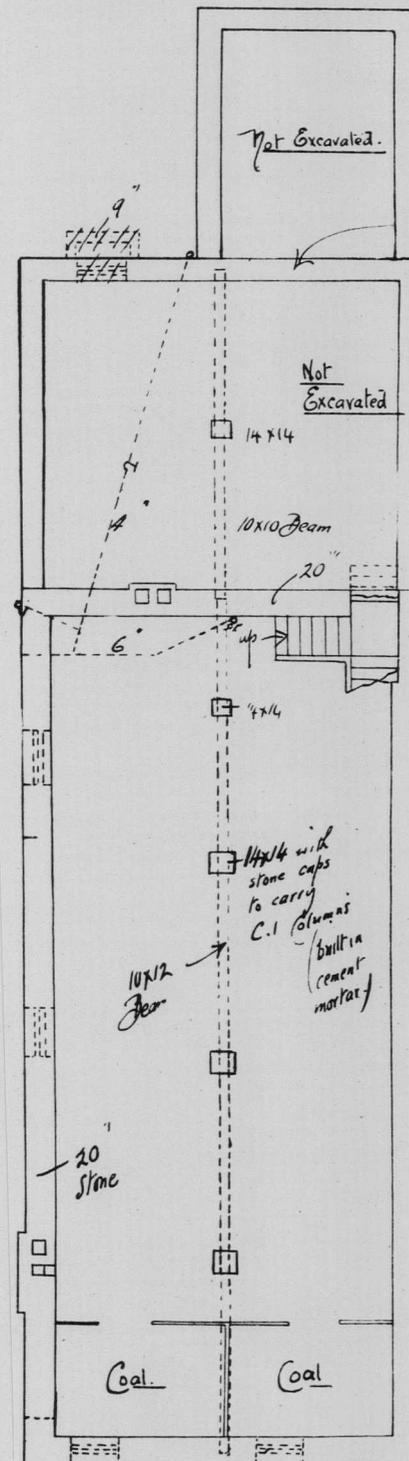
The extreme length of the entire building is 87 feet, this being made up as follows: Length of store from window glass to end of side vestibule, 52 feet; length of store room, 20 feet; length of stable, 15 feet.

The walls throughout are of 14 inches thickness excepting the 20 foot space between the shop and the stable, the wall of which is nine inches thick.

The city being too slow to suit Mr. hind the shop provides an unusually liberal accommodation for the reception of all packing cases and boxed goods delivered from the Markham street entrance. Wide double doors permit delivery waggons to back up flush with the opening for the unloading of heavy goods, and these can be opened, sorted and apporioned through the store before the surplus is carried to the basement. The latter is reached by two sets of stairs, leading from the right-hand back corner of the shop, and the right-hand near corner of the storeroom respectively.

The sliding door marked on the plan at the far end of the shop gives access to the back stairway leading to the first floor. The hall and vestibule forming a rear entrance to shop and dwell-

ing opens to storeroom and back stairway to dwelling. A door on the east side, opening into the body of the shop,



### Basement.

is a convenience for customers living south of Bloor and east of Markham,

# THE CANADIAN GROCER

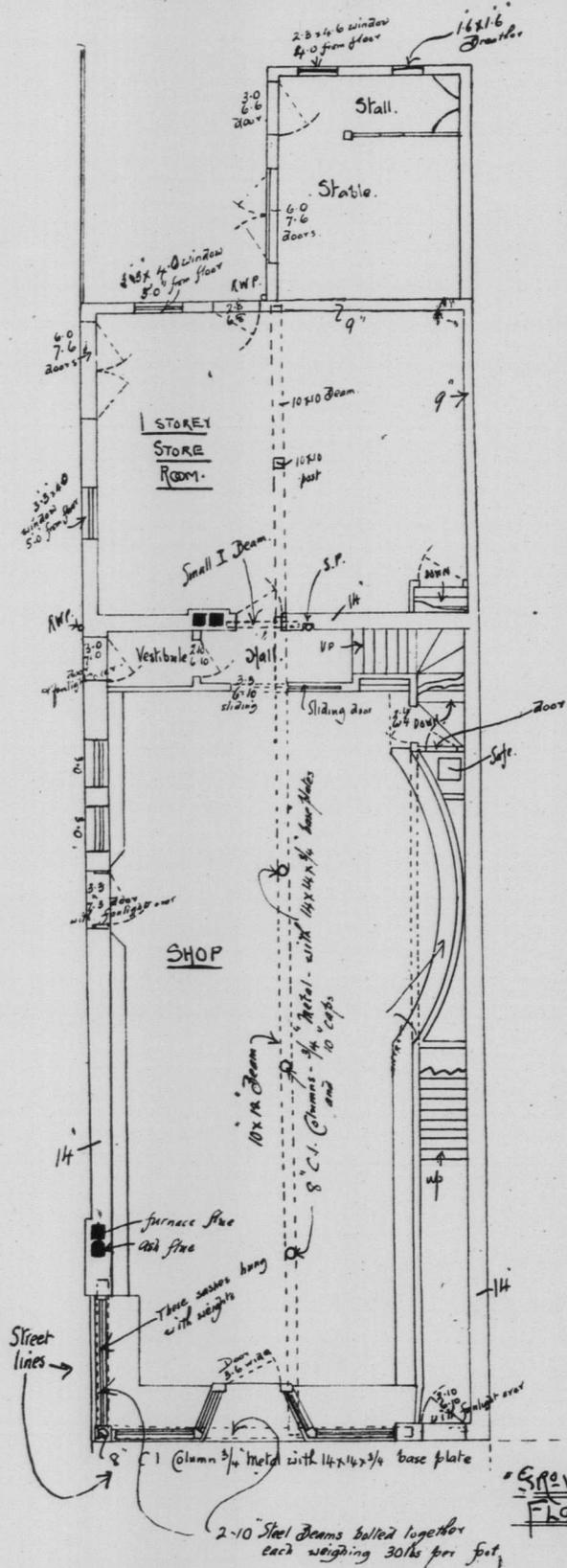
and another noticeable feature is the extension of the window on the latter street so as to give a fairly comprehensive view of the top half of the store to people approaching from the east.

room, kitchen, bathroom and accessories, with a spacious balcony at the back covered with felt and gravel roofing. Mr. Stanford in his article has some remarks to make on the position of the

The window in the spare room is 3 ft. x 4 ft., and those between the stairways each 2 ft. 3 in. by 4 ft. and four feet from the floor. It will be noticed that ample lighting and ventilation is provided in all rooms. In the event of the bathroom on this floor being turned into a pantry the linen room on the next floor would be made into a bathroom and a closet put in the cellar.

## And the Second.

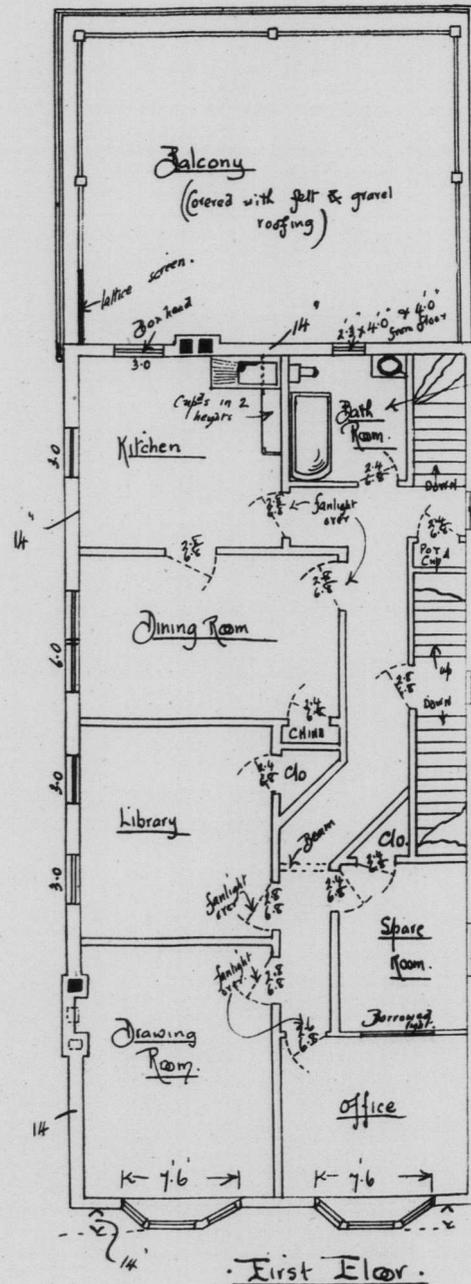
The second floor contains four bedrooms, a spare room, kitchen and bath-



### The First Storey.

On the first floor are the office, drawing-room, library, spare room, dining-

kitchen, and by following his advice the domestic arrangements may be greatly facilitated.



room, being practically a replica of the first, with the exception that here we have a trunk room adjoining the spare room, and a slight difference in the arrangement of the staircase. The window in the spare room is of the same dimensions as that on the first floor. The

window opening onto the stairway is 2 ft. 3 in. x 4 ft., four feet from the floor. It will be noticed that the walls here are only nine inches thick as com-

pared with 14 inches on the floor below.

As indicated in the plan, the basement extends only under the store proper, back of that not having been excavated. It is, however, 52 by 24 feet, and affords ample room. Two coal bins are provided at the front and it has all the requirements set forth by Mr. Stanford in his article.

**Experience Teaches.**

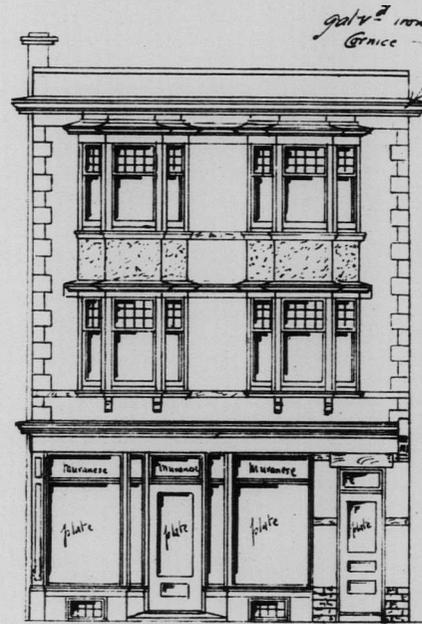
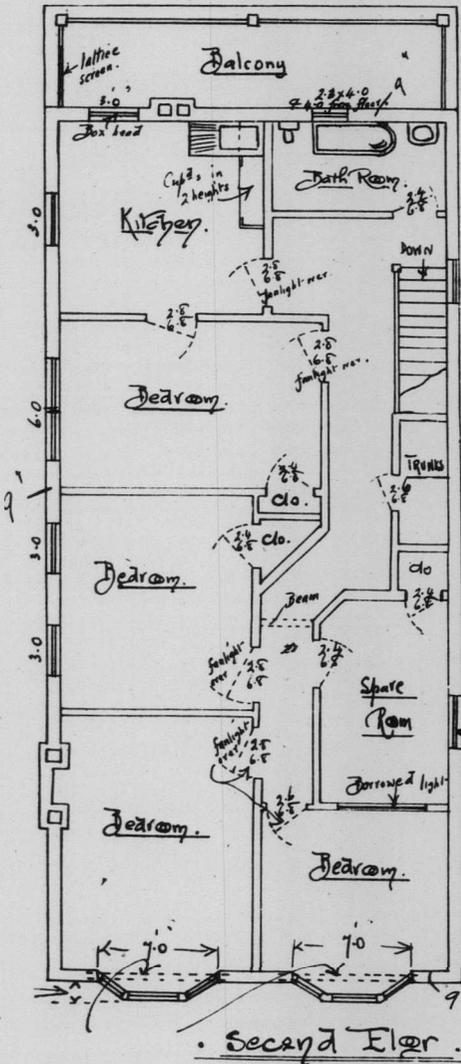
Mr. Wrigley, ignoring the pessimists who gratuitously assured him that the district did not yet demand up-to-date fixtures and arrangements such as he proposed to instal, has had the courage and foresight to equip his store according to his own ideas, and the initial expense incurred is rapidly being justified by the results. Mr. Wrigley has an excellent location in a district which is fast becoming populated by families who are moving out of the heart of the city and settling further west and his already large trade is rapidly increasing.

The city being too slow to suit Mr. Wrigley, he took the initiative himself, and has asphalt pavement laid down all round the building, with the natural result of greatly improving its appearance, in addition to preventing the mud foot-bath which his customers would otherwise be obliged to undergo in sloppy weather before they could reach the store.

**A Profitable Asset.**

Confectionery deserves an important place in every grocery store in Mr. Wrig-

ley's estimation, and two handsome silent salesmen on the left side of the store bear out this view in a practical manner. The confectionery department, in fact, comes in for an unusually large share of attention and is patron-

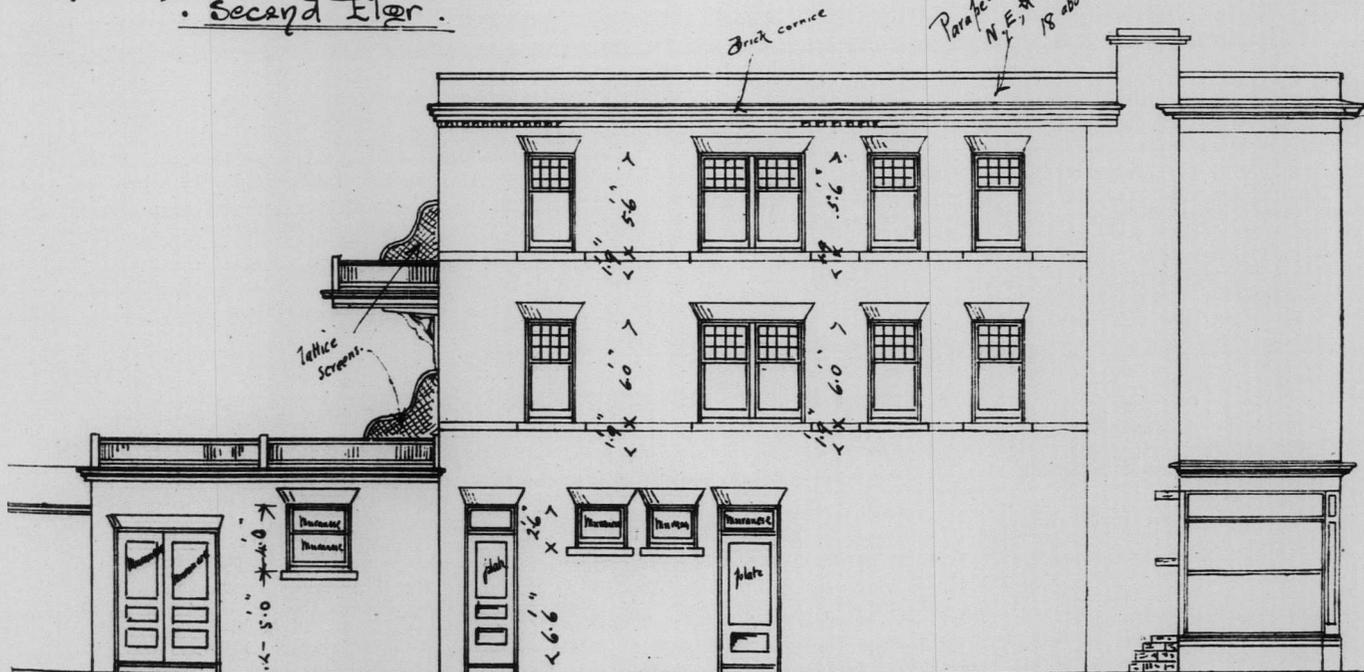


Front Elevation.

ized by the parents no less than by their children.

**Electrically-ground Coffee.**

Two handsome computing scales of the latest pattern and a small balance scale for the confectionery department,



East Elevation.

make an imposing array on the counters, and another feature which is somewhat exceptional to find among the smaller stores is an electric coffee mill. The popular interest which this attracts is so great that Mr. Wrigley is frequently obliged to give a demonstration of its internal workings for an admiring circle of customers. There is no doubt that in appearance, simplicity and general efficiency it has the old-time wheel grinder beaten six different ways.

**Soap, Scents and Simplicity.**

There is a neat little office at the far end of the store, and opposite it an extra counter for weighing and packing telephone orders. One of the largest patterns of Eureka refrigerators, with separate compartments for butter, cheese, lard and meats stands between the office and order counter, while at the top of the store, facing the confectionery department, a silent salesman with oval glass front displays the merits of several lines of soap and perfumery.

Simplicity is the key-note of all Mr. Wrigley's window dressing. His displays are conservative and you will never see his windows piled up with a heterogeneous mass composed of half-a-hundred varieties of goods. His windows are designed to give a good broad hint of what his store contains, and to induce passers-by to investigate further for themselves.

**The Architect.**

The plans for the building were designed by J. Hunt Stanford, of Toronto, and a great deal of admiration was expressed by those who saw the original drawings in this office at the care and attention to detail exercised in their preparation. Mr. Stanford's increasing clientele has necessitated his moving into larger offices at 61 College street and we are authorized to say that he will be pleased to answer either personally or by mail any questions in connection with store-architecture.

**A Few Figures.**

In conclusion, it will be of interest to quote Mr. Wrigley on the subject of cost:

The bare building, including heating	.....\$7,500
Refrigerator, scales, coffee mill (electric)	..... 350
Complete lighting fixtures with seven switches	..... 46

The store contains 25 electric lights and three gas fixtures. Mr. Wrigley figures the annual cost of lighting at about \$50. Some of the estimates given for lighting fixtures were as high as \$60.

**HOW I BROKE INTO THE MARKET**

Green Country Lad's First Impressions of Toronto.

My dad, you know, runs the Cross Roads store at Fonsoyby, six miles north of the hustling, bustling, sometimes dead, sometimes crazy, but always "get there" Guelph. He used to travel—he says traveling spoils a man—I guess that's why he now sells groceries. He sells everything and everybody now. He promised me if I stuck to shovelling sugar for four years till I learnt how, he would send me to the world's biggest and vainest city, Toronto, to buy goods, when I finished my training. Well, I loafed, hustled when I had to, and never really woke up till I struck Toronto. (Moral.—Send your clerks to Toronto occasionally.)

I sometimes went into Guelph, drove up with our team of one mule and an ox, and stopped at J. H. Simpson's Co.'s wholesale house for our weekly supply of goods. Say, that was great. Mr. Simpson used to take me into the office, smile, and ask me if I ever smoked? Of course, I used to say no. Mr. Simpson would ask how trade was. His son—the traveler—he used to be in the warehouse then—would chat away, too, and I would feel just a real, fine grocer. Well, at last the great day came, and in a ready-made suit, about three inches too short, and a coat built for father, I bought a ticket at Guelph's apology for a station and started.

I had a fine time going down; smoked a traveler's cigar and got awfully sick; I arrived quite dazed, but happy; a green country lad in the terribly wicked city of Toronto. On arriving, those green-suited smart alecks in the union station wanted to carry my grips, but I was not used to that and so preferred to carry my own. That seemed safer. I got out on Front street, and it looked as if the whole world was burnt. I took a car, and the conductor asked me where I wanted to get off. I said, "At The Canadian Grocer." He said, "Oh, you are a make-believe grocer. Are you to give an exhibition at the pure food show?" I denied the soft impeachment and said I could shovel a barrel of Redpath's in just exactly twenty minutes, tying and folding. He then asked me if I could tie this and threw me off the car, but I would not have minded if those Blue Ribbon tea girls hadn't laughed. I think those pretty Blue Ribbon girls are a deep-laid scheme. The merchant gets in the tea web—the girls smile—he is then com-

pletely bewildered. The tea men say, "Let me send you a case," and the poor grocer just sighs, "Yes."

I went with fear and trembling into The Grocer office, and asked to see the advertising manager. I had once sent in a backwoods advertisement, I painted it on a beam and drew a picture of it, and—shades of uncle's ghost! It was advertising tea at 23 cents. A man up north saw the ad. and thought it was a wholesale ad. for tea; a forty-cent line for twenty-three cents. He sent in \$23 for a 100-lb. chest. Papa gave me 5c. worth of all-week sucking balls for that sale.

Well, say, don't say a word—but I think that advertising editor is a bluff. I only saw an ordinary man. I could only think of him as sitting in a glass cage with all the typewriters around him, and he was lord of all.

Well, I saw all through Gowans, Kent Co.'s. Doesn't that fellow who writes the advertising rank away up among the world's big men? He and J. W. Charles, of H. P. Eckardt & Co., are relatives of Mr. Taft, secretary of the navy for Roosevelt. They are all men of parts, bright, brainy and with hearts like a barrel of sugar. Well, I saw them make cut glass, and it was a miracle. They just take a piece of glass and cut and polish it into a beautiful creation of crystal. But such dirty work!

What do you think, though? I bearded the lion in his den—H. P. Eckardt. I went right over—just across the street—because I had an order, and asked for the boss. Nothing else would do. My, but didn't I feel big. He hollered in a tremendous basso, "Come in." I trembled. I quaked. But in I went. He said, "Sit down." Of course I sat down, but would much rather have sat through the floor. He said, "What's your name, lad-die?" I answered, "Julius Christopher Reginald Percy Freshwater." He laughed at me and said I was all there anyway. Wonder what he meant? He said, "Yes, I know your father. He's a fine man." He asked me what my ambition was, and I told him, "groceries." Then he said he would give me a job any time. My dad says he was only jollying, to please me, 'cause pa was a customer. Well, I'll make him eat "jolly pie" some day. I soon became quite at home, and then he didn't think quite so much of me. However, at twelve o'clock he ask-

ed me if I had a place to eat. I said, "Yes, I guess quick lunch for mine," but he said, "Come with me." He went over back streets and up a magnificent entrance into a toilet room, where "darkies" brushed and polished our shoes, and then showed us into the swellest grill-room you ever saw, I asked where we were, and he said, "The King Edward," Hurrah! I did think I would have it on the fellows at Fonsonby.

The tenderest beefsteak you ever tasted was served, and Mr. Eckardt told me a grocery business was as good as any, and that a man who was a gentleman was a gentleman anywhere. That little talk has been an inspiration to me ever since. When it came to settling, I wanted to pay half, but he said he would not hear of it and would be insulted. But say, when I saw the amount of the bill I shut-up, and we went back to the warehouse.

Before ordering the goods pa told me to get, I had planned just how I should beat him down, to show the boss how smart I was; but that fellow with glasses in Eckardt's just pulled it out of me like string and said, "Is that all?" and asked if he could put in two barrels of sugar to make up weight. I'm sure that man doesn't know just how he crushed my young spirit.

I went to other stores and said I was from Fonsonby—old Freshwater's son. They, of course, all shook hands. Finally growing tired of Warren Bros., Salada Tea, Red Rose, Eby, Blain's and Kinneer's, I went to Davidson & Hay's. The travelers jollied me for fair—told me to go to the St. Clair theatre and see wonderful things abbreviated—another, I think the boss, said Shea's was good enough for me—funny, how bad these travelers are. Well, I went up to Shea's and bought a box seat, right next the stage. The band played, the people smiled, and out came the prettiest, daintiest little girl you ever saw. She danced and sang, and finally spotting me as rustic, started to sing a love song right at me. My susceptible, young heart jumped and quivered.

She continued to tease; I could not stand it. I forgot the audience and forgot myself, forgot everything, but that the sweetest girl in all the world was making love to me. With one bound I was on the stage, in another my arm was around her waist. It didn't look quite so good at close quarters, like a painted doll, but still I felt her and I gave her one passionate embrace. She staggered back, crying "don't." I gasped—a blinding light in front, beyond a sea of faces, beside me a shrinking girl, and over all a thunder of applause and

laughter. I then climbed back into the box.

The uproar continued and I got up and said if the lady demands an apology surely she will admit the attraction was irresistible. And if the audience demand it I will tell a tale of Fonsonby, near Guelph, to justify my conduct. Once upon a time a man in Fonsonby got sick. A doctor was called. He got worse. Another, and yet another, doctor was called, and, of course, he died. When he arrived at the gate, St. Peter said, "You come from Fonsonby, my lad; well, I guess you'll have to go to hades. The gates clanged and Percy was in hell. He saw men playing tennis and other games; iced sherry flips being passed around, and he said, "Surely this isn't hell." "Of course it is, you idiot," said one. He went on a little farther, through a beautiful grove, where birds were singing, flowers blooming and everything lovely. Then he saw a banquet that might have been spread in the King Edward, and men about smoking and drinking. Finally he asked a silver-haired old gentleman drinking whiskey, "Why this was mis-called hell?" "This called hell, my boy; you don't know what you are talking about. Don't you miss something you enjoyed in Fonsonby?" "My goodness, you don't mean to say there are no ladies here?" "That's just what I mean, my lad; that's the hell of it." Well, say, the crowd laughed and clapped, and I felt pretty big for a time.

Next I sallied into Eaton's, but it seemed just like a circus without the fun, except that all the girls laughed at me. Say, they must sell at least fifty dollars' worth of stuff there in a day.

Once we had a demonstration in Fonsonby. Mr. Blackburn, the genial pusher for Mr. Patrick, sent a lady for Crossed Fish sardines. She was small, but she stirred up Fonsonby. Every unattached male resident was in love with her and she took many captives and sold much vidona and herrings. She is now in Detroit.

I was in Michie's. Now I know why Toronto business men are all fat and happy; they are fed well.

I spent all my money, saw lots of things, and went home in a "Fit the Form" suit that made me as swell as Mr. Larkin, the tea king. I swept into Fonsonby, swept the floor, dusted the shelves, put white coats on the clerks, dressed up the window with peas, for 25 cents, put a painted ad. on the cow shed, sent a man hustling for trade, smiled on the ladies, and in one week after, father took me into partnership. Hurrah for Toronto!

**A MERCHANT WHO MAKES TWO PRICES AND GETS THEM.**

S. Ballachey, of Paisley, is one of Ontario's most successful general store-keepers and one especially of his methods is interesting and instructive. But first to tell about a new move he made recently. A few months ago he purchased the block adjoining his business and has remodelled it into a very modern three-storey building with about fifty feet frontage. He has reorganized his business into five distinct departments and for each has secured an expert as manager. Each manager does his own buying and is responsible for his department.

Mr. Ballachey's office is a little distance back from the front door. Between the office and the door he has reserved a space 12 or 14 feet square furnished with chairs and benches and there anyone who has to wait can make themselves comfortable. A farmer's wife comes in with a basket of produce, hands her basket to a clerk and sits down while the eggs and butter are being counted and weighed. Mr. Ballachey is generally about to speak a pleasant word.

Now then the feature referred to at the start: Mr. Ballachey has two prices for all his goods, a cash price and a credit price. He makes the cash price worth while, too. For instance, take sugar just now, his cash price is \$4.75 and his credit price is \$5.25. He explains to his customers that he can't afford to carry them for six months or so for the cost prices of his goods. He sticks to his prices and gets them. Mr. Ballachey never bothers himself about what his opposition is doing and he never makes the mistake of following in the wake of any of his competitors by copying their methods. Mr. Ballachey is a merchant in his own right, with the independence to pursue his own course and the capacity to make it successful.

**MOVING TO NEW QUARTERS.**

Chase & Sanborn, the coffee importers, Montreal, are preparing to remove from their present quarters on St. Paul street, to new and larger quarters on St. Helier street. The new building is a fine, large brick structure, six storeys high. It is up-to-date in every respect and will be just what is needed by Chase & Sanborn, whose business is increasing rapidly. They will put in considerable new machinery, duplicating their present plant.

R. R. Drysdale has purchased the grocery business of R. L. Somerville, Lanark.

**NEW HIGHWAYS  
OF  
DEVELOPMENT  
IN  
THE WEST**

Many Hundreds of Miles Through  
New Country Under Contract—  
Brand New Towns at Regular  
Intervals.

The summer of 1907 promises to see the greatest activity in railway construction that Western Canada has ever known and the expenditure of the vast sums of money required to carry on the projected extensions will undoubtedly assure a prosperous year for the west and employment for all the labor that can be attracted to the country.

Work is being pushed ahead rapidly on the Grand Trunk Pacific lines, the Canadian Northern and Canadian Pacific have large extensions projected and under contract and the coming summer will see active work on Jas. J. Hill's line from Winnipeg to the coast. In all some 5,800 miles of road are under contract for the various companies, made up as follows: Canadian Northern, 1,500 miles; Canadian Pacific, 1,400 miles; Great Northern, 1,000 miles and Grand Trunk Pacific, 1,900 miles. In addition, taught by the sad experience of the past winter, the railways are spending large sums for additional equipment of the lines already in operation.

**Many New Towns.**

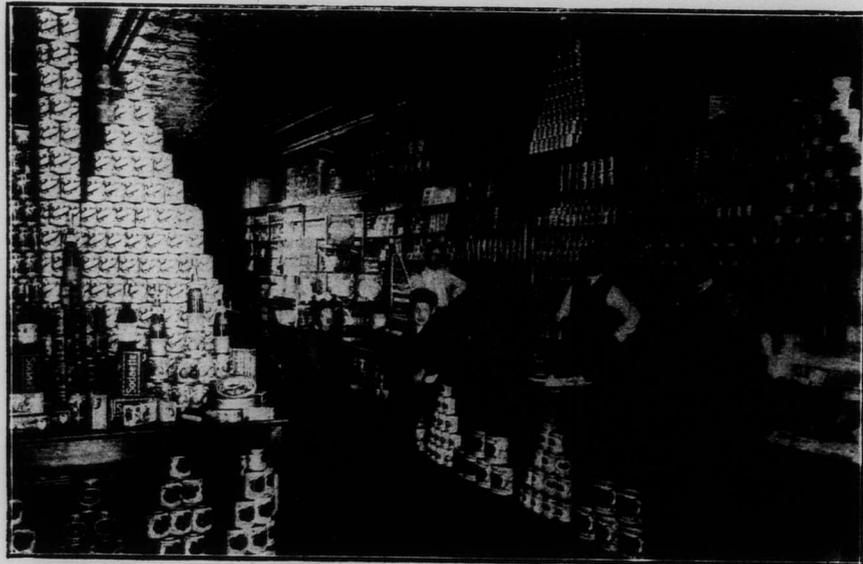
This means much for the immediate development and prosperity of the west. In the older countries and in the older settled parts of Canada railways are built in order to connect towns already in existence, but in the west the railways when built open up new territory and are responsible for the existence of many new towns. It is true that the Great Northern lines in Canada will run through the settled portions of the west; the Great Northern is not a pioneer road and it is receiving no Government assistance. But while this is true of the Great Northern it is not the case with the Grand Trunk Pacific or the projected extensions of the Canadian Pacific and Canadian Northern. These lines will open up new territory and any person familiar with the new main line of the Canadian Northern between Winnipeg and Edmonton knows what that means. On that line there are now many prosperous little towns that had no existence eighteen months ago. The road made accessible a rich agricultural country and settlers took up land along the line. The new towns were a necessary result. More than one hundred new towns will be founded during 1907 along the line of the Grand

Trunk Pacific between Winnipeg and Edmonton. This announcement has been made by the officials of the new trans-continental. It has been the policy of the C.P.R. to keep the towns about twelve miles apart but the G.T.P. man-

nipeg and Edmonton. This means a new town every seven miles.

**West's Great Need.**

The great need of the Canadian West is adequate transportation facilities. Given a big extension of the railway systems and adequate equipment for every mile of track in operation nothing can stop the speedy development of the country and the exploiting of its varied resources. Immigrants are pouring in this spring at the rate of more than 1,000 per day and the big problem is to get them to their destinations quickly and safely. The western market will absorb vast quantities of mer-



**HOW A TOWN GROWS IN THE WEST**

These two pictures show the opposite sides of the interior of the Western Canada Trading Co's Store at Vermillion, Alta. The site of that town was virgin prairie little more than a year ago. The company have stores also at La Voy and Winsert.

agement propose establishing stations and townsites at more than 100 points on the 790 miles of track between Win- chandise but the problem this winter and spring has been to effect deliveries of goods ordered. For that reason the

great  
this  
man  
perie  
that  
equip  
facto  
dema  
advan  
railw  
milea  
quar  
upon  
anw  
ready  
Th  
shrev  
fact  
exper  
ditio  
of th  
ture  
  
TR.  
  
Dem  
  
A  
ara  
Trad  
sibil  
twee  
says  
...  
the  
even  
...  
Brit  
as C  
to a  
othe  
lega  
exp  
...  
Can  
to m  
nee  
heap  
New  
good  
the  
Can  
New  
the  
mill  
the  
the  
well  
Stat  
  
A  
tha  
afte  
of  
in  
a n  
ergi

great railway development promised for this year is welcomed by every business man interested in the west. The experience of the winter has taught him that the railways must improve their equipment if they are to provide satisfactory service and boards of trade are demanding that before the Governments advance any further assistance to the railways for the construction of new mileage, whether by way of subsidy or guarantee of bonds, they must insist upon the purchase of more motive power and rolling stock for the mileage already in operation.

The railway magnates are among the shrewdest business men in Canada. The fact that they are making such large expenditures for the construction of additional mileage is conclusive evidence of their unbounded confidence in the future of the country.

#### TRADE WITH BRITISH GUIANA.

##### Demerara Man Discusses Possibilities of Greatly Increasing It.

A prominent business man of Demerara has written to the Department of Trade and Commerce regarding the possibilities of greatly increasing trade between British Guiana and Canada. He says in part:

"The recent visit of delegates from the Boards of Trade of Canada must eventually do immense good.

"There are enormous possibilities in British Guiana, a country about as large as Great Britain. I took special care to arrange an exhibit of New York and other goods for the inspection of delegates to show them where Canadian exports might be largely increased.

"When I was visiting Canada in 1901, Canadian millers had not then the plant to make the inferior kinds of cheap flour necessary for this part of the world. A heap of Canadian flour is blended in New York with inferior United States goods and is shipped down this way as the production of the latter country. Canadians imagine that it passes through New York and reaches the West Indies the same as it left them. If Canadian millers were able to cater fully for all the various qualities of flour required in the West Indies, the business would be well worth capturing from the United States."

#### MORE SCOTCH CURING.

A cable from London to-day states that Alex. Flett, a Scotch fish curer, after negotiations with the Government of Newfoundland, has decided to engage in herring curing there. He is sending a number of fishermen, coopers and fishergirls from Moray Firth.

### OLIVE OIL: ITS SOURCE, MANUFACTURE AND MARKETS

AN INTERESTING DISCUSSION  
ON A LITTLE KNOWN  
ARTICLE.

Few people have any idea of the extent to which olive oil is used, of the extraordinary number of uses to which it is put, or of the vast industry of which it is the product. The olive is one of the leading fruits of the world, and is borne upon a tree which, for profitable longevity and general hardiness, must, in many instances at least, be conceded the arboreal palm.

Throughout the sub-tropical parts of the Old World the olive has been grown upon a commercial basis for many centuries, individual trees being known to be more than 1,000 years old. The trees begin to bear when eight years old, reaching their full period of productivity at about thirty.

The season for extracting the oil is very short, but during the ten weeks or so during which this work is in progress, employment is given to about 71,000 people in Italy alone. A remarkable stimulus has been given to the industry through the introduction of modern machinery, although in many districts the most primitive methods still obtain, the oil being extracted under conditions which, however old-fashioned and out of date they may appear to the modern manufacturer, nevertheless continue to show uniformly good results year by year. In 1903 there were 18,137 olive oil factories in operation in Italy, using in the aggregate 31,917 presses, and of this number only 2,412 employed power presses. The visitor to Italy who is fond of exploring out of the way corners may come across an old stone mill among the hills, tended by an old man and worked by an equally decrepit looking horse, both of them helping to contribute their small quota to swell the amount of one of the most valuable commodities of their country.

#### Modern Method of Extraction.

For the production of oil the ripe fruits are carefully gathered by hand, bruised as little as possible, and, preferably, crushed at once, otherwise they are partially dried in very thin layers through which air must circulate freely to avoid molding and fermenting, unsound fruit being prone to decay and impair the flavor and odor of the oil.

An old practice was to crush the fruit by means of heavy millstones in pits, but the oil thus extracted from the kernels has been found to injure both

the flavor and the keeping quality of the oil obtained from the pulp. Modern crushers, therefore, do not break the stones. The crushed pulp is then pressed, very gradually, between linen sheets. A second pressing is made after the pulp has been mixed with cold water. Other pressings are sometimes given, each one resulting in a grade of oil inferior to the preceding. The two first grades are sometimes mixed.

Since the separation of the oil from the juice by gravity is hazardous on account of liability to ferment, the impurities are washed out quickly by special apparatus in which a current of cool water comes in contact with a small quantity of the juice, mixes with it, separates the larger particles of pulp, and allows the oil to rise through a tall column of water which further washes the oil globules as they rise to the surface.

After being allowed to stand for a time in a cool room this oil is racked off and sold as "new oil," or may be allowed to stand again for further clarification. The American market demands a clear oil, and for this reason much of the domestic oil has to be filtered, a process which, if often repeated, impairs the flavor and gives the oil a greasy appearance. It is essential that absolute cleanliness should be observed throughout the process, for olive oil is quick to absorb any taint that may be present, either in the utensils or in the air.

#### A Wide Sphere of Usefulness.

The finished oil is pale yellow, inodorous, and is used largely in cookery, pharmacy, for lubricating and illuminating purposes and for making Castile and other kinds of soap, the lower grades being used most frequently for the last purpose. Olive oil possesses, in addition, remarkable medicinal properties, forming, as it does, the basis of many liniments, and being used as an antidote in certain cases of poisoning.

#### The Centres of Production.

Italy, Greece and Spain are the three countries in which the greatest quantity of olive oil is produced. It forms, besides, the staple export of Corfu, in the Mediterranean, the crop of 1905 falling just short of creating a new record for that island. It is difficult to arrive at anything like a correct estimate of what this unusually large yield actually amounted to, since a moderately large

proportion, say one-quarter or one-third, still remains in the hands of the growers for sale and final export, but a general idea of its proportions may be obtained from the statement that the value of the quantity shipped, approximately 14,000 tons, would total \$1,450,000 first cost, or f.o.b., including the value of the casks and export duty of 22 per cent., \$550,000 additional.

**Italy Leads.**

In Italy the production of olive oil steadily diminished from 1879 to 1901, but the large increase which commenced with that date and has since been sustained may be gathered from the following table, which shows the average quantities in tons:

Years.	Produce- tion.	Im- ports.	Ex- ports.
1879-1883	305,100	5,670	75,220
1886-1890	228,300	4,280	54,870
1891-1895	222,900	3,760	52,410
1896-1900	160,200	11,110	47,080
1901-1904	241,400	12,900	44,960

Although it is a rising industry its development in Italy is slow, owing to the fact that the soil and climate in that country are not conducive to the production of the raw material. The principal centres of production are in the provinces of Guylie, Sicily, Campania, Calabria, Tuscany, Rome, Marche Umbria and Liguria. There is no doubt that a certain proportion of seed oil is used to adulterate the pure article and cases where olive oil has been adulterated with cotton-seed in the United States and then shipped back to Italy, are not unknown.

**The Situation in Spain.**

Owing to the failure of the olive crop of 1906, the value of the oil exported from Spain amounted to only \$4,135,748, as compared with \$8,650,002 during 1905, the respective quantities being 18,893 and 34,228 tons. The increased prices, both in olives and olive oil, atoned in part, for the 30 or 40 per cent. shortage in the crop.

In 1905 the sale of olive oil to the United States from Spain amounted to 7,598 barrels. In 1906, 75 barrels represented the total exports to American houses. Consul D. R. Birch, of Malaga, in the course of a review of the olive oil trade for that district, says: "Extremely dry weather during 1905 and most of last year brought the crop of 1905 to such small proportions that most of the oil pressed was put to home consumption, while the yield of 1906 was the smallest for twenty years. The month of January is usually the busiest for the olive oil exporter, but in the opening month of 1907 the trade was at an absolute standstill. High expecta-

tions are, however, entertained for next season's crop."

**The Outlook in Greece.**

The olive oil yield of the entire Peloponnesus for 1906 was 50 per cent. lower than for the preceding year, but in making this comparison due allowance must be made for the fact that the crop of 1905 was an exceptional one, and that the year 1906 was unfortunate in two respects: First, because the month of May, the period when the olive tree is usually in full blossom, was cold, blustering, and altogether unseasonable, and, secondly, because nature seems to have provided a method of her own to preserve the trees from exhaustion by almost invariably following a very prolific season with a much reduced crop of olives for the succeeding year.

In 1905 the wholesale price of olive oil was about 50 cents per gallon, in 1906 it was over 75 cents. The large quantity of stock left over from the preceding year, prevented the further rise in the cost which would undoubtedly have taken place had there been no such surplus.

Notwithstanding the prohibitive prices considerable quantities were shipped to foreign markets, principally to the United States, during the year 1906.

**OLD MARE'S LAMENT.**

**Not Necessarily a Grocer's Delivery,  
But it May Be.**

This article appeared in a Kingston paper and the pleasant humor of it is not unfamiliar to Canadian Grocer readers. It is worth while:

"I am only an old broken-down mare, full of aches and pains; don't get enough to eat and drink, and have to work hard all day and sleep on a hard, dirty floor with enough straw or sawdust to make it uncomfortable. My driver has a heart as big as a cranberry. He uses a leather whip on me as the other kind break too easily. He whips me to make me go and the same instant swears at me and pulls me up. Of course he makes an ass of himself and is ignorant, and I have to suffer. A lot of this inhuman treatment to us poor dumb animals could be stopped if the boys in blue did their duty, but they walk in a groove and can't see over it. Their chief is too good-natured to make them do their duty and the city by-laws are dead letters. Our Magistrate Farrell is the right man in the right place, but the chief and his regiment don't give him enough to do. When I was a colt I was praised, petted, combed, groomed and well fed, and so

it is with nearly every good horse, as they get old, they have to rough it. I feel thankful I have my tail left, so I can whisk the flies off. It is a cruel practice cutting off a horse's tail for style, and I hope Parliament will pass an act to put an end to it. I am told a new practice is in vogue in this enlightened age, viz., docking horses' heads and getting them stuffed for mantel ornaments, thus going from one extreme to another. Of course this is practised in high circles and must be overlooked.

"Another source of evil is pressed hay whereby the farmer is enabled to scrape up all the dirt on his farm and work it off. Who suffers? The poor horse who has to get outside of it all. Another is bad, rough harness and wagons not greased properly. I heard the humane society was going to make an effort to organize and fight for us dumb animals, and as I was quietly nibbling my timothy last night, I thought if we had more St. Pauls in the pulpit, we would not be overlooked, and would get our rights. I wish we could form a union and get shorter hours and more hay and a holiday once in a while. Hundreds of my younger brethren are having a good time, but their turn will come. I was a high stepper, and was given apples and good things to eat, and had my nose rubbed and good things said to me, polished harness, and rubber-tired rig. Oh, yes.

"Well, I hope the society will get stronger and bring good results this year, and in every case of cruelty, I would suggest that a good, big, strong policeman use the lash or leather whip vigorously on the back of the offender. Hoping for good times to come, I will now go and try to get a drink at the fountain.—Yours truly, BAY

**EVERY GROCER CAN WRITE.**

A popular fallacy, and one which we have had advanced to us often as an excuse why grocers do not send copy, is "I can't write." There never was a more mistaken idea. A man can write just as well as he can talk, and usually a good deal better. The chief difficulty in our opinion, which stands in the way of our receiving original matter, is "lack of nerve." A grocer gets it into his head that he's only a business man, that his English isn't grammatical anyway, that he's a grocer first and an author second, with a few other thoughts of a similar character, until he finally works himself up into being positively ashamed to let us have a look at any efforts he may have made. Just write to us as if it were a letter home. We'll do the rest.

A. I  
Rob  
2  
Wall  
Thes  
Groce  
petitic  
ranger  
cussio  
and y  
and ti  
go to  
at a  
submi  
in one  
stores  
person  
of two  
Mr.  
award  
artisti  
origin  
way t  
tistic  
it is a  
his wi  
dow.  
say,  
He ha  
makes  
therei  
taking  
grocer  
great  
tainab  
ists at  
tances.  
small  
be con  
residen  
But,  
a spec  
along  
an arcl  
ery no  
sell co  
In th  
unobtr  
comme  
a groc  
The  
Hagme  
work v  
depart  
work f  
makes  
Robt  
Easter

**PRIZE WINDOW DRESSING**

Awards in the Canadian Grocer's April Competition—Four Cracking Good Windows.

A. Hagmeier, Hespeler, 1st.  
Robt. M. Hood & Co., Nelson, B.C.,  
2nd.

Wallbridger & Clark, Belleville, 3rd.  
These are the winners in The Canadian Grocer's April window dressing competition. For several reasons this arrangement of the awards is open to discussion. These windows are all so good and yet so diversified in plane, prepare and treatment that the judges had to go to a good deal of trouble to arrive at a decision. Not satisfied then they submitted the photos to three experts in one of the largest retail grocery stores in Canada, who were in no way personally interested, and the judgment of two of them confirmed the award.

Mr. Hagmeier's window was not awarded the palm because of its superior artistic value, but because it was an original conception, worked out in a way to give the best results. The artistic plan must appeal to everyone, but it is apparent that Mr. Hagmeier makes his window talk. It is an Easter window. Mr. Hagmeier makes his window say, "We sell flowers." He does, too. He has a general grocery store, but he makes a specialty of cut flowers, and therein he sets an example of profit-taking that might be followed by many grocers throughout the country to their great advantage. Flowers are easily obtainable by express from wholesale florists and growers at considerable distances. In many country places and small towns, such an undertaking would be considered a great boon by many residents.

**Other Ideas.**

But, to resume, Mr. Hagmeier makes a specialty also of confectionery, and along the front of the window and over an arch are displayed Easter confectionery novelties, which say plainly, "We sell confectionery."

In the centre of the window-floor is an unobtrusive, but sufficient display of commercial eggs, which says, "This is a grocery."

The window was dressed by L. G. Hagmeier, and another example of his work will be found in the confectionery department in this number. The framework for his displays he designs and makes himself.

**Among the Rockies.**

Robt. M. Hood's window, also for Easter, was dressed by D. C. Wilson,

whose picture appears on another page. The critic's first exclamation when he looked at the photograph was, "He's got a whole grocery store in his window." Every one who saw the photo, however, was agreed that to show so much and preserve neatness and artistic value required very superior window dressing ability.

Mr. Wilson's detailed description of the window follows:—

"The window is divided in two by a glass partition. The left half during

the shelf a row of wire baskets lined with green or white crepe, showing an assortment of fruit: apples, oranges and lemons.

The shelf had a palm in centre, also platters of lettuce spinach, rhubarb, celery and asparagus. This shelf served a utility purpose, as it could be reached from back, green stuff taken off, fresh goods taking its place. Some of our greens arrive during the day.

**The Grocery Half.**

"The right half of front showed the latest breakfast food (or fad) appetizers flanked with McLaren's jelly powders and extracts, and a few fancy boxes of chocolates. Behind a display of canned fish, lobsters, sardines, etc., semi-circular pyramid in centre broken to display silver fern dish with sword fern.

"In line with the fruit display, a row of Humpty-Dumpty egg crates, top row



WINDOW COMPETITION—G. Hagmeier, Hespeler, First.

spring and summer months provided for a green grocery and fruit display; the right half for a general grocery display.

"The idea of the Easter trim was carried out so that one division would not detract from the other; in fact, to make separate displays and serve a utility purpose as regards left half and at the same time harmonize the whole.

"Consequently the background is not in balance, but what it lacks in that particular was made up in utility.

"The left half showed a nice selection of olives, pickles, jams, preserves, marmalade and honey, the circle of preserves in centre topped with a silver fruit dish filled with oranges, apples, table raisins and bananas. In front of

filled and pyramided; background of Aylmer tomatoes, topped with olives in graduating sizes; centre, Acacia palm; side wall a large Bovril picture (er-situ) to partly break view pyramids of Golden Gate coffee, topped with palm.

"Interspersed in both divisions were cut glass vases filled with choice hyacinths, narcissi, single and double daffodils.

"The arches were wound with green crepe and trails of Easter lilies. The top of the partition had fancy green crepe covering, on top trail of Easter lilies to front, down each side and along the front of window.

"Base of window was covered with white crepe. The decorative idea

carried out was entirely for color effect, green and white predominating and the orange color brightening up and was actually successful enough to elicit the remark from the local papers, "A fine, artistic display."

"The utility idea carried out was for a seasonable display and a selling window."

**Contrary to Theories.**

Modern window dressing theories are opposed to too great intermingling of goods. If each division of this large window were sub-divided into two or perhaps three sections by mirrors, small lattice screens or otherwise, and a display of some particular line made in each the effectiveness of the window would be immensely increased. So said the experts.

**A Fine Third.**

One of the judges would have awarded the palm to the Wallbridge & Clarke window, and all were agreed that it was an excellent display, conveying a

certainly very tempting, and many sincere expressions to that effect were heard. The window consists of bananas, oranges, pineapples, dates, figs, lemons, white clover honey, preserved ginger, olives, marmalade, jams and jellies, preserved fruits, Maraschino cherries, Bar-le-Due jelly, calves' foot jelly. These are all of the finest grades of goods and is it any wonder the window could not be passed without a word of admiration?"

**Something Striking in Canned Goods.**

The canned vegetable window of Dillon Bros., Halifax, dressed by C. B. Marsden, was not judged for a place within the money, since there were only three prizes, but everyone to whom the picture was shown was immediately impressed with it as an exceptionally effective display of canned goods. It certainly deserves special mention.

**WINDOWS THAT CATCH BUYERS.**

Picnic camp scenes are always in order as window exhibits during picnic weather. The great point to be borne

**SIX RULES FOR THE CLERK.**

1. The first requisite is to look cheerful; always greet customers with a pleasing smile.

2. Don't ask, "Ate you waited on?" Remark politely, "Something you wish, madam?" or "Can I assist you, madam?" Never address customers as follows: "Something you want, lady (or gentleman)?" Always address a customer "madam" or "sir."

3. Don't ask a customer who has purchased one item, "Is that all?" Such remarks have a tendency to make a purchaser feel cheap and to think that we are unappreciative. Address such customers: "Is there anything else you wish?"

4. Don't allow any person to attract your attention (excepting when we are very busy) until the customer you are serving receives her package and change. Always give the customer a gracious smile, and "Thank you; please call again." These attentions are expected by customers and are appreciated.

5. Explain to the best of your ability



WINDOW COMPETITION—Robt. M. Hood & Co., Nelson, Second.

distinct idea of fruits and showed very effective treatment of the narrow space allotted to it. However, we are inclined to think a majority of our readers, could a vote be taken, would agree with the judges, Here is one criticism made. The pyramid of fig boxes should have been topped with glassed figs or some fig preparation and not by a different fruit, such as a pineapple.

The Canadian Grocer correspondent in Belleville says:—

"This is the same firm that won the fourth prize in the recent contest for honors held by the Bovril company. The firm's windows are dressed under the supervision of Arthur Wallbridge. This one is meant to impress upon the public 'spring needs,' and the work was productive of good results. It was cer-

tainly very tempting, and many sincere expressions to that effect were heard. The appeal is made not only to picnickers but the general public, the camp scene merely affording an opportunity for the exhibition of certain food products in a way to create an appetite for the goods and a desire to buy. We always prefer the exhibit that holds the buying stimulus. The window display that amazes, startles or charms the spectator, without making him say, "That looks tempting! I'd like to have some right now!" is a display that we have little use for. It has its uses, no doubt, but we know of better exhibits. As every week in the year ought to be made an "eating week" for the grocer, so also should every exhibit in the window be a make-you-buy exhibit.—The Merchant and General Storekeeper.

the merits of the goods, and at all times show your willingness to help the customer to decide on the article that will prove the most satisfactory. When a customer points to an article and asks, "What is that?" don't reply in an abrupt manner, "Breakfast food," or "Biscuits." Be more explicit and say that it is Consumers' Biscuit, at the same time stating the price and other information pertaining to the item referred to.

6. Persistent application to your duties, cheerfulness, with a pleasing smile and willingness to cater to the wishes of all patrons, are the most essential elements to bring success to the salespeople and to insure an increasing clientele for the store.—Retail Grocers' Advocate.

**BEST INVESTED  
HOURS ARE IN  
THE WINDOW**

**VIEWS ON THE VALUE  
OF DISPLAY.**

By an Experienced Traveller.

(No other man is so advantageously situated as the observant and thoughtful commercial traveler for arriving at an informed opinion of the relative value of retailing methods. A representative of The Canadian Grocer, speaking with B. E. Miller, of the Red Rose Tea Ontario staff, the latter expressed some views on window-dressing. He was asked to put them in the form of an article for publication. He has done so after a good deal of urging, and the article, though short, is well worth while.—Editor.)

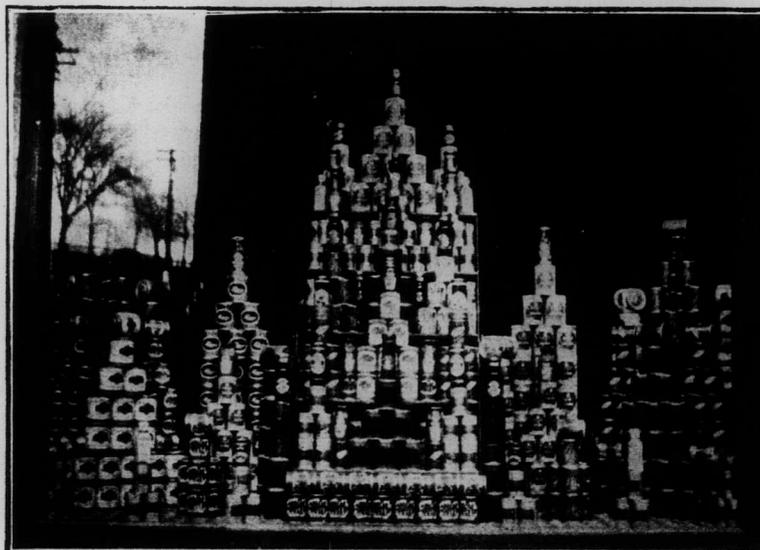
Goods well shown are half sold.

To the casual observer this statement appears rather meaningless and far-fetched, but if we stop and look around us we will see that it carries more weight than we would at first expect.

The largest and most successful retailers in both Canada and the United States devote a good deal of their time and thought as to ways and means of properly displaying their goods. Not only is this so, but they go still further and set aside a substantial cost appropriation to be used exclusively for fixtures, salaries, etc., in connection with the carrying out of their plans.

Possibly you will say, "This is all very well for the large city stores, but doesn't apply in my case." Let us see.

How many times have you purchased a hat, necktie, a pair of shoes, etc., from having seen them attractively displayed in some window as you were passing along the street?



Dillon Bros., Halifax—A Capital Canned Goods Display.

How many times have you bought goods that you would not otherwise have purchased because the salesman display-

ed them to good advantage as regards quality and price?

Could you imagine a traveler successfully introducing a new line of goods without having a proper line of samples to show the prospective buyer?

From these examples I think you will agree that what I have said applies not only to the large retailers, but to retailers in general.

The question at once arises as to what are the best means of displaying the goods?

There is a diversity of opinion as regards this, but it is pretty generally

acknowledged that the "window display" is the best.

In fact the art of window-dressing has become a well-paid profession.

By showing your goods in the windows you not only reach your regular customers but the public in general, and will thus both increase your business with old customers and probably make many new ones.

The mistake is too often made of putting too much in the window. Better put a few articles in and arrange them tastefully. If it is possible, make your goods appeal to the appetite as well as the eye. This can be done by either card suggestions or association with other goods.

Windows should be dressed at least once a week (twice is better) or if you have two windows, dress alternately, say, one on Wednesday and one on Friday, as it always gives the store front a fresh and clean appearance.

If you have a clerk with a taste for window-dressing help him cultivate it and you will soon find that instead of his time being wasted, the hours spent in the window are the best invested hours of the week.



WINDOW COMPETITION—Wallbridge & Clarke, Belleville, Third.

**BRACE OF BUSINESS-BRINGERS**

A window display that attracted more than ordinary attention in Toronto lately is one installed by Wm. J. McFarland, on Queen St. East. Its chief claim to special recognition lay in the peculiar aptness of its appearance. We regret that we are unable to show a cut of the display, but the somewhat flat arrangement did not lend itself as readily to photography as it does to description.

The window was put in with the direct intention of stimulating the demand for certain brands of condensed milk, the idea being exceptionally well fitted to pull results because of the severity of the milk famine due to a difference between producers and city dealers which was then at its height. The background of the window was draped with black cloth, against which the white tins showed up to the best advantage. In the centre of the window

had to draw upon the stock displayed in the window in order to supply the demand and when The Grocer last passed that way it looked as if there was going to be a condensed milk famine before the day was out.

About a month ago Mr. McFarland put in a pork and beans window which was declared by many travelers and other competent judges to surpass anything they had seen in the city for months. The entire floor-space was thickly covered with white beans, except for a space enclosed by a wooden fence (identical with that which later did duty for the cows), within which several white china pigs disported themselves to the very tangible profit of their owner and the delight of every child in the neighborhood. A card with the statement "Well fed are those who eat Clark's pork and beans" was included in the display, and out of curiosity Mr. Mc-

toy cows and pigs suitable for the purpose. Mr. McFarland bicycled all over Toronto before he found anything that satisfied him. The trouble was more than justified by the results, but the latter were by no means exceptional and are at the command of anyone who will study what is undoubtedly one of the most important departments of the retail store.

**ATTRACTIVE PROVISION WINDOW**

For the past eleven years, Mr. Chas. Barber has been head clerk for J. & A. McHardy, wholesale and retail pork packers. During that time he made many warm and true friends, and learned the packing business and retail selling of pork from A to Z.

About ten months ago, Jos. O'Mara, of Palmerston, started a branch store on Quebec street, Guelph, wishing to have a share of the very profitable pork business done in that city. At first



An Attractive Provision Window—O'Mara's, Guelph.

was a "stake and rider" fence, enclosing a space of a few feet covered with green paper to represent a grass field. Within the fence browsed two very good imitation toy cows, and all round the outside were arranged little pyramids of condensed milk and cream, of two or three different brands.

The words, "Ready for the Milk Famine" were prominently displayed on a card set immediately behind and above the field, and Mr. McFarland told The Grocer that his sale of condensed milk was increased from five to six hundred per cent. solely through the attention which the display attracted. He sold milk to scores of people who stopped to pass some comment or to inquire the price, and who had never been in his store before. He sold so much that he

Farland counted the number of people who in five minutes stopped to smile at the window or make some remark upon it. The tally was more than 50 in five minutes. Effective groupings of the cans was of course a prominent part of the display.

At the time this window was put in there was little or no demand for pork and beans, the season being practically over. The time consumed in its arrangement was not over two hours, and for many days after it was removed the demand which it created for the brand shown was well sustained in spite of the fact that the season for its consumption was virtually at an end.

The preparation of these two window displays was no easy matter. The greatest difficulty was experienced in finding

there was a tremendous rush, but soon it cooled off, and in the course of three months he had no less than three different managers. At last he secured the services of Charles Barber, who has since that time conducted the business. Mr. Barber did not start off with a big splash, but has quietly and continually worked his way into the favor of the public. They have at present as clean and neat a pork store as you would find anywhere, not excepting Toronto, and supply the O.A.C. college, Macdonald Hall, and other large institutions.

The illustration is a photo of their window. It may give grocers who desire to run a provision counter an idea as to how to dress an attractive cooked-meat window. Hams are displayed on platters, decked with parsley, and ever-

greens. Mr. Barber uses a fine large Eureka refrigerator, marble counters, computing butchers' scales, and the trolley system of hanging hams and bacon. The walls are done in white tiling. In fact, everything looks clean and appetizing. Mr. Barber married shortly before taking over the store's management, and in his eleven years of apprenticeship saved and invested his money to good advantage.

**A MAPLE PRODUCTS' SHOW.**

Albert H. Nigers, clerk for H. T. Barker, Stratford, has sent to The Canadian Grocer, a pen-and-ink sketch of a maple product's window, and it is here reproduced. He says: "This window has been the means of booming the sale of maple syrup and maple sugar for us." His description of the details is as follows:



Maple Products Show—H. T. Barker's Window, Stratford

"Trees of maple branches, with cross-pieces nailed and then fastened to floor with two nails.

"Taps were made with cardboard centres, that are used in large spools of twine.

"Ground, white sheet batting, to represent snow, troughs of wooden boats used for lard. Fire underneath cauldron was of small twigs thrown carelessly over red crepe paper. Background curtain of Turkish red."

**When in doubt change the window trim. You can't miss it by doing that.**

**THREE GOOD WINDOW DRESSERS AND THEIR WORK**

The Successful Competitors in the Grocers' Xmas Window-Dressing Contest.

Good resolutions, like good pie-crusts, are easier to break than to make, and when many months ago we formed an inward resolve to publish, at an early date, the photographs of the winners of our Christmas window-dressing competition, together was as much of their past lives as seemed fit for publication, we honestly intended to live up to it. The delay but adds to the attractiveness of this special number of The Grocer.

To those who are more or less initiat-

good enough for our fathers is good enough for us," is their suicidal motto, and so they potter along, self-satisfied, their own worst enemy and a useful warning to the younger generation.

**Opportunity for the Ambitious.**

Window-dressing, to be successful, must be studied. It is not necessarily a gift, though it is undeniable that some men seem to possess a special aptitude for it. Anyone, however, can make himself proficient in it who is willing to learn and will make opportunities for himself. Nowadays the wise merchant keeps his weather eye open for any sign of window-dressing ability among his clerks, and a man who is ambitious may be reasonably sure of a square deal from



H. O. KIRKHAM, VICTORIA, B.C.

his employers. "Herein ought to be the pleasure of the work," writes Mr. Wilson, winner of the 3rd prize, "doing your best for your employer and gaining experience for yourself."

**The First in a Large Field.**

H. O. Kirkham, the 1st prize winner, is very modest about his achievements in window-display, and the success he has scored along these lines. By dint of ceaseless effort and enquiry, however, we have managed to dig out a fairly comprehensive life history, and we must rely upon the photograph, which we are told, is a speaking-likeness, to furnish our readers with any particulars which we may inadvertently omit.

Mr. Kirkham, then, was born in the Old Country, in Shropshire, 29 years ago, and at the tender age of ten came with his parents to Canada, and liked it well enough as he grew older to make

it his permanent home. For ten years he pursued a farm life in Saltcoats, Assiniboia (now Saskatchewan), moving thence at the end of that time to Yorkton, in the same province. A year later saw him fairly launched in business life in the general store conducted at Yorkton by Jas. L. Magrath. Here he spent two years, and in 1900 moved to Victoria, B.C., where he has followed the grocery business ever since. For the last four years he has worked for Dixi H. Ross & Co., and has held the position of chief clerk with that firm since 1905.

Mr. Kirkham has the best wishes of The Grocer and everyone connected with it for his continued success, and if the window with which he carried off the first prize in the Christmas competition represents a fair sample of all his efforts in this line, there is no doubt that he is doing his share in raising the



GEO. ROGERS AND MRS. ROGERS  
830 College St., Toronto.

science of window-dressing to the level of a fine art.

#### A Close Second.

George Rogers, whose window captured the second prize, and who is incidentally the proprietor of one of the best-equipped stores of its size in Toronto, told us that it was more by good fortune than by design that he entered his window for the competition at all. The arrangement, he said, did not appeal to him as anything out of the ordinary, though it attracted considerable attention from passers-by. The keen perception of a friend, however, saw in the display more than ordinary merit, and Mr. Rogers was induced to have it photographed and entered in The Grocer competition. The result more than justified the good judgment of his friend, and in addition introduced us to a window-dresser of quality whom

we are proud to number among our prize-winners.

Mr. Rogers, who has been a resident of Toronto for more than 20 years, was born at Lambton Mills, not so long ago that he has forgotten the date, but long enough to make him somewhat diffident about authorizing the exact figures for publication. The mere fact that he was born, however, is sufficiently specific for the purposes of this sketch.

Before he started in business for himself Mr. Rogers was connected with one store for 14 years, through five successive changes of management, "From everyone of whom," he declares, "I learnt something new." J. R. Hill was the proprietor when George Rogers started, and he was succeeded by Good Bros., and they in turn by three or four others, "So many," says Mr. Rogers, "that I have lost track of the exact number."

For five years after he had severed his connection with the last incumbents (if one may so term them) Mr. Rogers rented a store at 810 College St., where he conducted a flourishing grocery business "On a strictly cash basis," he says, "for as much cash as I could get." The modification is a subtle one, but Mr. Rogers evidently made it pay.

Last year he built his present fine store at 830 College St. His counters, fixtures, desk and shelving are all of solid oak. He has installed every modern convenience that has been invented since the flood and stands to-day an excellent example of what energy, combined with intelligence and stick-to-it-iveness can accomplish for a man who, from the outset, has made up his mind to succeed. Mr. Rogers' turnover for the first year in his new home amounted to \$29,000, "And this," he tells us with characteristic opinion, "is just a hint of what I am going to make it by the end of 1907."

#### The Third Man Home.

D. C. Wilson, the winner of the third prize, while lacking the experience of his more successful competitors, displays a thorough knowledge of the principles of window-dressing and the different methods of their successful application. Mr. Wilson has only been seven years in Canada, having spent all his early life in Scotland, where he was born. By profession a school teacher, his connection with the grocery business extends only over the last four years, which he has spent with Robt. M. Hood & Co., at Nelson, B.C.

In the course of a very interesting letter, he says:

"No one who puts any thought into window dressing should find it any special difficulty. Rather should it be a work of pleasure. There are two rules to which I always adhere and attention

to which I think makes window dressing easy and saves considerable time.

"First, always do the work after the store is closed. Day window dressing is a waste of time and the result generally a poor display.

"Second, have an idea and design thought out as suitable as possible to those goods you are going to display.

"One special line of goods makes the best display. As much as possible make your display appropriate to the season of the year. Display particularly those goods that people buy most at certain times. Never overcrowd; if you don't allow the goods in your windows to be seen it is waste of time and material to put them there at all.

"Always put in fresh goods, bright packages with clean labels, and never let your window get stale. Vary style of dressing as much as possible. Remember the window is a reflex of the store, and the first impression of the interior is often obtained from the win-



D. W. WILSON, NELSON, B.C.

dow display. I do not believe in a closed-in window. Let people see right into the store, they are sure to see something inside to interest them; the window is not the only oyster in the soup.

"I am a firm believer in trimming the back or ledge behind the background of the window display so that customers can also inspect from the inside and at close range the same goods shown in the window proper.

"Always put your best effort into the work and try to make each display better than the last.

"Keep in view the fact that a window is in for several days, and make it a selling one and not merely a filler of space.

"The more effort one makes the more experience one acquires, and by thus applying one's self to window dressing the more one learns of interior decoration, or vice versa.

"Herein ought to be the pleasure of

the work, doing your best for your employer and gaining experience for yourself.

"In conclusion, allow me to say that your articles on window dressing and store decorations, etc., ought to be read and appreciated by every clerk, and must have a very beneficial effect in that line all over Canada."

**A WINDOW SAYING.**

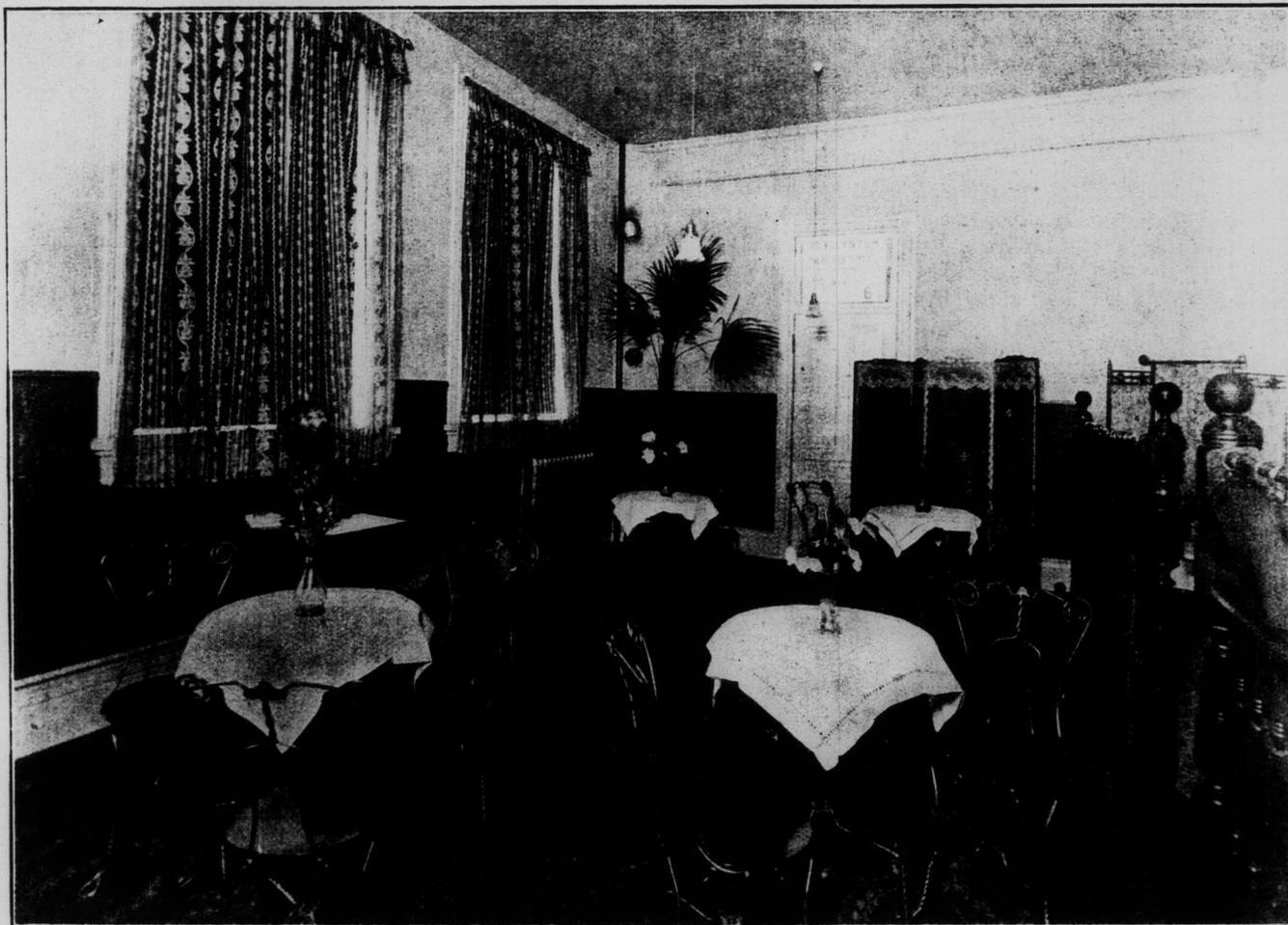
There is a sign in the window of a grocery in Fifty-third street, New York, not far west of Broadway, that is at-

**SOME SIMPLE RULES  
FOR GOOD  
WINDOW DRESSING**

The Window is the Store  
Headlight.

The grocer who has a pronounced natural talent for window dressing will find the ways and means to make a pretty presentable window display, but the ordinary grocer, if he is to succeed

their windows as an aid to retailing, the windows themselves proclaim. Just here, however, it is assumed that the importance of window dressing in a grocery store is admitted.



Tea Room, Hudson's Bay Co's Store, Calgary.

This room was recently opened, by the company as a tea and rest room for the convenience of their customers, and has since been very well patronized. \*

It is situated on the second floor in front of the china section, and the windows afford a fine view of the principal business street. It is nicely furnished,

and each table can be separated from the others by a dainty Japanese screen. In one corner of the room is a writing table and writing materials. There is also a telephone in connection.

Tetley's tea and Christie's biscuits are served free in this room every afternoon from three to six. The tea is

served in dainty china cups, and the large number that have enjoyed a cup of tea, and the many complimentary remarks that have been heard in regards to the dainty manner in which it has been served, have demonstrated that the company's efforts in this direction have been appreciated.

tracting attention. The sign reads this way:

"If you cannot enjoy your breakfast, why not try some of our invalid eggs from the farm?"

in this branch of his work, must go out of his way to dig up information. First, however, he must be convinced that it is worth while. That the majority of grocers set a mere passing value upon

N. C. R. Window Display Suggestions is the name of a brochure recently issued by the National Cash Register Co. The last page contains seven suggestions for effective displays, with this fore-

word: "In order to make your window display accomplish the results you expect of it, it will pay you to consider carefully the following suggestions:"

1.

"**PLAN IT.** It is impossible to make a good window display unless you give careful thought and attention to the matter and plan the entire display before you start to arrange it. You would not think of placing an "ad." in a paper without giving it careful thought. You should not think of allowing your store front to show less care in preparation."

The present writer had cause not long ago to observe carefully the window dressing of a grocery clerk, who had had no special training, but was greatly interested in this part of his work. His interest bespoke considerable natural ability and it was his practice to dress his windows without any planning beforehand. He was able to draw some prizes, too. This is not an argument against planning windows on the start, for the writer suggested to the clerk that he should plan his work ahead, and he adopted the hint with good results; but it suggests that there are not many rules about window dressing that can be laid down absolutely.

2.

"**STUDY EFFECT.** You can teach yourself how to make profitable displays in your store windows and store fronts by taking careful note of the effect each change makes and the amount of interest each arouses. Watch your crowd and see what it likes."

But supposing your changes make no effect, how are you going to learn to make profitable displays? It cannot but be an excellent plan to observe closely the effect of your window dressing and if you are making a real effort to dress your windows, there will be some effect evident; but window dressing cannot be studied to the best advantage exclusively at home. The grocer should go after that kind of education. The most convenient teachers are trade papers and other men's windows, but there are specialists in this line and it is worth any ambitious grocer's while to get into touch with a source of exact and specific information. This applies especially to young men and clerks.

3.

"**CHANGE DISPLAY OFTEN.** Variety in window display is necessary, if your window is to continue to attract attention. The same display used too long ceases to interest."

This is one rule to which there is no exception. Every grocery window should be trimmed once a week at least. It may be you want to continue to display the same line of goods. For instance, Michie & Co., Toronto, have been displaying maple syrup and sugar for two

or three weeks, but one week is the longest any trim is allowed to remain.

4.

"**USE SOMETHING UNUSUAL.** It is the unusual and extraordinary that always draws attention. If you can succeed in working up something that is out of the ordinary line you will succeed in attracting the persons whom you wish to interest in your goods."

That does not necessarily follow. Something sufficiently out of the ordinary would attract every man, woman and child on the street, and perhaps add little to your trade. Far be it from the writer to disparage uniqueness in display; but it is a sound principle in grocery window display that it must make its appeal as a foodstuff; that is, when it is groceries, and not sundries, that are being displayed. The effectiveness of a grocery window will depend upon its appeal to the observers as a foodstuff, and not as a novelty. There are general principles underlying the art of display as a whole, but when it comes to getting results, every class of goods becomes a specialty from the window dressing point of view, and the purposes of the goods must be considered. The grocery window dresser should never get away from the fact that he is displaying foodstuffs, except when he isn't displaying foodstuffs.

5.

"**MAKE IT SIMPLE.** Something plain, not complicated, is sure to be more effective than a great mass of stuff without a definite plan. It requires study to attain simplicity, and you can afford to spend a lot of time trying to make your display as simple as possible."

Simplicity is easily enough obtained, but simplicity with effectiveness is the mark of distinction worth going after. The rule of simplicity in window dressing is not without its exceptions. "A great mass of stuff" may be very effective and artistic, but "without a definite plan," never. In answer to the criticism by the writer that there was too much stuff in a window, the dresser replied that the window was so deep he had to build up a background. On general principles, though, simplicity is a fine aim to work to.

6.

"**SHOW YOUR PERSONALITY.** Your window display can be made to reflect your own personality even more strongly than an advertisement in a paper or any other kind of advertising. Window displays show the sincerity or insincerity, the honesty or dishonesty of the goods for sale."

This paragraph or a similar one is

good reading for a window dresser every little while.

7.

"**KEEP IT CLEAN.** One of the most important points in effective window display is cleanliness. Nothing about a store repels trade more than a carelessly arranged or soiled window display. You cannot afford to have anything except clean goods and clean windows in the front of your store."

This is the golden rule of window dressing. It is the one rule to which there cannot be, upon any pretext, any sort of exception. It applies not only to the window, but to the store, the store-room, and the clerks. Grocers sometimes seem to forget they are handling foodstuffs. Would it not be a good line for a grocer to have printed some mottoes:

"YOU ARE HANDLING THINGS TO EAT."

and tack them up on the inside of the counter and other places where he himself and the clerks would often see them and the public would not?

#### THE JAP'S COLLECTION LETTER.

Shugio, an ambitious young Japanese salesman employed by an importer of Oriental goods in New York, has asked so often for a chance to do clerical work in the office that last week he was told he might write letters to three persons on the firm's books to ask them if they would make some payment on their accounts.

"Go easy with them," cautioned the importer. "They're all good customers, but just a bit slow."

Two days later the importer was surprised to receive checks in full for all three accounts. One check from a well-known woman was accompanied by a sharp note, and the head of the firm hastened to find the copy of Shugio's dunning letter. It read:

"Dear Mrs. ———: If you do not do us the extreme honor of paying all the dollars and all the cents of this accounting, which so long you have owed to our business of importing, we shall, to our regret, begin to do something that will cause you the utmost astonishment."—  
New York Sun.

#### THE REAL THING.

Uncle Josh, fresh from Upcreek, had been inspecting the family icebox.

"Henry," he said, "you told me you was gettin' artificial ice. The feller that sells it to you is foolin' you. I've looked at it, and teched it, and if it ain't real ice, by gum, I never saw any."

MAPLE PRODUCTS  
A  
NATIONAL INDUSTRY

Their Preparation, Scientific  
and Otherwise, with a Sermon  
on Purity.

Of the world's output of maple syrup and sugar, Canada supplies over three-sevenths, and but for the fact that the resources at her command are in excess of her present possibilities of realizing on them, she would be able to increase the production of that commodity five or six times.

The supply of maple sugar and syrup is confined strictly to North America, and the greater part to more or less limited areas in New England, the mid-

following proportions:—Quebec, 13,564,819 pounds; Ontario, 3,912,640; New Brunswick, 207,450; Nova Scotia, 112,496, and other provinces, 7,520. The average value works out at nearly 10 cents a pound.

**Primitive and Destructive.**

The first methods employed in the manufacture of maple sugar and syrup were somewhat primitive compared to the modern and upto-date methods

pails to the boiling-place, and reduced to syrup in potash kettles, which were any specimens still in existence, would be a curiosity at the present more enlightened time. Compared with the cleanly, systematic and time-saving methods which the modern manufactures now employed, these rough-and-ready ways of our ancestors seem extraordinarily primitive and unprofitable. But it is not altogether outside the bounds of possibility that a few years hence our children will be laughing at what we now consider modern, even as we ridicule the efforts of our fathers.

The cost of equipping a sugar bush with a modern outfit is to-day a matter of considerable trouble and expense. A sugar-house must be built and supplied with sap-holders, evaporators, skimmers, syrup cans and other appliances, while



MAPLE PRODUCTS—Gathering Sap.

dle and central-western States, and Canada. In the latter country the manufacture of maple sugar and syrup has assumed a relatively high importance compared with the production in the United States, the average annual output approximating 17,804,825 pounds. The money value of that in 1901 was placed at \$1,780,482. Quebec, Ontario, New Brunswick and Nova Scotia contribute the bulk of this total, in the

which have since been introduced, and the article was dark in color and unattractive. Moreover, tapping the trees with an axe, which was the usual method adopted at that time for obtaining the sap, proved somewhat detrimental to the preservation of the forests, and the whole modus operandi, as a fact, was wasteful in the extreme.

The sap was caught in troughs, hewn out of the solid log, thence carried in

the necessary materials for gathering the sap comprise buckets, spouts, pails and gathering tank, to say nothing of a pair of horses or yoke of oxen harnessed to a wooden-shod sled, to draw the gatherink tank around when collecting the sap.

The trees are tapped in February or March, the sap collected in buckets attached to the tree through a spout inserted just within the sap wood and then

## THE CANADIAN GROCER

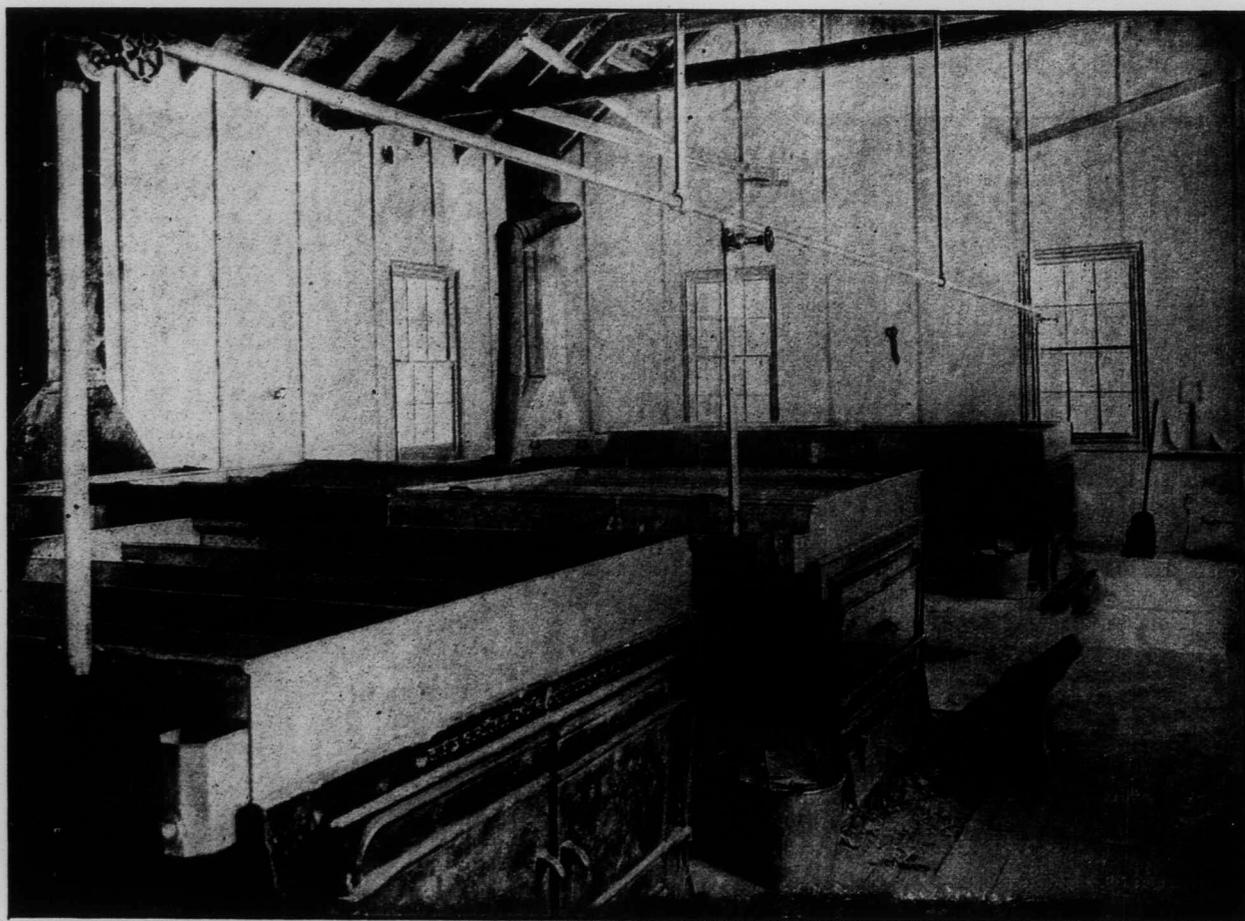
poured into the gathering tank through a double strainer fastened to the cover. The sap is strained three or four times during the course of handling to eliminate all impurities and foreign matter. The boiling in the sugar-house is done as soon as sufficient sap has been gathered to keep the evaporator in operation. The sap as it comes from the tree contains but a small percentage of sugar. As the process of boiling goes on and the water evaporates, that percentage gradually increases, first, to the point where the sap becomes standard syrup; second, to the point where it reduces the sap to the consistency required for soft or tub sugar, and finally to the

Canada. The chief advantage of canning the syrup cold lies in the fact that a greater net weight is obtained by doing so. A gallon can filled with hot syrup, boiled at a temperature of 219 degrees, will not weigh over 12 1-2 pounds, whereas the same can filled with cold syrup will weigh 13 pounds 2 ounces net. If the syrup is canned hot at high temperature, it will shrink as it cools and allow a vacuum to form between the top of the syrup and the top of the can. This is to be avoided, for two reasons:—First, the quality of the syrup is liable to be impaired through fermentation, a crystallization setting

but generally increases as the season advances. The nitre accumulates at the bottom of the settling can, but is not drawn off with the clear syrup, or allowed to go into any syrup cans intended for market by the manufacturer who wishes to make a reputation for the purity of his products.

### Purity—First, Last and All the Time.

The demand, being many times in excess of the natural production, has led to the "manufacture" of an article of commerce in which the pure maple product pays a very inconsequential part. Some authorities assert that sugar refiners make much more sugar and syrup,



MAPLE PRODUCTS—Interior of a Model Sugar House.

point where it reaches the consistency of hard or cake sugar.

The exact points at which the sap becomes syrup, tub sugar or hard sugar are determined by an instrument called the saccharometer, and by the thermometer. The former is used exclusively for syrup. The latter for syrup, tub sugar and hard sugar.

### Canning Maple Syrup.

Opinions as to whether maple syrup should be canned hot or cold to obtain the best results and the most economical methods to adopt in each case, differ widely among the best sugar makers in

in, and the purchaser will feel that he has been defrauded in not getting a full gallon of syrup.

A taint of rosin or acid is occasionally noticed in maple syrup, but this does not necessarily cast any reflection upon its purity. It arises from the insufficient cleansing of the syrup cans before they are filled. They should be thoroughly rinsed with boiling water to get rid of all unpleasant flavors of the materials used in soldering.

A combination of malic acid and lime, called nitre, or "sugar sand," is found in all maple sap. The quantity varies,

labelling it "maple," than the entire natural production; that the refuse sugar of the real maple enters into the artificial combination of glucose, cane or beet sugar, and chemicals—to a very large degree creating a ready market for black American and Canadian sugars, and the "late runs" of the maple sugar-producing sections of both countries.

The very best maple sugar syrup must be produced to satisfy the consumer. It must be of a delicate, clean maple flavor, perfect in texture and of a high grade. The increased demand during

## THE CANADIAN GROCER

the last few years for such an article gives every assurance that the public is ready to pay a higher price to obtain it, provided they can do so under a guarantee of its absolute purity.

There is no doubt as to the superiority of the pure maple goods over mixtures of maple syrup and sugar with other sugars and ingredients, but the latter are sometimes so attractively put up, and the difference apparently so slight, both in the labelling and in the contents, that the ordinary consumer who purchases it, unless quite accustomed to the nice delicate maple flavor of the pure maple goods, cannot detect the presence of any "artificial flavor." The sale of these adulterated goods, if their character is not clearly indicated on the cans or packages, hinders the trade in pure

turer, and he, the merchant, is immediately released from all responsibility. In case the merchant does not hold this "Form of Warranty," he is liable to the fine imposed should his goods be found to be adulterated.

### Output Can Be Doubled.

In an address delivered before the Pomological Society of the Fruit-growers Association of Quebec in December, 1906, Mr. Goddard, a prominent member, said:

"In the year 1900 there were manufactured 17,000,000 pounds of syrup and sugar with not more than 10 per cent. of the maples worked. To-day I estimate there is about 15 per cent. tapped with a much larger output and if stringent laws are enacted and rigidly enforced to prevent the adulteration of

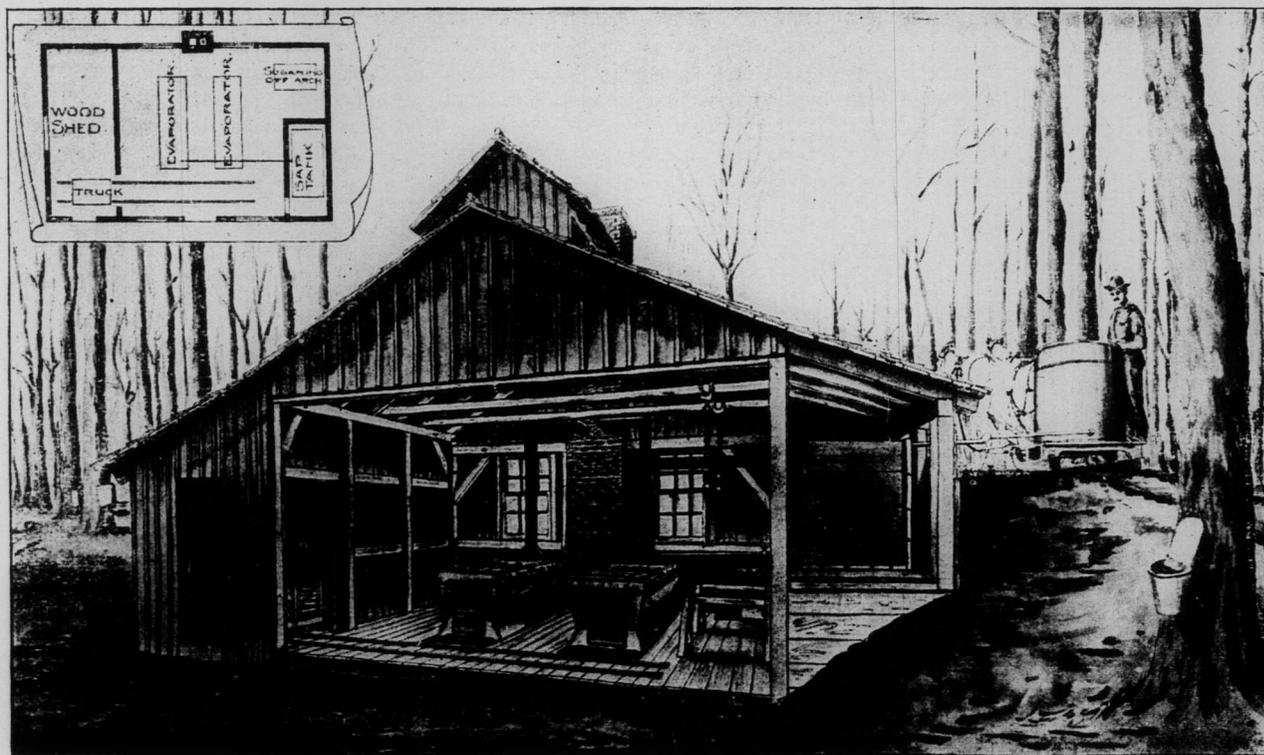
the sugar makers of Canada and ask our government to pass a law as strict as that in force in Ohio, on this industry, thereby securing it for the farmers of Canada and giving to the lovers of maple goods a guarantee, that whenever the word maple is found on a package of sweets, it is genuine."

For permission to use the cuts reproduced in this article and for much of the information contained therein, we are indebted to the department of agriculture at Ottawa.—Editor.

### THE PECAN NUT.

Increasing in Favor—It Grows Where Cotton Will—Related to the Walnut.

It is astonishing how few people there are who know what a pecan nut is, and



MAPLE PRODUCTS—An Outfit Having a Boiling Capacity of 420 Gallons of Sap Per Hour.

goods, discourages the producer of the latter, and at the same time defrauds the consumer by tempting him to purchase a misrepresented article. For the protection of the merchant and jobber against handling maple goods fraudulently marked, the Adulteration of Foods Act provides a "Form of Warranty," to be signed and forwarded with each shipment of syrup or sugar by the producer or manufacturer who actually cans and labels the goods, so that in case an officer of the Inland Revenue Department purchases a can of syrup or cake of sugar for analysis, and finds the same to be adulterated, the merchant or jobber can hand to this officer the "Form of Warranty" signed by the manufac-

ture, and he, the merchant, is immediately released from all responsibility. In case the merchant does not hold this "Form of Warranty," he is liable to the fine imposed should his goods be found to be adulterated.

same, I predict that in ten years, the output will be nearly doubled. It seems a pity that more so called maple syrup and sugar is manufactured in the cities of Toronto and Montreal, than is made by all the farmers of Canada combined, but what steps are to be taken to prevent this state of affairs? It is only within the last two years that the presence of granulated sugar could be detected, when mixed with maple, and the credit of this discovery is due to our neighbors to the south of us who are our leaders in this industry and who have placed very strict laws on their statute books regarding the adulteration of maple sugar and syrup.

Should we not form an association of

still more surprising to realize that there are very few who recognize differences in quality or varieties, and who really know that there is nearly as much difference in the flavor of pecans as there is in the flavor of different varieties of apples. The wild seedlings may be thick shelled, bitter and astringent, whereas the cultivated forms are thin shelled, rich and delicate in flavor and texture. For many years the markets of the east have received and have consumed considerable quantities of the seedling nuts of Florida, Louisiana, Mississippi, Texas and other regions where the pecan is indigenous. These nuts range from good to very indifferent and poor. They all present

the same polished brown exterior in the grocer's window, but vary greatly in the quality of their meaty contents.

The United States is a good deal of a nut eating country. Something over \$5,000,000 worth of nuts are imported annually. On the other hand they only export about \$30,000 worth. This export quantity is largely made up of English walnuts grown on the Pacific coast, and perhaps a few pecans from the south. It is interesting to note that as the pecan has become known in the east its consumption has increased, and with increasing consumption have come also higher prices. Less than ten years ago ordinary nuts could be bought for five or six cents a pound. These nuts, which were then used by nurserymen for growing seedling stock now bring from eight to twelve cents a pound. There is a still greater advance in the price of the really edible varieties. Where formerly they were sold for ten cents, they now bring twenty and thirty cents, while the propagated varieties sell up to fifty and sixty cents, when a private and personal trade is established. There is no question at all that the pecan is one of the coming nuts, and is bound to be a leader among fruits of the future.

As a fruit it possesses the important quality of being non-perishable within reasonable limits. Cold storage is not a factor, and transportation facilities are of relatively small importance.

This tree, which belongs to the walnut family, and is known technically by the name of *Caryaolivaeformis*, or, more lately, *Nicoria pecan*, has quite a wide distribution in the United States. Naturally, it is distributed more abundantly on the rich, alluvial bottoms of streams than on the higher lands. The pecan runs as far north as Southern Iowa, and as far west as the Colorado River, in Texas, extending southerly to Central Georgia. Roughly speaking, we may say that it occupies practically the same area as the cotton plant, although it can be grown farther north.

#### A MISUNDERSTANDING.

Tarantula Tom—Why did Bill plug the tenderfoot?

Lava-Bed Pete—It all come o' Bill's distressin' ignorance o' legal terms.

T. T.—How 'uz that?

L. B. P.—Well, Bill owed the short-horn some money, an' was sorter slow about payin'. So the stranger writ him a letter sayin', "I will draw on you at sight." An' Bill thought that meant a gun-play; so, when he meets up with the stranger he draws first. It was a misunderstandin'.

### THE GROCER AND HIS HOUR OF DISCONTENT

An eulogy pronounced by C. W. Coumbe of the Tea and Coffee Trade Journal.

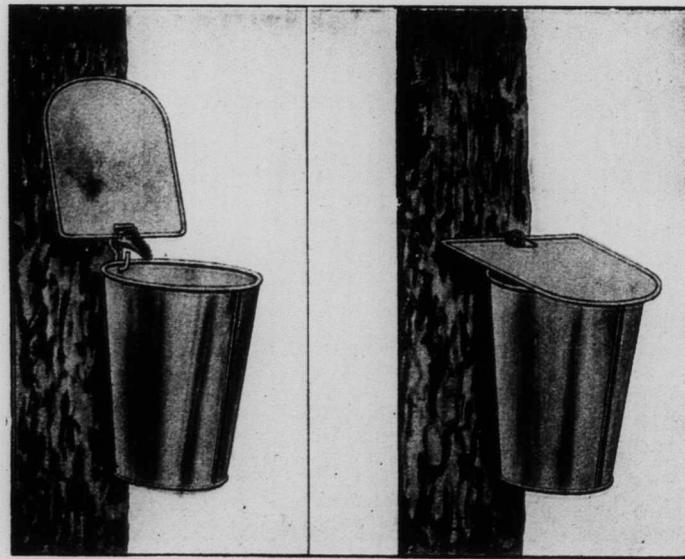
Perhaps the greatest source of discontent with the retail grocer is the monotony and humdrum that in some stores accompanies the daily routine. But discontent once entering the retailer's heart is a cancerous enemy whose growth is not only steady, but usually proves fatal.

"Love for one's business" is the maxim preached as the mainspring of success by the successful. Failing in ambition, the merchant must shake off the lassitude that accompanies the first symptoms of despondency. The cure for the malady is at hand and lies not only within the retailer's reach, but is really within the realm of his solemn duties.

som forth the brightest and liveliest of his section.

Stimulus, an incentive, also is required to pin his life's work to his trade. "Only a grocer" entering the mind, soon brings "but a waste of time" to lag his steps. An ideal is needful to bring a man's activities up to top-notch. The Philistine says: "We can't eat a meal without interviewing our grocer. You can omit the preacher, waive the lawyer, but you'll have to send for the doctor, unless you deal with the right grocer."

What greater mission on earth than that of the honest grocer? The minister from his pulpit propounds, the writer sets forth in printed words, but the



MAPLE PRODUCTS—Tin Bucket and Cover.

Let him open his ears to the comments on successful rivals. Let him put on his hat and coat and visit the lively stores of those who are achieving that success he is longingly but impotently dreaming of. Nothing is so stimulating, so contagious, as success. A visit to the busy stores of successful grocers will revive the sinking soul of any despondent member of the trade with its tonic.

He will first note the contrast, he will next compare methods, he will then absorb new ideas. And he will leave his competitor's threshold with resolves and plans that will twist his despondent vision into channels so full of enterprise and hope that his store will soon blos-

self-respecting grocer practises those humanitarian rules that raise the health and vigor of his neighbors, so that their lives are pure and their work enjoyed. Truly, a position so honorable would be hard to find in the professional ranks. Deeds, not words, are his part in life—the dealing out of that which produces and sustains human health. Physicians and teachers are praters, the druggist a useless member in our community when the grocer—the broad-minded, ambitious grocer—knows, carries out and respects the maxims that are inherent in the life of the purveyor of our daily food and drink.

## THE CANADIAN GROCER

### SOME SUGGESTIONS FOR STORE INTERIORS

More and more every year the grocers throughout Canada are giving attention to the improvement of the appearance and arrangement of their store interiors. This development comes naturally with the growth and increasing wealth of the country. There are now firms making a specialty of this work. One of these, the Walker Bin Co., was asked for an illustration of what they would submit as a suggested model for an average grocery. They courteously responded, and the accompanying cut is the result. The

of tea, and in the centre a nest of twenty spice bins, with bevel plate mirror fronts. Following the main wall case and running back to the refrigerator is a section of open wall case and shelving to correspond with the main wall case. On the opposite side of the store is a section of wall case with three rows of medium-sized full glass display bins for all lines of smaller bulk goods and for fancy biscuits. Following this is a section of wall case and shelving enclosed with sliding panel doors in the base and

The specifications of sections shown in the cut may be modified in the height and bin equipment of wall cases, of which there are three standard heights, viz., 37, 42 and 54 inches, with shelving of required height above; and bins of different sizes may be grouped to provide the greatest convenience for the particular business to be served. With the exception of spice bins, which have bevel mirror fronts, all of the bins are fitted with glass display fronts, thus providing for clean and attractive display.

Another quite different proposition are



Suggested Interior Fitting for Average Grocery.

object aimed at is the maximum of utility and convenience in a minimum of space, without the appearance of overcrowding.

The wall cases throughout are 54 inches high, and are surmounted by shelving 42 inches high, making the height of case over all, 8 feet, being a convenient height to be reached without the aid of a ladder. The counters are of standard height, 37 inches, with top 28 inches wide.

The main wall case immediately behind the counters is fitted with barrel capacity bins for cereals, etc., tea and coffee bins, with capacity of half a chest

sliding glass doors above. The main counters are equipped with two rows of full glass display bins in front and in the rear shelf space for goods that sell on the "brand" and do not require to be displayed. The small cross counter toward the rear of the store in front of the refrigerator is for the handling of butter, cooked meats, etc.

It will be noted that while the shelving is low in order to secure convenience in the handling of stock, ample provision is made for shelf goods in the open wall case and shelving, and in the rear of the counters, in addition to the regular shelving above the wall cases.

the illustrations over the page, showing the interior of R. H. Stewart's store, 599 Sherbourne street, Toronto. This is undoubtedly one of the handsomest grocery fixtures in Canada, and while not submitted as appropriate for the average grocery, it shows what the grocer in Canada is doing. These fittings were installed by Jones Bros., Toronto.

"A real salesman is one part talk and nine parts judgment, and he uses the nine parts judgment to tell when to use the one part talk."

## WHY MERCHANTS FAIL

Many things to do and Some to Avoid in the Retail Grocery Business.

By Albert Armstrong in "Modern Methods"

Under the caption, "Why Merchants Fail," George Brett recently gave in the Chicago Tribune a list of reasons why merchants fail. The reasons were obtained from one of the largest wholesale dealers in Chicago. They are:

Insufficient knowledge of the real value of merchandise.

No inborn trading instinct.

Extravagance, i. e., no natural gift of economy.

Reckless price cutting.

Poor advertising.

Lack of neatness, order, and attractive display.

Inattentive, incompetent help.

Failure to include all fixed charges in figuring the costs, such as freight, dray expenses, etc.

To the reasons mentioned above must be added the failure of many retailers to turn over their stock quickly.

Nearly all of the big wholesalers in Chicago admitted that modern conditions demand a quicker turnover of stock. One sales manager stated his views as follows:

"It stands to common sense that if a woman goes into a country store and sees some goods that have just arrived neat, fresh, fashionable, and tempting, she will be unable to resist buying them if she has the necessary money to make a purchase. It pays a storekeeper to buy frequently new goods in small quantities—the oftener the better.

### New Goods Tempt Customers.

"The clerks get tired of looking at shop-worn goods, which have been in the establishment many months, not to mention the feelings of the customer. It doesn't pay to buy a stock of goods which cannot be sold readily. It's far better to make a small profit three times in six months than one large profit in that time. But of course if a man ties up all his money in a big purchase of goods which goes slowly at a large profit he is not in a position to do this."

The small retailer can take a leaf out of the ad of the big State St. stores to advantage. Everlastingly the big stores tempt the appetite of the people with goods of the latest style. When goods get a little shop-worn or a trifle out of date there is nothing surer than that the knife is unsparingly used to cut prices to a point which will force the undesirable stock out of the store. People

who doubt the genuineness of the big sales don't realize the fact that there are reasons for making bargain prices—not fictitious trumpery reasons, but honest, logical reasons.

### Fixing the Margin of Profit.

Wholesalers are of opinion that the majority of small storekeepers do not know how to "merchandise." By "merchandising," of course, is meant the fixing of prices at a level which will cover all expenses and charges and leave a fair margin of profit for the merchant.

The sales manager for a big jobbing house stated that forty out of a hundred retailers forget to figure in the selling price of an article a percentage which will cover the loss they made when they

### HOME RUNS ON ADVERTISING.

Hit hard.

Love taps for babies.

Don't muse—enthuse.

Tell the truth—and tell it hard.

Don't be mysterious—you're not ashamed of your goods.

Plan your campaign—choose your mediums—grit your teeth, and get into the game.

sell the portion of the goods which becomes out of date or shop-worn.

The advertising of most retailers, it is admitted, is at least 100 per cent. better than it was a few years ago. The main fault with the country advertiser is that his publicity is apt to be unsystematic.

One of the best known wholesale clothing firms in the country, who maintain a special advertising service for the retailer, expressed their views as follows:

### Advertising Must Be Systematic.

"From the standpoint of publicity the reason why so many retail clothiers do not do more business is because they have no prearranged plans for putting out their advertising. It is too often a hand too mouth game.

"It stands to common sense, that if a retailer outlines a campaign his efforts will be much more likely to bear fruit, because they have been matured by care-

ful study and close thought as to the best course of action. It is foolish to rush into print on a decision based on the impulse of a moment.

"When business is good in season, a great many retailers figure they do not need to advertise. When trade is dull they say, 'Nobody will buy, anyway, so what's the use of advertising?' A great many of them have one or two big, flaring announcements during the season and then forget all about publicity.

"Want of steady, judicious advertising often causes retailers to have a much larger stock of goods on hands than is necessary. Frequently they make a large loss through selling 'late season' stock at a forced sale."

From one-half to 5 per cent. is the usual percentage of money expended by country retail stores for publicity. Generally, however, it ranges from 2 to 3 per cent. with the majority.

### Methods of State Street Store.

The amount of science and system infused into the publicity of a large State St. store in Chicago may be gauged from the following statement made by the head of their advertising department:

"We aim to reduce advertising to an exact science. Every morning I have laid on my desk a report of the sales of each department for the preceding day. This indicates just what results have accrued from the advertising put out. The report in question also gives the sales for three years back of corresponding days for the same month.

"I know exactly what amount of money it costs to sell certain lines. A man is employed to do nothing else but figure up the space it costs to advertise distinctive lines. And when goods are costing more than a certain percentage to sell there's a row about it. It's evident there's something wrong. We never reckon to spend more than 4 per cent. to sell any staple goods through publicity.

"I am advised when goods have been purchased, when they arrive, and their cost. I get exact reports on the amount spent in salaries, in 'dead help,' rent, etc. I know the stocks of different goods on hand, whether or not they are getting out of date; also reports on what c.o.d.s are returned are furnished me. All this is done that I may work with the clearest light possible."

### Ad is Motive Power to Business.

It will be seen from the foregoing that advertising is reckoned as a kind of motive power essential to drive the machine of business, but an unnecessary amount of steam is not turned on. No large up-to-date Chicago retailer dreams of doing without advertising, but uses it in a systematic way. He harnesses

it to practical problems. He does not expect it to do any "Aladdin-like" feats, which is not true of many small retailers.

In the final analysis as to why most retailers fail, the universal opinion of the big wholesalers of Chicago is that the retailer does not know how to buy.

This opinion was confirmed by a man who had had twenty years of experience in studying the causes of failure among retailers. Request was made that the name of his firm be withheld. If it were given it would be recognized as a concern known in the uttermost parts of the earth as an authority on firm's ratings and causes of failures. The statement made was:

"In twenty years of experience with my firm I have had occasion to study the different routes of failure which the unfortunate retailer often travels. Frequently hard pressed by competition in his own district his perplexities are not lessened by the seductive wiles practiced by the astute mail order merchant to get business.

#### Lack Skill in Buying.

"I know there are many books on selling. I have wondered why there are not more on buying. In my experience I have noticed that among retailers more failures have been caused through want of skill in buying than through any other reason.

"Generally the dealer overstocks himself. Again, he frequently pays good prices for goods of inferior quality. This is due to the lack of moral courage on the part of the retailer to withstand the onslaught of the traveling man and be able to say "No" more often.

"When a retailer engages in conversation with the salesman he wants to have all his wits about him. The retailer should remember that often his own interests do not correspond with those of the salesman, and he should be chary about being rushed into placing an order without due consideration as to how long it will take him to dispose of the goods, whether they are well worth the money, and what profit he will get out of the transaction.

#### Grocers Buy Large Bills.

"In the grocery line especially I have known for a fact that many failures have been due to the retailer buying a lot of canned goods which were slow sellers—though bought at a low figure. At a forced sale these goods realized next to nothing.

"The retailer should fight the mail order man by stealing his thunder and also offer leaders. He should use clever advertising, even if it does cost a little to buy the use of good advertising brains. There is one vital truth the storekeeper always should remember—a

store is made attractive to the general public by the number of bargains to be found in it. Especially is this true of the feminine element. No up-to-date merchant expects to make a good profit on everything he sells. Occasionally selling below cost is the price he pays for getting new trade and making firm friends."

The following point will bear emphasis:

"You can't sell goods unless you get people into your store. How is the retailer going to get a crowd into his store unless he makes offers which will be interesting?"

#### NEW MERCANTILE AGENCY.

A new mercantile and collecting agency has commenced business in Montreal under the name of the Beardwood Agency, with headquarters at 314 New York Life Building. The company is under the management of Kenneth J. Beardwood, a gentleman of some years' experience in the collection department of one of the largest mercantile agencies in the world. The firm have secured representation throughout the Dominion and United States of reputable

#### POINTED PARAGRAPHS.

Now—not to-morrow.

Your success is up to you.

Work twelve hours into ten.

Let the other fellow have the leavings.

The grocer that was too busy to sell sugar would be making money.

attorneys who make a specialty of collections, and their system is designed to ensure satisfaction, whilst the rates are most reasonable, consistent with good service. They invite enquiries from merchants who are anxious to have their troublesome accounts attended to in a prompt and efficient manner.

#### WESTERN COFFEE KING'S VISIT

James Watson, of the Blue Ribbon, Ltd., Winnipeg, was in Toronto last week looking up old friends and incidentally talking coffee. What Jim Watson doesn't know about coffee isn't worth worrying about. A lifetime spent in the coffee business with his father in Toronto and as a prominent coffee and spice man, known from Newfoundland to Victoria, B.C., his experience has been of great value to the Blue Ribbon, Ltd. Since leaving for the west seven years ago he has devoted his time to the coffee and spice end of his company and, from all reports, with

good success. During his Toronto visit Mr. Watson paid a visit to The Grocer offices.

St. Clair Balfour, of Balfour, Smye & Co., Ltd., Hamilton, writing from Brandon a few days ago, reports good trade, despite the fact that two-thirds of the wheat is still in farmers' hands. April 29th he went through a belated snowstorm.

#### HALF CENTURY IN GROCERIES.

W. C. Anderson's, the oldest retail grocery house in the trade in Halifax, is now settled in the new premises, No. 37 George Street, and the store is thoroughly up-to-date in every respect. Anderson has been a household name in Halifax for a half a century and stands for what is good in the grocery line.

The new premises are commodious, the fittings are bright and serviceable, and the arrangements include all the latest in their lines. The bulk goods are all kept in patent pivot drawers, practically air-tight, and keeping the goods free from dust, flies, etc. These pivot drawers are all of polished oak as are all the shelving and fittings. There is a cabinet of polished oak with brass fittings and plate glass fronts for spices, and new counters, also of oak, and in the front of the counters are glass fronted bins for biscuits, etc.

In the rear of the store stands a handsome oak refrigerator, with plate glass front, in which eggs, butter, etc., are kept, and the refrigerator is stocked every morning with fresh goods. On the counter is one of the latest and most improved computing scales, which weighs to the fraction of an ounce and computes the cost of the article weighed. The shelves are laden with the finest lines of English, American and Canadian bottled pickles, sauces, dressings, etc. A new and improved coffee mill has been fitted up in the store. No ground coffee is kept in stock, but orders are filled by daily grinding, only the best beans being used.

The firm makes a feature of special blends of tea in lead packets. The fruit and vegetable department is stocked daily and complete lines of fresh goods are always obtainable. With an entirely fresh stock and in their new electric lighted, steam heated premises, this old reliable firm is prepared to do business on up-to-date principles.

#### SUCCESSFUL ADVERTISING.

The manufacturer of Wilson's Fly Pads has secured such splendid results from his advertisements during the last three years that he intends increasing his expenditure over 70 per cent. this season, and will use about six hundred and eighty Canadian newspapers.

STORES  
WITHOUT  
COUNTERS

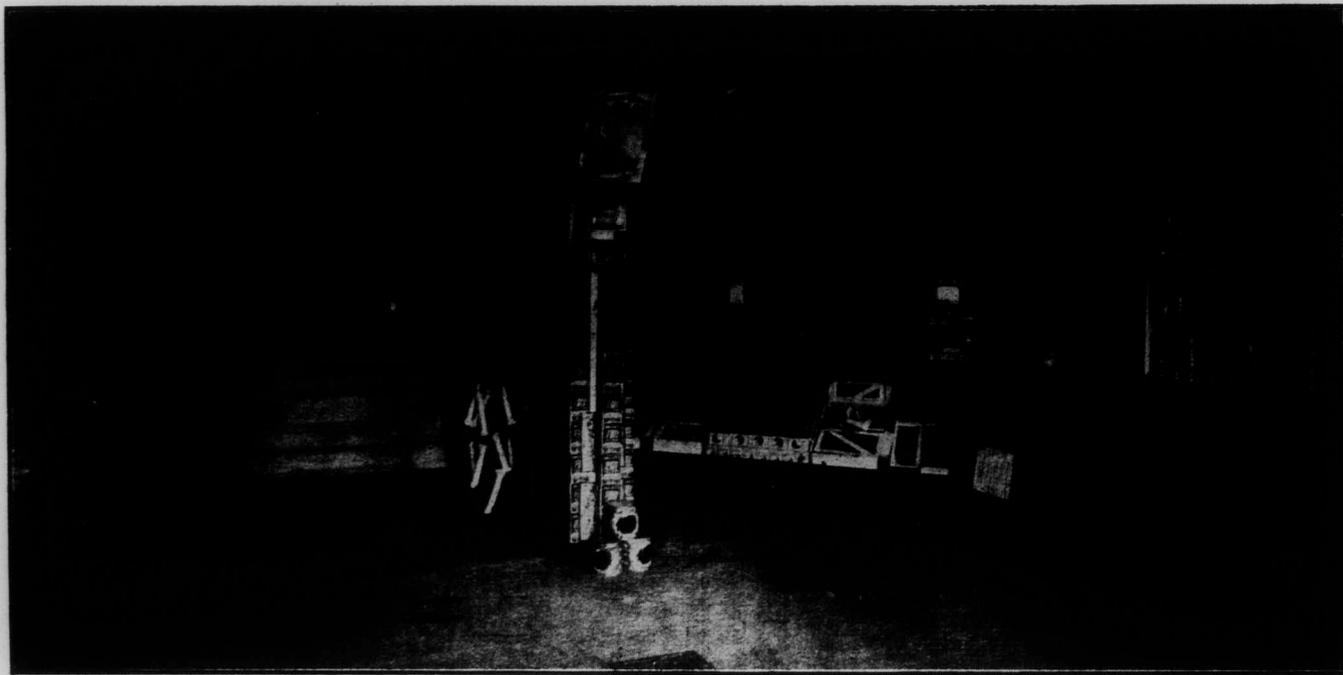
Two Grocers, One Canadian  
One American Who Have  
Tried the Experiment With  
Success — What They Say.

It is well within the memory of man that science has introduced the horseless carriage, the wireless telegraph, odorless cheese and tasteless food. None of these were considered possible until someone invented them, but having now become part and parcel of our daily life they are not looked upon as in any way remarkable. We are gradually becoming educated to the fact that it is not good form to stare at innovations any more than it is good manners to stare at people, and perhaps this is in a great measure accountable for the apparently languid interest exhibited by

He says: "About three years ago I found that the work in the store was getting the upper hand of the help that I had, and I did not feel like taking on more. One day while showing a lady customer some biscuits from the boxes which were piled on the end of the counter, the idea came to me that I might devise a scheme whereby the biscuits would sell themselves. That is to say, I drew a plan whereby the counters would be done away with and that I would be in a better position to show my goods, and make the cases and drawers the salesmen.

customers can see the name and style of the goods at close range. This does away with the handling of the cans and littering the counter with tins when customers call for canned goods and are not sure just what brand they want. On the other side of the store I have a row of drawers similar to the buscuit ones, but they are used for sugar, etc. Above these drawers, as on the other side, are shown all the lighter cased goods. The shelves are so arranged with these goods that when one article is withdrawn another takes its place from behind. The doing away with the counters, therefore, not only gives me much more room, but twice as much work can be accomplished, in that a clerk can go round the store with an order book in his hand and take down whatever the customer wants without handling the goods. By this system a fairly good clerk can do the work of two.

"Another great feature about this sys-



COUNTERLESS STORES—Establishment of A. A. Thornton, Sherbrooke.

the grocery world over the introduction of counterless stores.

So far as we know to the contrary, the idea of abolishing counters is to the credit of A. A. Thornton, of Sherbrooke, Que., who about three years ago found that his growing business would shortly oblige him to employ more clerks. Mr. Thornton, being of an economical turn of mind, cast about for some way out of the difficulty by which he might cater satisfactorily to his increased clientele without incurring any extra expense.

We give the story of how he accomplished this in his own words:

"I had a number of closed drawers made with a glass front in each. Behind this glass I had a piece of board inserted so the different biscuits contained in the drawers would be shown up against the glass. In this way my customers can select for themselves without having to be waited on, and without the bother and loss of time under the old system of pulling down the pile of biscuit boxes, and probably only strike the kind that was wanted at the bottom of the pile. Above this row of biscuit drawers I had shelves put up for canned goods, and all the lines that are carried can be seen at a glance. The

tem is that there is no accumulation of papers or other rubbish that gathers in the course of the work in a store, for there is no counter to throw them under. The store is always tidy. My experience is that the scheme of having the goods so exposed that all can look at them at close quarters makes the biscuit drawers and shelves take the part of salesmen, and in fact the whole store is a silent salesman."

Couldn't Show Him Anything Better.

G. W. Daniel, of Vandalia, Missouri, is another progressive grocer whose views on the subject of store arrange-

## THE CANADIAN GROCER

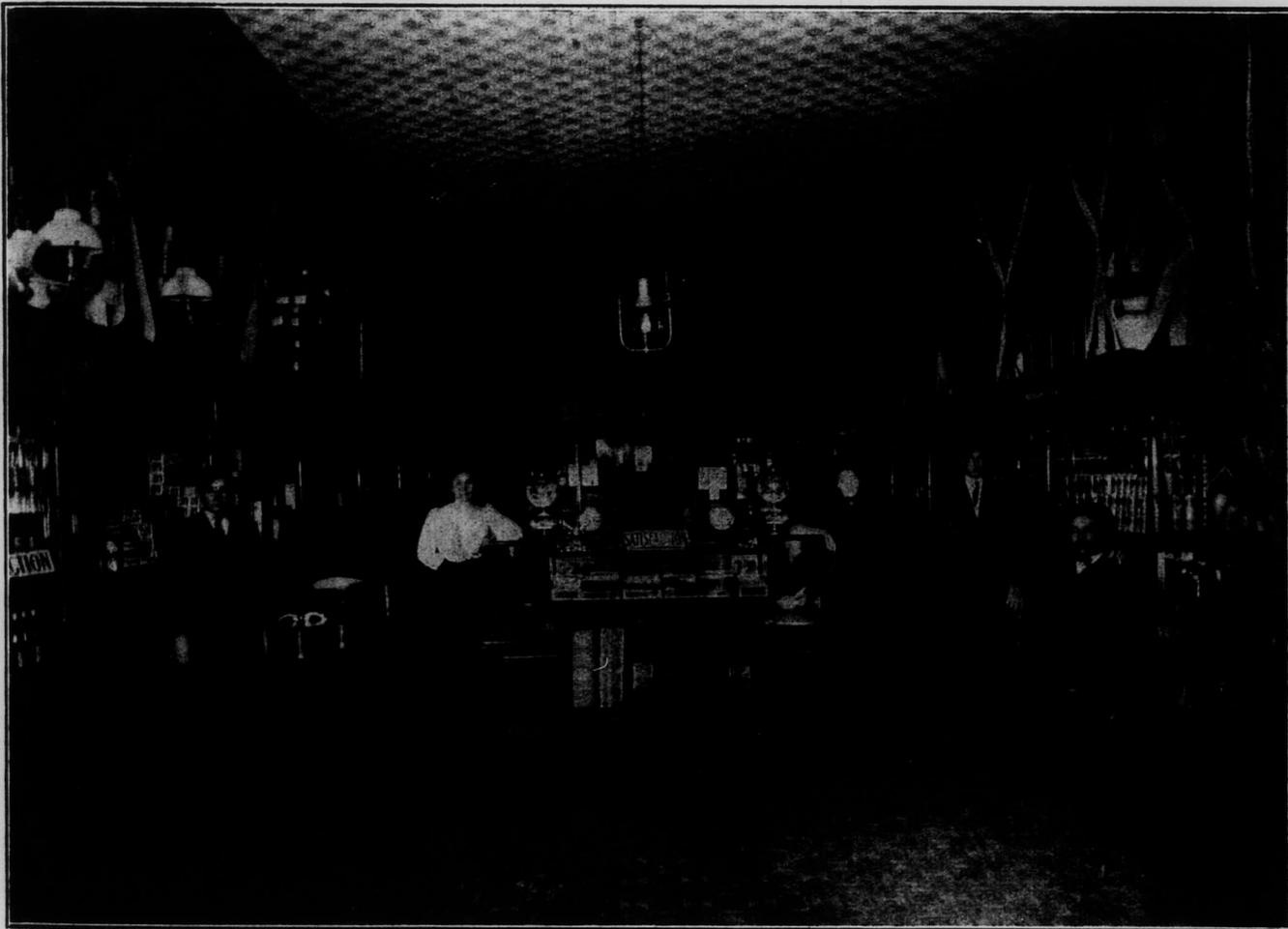
ment coincide very nearly with those of Mr. Thornton. The Canadian Grocer wrote to Mr. Daniel for some particulars of his methods. Mr. Daniel forwarded a photograph of his store interior and wrote:

"The stairstep shelving is the only kind, in my estimation, for a first-class grocery. Everything is in sight; handy and easily kept clean; one man can do the work of two in the old way; no counters to run around; surplus stock is kept on the canopy top and can be taken down from the floor without the

iors show very plainly the points emphasized in the letters. The extra room, the increased cleanliness and the economical handling of stock cannot fail to appeal to the progressive retailer. Considerable credit is due Mr. Thornton and Mr. Daniel for having had the courage to strike out a new line for themselves, and we should be glad to publish the experiences of any grocers who have already adopted, or may be induced to adopt, the methods or arrangement, or rather elimination, outlined above.

The Ceylon is grown on unfertilized soil, the volcanic origin of which is held to account for its peculiar lemony flavor. Its heavy bodied liquor is thick, rich looking and dark, and has a fragrant bouquet. This tea cannot always be judged by the appearance of the leaves, for a flowery—"tippy" in the technique of the trade—tea may be inferior to one in which there are little or no tips, say the experts.

It may interest the reader to know how the said experts test teas. Imagine a table, with a round top, which ro-



COUNTERLESS STORES—Interior of Geo. N. Daniel's Store, Vandalia.

use of stairs or ladder, although I have a little stairway leading up to the canopy top from the rear end.

"While this is only a small town of 1,800 people, she boasts of having the best grocery store in the state, and we have challenged any other state to beat it. We also claim that Vandalia is one of the best business towns in the state. Should any of your people want to stock up with fixtures of this kind, by writing G. W. McNaught & Sons, Glidden, Iowa, they will be able to get them at reasonable prices."

The photographs of these two inter-

### TEA AND TEA TASTING.

The tea of India differs somewhat in color from Ceylon, it being a deep black and the latter a dark brown. India teas are stronger than Ceylon and other congenous—due, it is said, to soil fertilization and the fact that the juice that is expressed from them in the fermentation process is put back. They have a rich flavor and are highly valued here for blending purposes. The best are the Darjeelings and Assams, both mountain teas. Opinions differ as to which is the better of the two, though the first brings the higher price.

tates. For a space of three or four inches from its extreme periphery this top is depressed a fraction from its general plane, and on this outer margin the thin white cups are ranged, each backed by the little can containing the sample of tea to be tested. In the centre of the table stands a tiny apothecary's scale, in one scoop of which reposes a silver "five-cent piece" or an equivalent weight. Over a gas stove near by, is a tea kettle singing its old fireside song. But for the businesslike stools around the table, and the more businesslike men seated on them, grave-

ly alternating the hasty conveying of spoonfuls of the steaming, aromatic beverage to their mouths, with even hastier ejections of them, into the huge brazen receptacles provided for the purpose, after a moment of apparent meditation, one might easily mistake the average tea-room for one of the cosy "tea parlors." Leaning over the cup until his face is almost buried in the hot, spicy vapor arising from it, the "taster" first lifts the infused leaves on his spoon, and, after allowing the liquor to run off, submits them to the test of his trained olfactory nerves; then he sips (?) the liquor—as hereinbefore described.

In London, the largest tea market in the world, the preparation for and manner of testing are a trifle more elaborate, though, in essentials, the same. The tea is brewed in a small, covered cup, made especially for the purpose, and, after being allowed to draw for the required length of time, is strained off into another cup, the leaves being poured into the cover of the first, which is then placed on the table beside that containing the infusion. This would seem to



Windows of A. A. Thornton's Store, Sherbrooke.

result in a more reliable test, since over-drawing is avoided, and all the teas under examination would be viewed for the same interval of time; the American mode is quicker, and the saving of time is always a first consideration with the American business man. While on the subject of tea "tasting" it may not be out of place to remark that the experience of the trade is a refutation of the charge that "the persistent use of tea wrecks the system"; for both in London and in New York there are many strong, energetic and active, yet elderly, men that have spent the better part of their lives in tasting tea, and who declare that they have experienced no ill-effects therefrom. Indeed, the average "tea taster" can show as steady a hand as ever fingered a trigger.

## COFFEE TRADE IN CANADA

By the Manager of a Large Coffee House

Plea for a good article—  
Consumption in the Dominion  
Increasing rapidly.

The retail grocer of to-day has come face to face with a problem, and a serious one, of which his predecessor twenty or even ten years ago had happily no knowledge. It consists of the fact that he is forced to handle a great many lines, which used to show good profits, but which now are sold on very narrow margins. This change has been brought about by extensive and persistent advertising on the part of the manufacturers of many staple lines, such as tea, cocoa, baking powder, etc. Their efforts have created a demand for certain specified brands at certain fixed retail prices. These the grocer is obliged to stock whether he thinks them the best of their kind, or even desirable, since his cus-

by using their advantage of large buying for cash, which will in many cases procure for them special terms. Thus they are able to undersell their smaller competitor, who must meet the new price or lose his business.

This is serious enough, but there is added to it another tendency of almost equal import. Many manufacturers, having created a demand for their brands, become independent of the good will of the grocer. The next step is to charge the latter a price that leaves him little or no net profit. He is obliged to stock and sell the lines that have the call from the public and thus he is at the manufacturer's mercy.

The retailer is thus placed in a position that is anything but satisfactory, both from the point of view of profits and prestige. By selling package goods he has sacrificed all claims to individuality, since his competitors are able to procure and sell exactly the same goods as himself. To save himself, he must turn to some lines which do not lend themselves to packages and advertising. These he must study, push at every opportunity, and thus build up a special and personal trade. It is only by this means that he can combat the department store and mail order evil.

Coffee is an article for which the good grocer can build up a permanent and profitable connection. No single line shows such handsome and consistent profits, and no line responds so readily to intelligent and careful handling. From its very nature it does not admit of being packed in small tins under a proprietary label. True, there is a considerable trade done in coffee packed in this manner, but for results it cannot compare with the fresh roasted and newly ground bean, either in strength or flavor.

There is a saying in the United States that a grocer is known by the coffee he keeps. A reputation for good coffee is the most valuable asset a grocery house can possess. It will bring trade from the most remote and unexpected quarters, not only for coffee, but for other goods, as well. Vice versa, a name for poor coffee will drive even natural trade away. How many people—and the best people from the grocer's standpoint—buy their daily needs from the nearest corner grocery, but send down town to some well-known place for their coffee.

There is a store in Toronto that has for a great many years paid very special attention to coffee. They bought fine lines, paid high prices, and charged accordingly. In addition, they spent a lot of time and brains on getting to know the business. They speedily gained an enviable reputation for quality and to-day they have on their books several thousand names, which they describe as coffee accounts. These are customers who buy coffee and fancy groceries from them, but who use the "family" grocer for their daily needs. In other words, they have the cream of the trade from the point of view of profit. Their less up-to-date competitor is left to do the business that shows all the hard work and very little return.

There is no doubt that the coffee trade in Canada is growing very fast. In 1901 the imports amounted to 3,750,000 lbs.; last year they had risen to 7,500,000 lbs., or nearly double in five years. Of course, this is a very small showing—only about a pound and a quarter per person—but it is really only a beginning. Ten years ago the amount imported did not average more than half a pound per capita. In the U.S., the amount is 12 lbs. per capita, and is constantly increasing. When it is stated that the imports into the U.S. this year will amount to over 900,000,000 lbs. some idea of the possibilities of the business may be gathered.

The great hindrance to a rapid advance of the use of coffee in Canada is the old complaint that over here you cannot get a decent cup of coffee. This is really a case of "giving a dog a bad name" when one applies it to present-day conditions. Twenty years ago the charge had a solid foundation, because coffee was little used and nearly always badly made. But of late years there has been a very decided improvement, and conditions here are now every bit as good as on the other side of the line. Our roasting plants are every bit as well equipped, and the coffee statistics show that the very finest grades are being imported by Canadian houses, and last, but not least, our housekeepers are learning the correct methods of preparing this most stimulating, healthful and grateful beverage. As a result, good coffee is now becoming the rule, instead of the exception, and the old reproach on our culinary skill is rapidly losing all foundation.

For the future everything points to a rapid and steady increase in consumption. The American invasion of our west is a potent factor. The increase in the wealth of the average family is another. Many people to whom coffee used to be a treat for Sundays and holidays, can now afford to regard it as a daily necessity.

The establishment of direct transportation with the countries where it is grown is putting our dealers in better touch with the primary markets. From now on the coffee trade should make rapid strides and another ten years should see us firmly established as a coffee-drinking country second to none.

GRADING OF COFFEE.

New York Method Generally Adopted—  
Nine Grades—Equivalents.

U. S. Consul-General George E. Anderson, of Rio de Janeiro, reports that the associations of coffee men in Brazil have formally adopted the New York Coffee Exchange classifications of the berry for all their purposes, the Associação Commercial of Santos recently adding its final indorsement. Mr. Anderson says:

While there are some very serious objections to the New York method of classification, there seem to be more serious objections to other methods. The Santos coffee men gave considerable time and attention to investigating the matter and finally came to the conclusion, according to the report of the committee having the matter in charge, that while they would like to adopt some other method, they were unable to do so. Then, too, a controlling factor is in that the New York method is actually in vogue in the largest consuming market in the world. The committee of the Santos association took occasion in its report to formally outline the rules of classification thus adopted and prepared a table showing the equivalents of the several grades and their more common defects.

While this table involves more or less technical trade knowledge, of importance and interest only to coffee jobbers, it is possible that it may be of value to coffee retailers in connection with their checking up of coffee purchases. There are nine grades of coffee recognized by these coffee authorities, as follows:

Nearest Equivalents of Imperfect Beans

- 3 shells (conchas) equal to 1 black bean.
- 5 green beans equal to 1 black bean.
- 5 broken beans equal to 1 black bean.
- 2 scorched beans equal to 1 black bean.
- 5 soft or badly threshed beans equal to 1 black bean.
- 1 large stone equal to 2 to 3 black beans.
- 1 medium-sized stone equal to 1 black bean.
- 2 to 3 small stones equal to 1 black bean.
- 1 large twig equal to 2 to 3 black beans.
- 1 medium-sized twig equal to 1 black bean.
- 2 to 3 small twigs equal to 1 black bean.
- 1 large husk equal to 1 black bean.
- 2 to 3 small husks equal to 1 black bean.
- 1 pod (coco) equal to 1 black bean.
- 2 sailors (Marinheiros) equal to 2 black beans.

With respect to the lower grades of coffee indicated as depending considerably upon appearance for value it may be well to note that the new pure food Act in the United States is likely to have a notable effect in preventing the "painting" of coffee for sale as the green bean. The vast mass of the poor grades will probably continue to go to the roasters as heretofore without treatment, but the cheaper grades of the green bean may be somewhat different in appearance in the future. The New York classification of coffee has been in use in some of the more important European markets almost exclusively and is, of course, well understood and recognized by practically all markets at the present time.

Entries for the coffee crop season up to March 8 for all Brazil amounted to 15,389,486 bags, as compared with 8,777,003 the year before. On this basis the entire crop is estimated at 18,711,094 bags.

Type.	Quantity of imperfect beans per ½-pound tins.	Extra margin allowed.
1	0	No imperfect beans (green, broken, etc.).
2	6	About 6 imperfect beans (green, broken, etc.).
3	13	About 25 imperfect beans (green, broken, etc.).
4	29-30	About 40 imperfect beans (green, broken, etc.).
5	57-58	About 50 imperfect beans (green, broken, etc.).
6	115-118	About 70 imperfect beans (green, broken, etc.).
7	200	
8	450	In these low qualities classification is influenced by appearance.
9	850	

**GROWING RICH  
IN A  
CORNER GROCERY**

But the Man Behind the Counter  
is a Dynamo and Store a Model  
—W. H. Fielding, Guelph.

By R. J. E. McCrea

Doing a big business at big expense down town is a very nice and profitable thing, but doing a big business in a corner store at small expense is what makes a man ready to retire in twelve years.

W. H. Fielding, of the Park grocery, Elora road, Guelph, is the proprietor of the dinkiest, busiest little corner in Guelph.

Once Mr. Fielding had a store opposite

for seven years he shoveled sugar, swept floors, hustled and learned all he could.

At that time W. H. Bowers was running a grocery at the corner of Elora road and London road, but it wasn't running very fast, in fact, Mr. Bowers was very glad to let it stop altogether, when Mr. Fielding took it over and set the wheels in motion again. Mr. Fielding jumped right into the game and sent out a hustler for trade. He didn't ad-

as others have found, that it is almost impossible to get a good man to run it. He sold out the branch, but transferred over half of his trade back to the old stand.

Shortly after that he got the refitting idea, and gave Jones Bros., of Toronto, a mighty profitable little order, which transformed his place of business into one of the most up-to-date in Guelph.

The fronts of his counters are all fitted up with glass-fronted bins, displaying many things which could not otherwise be shown. His shelves are all dust-proof—glass covered. Women like clean things. He uses the Toledo computing scale. One of the latest fixtures is a large oyster cabinet or safe, with compartments for standard and select oysters kept on, not in, ice. The Bow-



W. H. Fielding's Store, Guelph—An Interior View.

his own, which he desired to rent. He advertised it as, the best business corner in Guelph, apply, etc., to W. H. Fielding. Well, I guess half of Guelph was after it.

Wes. Fielding learned the grocery business and learnt it as few men have the vim and ability to learn it, with the old firm of Fielding & McLaren. The firm changed to Scott & Millman, and

vertise. He believed in selling his goods for fair prices, and giving specials on Saturday, as chocolates and oranges, and in his case it certainly has seemed to pay. He started right in to handle everything from a toothpick to a spool of cotton, but everything had to have a C. & B. quality.

He at one time ran a branch store, and although doing a good business, found,

ser oil tanks are installed, and as Mr. Fielding only handles American oil, selling a shade cheaper, he is saved the expense of two tanks.

The building across the street is used for storage, thus enabling big purchases. Just a word to the wise—some of you travelers didn't know what a little gold mine you were missing. I used to see Fred. Syme, smile in hand, trotting up

**SHOULD TRAVELLING SALESMEN  
KEEP AN EXPENSE ACCOUNT?**

By Fred Bradford Ellsworth, in Iron Age.

every Monday and returning with an order a yard long—added to his smile. I hope Fred. won't be mad at my giving it away—but then, think, he has the ground floor—and say, doesn't Mr. Zwiker, of McCormack fame, hustle up there.

Mr. Fielding uses a Scotch device in his window for displaying well a big quantity of candied, called the elevated tray system. The window floor is raised six inches by a confectionery sign, and a row of elevated trays show up the entire stock. A swinging tray adds to the effectiveness.

The Grocer wishes Mr. Fielding much prosperity in the coming year, and this little article wouldn't be complete without a reference to Mrs. Fielding. Two years ago Mr. Fielding was carried off to the hospital, dangerously ill. Mrs. Fielding came out, took hold, and with the able assistance of O. Hastings, ran things to the king's taste. Mr. Fielding has to admit that when his wife does help she beats him.

One thing I, as a brother grocer and competitor, would like to add, Mr. Fielding always fights fair. No back-biting. If he agrees on a price, he sticks to it. When I was running a competitive grocery only one block away, the two of us together brought about early closing. From 9 to 6.30 is a leap in the right direction, and am glad it has never changed.

**PROGRESSIVENESS IN QUEBEC.**

Elzear Turcotte, Des Fosses and Grant Sts., Quebec, is in the front rank of progressive grocers in Canada. He lately purchased several buildings adjoining his property, and having adapted them to his purposes, has the largest grocery and liquor store in Quebec and one of the largest in Canada. The recent enlargements have increased the size of the store three times and the available floor space now amounts to 14,000 square feet.

But enlarging his store is only the beginning of his latest enterprise. The store proper is being entirely refitted with solid oak fixtures, by the Walker Bin Co., shelving, bins, counters, wall cases and silent salesmen. When completed, about the first of June, it will be one of the handsomest grocery interiors on the continent. Before completing his arrangements with the Walker Bin Co., Mr. Turcotte spent a couple of days in New York just looking around.

Mr. Turcotte is one of the most progressive advertisers in the retail grocery trade. Ordinarily he employs 20 clerks, but in busy seasons that number increases to 25 or 30.

There are some firms whose knowledge of handling a salesman is so vague and lacking in good, sound business judgment that it is beyond my comprehension how they can possibly be successful at all. The only plausible excuse to offer is that these people have unfortunately never had experience selling goods on the road and do not understand the life of a salesman.

For the benefit of such who are unable to bring within the range of their vision the necessary expenses of a salesman I shall attempt to enumerate them and also make suggestions that will be of benefit.

The first item of expense is railroad fare. The majority of firms allow their salesmen full fare. If the salesman invests in mileage books, and many have half a dozen or more, necessitating

**NOTE BOOK HEADINGS.**

Men who are always on the make never make much of themselves.

Experience is a good teacher—but her rates are high.

Watching another man's patch won't prevent the weeds from growing in your own.

It often happens that openings come to men and oysters when least expected.

How is it that some men have their wish-bone where their backbone ought to be.

an outlay of several hundred dollars of their own money, they reap the benefit of rebates. On the other hand, many firms emphasize the fact that mileage books are to be purchased and used whenever possible from an economical standpoint and all rebates returned to the company. In the course of a year these rebates amount to considerable money.

Where a salesman covers the entire country, or starts from the east and travels through to the Pacific Coast, it is impossible to use mileage books economically. Round trip tickets can be procured, good for several months, for much less money.

**Hotel Bills.**

Hotels throughout the country differ but slightly in rates, for almost every city of importance has within the last few years built new hotels, and one is about as good as another.

Good, comfortable rooms in any modern up-to-date hotel cost from \$2 per

day up, and with bath from 50 cents to \$1 extra. With few exceptions, hotels are run on the European plan, and meals will average \$1 apiece. Breakfast and luncheon may not always cost \$1 each, but no dinner at night can be had for that price, and \$3 per day for a man with a normal appetite is indeed economical living. Occasionally accommodations can be procured for less money than here cited. At the same time there are some cities where these figures are inadequate.

**Treatment of Customers.**

The treatment of customers is a question I have often heard discussed by employers and salesmen. The average salesman who is well known in his territory when he starts out in the morning generally fills his pockets with good cigars. Most everybody smokes nowadays and talking business while the fragrant aroma of a choice Havana permeates the atmosphere at times, causes a feeling of good fellowship and often from a business standpoint has a beneficial effect.

The unredeeming part of it is shown more often than not by the new and inexperienced salesman, who gives away cigars indiscriminately, with the impression that it will help to ingratiate him into the good graces of those with whom he comes in contact. Frequently it has a detrimental effect, and does not give a good impression at all.

It is customary for a salesman to invite a buyer to lunch with him occasionally, provided he knows him well enough, or to dine with him at night and spend the evening at the theatre, or in amusement that is congenial to the guest. A salesman should never do this because he anticipates an order, but because when he enjoys the patronage of a house he is as a rule, on friendly terms with the buyer. This is a pleasant and courteous manner of showing his appreciation of their pleasant business relations.

Bus and baggage, laundry, pressing clothes, telegrams, postage, typewriting and car fare are other incidental expenses. They are apparently of minor importance; still they amount to considerable money in a short time and are all necessities to a salesman.

**Tipping.**

The next item of expense, and an increasing one, is that of tipping. This practice originated in Europe, became the vogue in this country, and then practically an unwritten law. It is now carried to such an extent that it is a disgrace to those who allow it. Railroads,

hotels and cafes expect patrons to pay their employes' wages. For a salesman above all others to ignore this practice would result in his being subjected to such annoyance, discomfort, insult and humiliation that he simply could not endure it.

Compelling a salesman to keep an itemized expense account is a question that has been discussed hundreds of times by employers and salesmen. Its advisability or inadvisability is, I think, a matter of opinion. There are many firms who do not believe in asking their men to render an itemized account. They are furnished so much money when they start on a trip and the difference between that and what they return, is their expense. Any man who pretends to know anything about business should know pretty nearly what it costs to travel on the road. The majority have had that experience. If they have not and employ salesmen, it would be an economy in the end to hire an experienced manager.

#### Too Much Red Tape.

I know of a firm recently who lost one of the best salesmen in the country, all on account of an expense book and red tape. The man was a high-priced salesman whose services they had solicited. He agreed to cover a certain territory, and if to his liking, was to sign a three-year contract. When he was ready to start the cashier handed him an expense book, with every conceivable item of expense enumerated, with instructions that at the end of each week upon receipt of his book a check for the next week's expenses would be forthcoming.

Then they handed him a form sheet upon which he was to give the name of each person called on daily, and if he did not sell, why not, and a lot of other unnecessary red tape.

The salesman was nonplussed, and at the same time insulted, and, going to the heads of the house, said: "Gentlemen, you hired me to sell goods. That is my profession, and I have been doing it successfully for ten years. I am not a book-keeper or an accountant, or I should have applied for that position. If you have no confidence in my integrity, why did you seek my services? I shall be pleased to look after your interests to the best of my ability, communicating such information as is of importance, but as for rendering an itemized expense account and a report such as your cashier insists upon, I shall never do it." The firm was obdurate, and the next day the man signed a contract with another concern at \$5,000 a year, with the privilege of extending the contract to five years with an increase in salary.

#### Favor Keeping Account.

Personally speaking, I am in favor of a salesman keeping an expense account and I think from a business standpoint it is for the best interests of a firm. I do not say this to cast any reflection on the honesty of a salesman. Most of them are honest and reliable. There may be some who are honest perhaps through caution and perhaps because well paid. Occasionally there are salesmen whose eyesight is so poor that they are unable to discriminate between their own money and that of the firm. This class is invariably poorly paid and have to make both ends meet some way or other.

An expense book is a good reference for a firm to have. It shows just what the cost is of covering different territories. It is also handy in making out a route list and shows pretty nearly the time taken to cover it. It also shows the money spent on the trade, which at times, according to conditions, it may be expedient to increase or economize, all depending on the nature of the business.

#### VEST POCKET REMARKS.

Shove.  
Buck the line.  
Don't theorize—hustle.  
Set a hot pace—and sustain it.  
Make every season your busy season.

#### NEW COMMERCIAL TRAVELERS' ASSOCIATION.

A new Commercial Travelers' Association, composed of city travelers only, has been formed in Montreal. The association, as it stands at present, comprises commercial travelers of every business, and has been formed for mutual protection. It is quite independent of the Dominion Commercial Travelers' Association.

At the inaugural meeting B. Charbonneau was elected president; Alphonse Moisan, first vice-president; H. Pinet, second vice-president; I. Jacob, secretary; Will G. Wise, assistant secretary, and J. A. Cartier, treasurer. Apart from these gentlemen, the board of directors consists of: A. Dessane, H. H. Hardy, J. L. Filteau, Alex. Michaud, Eugene Hamel, Eugene Chevrier, J. A. Dery and J. E. Hurtubise. The auditors are: E. Falardeau and P. V. Guay.

The membership at the beginning of May had reached 250, and at a general meeting to be held May 14th, it is expected to greatly increase.

The rooms at present are at 149 Berri St.

## TRAVELLERS AND THEIR WAYS

Observations of a Clerk.

I am not a boss yet, and I do not do any buying, but from my place behind the counter I am greatly interested in watching the travelers as they come and go. A very successful traveler once said: "Always shake hands with the delivery boy, he may some day own the store." That is true enough, and most of the travelers seem to act on that rule. Of course, some travelers totally ignore the man behind the counter, thinking it wise, but they make a serious mistake, as the men behind the counter have more influence on the boss than the traveler ever imagines. I know our boss often asks our opinion on goods he intends buying. Then, there is the chap who is too fresh. He makes so much talk and laughter that the boss feels annoyed and cuts him. One traveler I know wasted so much of the bookkeeper's time talking to her that the boss told him he didn't like his firm, didn't like him, and didn't want him in the store at all. It may go all right in the city, but I know our boss doesn't like to be talked to at the other end of a smoking cigar. Some fellows come in, make a sale, and then talk so long after that the boss wishes he hadn't given him the order. It seems to me that the man who comes in quietly, shakes hands smoothly with the boss, just as smoothly gets the boss's order, and just as smoothly smiles himself away, is the man who deserves the orders.

It always pays the boss to be friendly with the travelers. As a class they are a very influential body and can do a man many good and many ill turns. When I see some of the big jolly fellows come into the store, betimes when I am feeling blue on a Monday morning, it just makes me brighten up and feel as if the grocery business is not so bad after all. They appear to affect the boss in the same way, as the smiling jolly men of the grip are the men who seem to take the orders.

H. Gilbert Nobbs, Canadian manager for Holbrook's, Ltd., is at present out west on a three months' tour in the interests of his firm. Holbrook's sauce and pickles have an established reputation throughout Canada, and Mr. Nobbs' trip will go a long way towards heightening this reputation and strengthening it.

PORCELAIN  
ITS ORIGIN  
AND KINDS

Chinese the Discoverers  
and Greatest Artists—Soft  
and Hard Porcelain.

The Chinese, in the heyday of their productivity attained ceramic results not yet surpassed. The origin of porcelain as distinguished from earthenware is a product of Chinese genius, but its beginnings are wrapped in the forgetfulness of ages. Myott, Son & Co., Toronto, in a very daintily published sketch of the history of French porcelain, say: "It is generally agreed that porcelain was first made in China about 200 B.C. It attained its highest perfec-

618-987 A.D., "a period fitly called the Augustin Age of Chinese Art."

Flesh and Bone of Porcelain.

In composition, true porcelain consists of two natural felspathic substances—a non-fusible clay (called by the Chinese, kaolin) combined with a fusible stone (called petuntse), the latter melting in the kiln to a glassy material, which holds the former in suspension and gives the porcelain its translucent

and American potters that the highest compliment that can be paid to their productions is to compare them favorably with the porcelain of the finest Chinese period, which may be said to extend from about 1660 to 1800 A.D., and to which may be referred almost all the choicest specimens in European collections.

A Few Master Potters.

The unrivalled excellence of this period was due not only to the skill and genius of a few master potters and the skill of their workmen, but very largely to the extraordinary care expended on the preparation of the materials. Time and labor were of no account; the clays were perfectly levigated, or ground to a fine, impalpable powder, and refined—and only the best materials were used. The result is that the experienced hand



Art Room, J. A. McCrea & Son, Guelph. McCrea & Son are Leading Grocers and They Specialize also in China and Glassware.

tion in the fifteenth century, then began to decline, but again came brilliantly to the front in the seventeenth century, ending, however, in complete decadence during the last half of the eighteenth century."

Another writer says no proof has been established of the existence of porcelain in China to the Tang dynasty,

and vitreous character. The one is the bones, the other the flesh of the porcelain body. Over this body is a skin of glaze formed of pure petuntse, sometimes softened with a little lime. This is the nature of true porcelain wherever made, in China or Dresden, in France or Japan.

It is admitted by the best European

can recognize the porcelain of this time by the paste alone. Pass the finger over the raw foot-rim of a K'ang-hsi blue and white bowl where the paste is free from glaze; the surface is perfectly smooth and almost unctuous, and no gritty particle arrests the touch. The potting, too, is perfection; the shape is true to a hair's breadth, and the milky

## THE CANADIAN GROCER

white surface betrays no flaw or blemish. The pure limpid glaze is hardly noticed; one might say the piece had been lifted "dripping from a bath of clear water."

The period above referred to, in which the fabrication of Chinese porcelain attained its greatest brilliancy, practically covered the reigns of three emperors—K'ang-hsi, Yung-cheng and Ch'ien-lung—whose combined reigns amounted to 133 years (1662-1795 A.D.). The celebrated Lang-yao glazes belong to the early part of this period. Constant attempts have been made to reproduce them, but though their brilliant hues have been almost equalled, there

it the distinguishing characteristics of density, translucence, and the clear ringing quality by which it may always be identified. Porcelain has a beautiful, white, homogeneous body, is quite impervious to water and is not affected by frost.

### Soft and Hard.

We may say in general that porcelain is divided into two groups, one called Pate-Tendre, the soft or artificial porcelain, and the other Pate-Dure—hard or Kaolinic porcelain.

The soft porcelain is again divided into two classes: The one—A-Fritte or Pate-Tendre Francaise is composed of

lain. It is produced in England, Germany, and in the United States.

The soft porcelains are often extremely beautiful and have perhaps but one objectionable feature. The glaze, containing lead for its basis, is soft and yielding, so that all of the so-called soft porcelains become defaced in ordinary use by scratching and cutting with the knife.

### Hard Porcelain.

Hard porcelain is produced by a much more difficult and scientific mixture of elements. The principle of these is Kaolin, a white, plastic, infusible clay. The other component parts are feldspar,



Another Portion of the China and Glassware Department of J. A. McCrea & Son, Guelph.

are peculiarities in the original Lang-yao that defy imitation.

### Elements of French Porcelain.

In the brochure above referred to, Myott, Son & Co. thus describe the making of porcelain:

It is a common belief that all pottery is made of clay, but the truth is that table ware fashioned from clay alone is never beautiful nor durable—never harmonizes with the fine character of modern house and table furnishings. Porcelain is composed in part of clay, but also of other elements which impart to

sand and lime, which fuse and melt at a moderately high temperature, forming a body resembling glass, the vitrification of which is incomplete. This is the the reign of Louis XV. It was of a rich, milky appearance, and from this delicate body were made many beautiful pieces in rich color effects, now of inestimable value.

English soft porcelain is composed of clay, sand, and phosphate of lime. The latter ingredient being prepared from calcined bones, has given the name "Bone China" to this particular porce-

a white mineral fusible only at high temperature, and quartz or flint which by itself is neither plastic nor fusible. When perfectly compounded, the hard porcelain is covered with a brilliant vitrified glaze of quartz and feldspar, so hard that a diamond will scarcely cut it; and it can never be marred or cut in ordinary use.

The famous Sevres China, formerly a soft porcelain, is now made by this process. Chinese porcelain, examples of which have been purchased at fabulous prices by collectors and museums, also belong to this group.

## NEW IN GLASS AND CHINA

Of late every wholesale dealer in china with whom the representative of The Canadian Grocer has talked, when asked for the features of the trade in Canada has mentioned first the increased demand for fine china. "There is scarcely a home in the country," said one, "where there is not to be found one or more pieces of French china." This speaks the increasing wealth and the general prosperity of the country. It suggests also that every china store can

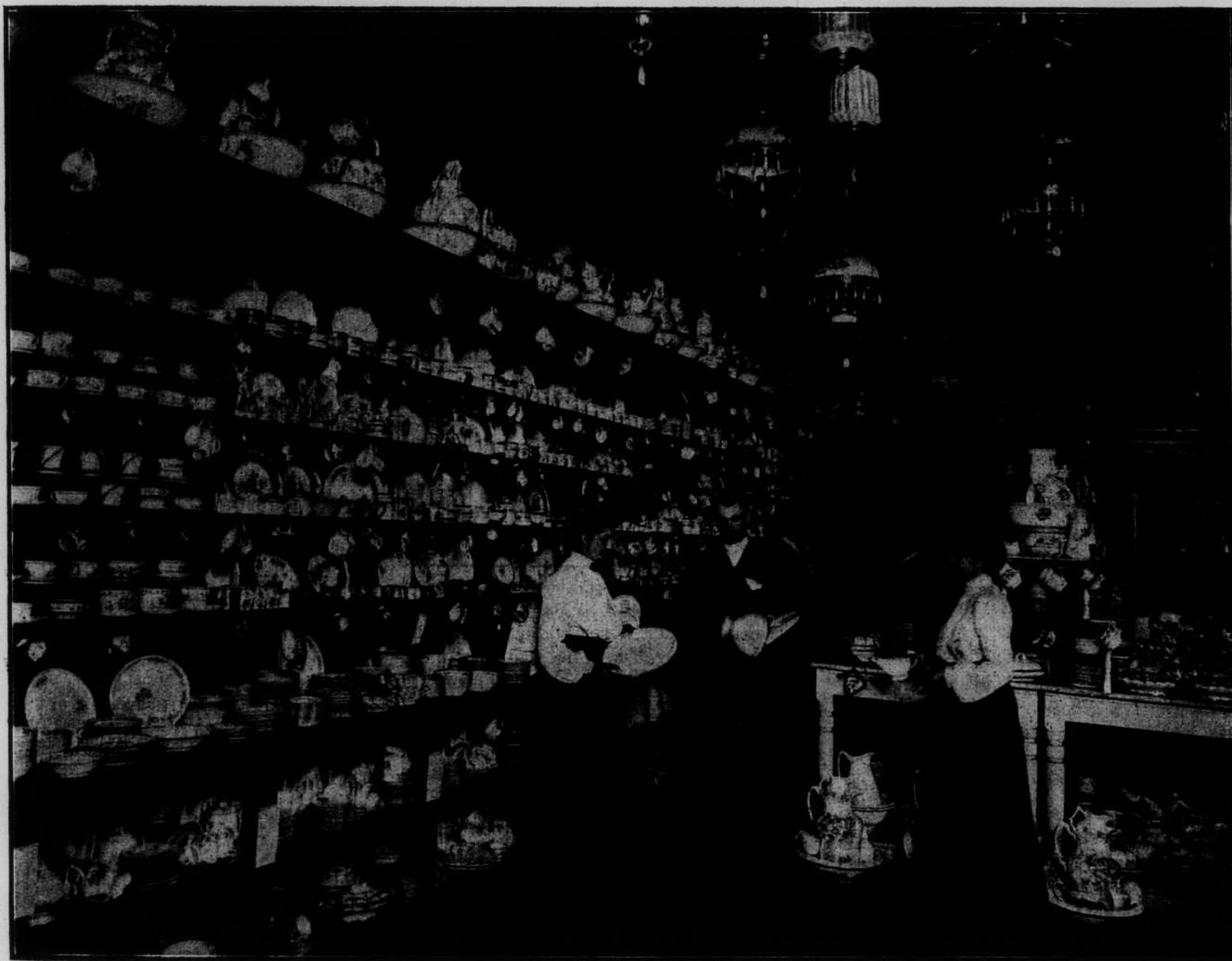
bear etched old Norse inscriptions. Much of this ware is very attractive in outline, and the color combination is unique. Besides jardinières and vases, there are a great many useful articles in the ware, candlesticks, ash trays, flower bowls, tobacco sets, biscuit jars, etc.

Flat toys, made of board, is a recent fad in toydom, and the idea has been applied to earthenware and flat china figures for mantel or wall decoration, are to be had in great variety.

low side. These tiles are used also for working into wall panels and for decorating mantles.

Another novelty in this market is hand-made Venetian glass, such as tourists pay big prices for in the old land. These come in vases of very unique design and one wonders however they could be moulded by hand while the glass was molten. An article that would bring \$2.50 in New York, sells, wholesale, in Canada at 50c.

There is a line of decorative ware called marble china. Its features are the



China Department, Revillion Bros., Edmonton.

get some of this finer and more profitable trade.

Ceramics, like every other art, is constantly aiming at something new. One of these is the so-called Norse pottery, reproductions of the bronze utensils recovered from the graves and haunts of the ancient Norsemen. The cleaned, smooth bronze surfaces are represented by a dull metallic glaze, while the sunken lines of the etched decorations, all the corners and crevices are green, to imitate the verdigris. Many of the pieces

A much more expensive method of ornamentation is by pictures on tiles. These are made in Holland and are of any size from an inch and a half square up. Large pictures are made of tiles six inches or more square. Most of them are reproductions of masterpieces and framed, they are very effective decorations. They are sold at so much per tile, but the price varies greatly according to the subject of the painting and the size of tile. About a cent a square inch would be about the limit on the

classic simplicity and beauty of its outlines and its odd coloring, faint and soft. It is made in Austria.

Royal Copenhagen is a very expensive product of the potters' art. The delicate colorings are underneath the glaze, and in the subsidized national institution where it is produced, two pieces are never made alike. Small vases will sell at \$35 to \$40, and figure pieces are equally expensive. Other manufacturers in Denmark are now making imitations of the Royal Copenhagen. It is made of

## SOME HINTS ON THE RETAILING OF BULK TEAS

By Cyril L. Marshall.

the same material by the same methods and some of it is distinguishable from the genuine only by the price.

Gold glass, glass decorated with gold, is very popular this year, and there are new designs. For instance, a cake or bonbon dish, with the tall stem or handle above, instead of under the dish.

Pewter, at prices that rival silverware, is growing in popularity.

## MANAGING THE CROCKERY DEPARTMENT.

By a Manager.

Women, when they deal with a grocery, feel duty bound to buy most of their food stuffs there. It is not so about china. A woman feels free to buy china wherever fancy pleases and price attracts her, and the grocer who carries china as a side line frequently adds many sales of groceries that he otherwise would not have made. As soon as a woman shows an inclination to buy it is well to clinch the bargain by wrapping the article up.

Girls or women are better at handling china; that is in the adjusting and arranging of it, as their deft fingers have greater precision and nicety. To make a big sale, however, an experienced man is always best.

To make the crockery department boom it is necessary at least once a week to hold a special sale in order to push off, at greatly reduced prices, articles that are hanging fire. Women come to these sales and often buy more than they intended to, tempted by the beauty and display.

Good buying is important in running a crockery department, but more important still is a good big profit—and an attractive display. China, as everyone knows, will stand a large margin of profit, and if the goods are ticketed, no matter how large the profit, women seem to fancy they are bargains.

Black baize makes a very attractive background for fine china, and where mirrors can be afforded they materially help the display. I do not believe in two prices in anything, and when people find that one price is the price and you stick to it, it very much simplifies business.

In selling china grocers can handle it to considerable advantage on a separate counter or table, or on a row of shelves on one side of the store, but to make money out of it, it is better to have it a separate department and to place the management in competent hands. Any grocer, without previous experience, by dealing with a reliable wholesale house, can easily add this very profitable line to his business. The wholesaler, if the merchant proves an apt pupil, will quickly teach him the business.

Candidly, if I were buying tea for my own use and buying it from a retail grocer who was unknown to me, I should buy a package of one of the extensively advertised brands of Ceylon tea. And why? Simply because in doing so I should be fairly certain of what I was getting, and fairly certain, too, that the tea would be fresh.

Twenty years ago tea packed in lead packages was almost, if not quite, unknown on the Canadian market, and was regarded by the grocer as the most profitable line he handled. Perhaps because the grocer put his personal profit before value, the package man was able to insert the thin end of the wedge, a wedge he has been driving farther and further home year after year, until today many small grocers make no attempt to sell other than package teas.

Canadians are distinctly a tea-drinking people; not only this, but are critical and discriminating in the choice of the tea they drink, and it is only natural that those who take the beverage three

God gave leisure to use with care,  
Can you afford to hum?  
Work, then play, it's the easy way,  
Hump, and your trade will hum.

times a day should demand good value and even value. Even value; bear this in mind, and you will realize why package tea has taken such a hold on the market, you will understand, too, why your customers consistently refuse to buy bulk teas.

## Lack of Knowledge.

I do not think I shall be contradicted when I say that at least fifty per cent. of the retail grocers know little or nothing about teas, their treatment or value, and that those who have some technical knowledge of blending find it a very dangerous acquirement. Of course, I do not mean to say that there are not many grocers, who even to-day, do a large and profitable business in bulk teas blended by themselves, but these are men who have a large turnover, and generally speaking, ample capital. It is here that the big retailer has the advantage over the smaller one. A well-balanced blend of black tea, to suit the taste of most Canadian tea drinkers, is usually a mixture of at least four or five different teas blended in definite proportions. To make such a blend, therefore, necessitates buying four or five half-chests or chests of different grades or

descriptions of tea—that is, if original packages as imported from the gardens are purchased—which means a considerable outlay of money.

Now, whilst no fixed rule can be laid down as to when a Ceylon or Indian tea begins to deteriorate in quality, it depending largely on the make and firing of the leaf, no tea should be a year old before going into consumption—that is, a year from the time of manufacture until the time of drinking, although it is true some exceptional teas show no depreciation in flavor, or otherwise, within the year, others lose flavor much sooner, and for this reason any merchant who has not a turnover of 250 pounds of one grade within six months should on no account lay in a stock for blending purposes in excess of this amount.

## Buying for Style.

I think we all would like to know more about tea than we do know, and unquestionably many retailers have no technical knowledge of blending, and consequently, fall back on the very dangerous practice of buying teas for style. Dangerous, I say, because unless a man has had years of training in the business, style is a pitfall and a delusion. It is, unfortunately, too true that the wholesale tea salesman has encouraged this practice of buying for style, simply because it is often the means of his making larger profits, and saves time and trouble. Hence, we have the absurdity of the retailer buying a tea of the best style obtainable at say 17 or 18 cents per pound, or whatever his limit is, to sell at 25 cents, utterly regardless of its drawing or drinking quality. On this basis he one month buys a low grown Ceylon, the next month an Indian, and then wonders that his customers insist upon getting package tea, which, as a rule, is blended with precision and varies in drinking quality and flavor little, if any, year in and year out. Or to go from bad to worse, he may be offered a snap (?)—a cut in the price of half a cent a pound, provided he buys a quantity, and thus overloads with stock, the result being that in time he finds that he has a lot of old tea on hand, unpalatable and almost unsalable. It is then that many a grocer falls into another trap. The persuasive salesman induces him to buy fresh tea to blend with the old stuff. If you have any trade for bulk tea and want to hold it, far better to throw the old and almost worthless stock in the garbage heap. Old tea will make fresh tea poor—fresh tea will improve old tea hardly one iota.

**Bulk Teas Blended.**

That there is a remedy for this state of affairs I am convinced. In my own experience I know of many wholesale houses who sell bulk teas blended, of excellent value, and which keep the same even drinking quality year after year. My advice, therefore, to anyone, whether he has a knowledge of blending or not, who wishes to cultivate a trade for bulk teas, to compete with the less profitable package, would be to buy blends from some reliable wholesale house, unless, of course, he is in possession of ample capital to buy the necessary quantities when doing a large turnover and having a wide experience of blending. When buying a bulk blend, the all-important point is to select a tea which will suit your customers' taste. If there is a large demand in your trade for any one brand or package tea, take this as a standard and endeavor to get a blend of a similar character, but of superior quality. By adopting this plan tea can be purchased in small quantities, thus insuring your always having fresh stock. Whenever a purchase is made, compare

**FOUR DON'TS.**

- Don't Rush—Just Organize.
- Don't Can Your Ideas—Use Them fresh.
- Don't be Mussy—Cleanliness is next to Success.
- Don't Discourage your employes.  
Every clerk has a right to the chance to be a grocer.

it with the last lot in stock, and decline to accept anything which is not a close match for it in the cup.

In writing the above I have no axes to grind. I am not in the tea business, package or bulk. I am, however, interested in the grocery business and the welfare of the retail grocer, and believe that the smaller grocer can work out the tea problem as I have tried to outline it.

There are many large retailers who sell little or no package teas and have a large and profitable business in bulk tea, generally speaking, of their own blending. If similar blends, which at the retail price are as good or better value than package teas and show a better profit, can be purchased in small quantities (a half-chest at a time) then there is no reason why any grocer cannot develop a trade for them. It must be remembered, however, that all bulk teas must be carefully handled, be kept in an air-tight canister, and away from anything likely to contaminate them, otherwise the sealed lead package will appeal more strongly than ever to your customers.

**HOW TO CONDUCT A SPECIAL SALE.**

PLAN OUTLINED BY A FIRM WHO HAVE MADE A SUCCESS OF IT.

It is a common practice among leading merchants to hold annual or semi-annual special sales. The average merchant, like the average man everywhere, shrinks from undertaking the unusual, and so there has grown up a class of sales companies who make a business of conducting sales for merchants who lack the initiative or enterprise to conduct their own. A commercial traveler in conversation with the editor of The Canadian Grocer the other day roundly condemned the methods of these sales companies.

He took exception first to the auction atmosphere they give a business, which is always suggestive of final dissolution and decay. For instance, same sale companies placard the whole front of the store with flaring posters or temporary signs and every little while a "barker" with a megaphone goes forth to announce the slaughter of prices.

Another objection was that the sales company brought in a selling force who, with their employers, were birds of passage and no way interested in the cultivation of those arts and graces of salesmanship which win and hold customers.

His most serious objection was to the practice of reducing prices unnecessarily and, with a view merely of swelling the total of sales, running off the staple lines, often new fresh stock that should not have appeared at all in the list of reductions. That is done because the usual terms are a commission on the aggregate sales.

**Objects of a Sale.**

There are three main objects to be aimed at in an annual sale and none of them should be lost sight of. They are, to stimulate business at a dull season, to freshen up the stock by getting rid of shop-worn, unseasonable and slow moving lines, and to get new customers. The hired sales-maker will stimulate trade for the time being, but he will probably leave the stock, as a whole, in worse shape than he found it by running off new and staple lines with the rest, and he certainly will not secure new or permanent customers.

The Canadian Grocer representative made enquiry for a firm that conducted their own sales with marked success. Among the firms most highly spoken of were R. Scott & Co., of Mount Forest. Courteously replying to a letter request-

ing a short article descriptive of their methods, R. Scott & Co. wrote:

"It is a rather difficult undertaking to draft a method for conducting an annual sale that will be applicable to all cases because, of necessity, every store must formulate its plans to suit its circumstances."

**Know the Stock.**

The first consideration, however, for anyone about to arrange a special sale is the actual condition of the stock. That is not to be guessed at. The entire stock should be carefully gone over to find out what lines most need attention. If a sale is held immediately after

**SERMONS IN SENTENCES.**

- Energy begets trade.
- A dirty apron is a poor "ad."
- There's more profit in quality than quantity.
- You are handling things to eat—clean up.
- Ideas, like eggs, spoil when kept too long—use them, or get fresh ones.

stock-taking, during the lull that follows the Christmas trading, this preliminary work is confined to a careful survey of the stock sheets for sale purposes.

A sale of only goods that were shop-worn or out of date would be after the manner of a pill without the sugar coating, and it is necessary to sweeten a sale with some staple lines at attractive reductions. Here very careful planning is necessary. Having found out what goods he desires to clear, he must exercise his best judgment in determining what staples are to be sacrificed. To overdo here will be to strip himself to a very considerable extent of the advantages hoped for, if not to quite turn the sale to a loss. This, then, is most important, and is a part of any sale plan that should be very carefully thought out and adhered to.

Now, then, as to the reduction in prices. It does not follow that because a merchant is conducting a sale he should lose money on any line put on the bargain counter. On every line he should get over and above the invoice price a profit sufficient to cover the cost

## TORONTO GROCERS AT VERMONT CONVENTION

Meeting for Organization of State Association of the National Association of Retail Grocers—Resolutions Passed—An Enjoyable Banquet to Visitors.

of doing business, that is, in fact, the actual cost. Unless a merchant knows what his cost of doing business is, determining the actual cost as distinguished from the wholesale price must be mere guess-work, which is always a very unsound basis of trading. It must be remembered that a sale does not, at least should not, mean giving away goods. Some profit must be sacrificed, but it should be only net profit.

### Line of Advertising.

No sale, however carefully planned or prepared for, could succeed without advertising and unless it be done carefully and thoroughly the results of the sale will fall far short of possibility. One plan has been to prepare a neat circular containing a complete list of the special values offered. All that can be told about these goods should be told and the former price and the sale price should be stated in bold figures.

The method of distributing these circulars is about as important as any other detail of the sale plan. Of course

### SAGE LEAVES.

All men are born equal but they very soon outgrow it.

It's fairly easy to get into public life—the difficulty is to stop there.

Anticipating to-morrow and regretting yesterday is the way some people like to spend their time.

A poor man isn't necessarily a poor sort of man.

they could be mailed, or a boy could be sent out, but it is far more advantageous for the merchant to deliver them personally, taking them into the home of every customer and every resident of the neighborhood he would like to have for a customer. The personal visit is appreciated; it enforces the idea that something must be doing, something worth while, and it gives an opportunity for saying a word or two about some of the special values of the sale. This may look like going to a great deal of trouble and expense but it is not doing too much if success is worth while. A couple of days driving will do it. The circulars should be delivered at least a week before the sale opens.

The success of a sale need not be a matter of chance. It can be assured by a little well directed effort.

Duncan McIntosh, representing Balfour, Smye & Co., Ltd., Hamilton, on the North Shore; Manitoulin Island and New Ontario districts, reports business extremely good. He is well known to the trade in Manitoulin and district.

F. C. Higgins, a leader among Toronto grocers, M. Moyer and E. M. Trowern, all prominent in the Retail Merchants' Association, attended the convention of Vermont grocers, held in Burlington recently for the organization of a state association in affiliation with the National Retail Grocers' Association. Mr. Higgins has kindly furnished us with a brief account of their trip as follows:

"A very pressing and kind invitation having been received by our association to be represented at the recent retail merchants' convention, held in Burlington, Vermont, it was decided by the grocers' section of our association to accept the invitation and show our appreciation by sending three delegates; Mr. Moyer, Mr. Trowern and myself being selected for this honor.

"As the dates of the convention were Tuesday and Wednesday, the 23rd and 24th of April, we decided (as our route lay by way of Montreal) to leave in time to see the food show in that city and fraternize with our fellow merchants there.

"After spending the night in a room on the seventh floor of one of Montreal's hostleries, which, after the recent fires, did not add to peaceful slumbers, we took the train in the morning for Burlington, arriving there about noon. We were met at the station by the mayor, Gov. Proctor, Congressman D. T. Foster, Senator W. T. Paton, Organizer Winters and other official dignitaries, and escorted to the hotel. After satisfying the wants of the inner man, we wended our way to the convention hall, which was tastily decorated with flags and bunting, right in the centre over the platform being a large Union Jack. Needless to say we appreciated the compliment, and with such an atmosphere of good-will and friendliness pervading the whole convention we felt at home at once.

"The meeting was opened by the mayor, who, in a few well chosen remarks, welcomed the delegates to Burlington. Organizer Winters then read the official call for the convention and the meeting got down to business and elected a chairman. Short addresses were made by quite a number of the delegates on the need of organization, these being backed up by National Secretary John Green, of Cleveland, in one of the ablest addresses it has ever been my pleasure to hear. This was followed by a talk on the Pure Food Law by Dr. H. D. Holton, secretary of the Vermont State Board of Health, from which I gathered that Canada has quite

a distance to travel yet in the direction of better pure food laws. The appointment of committees was then taken up, after which it was decided to adjourn in order that the visiting delegates might attend the banquet given in their honor by the merchants of Burlington.

"The banquet was a most successful and pleasant affair—good speakers, good music and good food, and, of course, good hours.

### What the Convention Accomplished.

"Next day the convention was called to order at 10 o'clock. Perhaps the best summing up of the work is shown by the resolutions passed:

"1. That this association be known as the Retail Merchants' Association of Vermont.

"2. Advocating the need and the equal rights of manufacturer, wholesaler and retailer.

"3. The amendment of the National Bankruptcy Law, or its repeal.

"4. In favor of regulated credit and fair competition.

"5. Opposition to all premium schemes, trading stamps and similar attempts to get something for nothing.

"6. Opposition to all attempts at parcel post legislation in favor of catalogue houses.

"7. Favoring the Dixon bill, giving the retail merchant the right to attach the wages of civil service employes for the necessities of life.

"8. Favoring the closer union of the farmer and merchant in the interest of Vermont and of keeping trade at home.

"The result to us as visitors has been: 1st, an awakened and quickened interest in the work at home; 2nd, a deepened conviction that the unity of all retailers in one association, working on lines similar to our own, is the plan that has been proved by wide experience to hold out the greatest hope of success for the attainment of the aims and objects we have at heart; 3rd, a desire to see our coming convention at Hamilton, on the 2nd, 3rd and 4th of July, the greatest and best ever held in the interests of retailers."

### "WHITE GOODS" IN GROCERIES.

A grocer on the upper East Side, New York, has adopted the plan practised by the large dry goods houses. He has his windows decorated in white and a sign in the centre reads: "Our Great Annual White Sale: Sugar, 16 cents for 3½ lbs., Flour 15 cents a bag, Starch 10 cents a pkg.," followed by a long list of "white" goods marked down for this event.

FROM GROCER CORRESPONDENTS

**BELLEVILLE.**

The grocers of this city, both retail and wholesale, are highly elated at the way spring trade is progressing, and most of the leading grocers predict a very busy and profitable season. They stated that last Saturday was the best day they have had in some months and some had to refuse delivery orders at six o'clock. The demand for the better class of goods is becoming more prevalent and this is always welcomed as a sign of prosperity.

A carload of Jumbo bananas arrived in the city Tuesday of this week from the firm of White & Co., Toronto, and was in charge of John S. McVean. He had no trouble in disposing of the whole carload in a short time.

Jack Grey, the popular traveler for the Surprise Soap Co., was in the city last week and presented all the grocers and their clerks with Surprise aprons, for which they were truly grateful. This firm deserves credit for their up-to-date advertising methods.

John Hodge, the veteran traveler for coffees and spices, Toronto, was a welcome caller on the trade, and so was John Everett, of Christie, Brown & Co.

That this city is on the verge of a business boom never exceeded in its history is amply indicated on all sides by the many extensive building operations under way and the increased value and turning over of real estate, combined with a marked confidence by the people in the city's future.

At the meeting of the cheese board on Saturday last over 1,000 boxes sold at 12½ cents, a remarkably high price for this time of year, and as a result the farmers are all happy.

Mr. Thomas Good, for nearly forty years clerk in Wesley Bullen's grocery store and then in his liquor store, has removed to Toronto with his family and will reside with his son, Charles Good, who is connected with a large grocery store there.

Visitors to a city, and especially commercial travelers, as a rule seem to judge of its progress by the amount of building they see going on. This is generally a safe criterion. As is well known, Belleville, last summer, had quite a "building boom" in the way of the erection of private residences. It was a question whether the boom would continue this summer, but the consensus of opinion among the various architects, contractors and builders is that, whilst there may not be as many private resi-

dences as last year, there will be building operations of much magnitude going on. There is no denying the fact that houses are in great demand, and an evidence of this is apparent in the fact that there are in the city no vacant houses of any dimensions, and houses provided with modern improvements cannot be secured.

During the past few months rents have advanced materially, in some cases 75 per cent., owing to the demand for properly equipped premises. The reason for this is that the population of the city has been considerably increased owing to the fact that the rolling mills and other industries have imported many skilled men for their staffs and many retired farmers have recently come to the city to take up their residence.

Work has already commenced on the reconstruction of the Hotel Quinte, and this will mean a summer's job for all classes of mechanics. This hotel will be the finest between Toronto and Montreal, and its destruction by fire was a serious blow to the traveling public.

At least two of the city banking institutions will virtually have new premises, the Merchants Bank and the Standard Bank.

When the Merchants Bank has taken possession of their new premises the work of remodeling the old building for the public library will be commenced, tenders for which were let some time ago.

**BROCKVILLE.**

The traveling public in general will, no doubt, be pleased to learn of the reopening of the old St. Lawrence Hall, at Brockville, on the 15th of this month by Mr. Lawrence Muldoon, late manager of the Hotel Strathcona, and an all-round good fellow, who will look after the wants of all who give him a call. Larry, as he is known, intends to bring the reputation of this house to its old standpoint by giving careful attention to the cuisine and by furnishing the best that can be bought in wines and liquors. We predict for him a successful business and trust the old patrons of the hotel will give him their support. Messrs. Ed. Dwyer and Ben. McGregor, former wine clerks at Strathcona, will also be with Mr. Muldoon when he opens up.

Another meeting was held last evening by the retail merchants in the town hall to further the Dominion Day cele-

bration. A good strong canvassing committee had been appointed at a previous meeting, and reported last night that they were meeting with great success in getting subscriptions, a large sum already being subscribed. They will report again on Wednesday, the 15th inst.

**CHATHAM.**

There is strong probability that, as foreshadowed in last week's correspondence, the city council will shortly take steps to make a test of the local transient traders' by-law by appealing from one of the magistrate's decisions.

With a view to protecting the city in the matter of taxes and safeguarding the merchants, all heavy taxpayers, from unfair competition, any non-resident coming to the city to set up business and who is not the purchaser of an existing stock in trade, is liable to a license fee of \$100. If he remains a full year, the amount is refunded or applied on taxes. The by-law is aimed largely at parties bringing in bankrupt stocks and disposing of them at cut prices. A recent information against John McLeod, a young man setting up in the gents' furnishing line, was dismissed by the magistrate. The crown attorney thought the decision was not good law, and advised the council to appeal.

At a special meeting held on the 10th, the crown attorney's letter came up, and the magistrate came in for some bouquets from members of the council. There was a considerable undercurrent of sympathy for McLeod, many considering the case against him as rather a technical one, but it was pointed out that the magistrate had shown a marked disinclination to enforce the by-laws in cases of this nature. His course in connection with the by-law against peddlers was described as similar, and Mayor Stone and Ald. Potter both instanced cases in which, according to their contention, the magistrate had declined to enforce the by-law.

"The merchants are pretty well worked up over the matter," said Ald. Potter. "They have come to the conclusion that the by-laws are no protection, and that the magistrate will give them no protection."

The matter was referred to the civic finance committee, to consult with the city solicitor and appeal the case if deemed advisable. While the McLeod case may not be appealed, the feeling among local merchants is strongly in favor of bringing the matter to an issue. The question has been a burning one for some time past, all branches of business being more or less affected. In connection with tea agents, Mayor Stone stated that some of these had given him as a reference to the firms with whom they were employed; and

had afterward sworn in the police court that they were owners of the goods they handled and were selling on their own behalf.

**Confectioners Organize.**

Following on the organization of the grocers' section of the Retail Merchants' Association, the confectioners and bakers have organized their section. The work of organization was carried out at a meeting held on Thursday, the 9th, in the Board of Trade chambers. There was practically a full attendance and any amount of interest was displayed. Ex-Ald. E. A. Mounteer, who acted as chairman of the meeting, was elected president of the section, and Edwin E. Wing was chosen secretary. A number of topics of interest were informally discussed during the course of the evening. It was decided to meet monthly, the meeting night being fixed for the first Tuesday in each month.

E. J. Buzzard, of Blenheim, will conduct the general store at Erieau during the coming summer.

W. B. Lounsbury, of Wheatley, has recently opened a grocery in connection with his meat business.

W. S. Eberle is the proprietor of a new grocery recently started at Highgate.

The Dresden Creamery commenced operations May 6th.

Harry A. Andrew's fine new delivery rig made its first appearance here last week.

The Ridgetown Canning Co. have purchased a site from Zenas Watson, of that town. The site contains three acres, the price being \$600, of which the town contributes \$375. Building operations will be commenced at once.

J. A. Ruddick, chief of the Dairy and Cold Storage Commission; G. H. Barr, of the Dairy Commissioner's staff, and A. McNeill, chief of the fruit division of the Dominion Department of Agriculture, are holding a series of meetings throughout the county, with a view to interest the public in general, and the farmers in particular, in fruit cultivation, dairying and cold storage.

**GUELPH.**

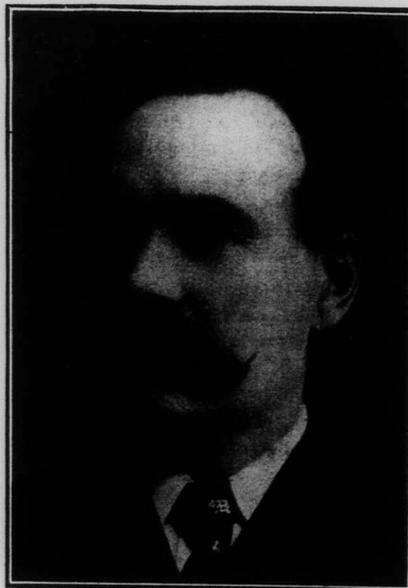
Nineteen mills on the dollar is the rate of Guelph's taxation this year. Such was the final result of the planning of Mayor Newstead, Ald. McCrea and the members of the finance committee, and the consideration of their report by the other members of the council. It was another midnight session and practically the whole time was devoted to the consideration of the finance committee's report, striking the rate of taxation.

The report, as finally drafted by the committee, fixed the rate at 18½ mills; yesterday morning they had it up to 20

mills, but subsequently they discovered sources of assets that had not been taken into account, and by the time the report was ready for the council, the rate had been cut to 18½ mills, through the close calculation and careful pruning of Mayor Newstead, and Finance Chairman McCrea, who were animated by a desire to establish a heretofore unattainable record.

Ald. Thorpe upset these calculations, however; he wanted \$1,000 to go on with the city hall improvements, and after a hard struggle he got it.

The main items, which authorized the assumption that an 18½ mill rate would be sufficient, were an increase of about \$3,000 in the estimates of the receipts from the waterworks commission, and an increase of about \$4,000 from the Guelph Junction railway board. These assumptions may or may not be backed up by results. In all probability they will. But if they do not, the extra half mill above the original report should



**FRANK D. COCKBURN**  
Of Comfort Soap whom Jim the Grocer at Kingston remembers pleasantly for his able co-operation at the Grocers' Summer Outing

meet all deficiencies. A garbage by-law and a pedlars' license by-law were also considered.

**A Forward Step.**

Our city council has taken a step forward in municipal affairs by ordering all projecting signs off Wyndham street. Many merchants objected, but all are now unanimous in voting it a striking improvement on Wyndham street. Geo. Williams was unfortunate enough to break one of his plate glass windows in removing his sign.

The clerks' executive are petitioning the merchants for a half-holiday during July and August, and nearly everyone, both employer and employe, seems to appreciate these pleasant changes.

The farmers are complaining of a very backward season. Fall wheat looks anything but well. However, we hope these pleasant days and a little warm rain will improve matters.

Some gentleman belonging to a diamond ring is marking up the plate glass windows. \$25 is offered for his capture and conviction.

Our Retail Association is adopting the Dominion association's system of debt collecting and finding it very satisfactory.

Automobiles are appearing more plentifully every day. First thing we know a grocer will have one.

The council is considering paving the principal streets. Then it will be time for the grocers to start the automobile delivery.

**INGERSOLL.**

One of Ingersoll's leading merchants has publicly expressed the opinion that it would be very beneficial to the town if the tributary territory could be materially increased as a market centre.

The Ingersoll market is known the length and breadth of the land. It is usually well attended, with a plentiful supply of seasonable products, but any move that would increase the volume of trade in the town would be in keeping with twentieth century progress and should be worthy of consideration. If greater accommodation in the way of a new market building was afforded the market patronage would undoubtedly be increased. The same merchant has thrown out a hint to the Board of Trade and the council in this connection, and from the retailers at least, any movement which would attract trade from a larger radius than at the present time would have enthusiastic endorsement. By reason of its admirable location, situated as it is in the heart of one of the best agricultural districts in Canada, and being the home of the cheese industry, few, if any other, towns of similar size, can show such a steady and substantial volume of business year in and year out. With no unrest in labor circles, with all the industries running to their full capacity, and some of them overtime, Ingersoll is in a happy and prosperous condition, and it has long since become the established policy of her progressive citizens to achieve greater advancement whenever an opportunity presents itself.

Ingersoll now has a dual telephone service. The Ingersoll Telephone Co. recently opened their office on King street west, with between three and four hundred subscribers. They have a large number of subscribers in the rural districts and their phones will be a great convenience to the residents of both town and country.

## THE CANADIAN GROCER

Bruce Phillips has accepted a position with H. W. Healy, as manager of his grocery store. Mr. Phillips is an enterprising young man, who has had wide experience in the grocery business, and under his guiding hand Mr. Healy's interests will be well looked after.

Present indications point to Ingersoll securing a grant of \$10,000 from Andrew Carnegie for the establishment of a public library. The matter was first taken up by the Board of Trade, and was subsequently brought to the notice of the council in the form of a resolution strongly favoring the movement. The council appointed a special committee to deal with the project, which reported at the meeting on Monday last to the effect that the mayor be authorized to make application to Mr. Carnegie for the grant. After some discussion, the report was referred back to the committee for further information. The general feeling seems to be that the matter will receive favorable consideration at the next meeting of the council.

Despite the unseasonable weather and the fact that the farmers are taking advantage of every fine day to rush their spring work to completion, there was a large representation from the countryside at Saturday's market. The market building presented a scene of unusual activity, while the offerings were plentiful, with the prices in many instances showing an increase. The price of eggs showed a decided upward tendency, 18 cents per dozen being the ruling figure. A few pairs of chickens were offered, which met with ready sale at from 50 to 65 cents each. Twelve loads of potatoes were also offered, the major portion of the sales being made at \$1 per bag.

Probably on account of the cold weather, the weekly half-holiday during the "hot" months appears to have been overlooked. With heavy wearing apparel still in evidence, no one has given much thought to outdoor recreation. Heretofore the weekly half-holiday has been very popular and the movement will likely be taken up again in due time. A baseball team has been organized to represent Ingersoll in the Western Ontario Amateur Baseball League, and this season will likely be another instance of history repeating itself. Nearly everyone in Ingersoll admires a good game of baseball, and it would not be surprising if a move is made to have a half-holiday during the major portion of the ball season. This was the rule for a couple of seasons, but it remains for someone to take the initiative again.

As the result of a transfer which took place a few days ago Ingersoll has only one liquor shop at the present time. John Christopher, who has been in business here for a long period, sold out to

A. F. Sage, who immediately transferred the stock to his shop.

It is expected that a monster Orange celebration will be held here on the 12th of July. The matter has been under consideration and at their last meeting the committee reported that they would go on with the movement, provided the business men and citizens generally gave them sufficient encouragement.

A Morello, fruit dealer, has shown commendable enterprise by leasing the store formerly occupied by John Christopher. He will conduct two stores in future.

M. E. Scott, who formerly conducted a flour and feed store on King street west, has returned from a four months' sojourn in Louisiana and Texas. He was very much impressed with the climate of these two states, as well as the business opportunities and he may return to one of them to reside.

More than ordinary interest has been aroused as to the form of Reeve Buchanan's proposed by-law to regulate the handling of bread. At the last meeting of the council Mr. Buchanan stated that since he had given notice of his by-law, he had learned that there were some features which would make it very difficult to live up to. He said he wished to withdraw from the position he had taken in regard to having the bread wrapped or placed in paper bags. It was, however, his intention to endeavor to amend the by-law so as to bring about some very important and desirable changes in the methods of handling the bread consumed in Ingersoll. The by-law fathered by Mr. Buchanan regulating the delivery of coal was given its final reading.

Tuesday of last week was the thirty-fifth anniversary of the big fire which destroyed the business district of Ingersoll, an event which is still fresh in the memory of many.

### KINGSTON.

Spring is here, I have "caws" to know,  
Was the loud, shrill cry of many a crow,  
And the robin sang the same old song,  
"Tweedle-dum, tweedle-dee" the whole day long.

But Jack Frost said, "Just wait a wee,

And we shall see what we shall see."  
Then he froze up the valleys, the plains,  
and the hills,

And all vegetation in sight,  
The lakes, pools, and puddles, the murmuring rills,

He congealed them all in the night.  
So Jack is disliked down in Kingston  
this spring,

He's sent up the prices in wheat;  
And we're all feeling blue on account of  
the "do,"

For it's hard on the fellows that eat.

Jim the Grocer spent all last week in Montreal taking in the sights. The weather was cold and the wind was high and papers of all kind disappeared in the sky. The dust would blind you, and many a man to oaths gave vent in English and French, wherever you went. Yes, even the horse show was affected by the weather. There was a big horse sale at Foster's, and all kinds were trotted up and down the enclosure where the buyers looked over a fence and sought for spavins, ring-bones, etc., and noted the gait. There were trotters and pacers and heavy-draught horses, blacks, greys, chestnuts and bays, and they sold from \$45 to \$150. Some got snaps and some got bit; some were pleased and some were sulky, but such is life.

Well, Jim went over to the fruit commission house and bought some Valencias, Mexicans and navels, new tomatoes and cabbage. Gillis, Caldwell's popular traveler, said to Jim, "Would you like to drive down to the fruit sheds and see the big liners?" Jim jumped on the big wagon and went, and say, Brother Grocers! if you have never been more than a mile from your store, don't act the fool any more, but take a trip, and you will find the store when you get back, and your clerks will look after it better than if you are hanging around. Just try it and see. Well, the fruit shed was 700 feet long and about 100 feet wide, and the iron roof on it was put on in a day and a half. That's the way things are done there. The shed contained over 30,000 boxes of Sorrento oranges, and Jim was introduced to Gaetano Gatto Messina, president of the famous brand of lemons, Statue of the Republic, and one of the largest shippers in Spain. He is pleased with Canada and likes the people better than those he came in contact with in New York, and intends in future to give preference to Canada.

We next visited the steamship Belona, with its cargo of 29,108 cases Sorrentos, and 4,440 cases Valencias. The Fremona is due in a day or so with a cargo of 45,360 cases lemons and 6,000 cases oranges.

Next Jim went up the elevator in the handsome Coristine building to have a talk with Kenneth Munro about Jacobs biscuits, but Ken was away on a trip. The genial young man looking after his affairs in his absence opened up his room and spent a few minutes showing how nice and complete Jacobs' packaging biscuit stands were. Marble top and holding twelve tins. They cost about \$24, and are made in Ireland.

Next Jim made his way to William street and talked butter, eggs and cheese. Prices were easier on butter, but eggs and cheese were firm. Jim took the Bleury street car and got up into

## THE CANADIAN GROCER

the upper section. He called on Mr. Foster, retail grocer. Jim said, "You have a nice store and fresh-looking stock and you seem to be busy and your customers seem to be of the better class." "Yes," he said, "and I owe it to the fact that I give no coupons, no Christmas boxes and no discounts. I give people a good service and the best value I can get for them. I can't understand why grocers educate their customers to look for presents. They certainly know that in doing so they have to resort to low-grade goods or light weight. Yes, it's a mistake."

Jim's time was limited, but he called on Mr. Brown, of the Thos. Good Coffee Co., of Boston, who reported business good.

Jim ran across Mr. Gould, grocer, of Port Hope, who was on a trip just for a change and to look around.

Next Jim called on Mr. Robt. Shaw, manager of the Charleston 5, 10 and 15 Cent Store Co., St. Catharines and St. Lawrence Main. Mr. Shaw at one time conducted a large cash grocery with his brother in Cornwall, and for many years was clerk in Bryson & Graham's, at

James Crawford secured the contract to supply the soldiers' camp here. He will be kept busy putting up rations for the hungry boys who drill. James Redden & Co. got the contract for the Petawawa camp, and they know how to fill the bill. The boys in red and blue will get good things to eat and drink.

The Misses O'Brien, formerly of Renfrew, have leased the store, corner Division and Earl, in the handsome Graham block, recently put up. Alderman Graham was for many years a grocer. He is now one of our largest contractors and has put up over a hundred buildings in the last ten years. He is a hustler, owing to his early training behind the counter.

### LONDON.

The question of their annual picnic is one which more than any other is just now disturbing the members of the Retail Grocers' Association. The matter was discussed at a meeting of the association on Wednesday evening last and by the executive this afternoon. It seems that certain grocers have been for some years holding a picnic to Niagara

cations are that there will be two grocers' picnics in different directions.

Price-cutting as applied to sugars, has been stopped in this city for a time at least. The continued advance in wholesale prices has had the effect of bringing the cutters to their senses and to realize the fallacy of selling at or below cost, and when the matter was brought up at the meeting of the association last week, the two chief offenders agreed to quit their foolishness. Canned goods, however, will continue to be sold at cut prices.

One of the finest retail stores in London is that of Messrs. Ryan & Russell, Richmond Street, south of King. It is bright-rendered additionally so by prism lights, which throw the daylight right to the back of the store. The arrangement of showcases, the office, canned and bottled goods, is evidence that there is someone of taste connected with the establishment. The firm have a way of keeping their stock fresh, to which fact must be attributed their big trade, for the business of Ryan & Russell is among the largest in the city.

A grievance of small shippers was aired at a meeting of the shippers' committee of the Board of Trade on Friday night. These men who as a rule do not ship in car lots, complain that through the transshipment of goods it is next to impossible to trace shipments once they leave London. It is quite common for shipments to be six weeks in making the trip from London to Calgary. The whole matter is to be taken up with the Canadian Pacific Railway Company without delay.

It is rumored that the McCormick Manufacturing Company have decided to seek a large site in the east end of the city, and that the large building now occupied by the company on the south-east corner of Dundas and Wellington Streets will be turned into a block of stores. The report that the company have been approached by the T. Eaton Company, of Toronto, with the object of establishing a London branch in the company's present premises, is discredited.

The retail grocers have approached the city council with a view to having no licenses whatever granted to fruit or peanut men selling on the streets. The city solicitor has advised the aldermen that the council has power to regulate the areas within which these vendors can ply their calling; they cannot prohibit the trade. However, the grocers will discuss the subject with the license committee at its next meeting. As an instance of what they suffer at the hands of these men, the grocers tell of a case where a banana man took up his stand in front of a grocery store



The Comfort Soap Race, which our Kingston Correspondent has several times referred to.

Ottawa. He reports increasing business every year.

On the return trip westward, Jim ran across Mr. Balfour, of the Imperial Extract Co., of Toronto. He is having a satisfactory trip and increasing orders for Shirriff's jelly powders and extracts. He got off at Prescott. Harold Martin was alone on the train. He ran a grocery in Kingston at one time, and is a son of A. R. Martin, also of Kingston, grocer of years ago, but now holding a lucrative position in the west. Harold is traveler now for the Robertson Bros., dealers in high-class china and glassware.

Will Crothers, traveler for the Crothers Biscuit & Confectionery Co., here, got tired living alone. He took one of Kingston's fairest daughters into partnership for life. He moves into the fine residence, corner Union and Wellington streets. He certainly is wise who marries, and we all hope Will's future will be as sweet as the samples he carries. His better half, of course, will be guided by her own sweet Will.

Falls, calling it the grocers' picnic. The railway company has been allowing these men a rake-off on each ticket sold, and there have been some small rebates on the attractions at the Falls, so that altogether there has been quite a bit of graft for someone in these annual affairs. When the association met on Wednesday night it was learned that a certain grocer who is not a member of the association, had in January last signed a contract with the Michigan Central Railway Company for a grocers' excursion to the Falls on a certain day during the coming summer, and that this individual, with three members of the association, would advertise a grocers' excursion, no matter what place or date the association decided on. But there is no money in this for the association, and the members, naturally enough, do not feel like being parties to any picnic plan which means profit for others and none for themselves. The four individuals referred to have been approached by representatives of the association, but they show no inclination to join in and make one affair of it, and present indi-

and sold while there no less than two cartloads of fruit to passers-by. All the while a bunch of bananas hung in the grocer's window unnoticed. If they cannot have the peddlers barred out altogether, the grocers ask that they be kept from in front of stores, whether in the business districts or the suburbs. The grocers pay heavy taxes and rents, keep help and horses, and they find it impossible to compete with men who have no expenses to speak of.

**MONTREAL.**

Montreal Retail Grocers' Association has decided to hold its annual picnic at Alexandria this year, in conjunction with that of the Ottawa Retail Grocers' Association. The date is June 26.

This decision was arrived at last Friday evening, when the regular monthly meeting was held in the association rooms, St. Catherine Street East. June 26 is St. Jean Baptiste Day, a great feast occasion with the French Canadians, and it was thought that this would be a most fitting way to celebrate the holiday. Besides this there was the opportunity of enjoying a day's outing with their Ottawa confreres. The citizens of Alexandria are ready to do their share in making the day a successful and enjoyable one, so that it is likely there will be some pleasure in store for those who attend.

Instead of appointing several committees to arrange details of the excursion, the association members decided to leave to the executive officers all this work. Therefore those who will be responsible are: President, H. Laniel; vice-presidents, E. P. Guillemette and J. A. Dore; Treasurer, H. Laniel; Secretary A. Sarazin, and General Secretary, J. A. Beaudry.

Friday morning a delegation comprising the officers and some seventy-five members of the association waited on the Premier of Quebec, Hon. Mr. Turgeon, and the treasurer of the province, Hon. Mr. Tessier, regarding the increase in liquor licenses. Under the new arrangements, grocers having a liquor license must pay, instead of \$200 or \$400, as last year, \$300 or \$450, as the case might be. The ministers stated that there would be a meeting of the Cabinet shortly, when they thought some arrangement would be reached which would be satisfactory to all concerned.

**PETERBORO.**

T. Kinnear & Co. are working up such a large business in this locality that it has been found necessary to put on another traveler. N. F. Corrin, formerly with R. A. Dutton, fish, fruit and grocery merchant, has accepted a position on the road with this wholesale house. Mr. Corrin is well known in this city and is very popular. He has made a

successful salesman behind the counter and should do equally well on the road.

**A Progressive Firm.**

S. A. Oke, fish and fruit dealer, who carries on the largest exclusive fish and fruit business in the city, has secured a lease of large premises along the G. T.R. track, which will be used as a wholesale storehouse. For some time past Mr. Oke has done a wholesale business, but the past couple of years has seen such a development that he cannot possibly handle it from the retail store. The new premises are situated at the corner of Simcoe and Bethune streets, and a railway siding runs right into the building. The premises are very large and well built, having been used years ago as a grain elevator. One great feature about the building is that there is a ripening room in the basement large enough to hold 300 bunches of bananas at one time. Then the foundations are so thick that frost cannot possibly penetrate in the winter. The firm at the present time is handling a carload of bananas a week and the business is just getting nicely started.

Associated with Mr. S. A. Oke is his brother, Mr. Walter Oke, who spent eleven years in the wholesale fruit houses in Toronto. He is therefore a first-class man, and the boys are making a big success.

Besides the city trade, which is by no means small, Oke Bros. cover a very large outside country, including such places as Cannington, Lakefield, Havelock, Omemee, Lindsay, Norwood, Bobcaygeon, Millbrook, Campbellford, and several other places. A little later in the season there will be the very heavy business from the summer residents and tourists up around the Kawartha lakes, Chemong park and Rice lake. All the summer resorts help very largely in increasing the total of Oke Bros.' business. The new storehouse will enable them to handle their fruit and fish more easily and more quickly this year than ever before.

Mr. E. F. Mason is at present very busy putting a new system in force in his three big grocery stores. In the past the two down-town stores were conducted together, but since the third store was added, and since the business done by all three places has increased so rapidly during the past couple of years that the head of the company decided to put them on their own feet and make each one responsible for itself.

The city's new fire hall was formally opened on Tuesday evening last. The new fire alarm system has been installed and the new fire engine was tested. The fire hall is one of the most modern in the province and it is a credit to the city. In it are stabled six horses, a combination hose and chemical wagon, a

fire engine, and a modern hook and ladder truck, with a 54-foot aerial ladder. The merchants now expect that their insurance will be reduced, according to the promise of the Fire Underwriters' Association some time ago.

The executive of the Retail Merchants' Association met on Monday night for the purpose of completing arrangements for the proposed banquet. The date will be about the 30th of May, although it will not be definitely decided until the committee hears from the different speakers. Another meeting will be held next Monday night.

The Peterboro Board of Trade met Tuesday night and discussed "Canadian Banks, Foreign Investments." Excellent papers were read by D. Hughes-Charles, manager of the Canadian Bank of Commerce, and A. P. Pousette. The board also discussed railway switching rates. There were a large number present.

**A New Invention.**

The Excelsior fruit cleaner is a new machine, which is being manufactured here by R. B. McGill. This invention was formerly made in Peoria, Ill., and then in Mount Pleasant, Ont. But now Mr. McGill will handle them. The wood-work is made by the Peterboro Canoe Company, and the iron work by the Wm. Hamilton Manufacturing Co. The machine is for cleaning all kinds of dried fruits and it is being put in by many wholesale and large retail grocers. It is one of the best machines on the market and is giving satisfaction wherever used.

**ST. CATHARINES.**

Albert Phipps, who purchased the property and grocery business from John Ross, on Queenston street some years ago, finding that his premises were too confined for his increasing trade, removed his stock, temporarily, to an adjoining building and removed the old store building, on the site of which he erected a large and commodious two-storey brick building. The ground floor is the store part into which he has transferred his stock. The upper portion he occupies as a dwelling. Mr. Phipps, since he branched out in the grocery business, has succeeded by his strict attention to business and he has gained the confidence and good will of the people at large.

The journeymen carpenters and their employers, not being able to satisfactorily adjust their differences, relating to the amount to be paid for labor, ceased work about ten days ago. The carpenters had been receiving 27½ cents per hour, and had demanded an increase to 35 cents. After repeated meetings, two contracting carpenters came to terms. The other builders, after further conferences, consented to give 32½ cents,

which the carpenters refused to accept, and there was a breaking off of all attempts to settle the difference. Some of the journeymen carpenters have gone to Niagara Falls, where they are getting 40 cents an hour. Thus far this strike has not interrupted the other trades unions, the members all being kept busy, though it is disappointing to owners to have their building operations delayed.

James B. Dolan, one of St. Catharines' promoters and business men, has secured the premises on the south bank of the hydraulic race—water being the motive power—formerly owned and operated by the McKinnon Dash and Metal Works Company, which he will convert into a woolen factory, for which he has ordered machinery of the most improved and modern pattern. Mr. Dolan expects to employ one hundred skilled workers in the mill.

Howard McNulty has re-entered business, having purchased the pop and soda water manufactory on Ontario street opened by Riordan & Company, of Niagara Falls, Ont.

#### STRATFORD.

The retail grocery trade reports a very satisfactory state of business right along and all merchants are looking forward to a brisk spring trade. The stores are donning their true spring appearance and everything looks bright and cheery. The atmosphere is cool and refreshing and the fresh green goods and well displayed produce entice the housewife to buy.

A much respected citizen has lately been removed in the person of the late Sheriff Hossie, who died on May 4. Mr. Thos. Magwood, one of our city fathers, has been appointed to fill the vacancy, and Mr. McInnes will be the new alderman.

The grocers here are very much pleased with The Canadian Grocer, and pronounce it the best publication that comes into their store. One grocer remarked, "It is a splendid publication, a fund of information, and I would not do without it."

The market on Saturday last was largely attended by both buyers and sellers, but the price of produce remains about the same, although there was an advance in butter of one cent. Fresh garden products are in much demand. Maple syrup still remains at the same figure, 35c. per quart.

#### Grocers, Take Notice!

The first branch of the Retail Merchants to make a move toward early closing is the druggists. At present the drug stores do not close at any particular hour and, of course, this is a great hardship on the clerks. Commencing last Monday, (May 13), however, conditions were somewhat changed, the

druggists having agreed to close at nine o'clock each evening. This is a splendid move and should not be any inconvenience to customers, as they can do their business quite as well before that hour, and it is a great boon to the clerk. It is to be hoped that the new ruling or agreement will be carried out by the several druggists in the city, as it is generally known it does not do for one man to keep open and the other to close. The half-holiday movement will be the next important question, and is already the talk among the clerks.

#### Delivery by Auto.

By July 1, if all goes well, Stratford will have the auto delivery system in full swing. A company has been formed, known as the Rapid Delivery Company. This company has entered into contracts with the leading merchants of the city to have their goods delivered by auto cars. The company propose putting three auto cars on the road and they will make four trips every day, at the hours of 9 and 11 a.m., and 3 and 5 p.m., with an extra trip Saturday evening at 9 o'clock; also extra trips on days preceding holidays. The merchants will find this a great convenience in many ways, and they will not need so many horses. This new company also purpose buying several horses and rigs from the merchants and these will be used on the roads over which the auto cars would not be able to go. The company will also purchase three auto bus cars for general passenger use. These will be put on regular routes throughout the city and will also be hired to outing and pleasure parties. The company will purchase all the auto cars from the Kurtz-McLean Co., Stratford.

#### Half-holiday Means Whole-souled Work

Regarding the half-holiday for clerks and storekeepers, it is a good thing and should be helped along. Stratford is a city of extensive industries, and there is scarcely one of them that does not close on Saturday afternoons, and while a merchant could not shut up shop on Saturday, still there is no reason why Wednesday or Thursday afternoon should not be taken. We have a Retail Merchants' Association here, and if its members agree to the half-holiday closing they will retain the same amount of business, and the insignificant increase that might go to some small store would not be worth considering. Give the clerk and the merchant time for recreation and rest, and the former will come down to work in the morning bright and refreshed and feeling like work, while the merchant will arrive with a glad smile and will thoroughly enjoy life, and the result is the better for both employe and employer. What we want are better salesmen, and everything that we can do toward bettering

the condition of our salespeople should be done. The half-holiday will help along the good work. No one would sustain any loss by the weekly half-holiday, and those most interested would derive much benefit.

There is a slight change for the good among our grocers in regard to the cutting of prices. It is hoped that before long an agreement will be reached.

It is a recognized fact that one of the best advertisements that a grocer can have is a neat and attractive waggon. In this respect Stratford is right up to the mark. Several of our merchants have got very handsome and gaudy delivery rigs this spring.

#### Board of Trade Meeting.

The annual meeting of Stratford's Board of Trade was held on Friday night last, when a number of the leading citizens were present. The retiring president, Ald. C. McIlhargey, presided, and was supported by Secretary Steele. The main business was the election of officers. The following are the ones elected:—

President—W. J. Mooney.

Vice-President—I. W. Steinhoff.

Secy.-Treas.—Jas. Steele.

Council—Geo. McLagan, Wm. Preston, Wm. Maynard, J. D. McCrimmon, D. M. Ferguson, W. A. Moore, J. J. Mason, W. J. Ferguson, R. T. Orr, C. McIlhargey, Jos. Orr, W. S. Dingman.

An important resolution was passed, which asked for an additional collection from the letter boxes of the city at 11 a.m., and also that the post office be open all day on holidays. The treasurer's report showed receipts during the past year had amounted to \$652.21, and a cash balance on hand of \$210.31.

The Board of Trade has been alive to the interests of the city. During the past year it was instrumental in securing two new industries—the Kemp Manufacturing Co., and the Kurtz-McLean Co. A by-law was also passed guaranteeing a loan to the J. A. Cline Manufacturing Co., which will enable it to very materially extend its business.

#### WOODSTOCK.

On Saturday morning flour was advanced ten cents per hundred pounds in price by all the local dealers in that article. For some time it has been selling at \$2.05, but now \$2.15 has to be paid. Dealers say there is every probability of a further advance before very long.

A local dealer told your correspondent to-day that he expected the retail price of sugar would be advanced shortly, and consumers may expect to pay more per hundred pounds and receive fewer pounds for a dollar. He said that in the past few weeks the price to wholesalers had been advanced slightly, but

THE CANADIAN GROCER

not enough to warrant an increase in retailing; but that if any further advance were made to them then consumers would have to pay more.

A number of dealers have commented, in speaking to me, on the very excellent issues of The Grocer which are being put out now. There are not a few subscribers in this city, which goes to show that Woodstock's grocers are, in the main, progressive and up-to-date in

it with him. Shortly after, the jeweler discovered the error which had been made, and spent a few anxious minutes until he traced up the grocery man and secured his own property.

It is the generally conceded opinion that the fall wheat crop in the Oxford district has not been injured to any appreciable extent by the very backward spring, and the cold weather which has prevailed for many weeks when all

ous city, holds particularly true here, for Woodstock does an immense trade with the farmers of the county.

Seeding is practically finished in the vicinity, and an exceptionally large acreage of spring crops is now waiting favorable weather to spring into life and growth and gladden the farmers' hearts. The first pineapples of the season are being shown at the local fruit stores.



STOCKKEEPING ILLUSTRATED.

This is the interior of Scroggie Bros.' store, Guelph. It is a store of neatness and hustle. The advertising done is not heavy, but the goods sold are good

and the price reasonable. Mr. Groom, their head clerk, is a finished stock-keeper and the finish of his work is apparent at a glance. Both Messrs.

Scroggie read and enjoy The Canadian Grocer, and, in their opinion, it is one of the best helps to sell groceries.

their methods. Nothing keeps a merchant so thoroughly posted as the careful reading of a good trade publication, dealing with his particular branch of trade.

Two travelers, one for a big Toronto jewelry house and the other for a wholesale grocery firm got their grips changed while at a Woodstock hotel the other day. The jeweler had in his grip over five hundred dollars' worth of jewelry. He put it down next the grocer's. The latter left the hotel first and by mistake took the grip with all the valuables

should have been sunshine. A reliable authority says that some fields of wheat are as fine as he ever saw, many others are quite up to the average, a few are below it, and a few have been plowed up, though the fields which are included in the latter class are scarce. A considerable quantity of wheat is grown in this vicinity, but in most cases it is not the staple crop. For all that, its condition every spring is the subject of a great deal of anxiety, both in the rural and urban districts. The old truism, that prosperous farmers make a prosper-

**Grocers' Sundries**

Large English manufacturing firm about to open extensive advertising operations throughout Alberta and British Columbia wish to communicate with a reliable house in Calgary and also Vancouver, having connection with retail grocers throughout each province. Box 147, Canadian Grocer, Toronto.

ORGANIZATION IN THE ATLANTIC PROVINCE

(By The Canadian Grocer's Special Correspondent.)

Halifax, N.S., May 13th.

Opinion seems to be divided in Halifax on the question of organization. While some few dealers look with favor on the proposition, the great majority are opposed to it. Those in favor of it say that the trade might benefit by being organized, as often matters could be more effectively brought to a head by the united forces. Those opposed to it seem to think organization may have a possible tendency to restrict trade, as the public have heard so much of late about combines. Those dealers prefer free trade in business, and consider that competition is better for business all round.

To have perfect organization, they say, all matters must be followed up closely and meetings held to consider the various questions that come up. Then all are not of the same opinion, and a difference of views leads to lengthy arguments, and, as a result, much valuable time is wasted, as busy men cannot spare many hours from their business.

**Trade is Good.**

The grocery trade in the province is in a healthy condition and the travelers are sending in good orders. Prices are firm on all lines, and collections are fully up to the average for the season of the year.

\* \* \*

W. J. Hopgood & Son, grocers, Spring Garden Road, have temporarily removed their business to the stand formerly occupied by T. Major & Sons, on the corner of Queen street, while the firm's premises are being renovated. The store is now in the hands of the contractors, and it is the intention of Hopgood & Son to expend \$4,000 in alterations. When the work is completed the shop will be one of the finest retail grocery establishments in the city.

\* \* \*

It is reported that Dunn & Co., Ltd., pork packers, of Toronto, have purchased a site in Sydney, and will shortly build a branch of their establishment in the Iron City of the east.

\* \* \*

**Oats Will Advance.**

Advices from Charlottetown state that the prospects are bright for a sharp advance on oats after the opening of navigation on the St. Lawrence. At present, however, P. E. Islanders are above an export basis. Stocks are light and mainly in a few hands. Hay is getting scarce in the county and if the cold weather continues some of the stock intended for export will be required locally.

Potatoes, at present, are booming in price, but the arrival in Halifax of a cargo intended for the West India market, which has now petered out, and the expected arrival of 15,000 bushels from Scotland, will have considerable effect on the market. There are not many potatoes on the island, so the farmers will not suffer any from the changed conditions.

\* \* \*

The steamer Kathinka from the West Indies landed here last week 4,570 bags of sugar, 2,000 bags for city dealers and the balance for the refinery.

**To Retire from Business.**

Thomas Mitchell, who for the past 25 years has conducted a large retail fruit and confectionery store on George street, will retire from business on December 31st of this year. Mr. Mitchell has conducted business in the same stand for nearly 30 years, and his ice cream parlor was unexcelled in the city. He carried high class goods only, and his trade was very extensive. Mr. Mitchell has leased his premises to William Patrick, of Montreal, who will carry on a gents' furnishing business. The shop is on George street, one of the principal thoroughfares of the city.

**Produce is Scarce.**

From some quarters there is a general complaint regarding the scarcity of farm produce, particularly eggs, butter, poultry, beef, and also fresh pork. Notwithstanding the immense quantities of produce imported into this province, there appears to be a shortage. The prices obtained are high, the consumer in these parts having to pay more than those of the west. While eggs are plentiful in some quarters, they are scarce in others. There is the usual shortage in butter at this season of the year. The demand is good and the high price still prevails. The consumer thinks that it is about time that some relief was afforded the butter market.

A business man on a recent visit to Sydney was somewhat surprised to learn that a grocer of that city had been obliged to buy eggs and butter at points in Quebec and Ontario. Discussing the subject he said he learned from those who professed to know, that most of the articles of food for consumption were sold in Sydney at a much higher figure than they would be if raised in the vicinity. That, he thought, was only reasonable, as the consumer in all cases paid the charges of the long freight haul. The people of Cape Breton, he thought, were neglecting their own interests if they did not inaugurate some policy for cultivating the vacant farms

and improving those already under cultivation by the employment of modern methods. There was no question of a market. If agents of outside stock, vegetables, butter and egg concerns can make a handsome profit here, he did not see any difficulty in the way of local farmers.

**Appointments at Government Farms.**

The Nova Scotia Government announces the following appointments:— Prof. Melville Cumming, Principal of the Nova Scotia Agricultural College, to be Secretary of Agriculture, in place of Brook W. Chipman, deceased.

Frederick L. Fuller, of Truro, to be Superintendent of Agricultural Societies.

Stanley Logan, of Amherst Point, the well known breeder of Holstein cattle and Shropshire sheep, to be Superintendent of the Agricultural College Farm at Truro.

These appointments are considered to be excellent in every respect. Mr. Cumming has already proven his sterling worth as head of the Agricultural College, and has placed that institution on a high level of popular approbation. Mr. Fuller has managed the farm for a number of years as only a practical man can. The appointment now given him will open a wider field of usefulness, and the Government is certainly fortunate in selecting such a man as Mr. Logan to manage the farm. Mr. Logan's proven ability in his own private affairs is the best recommendation that could be given him for such a position.

The Halifax Board of Trade has appointed E. A. Saunders secretary, in place of A. T. Weldon, who resigned to become general sales agent of the Port Hood Coal Co. The new secretary is a Halifax man, having been born and educated there. He has been in the employ of R. G. Dun & Co. for upwards of twenty years, and has traveled all over Nova Scotia and Newfoundland during that time in the interests of his firm. There is hardly a business man in that territory with whom he is not acquainted, and he is one of the brightest young business men in the city.

Leon Tanguay, of Montreal, whose experience as a successful dealer and manufacturer of vinegar has extended over twenty years has started a manufactory for this product in his own name at 1208 Parthenais street, in the Delormier suburb of the Canadian metropolis. Mr. Tanguay has erected a commodious new building, 52 v 52 feet, two stories in height, with bonding warehouse and cooperage attached. It is well equipped for the manufacture of high class vinegar and has a present monthly capacity of 5,000 gallons, which it is intended shortly to increase to 12,000 gallons.

## TRADE IN NEW BRUNSWICK HAS BRIGHT OUTLOOK

St. John, N.B., May 11, 1907.

The lateness of the season and the persistent unfavorable crop reports from the west have had the effect of sending the price of wheat up. The effect of this was seen when the local dealers announced a few days ago that Ontario flour had advanced ten cents all round. It is predicted that Manitoba's will also advance in a short time. The outlook is for higher prices on all grades of flour.

Sugar has shown another advance this week. This is the third time this year that the price has been increased, an advance of ten cents per cwt. taking place respectively February 27, April 11 and May 6, and apparently the end is not yet, as New York refiners have again advanced their price and a corresponding advance is looked for in this market.

In looking over the prices on nearly all goods this year and comparing them with the ruling figures last year at this time, an advance is noted in almost every case. In the provision market, pork, beef and lard are all firmer. Flours, sugars, molasses, canned goods, and in fact everything in the grocery line, is higher than last year.

### Outlook Bright.

The merchants here view the outlook for 1907 trade as exceptionally bright. Almost without exception the reports are to the effect that business is ahead of last year and a very hopeful tone pervades among the dealers.

The lateness of the season has made the seed trade very backward. The retailers report, however, that sales in some of the earlier varieties are being made.

A large shipment of Bermuda onions arrived this week and they are being sold at \$1.50 per 50-lb. crate.

Evaporated apples and in fact all dried fruits are meeting with a steady demand. The fresh fish market is not any too well supplied and it is hard for local dealers to get enough to fill local orders. The harbor fishing up to the present has been considerably behind previous years. The gaspereaux catch is not nearly up to the mark. In the produce market butter and eggs are reported plentiful, with a trifle easier figures.

### No Fair This Year.

Although it was announced that St. John would have an exhibition this year and over \$3,000 was raised by subscriptions in lieu of a Government grant, it was decided at a meeting of the exhibition association and the subscribers to the fund, on Wednesday last, that as

favorable dates could not be arranged without conflicting with fairs in other cities, that the project would have to be abandoned. It is now proposed that an Old Home week, or a combined industrial fair and horse show be held, and a meeting of the citizens will be called next week to consider what will be done.

Since the opening of navigation on the St. John River, the steamers have been kept busy bringing down supplies of produce and the north merchants report business brisk in the sales of provisions made. The high freshet this year threatened for a time to flood out some of the Indian-town merchants, but the water has been steadily going down the past few days and it is now believed the highest point has been touched.

### Winter Port Season.

A statement of the business done here during the winter season by various steamship lines has been prepared. The season closed with the sailing of the steamer Montreal, of the C.P.R. line, on Wednesday last. There were in all 144 sailings of steamers, 117 of these were to the United Kingdom, 11 to Jamaica, and 16 to the West Indies. These steamers took away cargoes to the value of \$20,120,430, divided as follows: Canadian goods, \$13,534,786; foreign goods, \$6,585,644. This is about three millions less than last season, the shortage being due to the congestion of freight in the west, by which St. John suffered in common with other ports. Included in the cargoes of these steamers was 61,000,000 feet of lumber, between four and five million bushels of grain, 30,553 head of cattle, 59 horses, and 1,371 sheep, the balance being made up of various products.

Peter Dixon, one of the leading grocery merchants of Grand Manan, has been seriously ill for the past two weeks.

At the inaugural meeting of the new common council on Tuesday last, Alderman J. W. Vanwart was again chosen unanimously as the chairman of the board of public safety. It was a fitting recognition of his efficient work in the department during the past year.

### CROPS IN NIAGARA DISTRICT.

#### Fruit Prospects are Pretty Good — Wheat in Bad Shape.

The St. Catharine's correspondent of The Canadian Grocer writes:

Speaking to the fruit growers of this district I find that the heavy fall of snow on Friday, and the frost that followed did not injure the buds on the

fruit trees, as was expected. The apple tree blossoms, of which there is an abundance in sight, are so closely shut that the cold has done no injury. There is every prospect of full crops of plums, cherries and pears. These, too, are close in the buds so that they have not been affected by the snow and cold snap. The peach buds promise as good a crop as usual and the buds are very backward in opening out. As for small fruits, such as raspberries, currants, gooseberries: these are still backward in bloom, but each promises a good crop. Apricots, of which there is a considerable quantity cultivated in this section, the buds being very tender, have suffered somewhat from the frost, but there will be a fair crop if there be no more heavy frosts. The early strawberry product will be curtailed, as they were out in blossom and got nipped with the frost. The late varieties were not injured. A large number of tomato plants that had been moved from the hot to the cold beds were destroyed, no precautions having been taken by some farmers and some gardeners to have them covered for protection, whilst those that were cared for have escaped injury. The buds on the grapevines are very backward in sprouting so that no injury has occurred to them thus far. The farming operations are very backward this spring. Not more than one half of the seeding is done and what grain has been sown is not progressing as should be. Some of it has but shown itself above ground and other seeds lay dormant. Fifty years ago (1857) there was frost every month but August. Vegetation was killed. Potatoes, corn and other vegetables had two, three and four plantings, which were all killed by the frosts. Wheat was killed, but what little grew never came to maturity as a pest called the weevil cut down the stalks. Hay that spring (1857) was sold at sixty dollars per ton, the article being very scarce. Hay on Saturday last was sold at eighteen dollars per ton.

The prospect for the wheat crop is an entire failure. Most of it was winter killed and farmers have ploughed up and are putting in other kinds of grain. The clover fields present a fine appearance, with every prospect of a large yield of clover hay. Other meadows are progressing favorably, with bright prospects of good yields of timothy and blue grass hay.

Remember that "out of stock" soon means loss of customers.

A mighty good advertisement for a store: a smiling clerk.

It is easier to do good work than poor, if you once learn how.

# THE CANADIAN GROCER

Established 1886

The  
**MACLEAN PUBLISHING CO.**  
Limited.

**JOHN BAYNE MACLEAN** - President

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

## OFFICES

### CANADA—

**MONTREAL** - 232 McGill Street  
Telephone Main 1255  
**TORONTO** - 10 Front Street East  
Telephone Main 2701  
**WINNIPEG** - 511 Union Bank Bldg  
Telephone 3726  
F. R. Munro  
**VANCOUVER** - Geo. S. B. Perry  
**ST. JOHN, N.B.** - 7 Market Wharf  
J. Hunter White

### UNITED STATES—

**CHICAGO, ILL** - 1001 Teutonic Bldg.  
J. Roland Kay

### GREAT BRITAIN—

**LONDON** - 88 Fleet Street, E.C.  
Telephone Central 12960  
J. Meredith McKim  
**MANCHESTER** - 92 Market Street  
H. S. Ashburner

### FRANCE—

**PARIS** - Agence Havas, 8 Place de la Bourse

### SWITZERLAND—

**ZURICH** - Louis Wolf  
Orell Fussli & Co.  
Subscription, Canada and United States, \$2.00  
Great Britain, 8s. 6d. Elsewhere 12s.

Published every Friday.

Cable Address / Adscript, London.  
Adscript, Canada.

## CONTENTS.

The Editor's Page .....	66
Canadian Dairying .....	67
The Dairy in Ontario.	
The Dairy in British Columbia.	
The Dairy in Quebec Province.	
The Dairy in Manitoba.	
Building up a Tea Trade .....	73
Cloves of Zanzibar .....	74
The Epic of the Bean .....	77
African Vanilla Culture .....	79
Tapioca .....	79
Western Demand for Ontario Fruit	80
Effective Advertising .....	81
Keeping Store and Buying Goods ...	83
Details that Spell Success in Re-	
tailing .....	86
Fisheries of Canada .....	88
A Grocery Store in the Making ...	91
Plans for a New Grocery .....	93
How I Broke into the Market .....	96
A Merchant who Makes Two Prices	
and gets Them .....	97
New Highways of Development in	
the West .....	98
Olive Oil .....	99
Window Dressing Department—	
Prize Window Dressing .....	101
Brace of Business-bringers .....	104
Three Good Window Dressers ...	105
Some Simple Rules .....	107
Best Invested Hours .....	108
Maple Products—A National Indus-	
try .....	109
The Grocer and his Hour of Dis-	
content .....	112

## EDITORIAL

The Canadian Grocer

Some Suggestions for Store In-	
teriors .....	113
Why Merchants Fail .....	114
Half a Century in Groceries .....	115
Stores Without Counters .....	116
Tea and Tea Tasting .....	117
Coffee Trade in Canada .....	118
Grading of Coffee .....	119
Growing Rich in a Corner Grocery	
Should Travelling Salesmen Keep	
an Expense Account .....	121
Travelers and Their Ways .....	122
Porcelain—Its Origin and Kinds ...	123
New in Glass and China .....	125
Managing the Crockery Depart-	
ment .....	126
Some Hints on the Retailing of	
Bulk Teas .....	126
How to Conduct a Special Sale ...	127
Toronto Grocers at Vermont Con-	
vention .....	128
From Grocer Correspondents ...	129
Nova Scotia News .....	136
New Brunswick News .....	137
Fruit Crop in Niagara District ...	137
Editorial .....	138
Markets—	
Quebec .....	140
Canned Goods .....	141
Ontario .....	141
Manitoba .....	143
Produce and Provisions—	
Cheese and Butter Standards	
Markets .....	156
Biscuits and Confectionery ...	164
Flour and Cereals .....	174
Fruit, Vegetables and Fish ...	180
Tobacco .....	195
Advertising Rules for Retail Gro-	
cers .....	206
Pacific Coast News .....	220

## ORGANIZATION.

Organization of the retail grocery trade on national lines must be a development of slow growth. There is but one way to it, the persistent plodding of those who can appreciate the value of organization.

The principal obstacle in the way is the apathy of the average man, begotten of a selfish inability to be really interested in anything beyond his own family and of the ignorance which prevents the wider view of business. You cannot expect the man who has no pride in the grocery trade, no interest in it beyond his own store, to have much interest in a movement for the general betterment. But there are two kinds of men, the man of mean and narrow parts by nature and the man lacking mental initiative or opportunity, or both, has never been roused to the larger perspective. The latter man is the much more numerous and is the

man the organization missionary must go after. He needs the gospel of progress preached to him. There is hope for him.

Another difficulty is a prevalent misconception of the purposes of organization, the nature of the results to be attained. This view makes the object of organization co-operative price making, limiting of competition, agreements in restraint of trade, perhaps co-operative buying and what might be termed class legislation. This disability also attaches to two classes of men, those who favor organization and those who oppose it.

The latter are probably the least injurious to the cause. If they are honest they can be shown that they are wrong, and, seized of the wider view, they must become friends of organization, of betterment. The other class are akin to the selfish stay-at-home. He is looking only to his personal profit.

If organization is to be accomplished, it must be advocated on the larger plan. Probably the greatest benefit organization can bring to the grocery trade is the social intercourse it creates. Over and over again this has been illustrated locally. There has been price cutting, backbiting and bad feeling. Somehow the grocers have been got together and the way the sulphur fumes got out of the atmosphere was a wonder. Social intercourse enables men to learn and appreciate each other's good qualities; it engenders mutual respect; it gives men a wider, less self-centred outlook upon life; it creates a pride in their business as a special branch of trade; it smooths the way to concessions and arrangements for mutual advantage; it makes life worth living. In a national organization the man in Halifax could exchange views with the man in Victoria, and the man in Winnipeg, and, just as important, the man in Victoria could confer with the man in Vancouver and Nelson and New Westminster; the man in Edmonton with the man in Calgary, the man in Montreal with the man in Quebec, the man in Hamilton with the man in Brantford, the man in St. John with the man in Fredericton.

Out of this intercourse, led by the brightest minds in the grocery world, will come better trade conditions, more

satisfactory relations with wholesalers and manufacturers. The trade will have more respect for itself and in just about the same ratio it will be more respected by the public. The retailer, standing next to the consumer, should exert a powerful influence upon foodstuff legislation. He should be able to guarantee his customers pure goods. The retailer of groceries is by far the most numerous class in the whole realm of retailing; he is directly concerned in almost every issue touching the business interests of the country. His interest can exert its proper influence only by organization.

#### KNOWLEDGE v. SPECULATION.

An ounce of fact is worth a pound of fiction, and in the opposite proportion about as difficult to obtain. For every statement on market conditions which may be regarded as thoroughly reliable, there are a score of theories and rumors, the very source of which is matter for speculation.

The Toronto fruit market has recently furnished a striking example of the extent to which such rumors, wild, improbable and utterly groundless, as most of them are, are absorbed by the members of that large and inglorious order whose ranks are popularly supposed to be augmented at the rate of one per minute.

The fruit market is a sensitive machine, delicately adjusted, running smoothly and with systematic precision when intelligently handled, but instantly susceptible to the slightest breath of rumor. Not infrequently it is temporarily thrown completely out of gear by some idle remark let fall during the course of a casual conversation.

The contradictory, conflicting and utterly irreconcilable reports, statements, theories, estimates and speculations which of late have been freely circulating among the local commission men on the probable yield of the North Carolina strawberry crop is direct evidence of the avidity with which anything bearing the smallest resemblance to news is seized upon and swallowed without chewing, and of the general lack of intelligent perception, independent judgment and individual investigation which characterizes too large a number

of the jobbers and commission merchants.

The trouble is that everyone is altogether too ready to accept as gospel any absurdity advanced, rather than rely upon what their own good sense shows them to be the case. One could hear a fresh lie on the strawberry situation simply by stepping across the street, yet the whole story of immense destruction of the crops may be traced to the slight damage caused by the frost among the earlier varieties, such as the "Lady Thompson." These first arrivals are the only ones which have in any way suffered from the cold, and it is safe to say that the reports of drouths, of "a severity unprecedented in the history of the country," and of heavy rains "which have reduced the berries to a mass of unsalable pulp," as one paper elegantly phrased it, have been criminally exaggerated and deserve a punishment far worse than they are likely to receive.

Present conditions in North Carolina point to a crop well up to the average in quantity and quality, but the demand at home is very heavy, and it is doubtful whether any large percentage will ever reach eastern points. The demand, in fact, is such that the dealers are practically cutting their own throats by sending up the price to a height far beyond what the stock will carry. One car shipped out from the Chadburn district averaged over \$5.50 per case, owing to the extraordinary keenness of the bidding. At least \$800 was lost on the consignment at the other end.

There is one dealer in North Carolina who expects to clean up \$20,000 to \$24,000 on 8,000 crates of berries picked off 40 acres of beds. And there are others who, if they do not surpass this, will not be far behind.

The man who possesses balance as well as brains—and the two are by no means indissoluble—will permit himself to be influenced only by what he knows and accept with conservatism, seasoned with salt, the greater proportion of what he hears.

#### CANADA'S DEVELOPMENT.

In the article on another page on the railway development of the west, no account is taken of railway building

east of Winnipeg. The Grand Trunk Pacific is under contract to the Atlantic seaboard. The Canadian Northern and Canadian Pacific are both building from Toronto to Sudbury, or thereabouts. The C.P.R. is completing an air line as a grain outlet from Victoria Harbor to Peterboro. The Canadian Northern has its surveys made for a line from Toronto to Ottawa, to connect up its western lines to tide water on the Atlantic. The C.P.R. has surveys made for a short line from Toronto to Montreal. The Ontario Government Railway from North Bay 140 miles through the great mining and agricultural lands of the newly discovered northland is projecting an extension to Hudson Bay. The Canadian Northern, in the persons of Mackenzie & Mann, is building extensively in the Maritime Provinces. It is safe to say that taking Eastern Canada as a whole and including the short lines too numerous to mention, the railway extension, in the aggregate of miles, is as great as in the booming west.

#### FRAUD ON A BIG FIELD.

Intercontinental fraud is working the game on a considerably large field. Better, perhaps, it suggests how distance has been left out of the count by modern invention and commercial organization. A firm in Argentine with a confederate in Spain, sends an order to a manufacturing firm in Canada, accompanying the order with a 90-day draft on Madrid. The firm receiving the order puts the draft through for collection, is in due course advised of its acceptance, and then rushes the order. By the time the goods have reached their destination, the Madrid firm will have closed their bank account, and gone elsewhere. In one or two small cases the game may go through on the square to inspire confidence. This is being done and suggests the necessity for taking care.

Never buy what you don't want because it is cheap.

Never mind about the "other fellow." Sell at a profit.

Never lose sight of the cost of doing business. You will then probably always get a profit.

# Markets and Market Notes

## QUEBEC MARKETS

### POINTERS—

- Fish—Revised.
- Sugar—Advanced.
- Canned Fruit—Very scarce.
- California Raisins—New prices.
- Beans—Stronger.

Montreal, May 16, 1907.

Spring business is in full swing and to the present has been satisfactory to most in the trade. There has been a very steady demand for all grocery lines from retailers in every part of the country. Shipments are now being made by boat and rail every day. A strike in the harbor is affecting deliveries somewhat in Montreal, while the congested state of the railways is also responsible for delay in shipments to a certain extent. On the whole the feeling in the trade is a healthy one.

Canned fruits are very scarce and very much in demand. Gallon apples are selling quite freely. Sugar continues strong and there is talk of a further advance in prices. There have been no developments in the Japan tea market since last report. A steady business is being done in teas locally. Molasses is selling fairly well. New prices for 1907 crop California seeded raisins have been made public by some houses and are causing considerable discussion. They average 2c. higher than last year's opening figures. Tarragona almonds are higher. Coffees are moving out satisfactorily, but spices are slow. Beans are firmer. Maple goods are weaker.

**SUGAR**—A fair amount of sugar is selling at figures quoted. Some jobbers report increased demand for raw sugars. The market for refined has advanced 10 cents.

Granulated, bbls .....	\$4 60
" 4-bbls .....	4 75
" bags .....	4 55
Paris lump, barrels .....	5 50
" half-barrels .....	5 60
" boxes, 100 lbs .....	5 60
" boxes, 50 lbs .....	5 70
Extra ground, bbls .....	5 75
" 50-lb. boxes .....	5 25
" 25-lb. boxes .....	5 45
Powdered, bbls .....	4 85
" 50-lb. boxes .....	5 05
Phoenix .....	4 55
Bright coffee .....	4 40
No. 3 yellow .....	4 50
No. 2 .....	4 30
No. 1 .....	4 20
No. 1 bbls .....	4 15
No. 1 bags .....	4 15

**SYRUPS AND MOLASSES**—Considerable molasses is selling at prices which have not changed materially since last week. Corn syrups are in fair demand.

Barbadoes, in puncheons .....	0 31
" fancy .....	0 35
" in barrels .....	0 33
" in half-barrels .....	0 34
New Orleans .....	0 22
Antigua .....	0 30
Porto Rico .....	0 40
Corn syrups, bbls .....	0 02
" 1-bbls .....	0 03
" 1-bbls .....	0 03
" 25 lb pails .....	1 50
" 25 lb pails .....	1 10

Cases, 2 lb tins, 2 doz per case .....	2 00
" 5-lb. 1 doz. .....	2 45
" 10-lb. 1 doz. .....	2 40
" 20-lb. 1 doz. .....	2 35

**TEA**—No new developments are to be reported in the market for new Japan teas. It is still too early for any excitement from this quarter. Low-grade teas continue in demand, principally Indian and Ceylon greens. Chinas are not asked for very much.

Japans—Fine .....	0 23	0 30
Medium .....	0 20	0 23
Good common .....	0 18	0 18
Common .....	0 15	0 17
Ceylon—Frog Orange Pekoe .....	0 20	0 33
Pekoes .....	0 17	0 20
Pekoe Souchongs .....	0 15	0 20
India—Pekoe Souchongs .....	0 15	0 18
Ceylon green—Young Hysons .....	0 19	0 22
Hysons .....	0 18	0 20
Gunpowders .....	0 17	0 19
China greens—Pingsuey gunpowder, low grade .....	0 11	0 19
" pea leaf .....	0 19	0 22
" pinhead .....	0 30	0 35

**COFFEES**—A very fair trade is passing in coffees at prices quoted. Jobbers report considerable inquiry from ports along the river St. Lawrence.

Jamaica .....	0 12	0 20
Java .....	0 15	0 30
Mocha .....	0 19	0 25
Rio No. 7 .....	0 19	0 10
Santos .....	0 10	0 11
Maracaibo .....	0 11	0 13
Roasted and ground 20 per cent. additional.		

**FOREIGN DRIED FRUITS** — Prices for the coming season's crop of raisins, California, have been issued by some houses. They are in the neighborhood of 2c. to 2½c. higher than last year, for delivery October-November, with a premium for delivery first half of October. These figures are given out early, but there is no telling what the crop will be like. By some, labor troubles are feared, and, besides, there are other contingencies which may arise to upset the calculations of those who have made the present prices. Prune figures have not yet been given out, but are expected any day. There is the usual talk of the probable shortage in the prune crop, but what this may or may not amount to only time will show. The feeling is that Valencia and Malaga raisins will sell freely this year, with California raisins so high. Stocks of raisins held locally are very light. Currants are unchanged. There is nothing new in nuts except in Tarragonas, which are higher by half a cent.

Valencia Raisins—		
Fine off-stalk per lb. ....	0 08	0 09
Selected, per lb. ....	0 09	0 10
Layers, " .....	0 10	0 10

Dates—		
Hallowees per lb. ....	0 04	0 04
Sairs, per lb. ....	0 03	0 03
Packages " .....	0 05	0 06

California Evaporated Fruits—		
Apricots, per lb. ....	0 21	0 23
Peaches, " .....	0 18	0 18
Pears, " .....	0 16	0 16

Malaga Raisins—		
London 'ayers .....	2 25	
" Connoisseur Clusters " .....	3 00	
" .....	1 10	
Royal Buckingham Clusters, 1-box .....	1 37	
" boxes .....	4 50	
" Excelsior Window Clusters " .....	5 50	
" .....	1 50	

California Raisins—		
Fancy seeded 1-lb pkgs .....	0 11	
Choice seed. d. 1-lb. pkgs .....	0 10	
Loose Muscatels 3 crown .....	0 09	
" 4 crown .....	0 10	

Prunes—		per lb.
30-40s .....	0 09	
40-50s .....	0 08	
50-60s .....	0 18	
60-70s .....	0 07	
70-80s .....	0 07	
80-90s .....	0 06	
90-100s .....	0 05	
Oregon prunes (Italian style), 40-50s .....	0 07	
" 50-60s .....	0 07	
Oregon prunes (French style), 60-70s .....	0 06	
" 90-100s .....	0 06	
" 100-120s .....	0 04	0 05

Currants—		
Filiatras, uncleaned, barrels .....	0 07	0 08
Fine Filiatras, per lb., in cases .....	0 08	0 08
" cleaned .....	0 08	0 08
" in 1-lb cartons .....	0 03	0 09
Finest Vostizzas " .....	0 07	0 07
Amalias " .....	0 07	0 07

Sultana Raisins—		
Sultana raisins, per lb. ....	0 13	0 15
" 1-lb carton .....	0 15	0 15
Eleme Table Figs—		
Six crown, extra fancy, 40-lb. boxes .....	0 08	0 09
Four crown, fancy, 10-lb. boxes .....	0 06	0 07
Three crown .....	0 06	0 06
Glove boxes, fine quality, per box .....	0 07	0 03
Fancy washed figs, in baskets, per basket .....	0 15	0 18
" pulled figs, in boxes, per lb. ....	0 15	0 20
" stuffed figs " box .....	0 25	0 30

**SPICES**—Transactions are limited. Cloves and gingers are higher, but there is no quotable change in the local market.

Peppers, black .....	Per lb.	0 16	0 20
white .....	0 25	0 31	
Ginger, whole .....	0 16	0 20	
" Cochin .....	0 17	0 20	
Cloves, whole .....	0 20	0 30	
Cream of tartar .....	0 25	0 32	
Allspice .....	0 12	0 18	
Nutmegs .....	0 30	0 55	

**BEANS**—Beans are slightly stronger this week and some wholesalers are asking as much as \$1.50 for good stocks.

Choice prime beans .....	1 40	1 50
Soup pea, whole, bag 2 bushel .....	2 25	2 30

**EVAPORATED APPLES**—There has been no change in evaporated apples, which are still selling at 10c.

**MAPLE PRODUCTS**—Owing to a weaker market, prices have declined a little since last report. The cause of these low figures is the extra quantity of goods placed upon the market. It was not thought that the crop would yield so largely. Trading is fair.

Pure maple syrup, bulk, per lb. ....	0 03	0 07
Compound maple syrup, per lb. ....	0 20	0 05
Pure Townships sugar, per lb. ....	0 06	0 08

**RICE AND TAPIOCA**—Rice is reported easier on the other side, but locally there is no quotable change. Jobbers report a good, steady demand. Tapioca remains high, and the trade locally are doing very little in the line. Wholesalers find very small quantities are required to fill their customers' wants.

R rice, in 10 bag lots .....	3 10	
R rice, less than 10 bags .....	3 20	
C rice, in 10 bag lots .....	3 00	
C rice in less than 10 bag lots .....	3 10	
Tapioca, medium pearl .....	0 07	0 07

Be posted on what is newest in the line you're buying.

CANNED GOODS

MONTREAL.—Canned goods are selling freely, but trade continues to be handicapped by the marked scarcity of nearly every kind of fruit. There is strong demand for all varieties, but jobbers have not the stocks to meet the requirements of the trade. Gallon apples are reported in excellent demand at figures quoted.

TORONTO.—There is undoubtedly an improved tone to the canned goods market. The reason for it is not apparent, except it be the backward season with the delayed appearance of green stuff and consequent continued heavy consumption of canned vegetables.

A gentleman in the trade of a statistical turn of mind estimates that the million families in Canada will account for the minimum consumption of one can each of tomatoes per week, approximately 40,000 cases. The total pack in Canada will, it is said, scarcely exceed a million cases. If this gentleman's figures are nearly right, there will be no considerable surplus at the end of the year. There is a continued heavy demand for all canned fruits. Prices for vegetables are unchanged. The three staples are selling at opening prices for the season.

Group No. 1 comprises—"Canada First," "Little Chief," "Log Cabin," "Horse-shoe" and "Auto" brands, also all private brands.

Group No. 2 comprises—"Lynnvalley," "Maple Leaf," "Kent," "Lion," "Thistle," and "Grand River" brands.

Group No. 3 comprises—"Globe," "Jubilee," "White Rose," and "Deer" brands.

FRUITS.	Group No. 1	Group No. 2
Apples, standard, 3's.....	1 07½	1 05
" preserved, 3's.....	1 32½	1 30
" standard, gal.....	2 92½	2 90
Blueberries—		
2's, standard.....	0 95	0 92½
2's, preserved.....	1 45	1 42½
Gals., standard.....		4 65
Cherries—		
2's, red, pitted.....	2 27½	2 25
2's, " not pitted.....	1 77½	1 75
Gals., red pitted.....		8 90
" " not pitted.....		7 40
2's, black, pitted.....	2 27½	2 25
2's, " not pitted.....	1 77½	1 75
2's, white, pitted.....	2 42½	2 40
2's, " not pitted.....	1 92½	1 90
Currants—		
2's, red, H.S.....	1 82½	1 80
Gals., red, solid pack.....		7 40
Gals., red, standard.....		5 15
2's, preserved.....	2 02½	2 00
2's, black, H.S.....	1 92½	1 90
2's, preserved.....	2 15	2 12½
Gals., black, standard.....		6 65
Gals., " solid pack.....		8 15
Gooseberries—		
2's, H.S.....	2 17½	2 15
2's, preserved.....	2 40	2 37½
Gals., standard.....		6 50
Gals., solid pack.....		8 50
Lawtonberries—		
2's, H.S.....	1 80	1 77½
2's, preserved.....	1 97½	1 95
Gals., standard.....		5 50
Peaches—		
1½'s, yellow (flats).....	1 72½	1 70
2's, yellow.....	1 92½	1 90
3's, yellow.....	2 65	2 62½
3's, yellow (whole).....	2 90	2 87½
2's, white.....	2 42½	2 40
2½'s, white.....	1 77½	1 75
3's, white.....	2 55	2 52½
3's, pie.....	1 32½	1 30
Gal., pie, peeled.....	4 67½	4 65
Gal., pie, not peeled.....	3 72½	3 70
Pears—		
2's, Flemish Beauty.....	1 67½	1 65
2½'s, Flemish Beauty.....	2 02½	2 00

3's, Flemish Beauty.....	2 17½	2 15
2's, Bartlett.....	1 82½	1 80
2½'s, Bartlett.....	2 22½	2 20
3's, Bartlett.....	2 37½	2 35
3's, pie, not peeled.....	1 32½	1 30
Gal., pie, peeled.....	4 02½	4 00
Gal., pie, not peeled.....	3 42½	3 40
Pineapple—		
2's, sliced.....	2 02½	2 00
2's, grated.....	2 12½	2 10
2½'s, whole.....	2 82½	2 80
Florida 2's, sliced or grated.....		2 60
Singapore, 1½'s, sliced.....		1 50
" 2½'s, whole.....		2 30
ms. Damson—		
Plu 2's, light syrup.....	1 20	1 17½
3's, light syrup.....	1 72½	1 70
2's, heavy syrup.....	1 35	1 32½
2½'s, heavy syrup.....	1 67½	1 65
3's, heavy syrup.....	1 97½	1 95
Gal., standard.....	3 37½	3 35
Plums, Lombard—		
2's, light syrup.....	1 25	1 22½
3's, light syrup.....	1 75	1 72½
2's, heavy syrup.....	1 40	1 37½
2½'s, heavy syrup.....	1 72½	1 70
3's, heavy syrup.....	1 97½	1 95
Gal., standard.....	3 57½	3 55
Plums, greengage—		
2's, light syrup.....	1 30	1 27½
2's, heavy syrup.....	1 45	1 42½
2½'s, heavy syrup.....	1 72½	1 70
3's, heavy syrup.....	2 00	1 97½
Gal., standard.....	3 87½	3 85
Raspberries, Red—		
2's, L. S. (Shafferberries).....	1 55	1 52½
2's, H. S.....	1 7½	1 75
2's, preserved.....	1 97½	1 95
Gals., standard.....		5 65
" solid pack.....		8 65
Raspberries, Black—		
2's, black, H. S.....	1 77½	1 75
2's, preserved.....	1 92½	1 90
Gals., standard.....		5 40
" solid pack.....		8 40
Strawberries—		
2's, heavy syrup.....		2 50
2's, " preserved.....		2 17½
Gals., " standard.....		6 42½
Gals., " solid pack.....		9 17½

VEGETABLE

Asparagus—		
2½'s, tips, California.....		3 90
2's, Canadian.....	2 80	2 77½
Beets—		
2's, sliced, sugar and blood red.....		1 02½
2's, whole.....		0 92½
3's, sliced.....		1 25
3's, whole.....		1 15
Beans—		
Fancy brands.....		0 85
2's, golden wax.....	0 87½	0 85
3's.....	1 35	1 32½
Gals., ".....		3 92½
2's, refugee or valentine (green).....	0 87½	0 85
Gals.....		5 55
2's, crystal wax.....	0 97½	0 95
Red kidney, 2's.....	1 05	1 02
Lima, 2's.....	1 30	1 27½
Corn—		
2's.....	0 95	0 92½
Gal., on cob.....		4 65
Carrots—		
2's.....	0 97½	0 95
3's.....	1 07½	1 05
Cabbage—		
3's.....	0 92½	0 90
Cauliflower—		
2's.....	1 47½	1 45
3's.....	1 87½	1 85
Parsnips—		
2's.....	0 97½	0 95
3's.....	1 07½	1 05
Peas—		
1's, extra fine sifted.....	1 02½	1 00
2's, standard.....	0 87½	0 85
2's, early June.....	0 97½	0 95
2's, sweet wrinkled.....	1 02½	1 00
2's extra fine sifted.....	1 27½	1 25
Gals., No. 4.....		3 92½
Pumpkins, 3's.....	0 95	0 92½
Gal.....		3 00
Rhubarb—		
2's, preserved.....	1 20	1 17½
3's.....	1 97½	1 95
Gal., standard.....	2 77½	2 75
Spinach—		
2's.....	1 45	1 42½
3's.....	1 87½	1 85
Gals.....	6 17½	5 17
Squash—		
3's.....	1 20	1 17½
Gal.....	3 52½	3 50
Tomatoes—		
2's.....	1 00	0 97½
3's, all kinds.....	1 20	1 17½
Gals., all kinds.....	3 62½	3 60

SAUCE, ETC.

Tomato sauce, 1's.....		0 50
" " 2's.....	0 80	0 85
" " 3's.....		1

Chili sauce same as tomato sauce.....		
Catsups, tins, 2's.....	0 75	0 90
" " gal.....		4 50
" " jugs.....	7 70	12 00

FISH.

Lobster, talls.....		4 00
" 1-lb. flats.....		4 30
" " 1-lb. flats.....		2 25
Mackerel.....		1 10
" Scotch.....		1 45
Salmon, Fraser River Sockeyes—		
1-lb. Tails, per doz.....	1 80	1 90
1-lb. Flat, ".....		1 95
1-lb. ".....		1 20
Rivers inlet.....	1 65	1 70
Northern River Sockeyes.....	1 65	1 75
Cohoos, per doz.....		1 35
Humpbacks.....	1 00	1
Sardines, French 1's.....	0 12	0
" " 1's.....		0 25
" " P. & C., 1's.....	0 08	0 10
" " P. & C., 1's.....	0 25	0 27
" " P. & C., 1's.....	0 35	0 38
" " Domestic, 1's.....	0 03	0 03½
" Mustard, 1/2 size, cases 50 tins, per 100.....		4 00
Haddies, per doz.....		1 10
Kipper herrings, domestic.....		1 20
" " imported.....		1 35
Herrings in tomato sauce, domestic.....		1 00
" " imported.....		1 30

MEATS, ETC.

Beef, corned 1s, per doz.....		1 400
" " 2s, ".....		2 5
" " 6s, ".....		7 5
" " 14s, ".....		17 50
Per dozen tins.		
Chicken, 1's, boneless.....		3 00
Turkey, 1's, ".....		3 00
Duck, 1's, ".....		2 85
Tongue, 1's, lunch.....	2 75	3 00
Soup, 2's, giblet.....		1 95
" " 2's, tomato.....	1 00	
" " 3's, ".....	1 45	
Pig's feet, 1's, boneless.....		1 40
" " 1½'s ".....		2 50

ONTARIO MARKETS.

POINTERS:

Sugar—Advanced 10c. and very strong.  
Canned goods—Better feeling.  
Sultana raisins—Outlook bad for crop.  
Butter—Easier.  
Eggs—Firmer.

Toronto, May 16, 1907.

Business here continues to improve and on all hands a very satisfactory jobbing trade is reported. The very strong sugar market has caused heavy retail buying. Canned goods are said to be going into consumption very satisfactorily and a better feeling has been created. Reliable reports of the sultana raisin crop point to an even worse condition of affairs than last year. California reports indicate a prune crop of about half last year and practically no apricots. Bean men say there is a firmer feeling in that staple, borrowed from the wheat boom. There is still a good deal of delay in securing shipment of goods from here and retailers in some sections are complaining bitterly. Collections are reported satisfactory.

TEA — The market continues very firm. This is especially noticeable in regard to common teas, which are very scarce. McMeekin & Co.'s review of the London market for April says: "During the month a gradual tendency asserted itself towards making one level of prices for all except fine descriptions. Common kinds up to about 7½d. per lb. showed a steady rise in price, but medium teas were marked by some decline. The demand continued up to the close for teas of the fine and finest kinds,



Almonds, Tarragona, per lb.	0 15
" Formigetta	0 13 1/2
" shelled Valencia's	0 32 1/2
Walnuts, Grenoble,	0 12 1/2
" Bordeaux,	0 10 1/2
" shelled	0 27 1/2
Filberts, per lb.	0 17
Pecans, per lb.	0 13 1/2
Brazil, per lb.	0 13 1/2
(The following quotations on peanuts are for sack lots, green. For roasted add 2c.)	
Selected Spanish.	0 08 1/2
A 1's, banners and suns	0 09 1/2
Japanese Jumbo's	0 09 1/2
Virginia	0 11

SPICES — There is a very limited demand at present. Prices are steady.

Peppers, blk.	0 16	0 20
" white	0 25	0 30
Ginger	0 18	0 35
Cassia	0 05	0 07 1/2
Nutmeg	0 45	0 25
Cloves, whole	0 20	0 31
Cream of tartar	0 25	0 35
Allspice	0 22	0 28
" whole	0 17	0 20
Mace	0 15	0 20
Mixed pickling spices, whole	0 15	0 20
Cinnamon, whole	0 17	0 20
" ground	0 20	0 22

RICE AND TAPIOCA—Fair business is doing at unchanged prices.

Rice, stand. B.	0 03 1/2	0 03 1/2
Bangoon	0 03 1/2	0 03 1/2
Patna	0 05	0 05 1/2
Japan	0 06	0 07 1/2
Java	0 06	0 07
Sago	0 07	0 07
Carolina rice	0 07 1/2	0 10
Tapioca, medium pearl	0 07 1/2	0 10
" double goat	0 07 1/2	0 10 1/2

BEANS — The boom in wheat has imparted a firmer feeling to the market. Farmers are too busy to market any of the remaining crop at present.

Beans, hand picked, per bush	1 50	1 60
" prime No. 1	1 40	1 45
" Lima, per lb.	0 06 1/2	0 07

HIDES, WOOL, TALLOW, FURS—Trade is unprecedently dull, Tallow is higher.

Hides, inspected, cows and steers, No. 1	0 09 1/2
" No. 2	0 08 1/2
Country hides, flat, per lb., cured	0 07 1/2
Calf skins, No. 1, city	0 13
" No. 1, country	0 11
Sheep skins	1 15
Horse hides, No. 1	3 25
Rendered tallow, per lb.	0 05 1/2
Pulled wools, super, per lb.	0 25
" extra	0 27
Horse hair, per lb.	0 23
Wool, unwashed	0 13

FURS.	
Raccoon	No. 1, Prime 1 20
Mink, dark	5 00
" pale	2 50
Fox, red	3 00
" cross	3 00
Lynx	5 00
Bear, black	1 00
" cubs and yearlings	5 00
Wolf, timber	1 00
" prairie	1 00
Weasel, white	0 10
Badger	0 75
Fisher, dark	0 00
Skunk, No. 1	0 00
Marten	3 50
Muskrat, No. 1	0 32
" 2	0 25
" 3	0 15
" 4 and kits	0 08

MANITOBA MARKETS

(Market quotations corrected by telegraph up to 12 a.m. Thursday, May 16, 1907.)

Unsettled weather and the backward spring have had a bad effect on business and the increase in volume of trade has not been so large as would otherwise have been the case. Business is, however, quite active and country collections are showing some improvement. Except for an advance in sugar there is little change in market conditions.

CANNED GOODS — There is a normal movement at steady prices. We quote:

FRUITS.	
Apples—	Group No. 1 No. 2 & 3
3's standard, per doz.	1 29 1/2 1 27
gallons, per doz.	3 47 1/2 3 45
Cherries—	
2's, red pitted, per doz. case	2 41 1/2 2 39
Currants—	
2's, red, heavy syrup, per doz.	1 96 1/2 1 94
2's black	2 06 1/2 2 04
Gooseberries—	
2's, heavy syrup	2 31 1/2 2 29
Lawtonberries—	
2's heavy syrup	1 94 1 91
Peaches—	
2's yellow flats	2 30 2 27 1/2
3's	3 12 3 09 1/2
Pears—	
2's, F.B.	1 81 1/2 1 79
3's	2 39 1/2 2 37
2's Bartlett's	1 96 1/2 1 94
3's	2 59 1/2 2 57
2's Globe, light syrup	1 51 1/2 1 49
Plums—	
2's Damson, l.s.	1 34 1 31 1/2
2's Lombard, l.s.	1 39 1 37 1/2
2's Greengage, l.s.	1 44 1 41 1/2
2's Egg, heavy syrup	1 86 1/2 1 84
Raspberries—	
2's red, light syrup	1 69 1 66 1/2
2's black, heavy syrup	1 91 1 88 1/2
Pineapples, whole, 2 lb., per case	3 65
" sliced, 2 "	3 55
" grated, 2 "	4 40

VEGETABLES.	
Beans—	
golden wax	1 98 1 93
refugee	1 98 1 98
crystal wax	2 18 2 13
Corn—	
2's	2 13 2 08
Peas—	
(No. 4) 2's	1 98 1 93
(No. 3) 2's	2 18 2 13
(No. 2) 2's sweet wrinkle	2 28 2 23
(No. 1) 2's extra fine sifted	2 78 2 73
Succotash—	
2's	2 63 2 58
Beets—	
whole	2 08
sliced	2 28
whole, 3-lb.	2 64
sliced	2 84
Spinach—	
2's, per doz.	3 13 3 08
3's	4 09 4 04
gallon, per doz.	11 10
Asparagus per doz.	2 89
Tomatoes—	
per case	2 79 2 74
Beans golden wax	1 98 1 93
refugee	1 98 1 93

MEATS.	
Pork and beans 1's, per doz.	1 25
" 2's	1 00
" 3's	2 60
Clark's 1 lb. plain, per case	2 25
" 2 "	1 80
" 3 "	2 25
" 1 " tomato sauce, per case	2 25
" 2 "	1 80
" 3 " Chili	2 25
" 1 " "	2 25
" 2 " "	2 25
" 3 " "	2 25
Soups, per doz.	1 25
Canned chicken (Man. Can. Co.) per doz.	3 25
" turkey	3 25
" chicken, per doz.	3 30
" turkey	3 30
duck	3 30
Corned beef	2 75
" 2's per case	1 25
Man. Can. Co. 2's per doz.	2 50
" 1's	1 35
Roast beef (Man. Can. Co.), 2's, per case	2 50
" 1's	1 35
(Clark's), 1's, per doz.	2 75
" 2's	2 55
Potted meats, 1's, per doz.	0 55
Veal loaf 1/2 lb., per doz.	1 25
" 1 lb.	2 50
Ham loaf 1/2 lb.	1 25
" 1 lb.	2 50
Chicken loaf 1/2 lb.	1 65
" 1 lb.	3 50
Lunch tongue 1's	3 65
Sliced smoked beef	1 80
" 1-lb. tins, per doz.	3 10
" 1-lb. glass, "	3 35
Chipped	1 45
" 1-lb. tins, "	2 50
" 1-lb. glass, "	3 05
Sliced bacon, 1-lb. tins, "	3 10
" 1-lb. glass, "	3 25
Corned beef 1-lb. tins, per doz.	1 55
" 2-lb. "	2 75

FISH.	
Salmon, Fraser River sockeye, per case	7 25
" Skeena River,	7 10
" River's Inlet,	6 25
" Red Spring,	6 30
" humpback,	4 00
" cohoes,	5 75
Lobsters (new), 1-lb. flats, per case	16 50
" 1-lb. flats, per case	10 50
" 1-lb. tails, per case	15 00
" 1-lb. tails, per case	15 50

SUGAR — Prices have been advanced generally 10 cents per cwt. Lump sugar has gone up 35 cents. Revised prices are now as follows:

Montreal granulated, in bbls.	5 20
" " in sacks	5 15
" yellow, in bbls.	4 90
" " in sacks	4 75
Wallaceburg, in bbls.	5 10
" " in sacks	5 05
Berlin, granulated in bbls.	5 00
" " in sacks	5 05
Icing sugar in bbls.	5 80
" " in boxes	6 00
" " in small quantities	6 40
Powdered sugar, in bbls.	5 60
" " in boxes	5 80
" " in small quantities	5 85
Lump, hard, in bbls.	6 15
" " in 1-bbls.	6 15
" " in 100-lb cases	6 15
Raw sugar	4 50

SYRUPS AND MOLASSES—Quoted as follows:

Syrup "Crown Brand," 2-lb tins, per 2 doz. case	2 20
" " 5-lb tins, per 1 "	2 65
" " 10-lb tins, per 1 "	2 45
" " 20-lb tins, per 1 "	2 50
" " barrel, per lb.	0 03 1/2
" " Sugar syrup, per lb.	0 03 1/2
Beaver Brand, 2 lb tins, per 2 doz case	3 10
" " 5 " " 1 " "	3 60
" " 10 " " 1 " "	3 30
" " 20 " " 1 " "	3 20
Barbadoes molasses in 1-bbls, per gal.	0 40
New Orleans molasses in 1-bbls, per lb.	0 03 1/2
Porto Rico molasses in 1-bbls, per lb.	0 04 1/2
Blackstrap, in bbls., per gal.	0 31
" " 5 gal. bsts., each	0 33
" " "	0 25

COFFEE—

Whole green Rio, per lb.	0 10
" roasted " per lb.	0 12 1/2
Ground roasted Rio	0 13 1/2
Standard Java in 25-lb. tins, per lb.	0 33
Old Government Java in 25 lb. tins, per lb.	0 32
" Mocha	0 32
Imperial Java, in 25 lb. tins, per lb.	0 29
Pure mocha	0 25
" Maracaibo	0 19
Choice Rio	0 17
Pure	0 16 1/2
Seal Brand (C & S) in 2-lb tins, per lb.	0 32
" 1-lb	0 33
Local Blends:—	
Mocha and Java in 2-lb. tins, per lb.	0 23
" 1-lb.	0 24

MINCE MEAT—

Mince meat, 7 lb. pails, per lb.	0 09 1/2
" " 28 " " "	0 08 1/2
" " 12 oz pkgs., per doz.	1 05

PICKLES — Local brands are quoted as follows:

Sour—	
1 gal. pail	70
3 " "	1 81
5 " "	2 75
Crock	65
Bottles, 18 oz., per doz.	2 00
" 20 "	2 25
Chow—	
1 gal. pail	75
3 " "	1 95
5 " "	3 00
Crocks	70
Bottles, 18 oz., per doz.	2 00
" 20 "	2 25
Sweet—	
1 gal. pails	80
3 " "	2 15
5 " "	3 25
Crocks	75
Bottles, 18 oz., per doz.	2 25
" 20 "	2 50
Onion—	
1 gal. pails	90
3 " "	2 40
5 " "	3 75
Crocks	85
Bottles, 18 oz., per doz.	2 50
" 20 "	2 75

FOREIGN DRIED FRUITS — No change in price. We quote:

Sultana raisins, bulk, per lb.	0 13 1/2
" cleaned,	0 14 1/2
" 1 lb pkgs.	0 16
Table raisins, Connoisseur clusters, per case	2 60
" extra dessert,	3 40
" Royal Buckingham,	2 00
" Imperial Russian	5 25
" Connoisseur clusters, 1 lb pkgs, per case (20 pkgs).	3 35
" Connoisseur clusters, boxes (5 lbs).	0 80
Valencia raisins, f. o. s.	1 75
" selected	1 85
" layers	3 10
Trenor's Valencia raisins, f. o. s, per case	2 70
" selects	2 85
" layers	2 85
California raisins, muscatels, 2 crown, per lb.	0 10 1/2
" " 3 "	0 10 1/2
" " 4 "	0 10 1/2

"	"	choice seeded in 1-lb. packages	0 10 1/2
"	"	fancy seeded in 1-lb. packages	0 10 1/2
"	"	choice seeded in 1-lb. packages	0 12 1/2
"	"	fancy seeded, 1-lb. packages,	3 10
"	"	per package	0 04 1/2
Prunes	100-120	per lb.	0 05 1/2
"	90-100	"	0 05 1/2
"	80-90	"	0 06 1/2
"	70-80	"	0 06 1/2
"	60-70	"	0 07 1/2
"	50-60	"	0 07 1/2
"	40-50	"	0 08
Currants, uncleaned, loose pack, per lb.			0 07 1/2
"		dry cleaned, Filiatras, per lb.	0 07 1/2
"		wet cleaned, per lb.	0 07 1/2
"		Filiatras in 1-lb pkg. dry cleaned, per lb.	0 08 1/2
"		Vostizzas, uncleaned.	0 08 1/2
Hallowee dates, new per lb.			0 06
"		in packages, per lb.	0 07 1/2
Figs, cooking, in tannets, per lb.			0 15 1/2
"		in sacks	0 06
"		table, 1 crown	0 10
"		3 "	0 11
"		5 "	0 13
"		glove boxes, per box	0 09 1/2
"		square boxes (12 oz) per box.	0 08 1/2
"		1 lb baskets, per basket.	0 15
Apricots, choice, in 25-lb. boxes, per lb.			0 21 1/2
Apricots, standard in 25-lb. boxes, per lb.			0 21 1/2
Peaches, choice, per lb.			0 15
Peaches			0 15 1/2
Pears, choice (halves), per lb.			0 13 1/2
"		standard	0 13
Plums, choice (dark pitted) per lb.			0 14 1/2
Nectarines, choice.			0 16

**EVAPORATED AND DRIED APPLES**—Canadian evaporated apples are quoted still at 10 1/2 to 11c. per lb., and dried at 9 3/4c. per lb. Evaporated apples imported from St. Louis are quoted by some houses at lower prices.

**CANDIED PEELS**—

Lemon, per lb.	0 13 1/2
Orange "	0 13 1/2
Citron "	0 24

**HONEY** — Ontario honey is very scarce. Prices are quoted as follows:

Ontario honey, 5-lb. tins per case	8 75
10-lb.	8 65
California honey 1-lb. glass jars, 2-do. case	4 80
" 5-lb. tins, 1-do. case	8 40
" 10-lb. " 1/2 doz.	10 80
" 60-lb. per lb.	0 14

**RICE, TAPIOCA AND SAGO**—

Japan rice, per lb., cwt. lots	0 04 1/2
50-lb. lots	0 04 1/2
Rangoon rice, per lb.	0 04
Palm	0 04 1/2
Tapioca, per cwt.	7 50
Sago, per lb.	0 04 1/2

**NUTS**—

Almonds, per lb.	0 6
" (shelled), per lb.	0 33
" in small lots, per lb.	0 11 1/2
Filberts	0 11 1/2
Jumbo peanuts, roasted	0 17
" green	0 14
Diamond peanuts, roasted	0 14
" green	0 11
Walnuts, new, Grenobles, per lb.	0 1
" Marbots	0 1
" shelled, "	0 30
Pecans, per lb.	0 15
Shelled walnuts, January delivery	0 28
Brazils, per lb.	0 15

**OATMEAL AND CORNMEAL**—

Rolled oats, 80 lb sacks, per sack	1 85
40 "	0 22 1/2
20 "	0 85
8 "	0 39
Granulated oatmeal, per sack	2 50
Standard, per sack	2 35
Cornmeal	1 60

**EGG CASES** — In good demand at following prices:

No. 1 egg case, complete	0 45
" without filler	0 31
No. 2 " complete	0 35
" without filler	0 21
Egg case fillers (12 sets per case), brown per case	1 70
white,	1 85

**WINNIPEG.**

**BUTTER** — Creamery butter is still very scarce owing to the backwardness of the season. Few of the creameries have commenced operations for the summer and supplies will be short for some time to come. The price to the retail trade for fancy creamery is about 32 cents per pound. Dairy butter is in better supply and produce houses are pay-

ing from 16 cents to 20 cents per pound for it.

**EGGS** — Produce houses are paying about 16 cents per dozen.

**CHEESE**—

Cheese, Ontario large, per lb.	0 15 1/2
" twins, per lb.	0 15 1/2
" Manitota, small (about 20 lbs.)	0 12 1/2

**CURED MEATS**—

Hams, selected, mild cure, 10 to 14 lbs., per lb.	0 17 1/2
Bacon, " 5 to 7 "	20 1/2
Baeks, " 8 to 10 "	0 17
Hams, light, 10 to 14 average	0 17
" medium, 14 to 16 average	0 16 1/2
" heavy, 20 to 30 "	0 15 1/2
" skinned, 2 1/2 to 30 "	0 17
Pionic hams, 6 to 8 "	0 12
Shoulders, 10 to 14 "	0 13
Breakfast bacon, clear, bellies, 8 to 10 "	0 17 1/2
" clear bellies 10 to 12 "	0 17 1/2
" wide 14-16, strips 6-8 lb "	0 16 1/2
Clear backs, bacon, 8 to 10 "	0 16 1/2
" 12 to 14 "	0 16
Spiced rolls, long "	0 17
short "	0 14 1/2

**PORK PRODUCTS IN THE WEST.**

Pork packers of eastern Canada say the west prefers Canadian to American pork products and is willing to pay one cent a pound more for the Ontario and Quebec goods. Freight rates, however, are so high, east to west, that generally the Chicago packer can pay the duty and still underseil the Canadian more than a cent. Just what this means is shown by the importations of American products. For the eleven months ending Feb. 28, during the past three years:—

Butter, cheese, eggs and lard	\$241,454
Bacon and hams	399,691
Pork in brine	253,596
Other meats	339,739

Total 1,234,480

The pork products here represented are equal to about a fifth of Canada's exports. We talk and practise protection, but could not our subsidized railways devise means for preserving this western market for the Canadian packers. It is a matter of freight rates.

**NEED OF DAIRY INDUSTRY.**

In the attitude of the Ontario Government towards dairying, as expressed by the Deputy Minister of Agriculture, C. C. James, before the western dairymen's convention at London earlier in the year, there is good ground for the hope that the dairy industry will continue in its career of wonderful progress. "Better milk" is now the motto of the Government's endeavor.

Some people may say in their haste that that's where the Government should have started twenty or twenty-five years ago. It could not be. Education must be from the top down; the university precedes the public school. It has always been so. The agricultural college first. Then the expert cheese and butter makers. Then the inspectors to see that the methods and environment of

the industry were right. Now comes the more difficult problem of improving the milk supply. This is largely a matter of cleanliness, and it is an attainment that must result if the Dominion is to maintain per pre-eminence as a producer of cheese.

How important this industry is to Canada is seen by the fact that the exports of the product of the dairy during the eleven months ending February, the exports of cheese and butter amounted to \$30,294,829; cheese, \$25,628,875; butter, \$4,665,954, and were exceeded by only one other commodity, and that wheat, the exports of which, as grain and flour, amounted to \$34,700,334; grain, \$29,625,683; flour, \$5,074,651. Indeed, including the exports of bacon, which might almost be regarded as a by-product of the dairy, the exports far exceeded those of wheat. The eye of everyone interested in the dairy and its progress as a Canadian industry should keep clearly before him this aim, "Better milk."

Welcome the coming customer, but do not speed the buyer who is departing. Give him plenty of time and show just as much attention as you did when he came in.

	1905	1906	1907
Butter, cheese, eggs and lard	\$241,454	\$601,292	\$807,275
Bacon and hams	399,691	591,027	852,779
Pork in brine	253,596	643,029	737,553
Other meats	339,739	442,429	545,120
Total	1,234,480	2,277,777	2,942,728

**Book-Keeping Leaks.**

It's only once in a long time that you can find a clerk who is a good salesman and a methodical accountant too. If his mind is on selling goods, he is careless with his accounts; if he is long on method he is shy on salesmanship—they don't mix. In either case you get the worst of it. And the same fact is true if you are your own clerk.



**ALLISON COUPON BOOKS**

do away with all that. You can cut out the book keeping, and save time and losses. Simple and easy as the cash system.

For Sale in Canada by

**THE EBY BLAIN CO., Limited, TORONTO.**  
**C. O. BEAUCHEMIN & FILS, MONTREAL.**  
**WM. T. SLOANE, WINNIPEG, MAN.**

**ALLISON COUPON CO.,**

Manufacturers  
Indianapolis, Indiana.

For High-Class Family Trade  
Insist on Having

# MATTHEWS ROSE BRAND LARD

Known everywhere throughout Canada as the best lard manufactured. A little higher in price than common lard, but it goes further, and never loses a customer.

If our traveller does not call, please enquire of our nearest house for prices.

## THE GEO. MATTHEWS CO., Limited

ESTABLISHED 1868

Peterborough

Hull

Brantford



C  
O  
R  
O  
N  
A

“CORONA”

*The Brand of Unparalleled Excellence*



C  
O  
R  
O  
N  
A

When your customers tire of other brands; when they have about decided that ordinary provisions do not suit; when your business is falling off; before it begins to fall off; secure a stock of our famous CORONA BRAND

**COOKED MEATS**—Boiled Ham, Roast Ham, New England Ham, Head Cheese, English Brawn, Jellied Tongues and Tenders, Cooked Pigs' Feet, Cooked Pickle Pigs' Feet, Etc., Etc.

Hams, Bacon, Rolls, Sausages, Cambridge and Oxford; Bologna, Puddings, Green Meats, Barrel Beef and Pork, All selected.

We put up the widely known and fast selling “CORONA” Brand Kettle Rendered Leaf Lard, in one-pound packages and in all size pails.

We are also makers of “CORONA” Brand Creamery Butter and Cheese. Just try these lines with a few particular customers. They are of such excellent quality and are wrapped so nicely that they will give the greatest satisfaction.

Remember to ask for “CORONA” Brand, and educate your customers to do likewise. The Crown is our guarantee of Purity and Excellence.

**WE HAVE NO RETAIL STORES  
WE DO NOT ENCROACH UPON YOUR TRADE**

**The Montreal Packing Co., Ltd.,  
MONTREAL**

**ESTABLISHED 1860**

**THE PARK, BLACKWELL CO., Limited**

**Pork and Beef Packers**

**Provision Merchants**

**Manufacturers of Canned Meats**

**TORONTO,**

**Canada.**

**EXPORTERS OF CHOICE CANADIAN**

**Wiltshire Bacon**

**Long Rib Bacon**

**Long Cut Hams**

**Creamery and Dairy Butter**

**Cheese**

**Selected Eggs**

**Canned Meats of all kinds**

**Correspondence Solicited**

**Codes:—Belleville, Alexander and A.B.C., 4th Edn.**

**London Agents:**

**E. M. DENNY & CO.,  
Hibernia Chambers  
London Bridge, S.E.**

**Liverpool Agents:**

**W. P. SINCLAIR & CO., Limited  
12 North John St.**



# THE BEST POLICY

The Grocer who believes in a live business stocks only high-grade provisions, because Quality, and Quality alone, can gain and retain the paying trade. Most Grocers find that it's the best policy to push the **Ryan Brand** of

**Hams, Breakfast Bacon, Eggs, Lard, Butter, Cheese, Sausage, Etc.,**

because particular women insist on the Ryan Brand, and will have none other. They look for our label. It stands for the best there is in provisions, and they know it.

*It pays most Grocers to push the Ryan lines, and it will pay you.*

**THE WM. RYAN COMPANY, LIMITED.**

70-72 Front St. E., Toronto, Ont.



## HAMS

Star Brand Hams are noted for their delicious flavor. We quote you cheap this week either smoked, pickled or cooked. Write for prices.

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

THE BEST IS

## O'Mara's Bacon

IS THE BEST

*A Trial Solicited*

**JOSEPH O'MARA**  
PORK PACKER  
Palmerston, Ont.

Established 1891

Telephone Main 2942

# ALEX. D. MCGILLIS

CODES IN USE:  
 "Alexander"  
 "Belleville"  
 "A B C, 4th Edn.

**Produce and Commission Merchant, Butter and Cheese Exporter**

**29 and 31 William St., Montreal, Que.**

Sole Proprietor of the **"Jersey Lily" Creamery Butter.** Put up in 1-lb. blocks.  
**"Special"**—Buyer and Seller of Carloads **Potatoes**

## BUSINESS INSURANCE

Mr. Grocer! If it were possible for you to take out a policy assuring a prosperous and progressive business year after year you would undoubtedly do so.

You take out just exactly that kind of policy, and it doesn't cost you a cent, by placing your orders with us for

## BUTTER, EGGS and CHEESE

We believe in Quality first, last and all the time. You corner the trade that pays by placing your provision orders with

### THE J. A. McLEAN PRODUCE CO., Limited

Exporters of Canadian Produce

**TORONTO**

**Cold Storage Facilities—unsurpassed**

Represented in London by S. P. Clark & Co.  
 Liverpool—John Uren.

Bristol—Hedley Stevens.  
 Glasgow—John Muir.  
 Codes: Alexander, or A.B.C. 5th Edition

Cable Address: EGG-MAC.

## Telfer & Huey

123, 125, Candleriggs  
 Glasgow, Scotland

Importers of

**Butter, Cheese,  
 Canned Goods,  
 Flour (Spring and Winter)**

Direct correspondence solicited.

Terms C. I. F.

## McDOUGAL & LEMON

Wholesale Dealers in

**Butter, Eggs, Cheese, Fruit, Poultry,  
 Fish, Oysters, Vegetables, Raw Furs,  
 Hides, Sheepskins, Wool, Etc:**

**We Are Direct Importers. Cold Storage on Premises.**

We solicit your trade, believing we can serve your best interests, as we carry a large stock at all times. We fill orders promptly and at lowest market prices.

**Owen Sound, Ontario**





**BUTTER and EGGS**

— WE ARE —  
**BUYERS and SELLERS**

Correspondence solicited from **ONTARIO, MANITOBA and LOWER PROVINCES.**

**Rutherford, Marshall & Co.**  
Wholesale Produce Merchants,  
**TORONTO.**

ORDER NOW

**Butter  
Tubs**

**Boxes and Paper**

Best Goods, Prompt Shipment  
Prices Right

**WALTER WOODS & CO.**  
Hamilton and Winnipeg

**CONFIDENCE**

**What is it Worth?**

Our record for **Quality** and a **Square Deal** proves that you may with confidence buy any line of

**CANNED MEATS or BEANS**

under the label of

**Wm. Clark**

**R.F. CREAM & CO.**

General Brokers and  
Commission Merchants

**Flour, Grain, Provisions,  
Teas and General  
Groceries**

75 Dalhousie St., Quebec, P.Q.

**BUTTER, CHEESE, EGGS**

If you have Butter, Cheese or Eggs to sell, write me. I am always in the market to buy. If you want to buy Eggs, Butter or Cheese, write or wire for prices.

**B. H. POWER**  
218 ARGYLE STREET, HALIFAX, N.S.

The GRAY, YOUNG & SPARLING CO., Limited

**SALT  
MANUFACTURERS**

Granted the highest awards in competition with other makes.

**WINGHAM ESTABLISHED 1871**

**REASONS FOR IT.** There are reasons for the popularity of  
**GRAHAM'S PEPSIN CREAM CHEESE**

It is easily assimilated, vitalising and delicious. There are reasons why you should stock it. It pays. Write for prices.

**THE PEPSIN CREAM CHEESE CO.**  
33 Richmond Street East - - - - - TORONTO

**QUEBEC SPICE MILL**

Importers and Manufacturers

74 Sous Le Cap Street, - QUEBEC

No matter where you are  
Send for quotations

**ALWAYS LEADING IN**

**Butter, Cheese, Eggs, Pork, Lard, Hams,  
Bacon and Dairy Supplies.**

Reference on Application. Correspondence Invited

**Emond & Cote, - Quebec**

**EUGENE PICHER & CO.**

Buyers and Sellers of  
**BUTTER EGGS CHEESE**

**LARD and DAIRY SUPPLIES  
GRAIN and HAY**

Grain Dealers Please Write  
87 Dalhousie Street, QUEBEC

**WINDSOR SALT**

**TABLE, DAIRY and CHEESE SALT  
FINE and COARSE SALT**

Write for prices

**Toronto Salt Works**

Agents for

**WINDSOR SALT**

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.



THERE IS ONLY ONE

**FLY PAD**

That's Wilson's, and its annual sale is many times larger than all other Fly Poisons combined.

**ARCHDALE WILSON, - HAMILTON**

**EXPORT TRADE DEPARTMENT**

Firms Abroad Open for Canadian Business

**JAMES METHVEN, SON & CO.**  
St. George's House  
EASTCHEAP, LONDON, ENG.

Large connection amongst best Wholesale Grocers and Bakers in Great Britain. We also ship several British lines to United States and Canada. Correspondence invited.

**A. C. DOUGHTY & CO.**  
Head Office, 39 Eastcheap, LONDON.  
PROVISION IMPORTERS

Invite consignments of Bacon, Hams, Butter, Cheese and Poultry. Telegraphic Address: Avouching, LONDON. Codes: A B.O. 4th and 5th editions, A1, Western Union. Highest References

**HENRY COLBECK**  
NEWCASTLE-upon-TYNE.

Invites consignments of green and dried fruits. Newcastle is the centre of one of the largest mining and industrial districts in the United Kingdom, with a population of upwards of 2,600,000 within a 30-mile radius.

**DAVID SCOTT & CO.**

Established 1878. 10 North John St. LIVERPOOL, ENGLAND. Splendid connections and references. Try us with a shipment of **CANNED GOODS.** T. A.—Scottish, Liverpool.

**JAMES MARSHALL**  
ABERDEEN, SCOTLAND.

invites consignments of Canadian Produce, gives personal attention to handling of same, and guarantees prompt returns. Reference—Clydesdale Bank, Aberdeen. Codes—A. B.O. 4th and 5th Eds.

**W. C. GREGSON & CO.,**

PROVISIONS CEREALS POULTRY  
LIVERPOOL, Produce Exchange Bldg.

# OUR MOTTO

**THE BEST PRODUCT FROM THE PUREST MATERIAL**

Our Goods Verify Our Claims



Ready

to Use

A Cup of Excellent  
Coffee is prepared



by simply adding  
boiling water :: ::

REINDEER  
Condensed  
MILK



JERSEY  
Sterilized  
CREAM

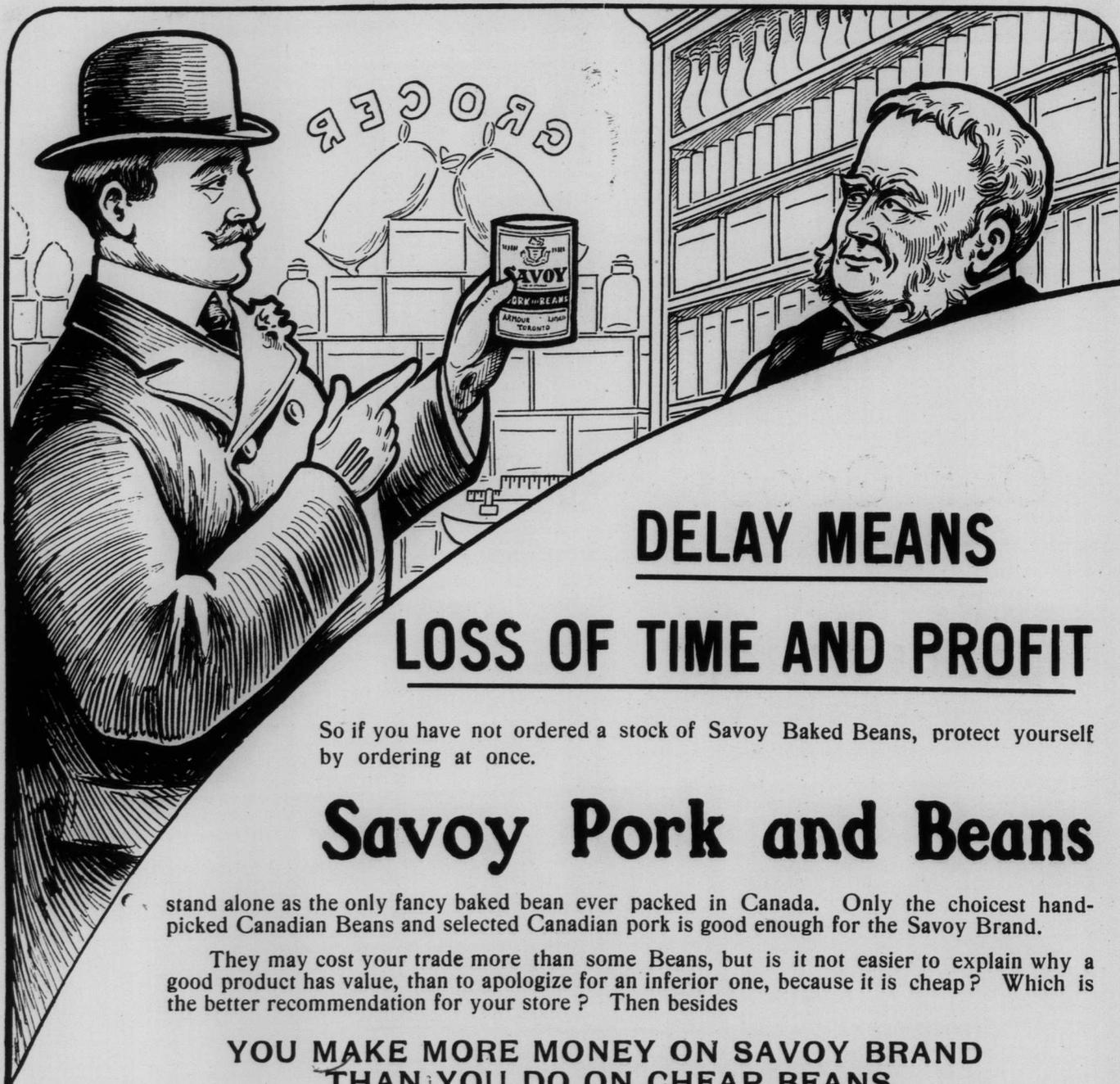


Pure Milk



The judicious dealer buys reliable goods  
that the public know and appreciate.

Truro Condensed Milk Co., Limited, - Truro, N.S.



**DELAY MEANS**

**LOSS OF TIME AND PROFIT**

So if you have not ordered a stock of Savoy Baked Beans, protect yourself by ordering at once.

## Savoy Pork and Beans

stand alone as the only fancy baked bean ever packed in Canada. Only the choicest hand-picked Canadian Beans and selected Canadian pork is good enough for the Savoy Brand.

They may cost your trade more than some Beans, but is it not easier to explain why a good product has value, than to apologize for an inferior one, because it is cheap? Which is the better recommendation for your store? Then besides

**YOU MAKE MORE MONEY ON SAVOY BRAND  
THAN YOU DO ON CHEAP BEANS**

# ONE CASE FREE

We give you one case of two dozen No. 2 tins Pork and Beans FREE with every five cases No. 1, No. 2 or No. 3 purchased. Same offer applies to assorted orders for five case lots of these sizes.

Send your orders to your jobber or direct to us. In the latter case, be sure to mention the name of the wholesaler, through whom you want orders shipped.

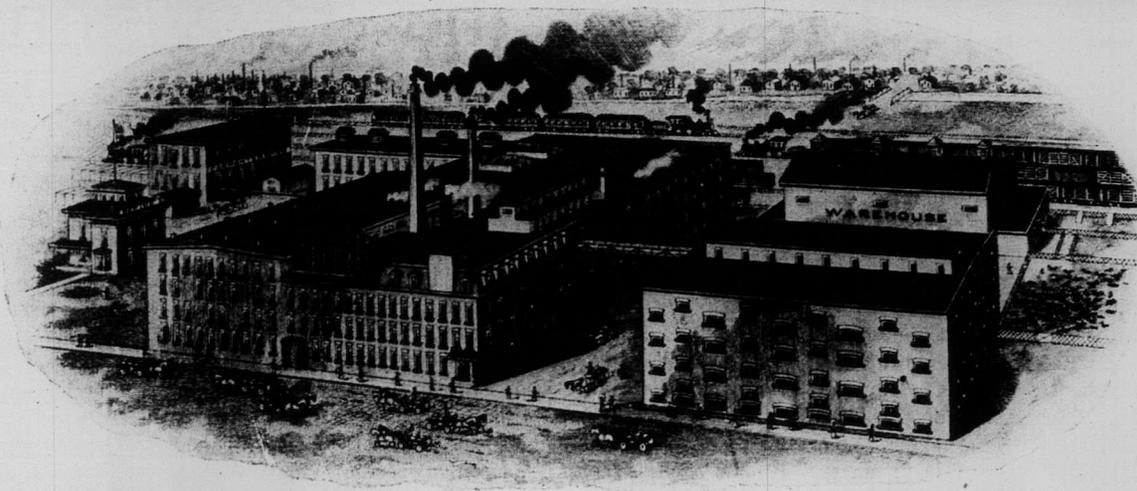
Send us a trial order for five cases. They will build trade for you.

**"MADE IN CANADA"**

BY

**Canadian Factory,  
77 Front St. E.**

**Armour Limited  
TORONTO**



**Beaver Brand Pork Products** treated the Ingersoll way are known from Coast to Coast. They represent the highest quality point to the consuming public. From January to December, there is the same careful treatment, the uniform quality, the known and proved results, the **brand that satisfies**. If you are not selling **Ingersoll products**, ask any of our representatives. They will be pleased to tell you all about them.

REPRESENTED BY

- |   |   |                       |
|---|---|-----------------------|
| <b>Mason &amp; Hickey, 108 Princess St.,</b>                        | - | <b>Winnipeg, Man.</b> |
| <b>W. H. Dunn, 396 St. Paul St.,</b>                                | - | <b>Montreal, Que.</b> |
| <b>R. F. Cream &amp; Co.,</b>                                       | - | <b>Quebec, Que.</b>   |
| <b>Chas. E. MacMichael</b>  | - | <b>St. John, N.B.</b> |
| <b>Clark &amp; Macdonald, 30 to 32 Metropole Bldg., Hollis St.,</b> | - | <b>Halifax, N.S.</b>  |
| <b>Wm. Forbes, 48 Elgin St.</b>                                     | - | <b>Ottawa, Ont.</b>   |
| <b>W. J. Youell,</b>  | - | <b>Toronto, Ont.</b>  |
| <b>Cyrus King,</b>  | - | <b>Hamilton, Ont.</b> |
| <b>Jas. A. Wilson, Market Square,</b>                               | - | <b>London, Ont.</b>   |

Also six travelling salesmen covering Ontario. Or write direct to the

# INGERSOLL PACKING COMPANY

**PORK PACKERS and CHEESE EXPORTERS**

**INGERSOLL, CANADA**



# Dairy Produce and Provisions

## CHEESE AND BUTTER STANDARDS

With the Appointment of an Official Referee Government Have Issued Again the Standards Fixed Two Years Ago.

The dairy commissioner's branch of the Dominion Department of Agriculture in connection with the appointment at Montreal of an official referee for cheese and butter has re-issued the standards for cheese and butter formulated by the department at the opening of the 1905 season. The new referee cannot act without the instruction of both buyer and seller. The application for his services will naturally come from the buyer at the port of shipment. Necessarily some time will be required to secure the consent of the seller up the country for an appeal to the referee. This might mean an accentuation of the defects of the product in question and provision is made that any cheese or butter maker may give the referee a standing order to act for him when any buyer makes application. Such an order may be cancelled at will.

The standards are as follows :

### Standards for Grading Cheese.

First Grade—Flavor, clean, sound and pure; body and texture, close, firm and silky; color, good and uniform; finish, fairly even in size, smoothly finished, sound and clean surfaces, straight and square; boxes, strong, clean, well made and nailed. Ends to be of seasoned timber. Close fitting. Weights stenciled or marked with rubber stamp.

Second Grade—"Fruity," not clean, "turnipy," or other objectionable flavor; body and texture, weak, open, loose, "acidic," too soft, too dry; color, uneven, mottled, or objectionable shade; finish, very uneven in size, showing rough corners, black mould, dirty or cracked surfaces; soft rinds; boxes, too large in diameter; top edge of box more than  $\frac{1}{2}$  an inch below the top of the cheese. Made of light material. Ends made of improperly seasoned material.

Third Grade—Flavor, rancid, badly "off," anything inferior to second grade; body and texture, very weak, very open, showing pinholes or porus, very "acidic" very soft or very dry; color, badly mottled, or very objectionable shade; finish, anything worse than second grade; boxes, no question of boxes sufficient to make third grade if other qualities are good.

### Explanations.

The definition for first grade cheese is practically the same as what was adopt-

ed several years ago for "Finest" quality, except under the head of "Boxes," wherein there are some new and very necessary requirements.

The standard for first grade does not imply perfection. For instance, a "clean, sound and pure" flavor means only an absence of bad flavor. A strictly fancy cheese must not only possess this negative quality, but must have a positive quality in a typical cheese flavor, which many first grade cheese never have.

It would be impossible to define exactly the qualities or defects which may appear in cheese. The standards given are intended to indicate the range of quality for the different grades rather than to establish hard and fast rules to guide the grader.

The expression "good color" means that the color must be of a proper shade. There are cheap, inferior cheese colors used which do not give the proper shade no matter what quantity is used.

The expression "clean surfaces" in the definition for first grade does not exclude from that grade cheese with a slight growth of blue mould, although it is desirable that the cheese should not show any signs of mould. "Black mould," (see definition for second grade), is simply the advanced stage of ordinary blue mould.

The following scale of points will indicate the relative values of the different divisions of quality: Flavor, 40; body and texture, 30; color, 15; finish and boxing, 15; total, 100.

It is obvious that a defect in flavor of a certain degree counts nearly three times as much in determining the grade as a defect in finish or boxing of the same degree.

Cheese which are strictly sour, or otherwise inferior to third grade, will be designated as "culls," for which there is no classification.

Any lot of cheese shall be considered third grade if it shows three or more defects of second grade class.

If there are not more than 15 per cent. of defective cheese in any lot, the inferior ones may be sorted out and classed separately. If more than 15 per cent. are defective, the classification for the defective cheese may apply to the whole lot.

This does not apply when inferior

cheese have been properly marked so as to be identified, in which case the inferior cheese shall be treated as a separate lot.

### Standards for Grading Creamery Butter

First Grade—Flavor, sound, sweet and clean; body and grain, waxy, not too much moisture; color even, no streaks or mottles, not too high; salting, not too heavy if salt butter, salt all dissolved; finish, good quality parchment paper lining, neatly arranged. Package well filled, bright, even surface; packages, well made, of good material, and clean. Boxes to be of right size to hold 56 lbs. of butter when properly filled. Parafined on inside. Neatly branded. Tubs to be lined with parchment paper of good quality.

Second Grade—Flavor, not quite clean, or other objectionable flavor; body and grain, salvy, overworked, too much moisture; color, slightly mottled or streaky, too high, or objectionable shade; salting, too heavy, salt undissolved, or unevenly distributed; finish, very light or poor quality parchment paper lining, lining not arranged to protect butter, mould on parchment paper, rough, uneven surface, package not properly filled; packages, rough, badly made, or of poor or unseasoned material, including sapwood, dirty packages, uneven weights.

Third Grade—Flavor, very stale, very strong stable flavor, or anything inferior to second grade; body and grain, very salvy, "mushy," mould in butter; color, very mottled or otherwise inferior to second grade in regard to color; salting, no question of salt alone sufficient to make third grade if other qualities are up to first grade; finish, no parchment lining, very rough finish, dirty surface; packages, inferior to second grade.

### Explanations.

It is difficult to explain exactly the qualities or defects which may appear in butter. The standards which have been adopted are intended to indicate the range of quality for the different grades, rather than to establish hard and fast rules for the guidance of the grader.

"Fresh," or saltless butter will be judged on the same standards as for salted butter, by leaving the matter of salting out of the consideration.

A package is not considered well filled if the butter is more than half an inch below the top of the package.

It is very important that all boxes should hold only 56 lbs. No other

weight should be marked thereon. Tubs should be of uniform size and weight.

The following scale of points will indicate the relative values of the different divisions of quality: Flavor, 40; body or grain, 25; color, 10; salting 10; finish and packing, 15; total, 100. It is obvious that a defect in flavor of a certain degree counts nearly three times as much in determining the grade as a defect in finish or packing of the same degree; and so on.

The expression "too much moisture" applies to all butter which contains over the legal limit of 16 per cent. of water, or to any butter that according

to the custom of the trade would be described as containing too much water. (From many tests made finest Canadian butter does not contain, or should not contain, on the average, over 13 per cent. of water). The official referee will not be expected to determine the actual percentage of water.

"Too heavy salt" means more salt than is generally demanded by the trade for salted butter.

"Too high color" means over-worked, or too much coloring material used. "Objectionable shades" or "unnatural colors" are those which result from the use of inferior or unsuitable coloring material.

## CHEESE AND BUTTER BULLETIN

There is a continued firm feeling in cheese, which is higher this week than it was at the last time of writing. Prices keep up surprisingly. The make this season is rather less than for the same period last year, but it is nevertheless something unexpected, the present high level of prices being maintained so steadily.

While the make of cheese is increasing receipts locally are not as large as dealers would have them. The railways are very much congested and it is difficult to obtain deliveries. Dealers are able to obtain a fair amount of cheese, if they pay the price for it, but find it no easy task to have it shipped within reasonable time. Trade is handicapped for this reason. The boats are all running and could take cargoes every trip if the cheese was ready to hand.

There is not a great deal of interest taken in the situation by Old Country importers as yet, since prices are too high to warrant any considerable trade. They are waiting for lower figures before getting into the market.

Quite a few cheese men are complaining of the shipping of cheese from factories while it is too green. At a recent meeting of the dairymen of Quebec province it developed that on more than one occasion Government inspectors had entered factories for inspection purposes only to find that there was not a box of cheese in the place. The whole make had been shipped just as soon as it was turned out. Inspectors declare that their work is very much hampered because of this haste in making shipments. They say that the factorymen will lose through their hastiness in more ways than one. If the cheese is shipped before ten days have elapsed after the making it is accounted too green. The cheese is subject to loss of weight, the quality is

likely to deteriorate, and the appearance suffers. As a result the cheese gets a bad reputation and the whole Dominion is likely to suffer for the misdeeds of the factorymen in one district. The inspectors urged strongly the adoption of some measure which would warrant all cheese being properly cured before shipment.

Butter is lower again this week. Trading is almost entirely local, quotations being much too high to interest buyers on the other side. Receipts are not very large as yet and are less than they would be if transportation conditions were better. A few lots have arrived by the local boats but these shipments have been quickly disposed of. There is not much coming in by freight, most of the butter arriving by rail being expressed.

Even lower prices than now rule are expected within a few days.

For both butter and cheese, dealers report local demand very brisk. Board of Trade figures show receipts of butter up to May 11 to be 3,334 packages, against 8,456 packages for the same period last year. Of cheese, 19,867 boxes were received against 24,720 boxes in 1906.

## THE PROVISION SITUATION

The Old Country markets advanced unexpectedly last week and buying of live hogs in Canada is again on the rampage. Prices for live hogs are irregular but will average about \$6.40 f.o.b.; \$6.55 fed and watered; \$6.80 to \$7 off cars at the factory. Some of the packers sent instructions to their drovers to buy at last week's prices, but they soon found things were different.

The change which has come over the

market in the Old Country shows the Canadian packer statistically a profit of a couple of shillings. Curiously enough the packers themselves immediately set about wiping it out by advancing the price of the raw product.

The English market has for months been in a very bad way, viewed from the Canadian standpoint. One result has been that Canadian packers have curtailed their exports and have been putting a good share of their meats into Canadian cuts. The unexpected advance in England, showing a profit on export product, caught the Canadian packer with very short stocks of meat for export. Hence the scramble to get hogs.

The advance in England, though unexpected, is one of those movements easily accounted for after the fact. Warm weather brought on the opening of the summer demand for bacon. Canadian stocks had got so low that prices rose to a parity with Danish. Then the London agent of one of the largest Canadian packers decided he could advance the price, did so, and carried Danish up with him. For weeks the increased deliveries have been the depressing factor in the market, but when the Canadian seller put up a firm front the English buyers, on a little consideration, realized that the decreased supplies of Canadian and American were not nearly made up by the increase of Danish and that while prices were lower stocks were considerably less than a year ago. From this it would appear that there is good reason to expect the advance will hold for a time at any rate.

An idea of the decreased American shipments may be gathered from the fact that the week before last, shipments of hog products from Chicago included 268,000 pieces of hams, 71,000 pieces of shoulders, and 146,000 pieces of sides and bellies, while for the corresponding week last year the shipments were 305,000 pieces of hams, 172,000 pieces of shoulders, and 336,000 pieces of sides and bellies. From Nov. 1, 1906, to May exports of hog products from the United States decreased 3,976,800 lbs. The totals were, for the period ending May 1, 1907, 19,091,400 lbs. For the same period a year previous, 23,068,200 lbs.

The Canadian market for pork products is steady and demand increasing. Any tendency to shave prices, due to accumulated stocks following the diversion of export to Canadian cuts has been checked by the advance of the market in England.

## PROVISION MARKETS

### MONTREAL.

PROVISIONS—With the warmer weather demand is increasing noticeably and prices, in view of the improved position

in the Old Country, have firmed up. Quotations, however, are unchanged.

Lard, pure tierces	0 12	0 12½
" " 56-lb. tubs	0 12½	0 12½
" " 20-lb. pails, wood	0 12½	0 12½
" " cases, 10-lb. tins, 60 lbs. in case	0 12½	0 12½
" " 5-lb. "	0 12½	0 12½
" " 3-lb. "	0 12½	0 13
Lard, compound tierces, per lb.	0 09½	0 09½
" " tubs	0 09½	0 09½
" " 20-lb. pails, wood	2 00	2 05
" " 20-lb. pails, tin	1 90	1 95
" " cases, 10-lb. tins, 60 lbs. in case	0 09½	0 10
" " 5-lb. "	0 10	0 10½
" " 3-lb. "	0 10	0 10½
Wood, net, tin packages, gross weight—		
Canadian short out mess pork	22 00	22 50
American short out clear	23 00	24 50
American fat back	24 25	24 75
Breakfast bacon, per lb	0 15	0 16
Hams	0 13½	0 16
Extra plate beef, per bbl		14 00

**BUTTER**—Receipts are increasing steadily and the week shows some further easing off in prices, which was noticeable more in restricted buying than in an outright decline. There is an excellent local demand.

New creamery, choice, boxes	0 23	0 23½
" " pound prints	0 24	0 24½
Large rolls	0 20	0 21½

**EGGS**—Prices advanced early in the week and there is a very firm tone to the market. It is said here that buyers in western Ontario are paying 17c. for storage.

Eggs	0 18	0 19
------	------	------

**CHEESE**—Following the advance the market continues steady. Old cheese, what little there is, is firmly held.

Cheese, old	0 13½	0 14
" new	0 12½	0 13½

**HONEY**—Honey is dull. Prices rule unchanged.

White clover comb honey	0 13	0 14
White clover, extracted tins	0 09	0 10
Buckwheat	0 07	0 08½

**TORONTO.**

**PROVISIONS**—Demand is increasing and the increase is general, but it is not yet what it ought to be at this season. Prices continue steady and packers scoff at the idea that there can be any recession. Short cut is a little down from former top prices. Lamb is a cent higher and dressed hogs are up to 15c.

Long clear bacon, per lb.	0 11	0 11½
Smoked breakfast bacon, per lb.	0 15	0 15½
Roll bacon, per lb.	0 11	0 11½
Small hams, per lb.		0 15
Medium hams, per lb.	0 14½	0 15
Large hams, per lb.	0 14	0 14½
Shoulder hams, per lb.	0 11	0 11½
Backs, plain, per lb.	0 15	0 16½
" pes. meal	0 17	0 18
Heavy mess pork, per bbl.		20 00
Short out, per bbl.	22 50	23 00
Lard, tierces, per lb.	0 12	0 12½
" tubs	0 12½	0 12½
" pails	0 12½	0 12½
" compounds, per lb.	0 09	0 10½
Plate beef, per 20-lb. bbl.	11 00	12 00
Beef, hind quarters	9 00	10 00
" front quarters	6 50	8 50
" choice carcasses	7 25	8 25
" common	5 00	6 00
Mutton	0 09	0 11
Lamb	0 13½	0 16
Hogs, street lots	8 90	9 40
Veal	0 08	0 10½

**BUTTER**—The situation is hourly advancing to what would be considered normal for the season of the year. As there is no export demand, and the present make cannot be stored, consumption is the only outlet. While that is heavy, receipts are increasing and prices are going lower. Both creamery and dairy are coming more freely, but the increase is rather more marked in dairy. Buyers are taking responsibility very gingerly and a considerable reduction is looked for by the end of the week.

Creamery prints	0 25	0 27
Dairy prints, choice	0 22	0 23
" " ordinary		0 20
" " rolls, large choice	0 19	0 21
Baker's butter		0 18

**CHEESE**—Old cheese remains at former quotations and there is no pressure to sell on the part of the few holders. New cheese is quoted, and in view of the make being comparatively small as yet, prices are high.

**EGGS**—An enquiry as to whether or not the production of eggs in Ontario is increased over what it was last year shows a good deal of difference of opinion in the trade. The prevailing view seems to be that there is no noticeable increase, but one of the larger dealers leaned to the view that taking the country over there is an increase. Certainly consumption is increased. This is especially true of northern Ontario and Toronto, due probably to the high price of meats. As to whether or not more eggs are being stored this year than last there is a difference of opinion also. One of the largest buyers says, "Yes, more eggs are going into storage." Another says, "No. Prices are too high." While prices remain about the same as last week, there is a pretty firm feeling. As soon as warm weather sets in prices in the country will have to go slower to allow for shrinkage; but the view is expressed that jobbers will not sell at lower prices this season.



We want your trade—  
a share of it as a trial.  
Our perfectly cured and  
prepared pea-fed

**Bacon and Hams**

will convince you that it  
will pay you to buy

**"HORSE-SHOE" Brand**

all the time.

Make up an assorted order for Hams,  
Breakfast Bacon, Skinned Backs and  
Short Rolls. The quality and prices  
will be right.

EXPORT TRADE A SPECIALTY

**JOHN DUFF & SON**  
Hamilton, Can.

**TO RETAILERS—**

We have just made our season's pack  
of **BONELESS CHICKEN** and can  
assure you that it is **A. 1.**

**Best Goods First Class Cooking**  
**Perfect Sterilization**

Give your orders for our Chicken  
**AT ONCE**—every tin guaranteed to  
consist of prime Chicken only—and  
**DON'T** forget to include some of our  
**CORNED** and **ROAST BEEF.**

**The Manitoba Canning Co.**

SELLING AGENTS:

LTD.

**NICHOLSON & BAIN**

Winnipeg, Calgary and Edmonton

The enormous growth of Canada is only kept pace with by the enormous increase in the sales of

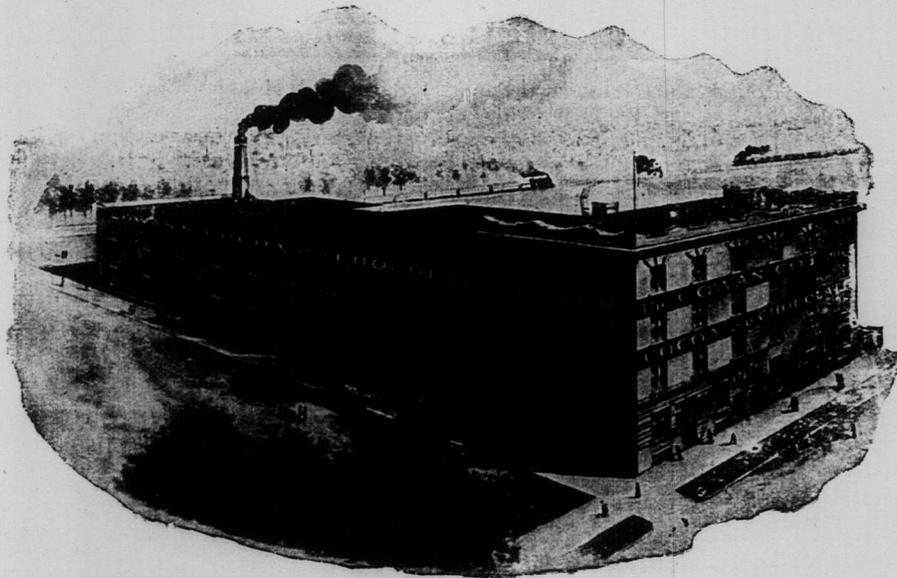
# COWAN'S

The Maple Leaf

Perfection

Our Trade Mark

# COCOA



## Cowan's Milk Chocolate

CROQUETTES, WAFERS, MEDALLIONS, ETC.

## Cowan's Chocolate Cream Bars

## Cowan's Maple Buds

ARE MOST DELICIOUS CONFECTIONS.

## Cowan's Icings, for Cake

CHOCOLATE, PEARL PINK, WHITE, LEMON, ORANGE  
ALMOND, MAPLE AND COCONUT CREAM.

**THE COWAN CO., Limited, STIRLING ROAD DUNDAS STREET TORONTO**

Grocer

Per lb.  
25 0 27  
22 0 23  
19 0 20  
... 0 21  
... 0 18

at form-  
pressure  
holders.  
view of  
small as

ether or  
ntario is  
st year  
of opin-  
ng view  
noticeable  
r dealers  
the coun-  
Certainly  
is espe-  
and To-  
price of  
more eggs  
than last  
also. One  
es, more  
Another  
h." While  
e as last  
eling. As  
prices in  
lower to  
ew is ex-  
sell at

pack  
l can

oking

icken  
ed to  
-and  
f our

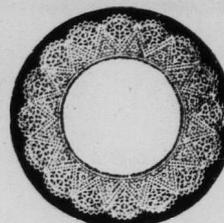
Co.

AIN



## Artistic Table Decorations

Your trade will be improved by handling our specialties. The art of artistically dressing tables for various social functions has always been our study. In

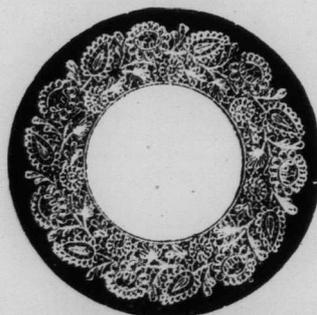


### "M.H.C. POPULAR" CHRISTMAS CRACKERS

we have to offer the very best value and selection as to contents, variety and color. Write us for further information. - It's worth while.

### "M.H.C. POPULAR"

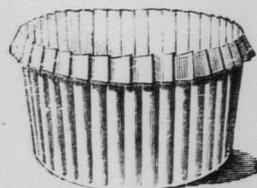
are the best in their line. They are beyond competition. Have been for years.



### "M.H.C. POPULAR"

are put up more attractively than any other line. They sell on appearance—first sale. Afterwards on meritable quality.

### PAPER TABLE SPECIALTIES



Round, Square and Oval Paper Doyleys, Chop Holders, Croquette Frills, Ice Cream Cups, Pie Dish Frills, etc.

Lace Mats and Seals for your Candy Boxes! Do you use them?

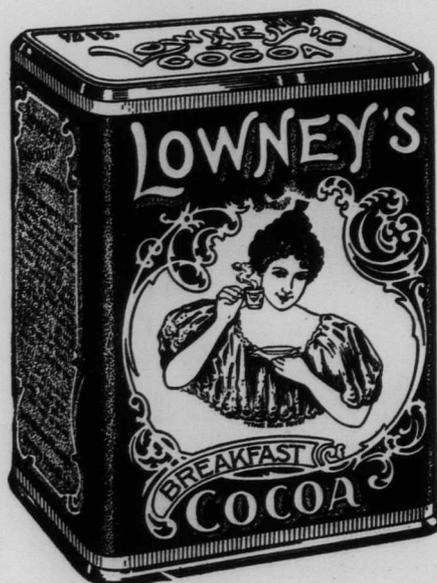
All goods sold by us are manufactured at our factory, in Hampstead, London, England.

For Information Address:

**MANSELL, HUNT, CATTY & CO., Limited**

116 Board of Trade Building, MONTREAL

R. GOWLLAND, Canadian Manager.



The purity of the Lowney products will never be questioned by Pure Food Officials. There are no preservatives, substitutes, adulterants or dyes in the Lowney goods. Dealers find safety, satisfaction and a fair profit in selling them.

**THE WALTER M. LOWNEY CO. of Canada, Limited**

165 William St., - - - MONTREAL, CAN.

### It will Pay

you to stock and push the sale of the famous

## Frame-Food

PREPARATIONS

(Frame-Food, Frame-Food Jelly and Frame-Food Cocoa).

Extraordinarily advantageous Terms for Pioneer Traders.

Write for Particulars

at once

**Frame-Food Co., Ltd.,**

Southfields, London, S.W., England.

# LOCK BRAND

TRADE



MARK

## Biscuits and Confectionery

### TEAS = COFFEES

and GROCERS' SPECIALTIES

---

## **FOLEY, LOCK & LARSON**

Wholesale Grocers and Biscuit and Confectionery Manufacturers

### **WINNIPEG**

CANADA: No better Country

**DIAMOND CHOCOLAT**

MOTT'S: No better Chocolate

---

# No Chocolate

can be purer than

## Mott's

"Diamond" and "Elite" brands

They are prepared from selected Trinidad Cocoa Beans, made with best machinery and clean from start to finish. Get them.

FOR SALE BY ALL JOBBERS.

### John P. Mott & Co.

HALIFAX, N.S.

SELLING AGENTS:

J. A. Taylor Montreal	R. S. McIndoe Toronto	Jos. E. Huxley Winnipeg	Arthur Nelson Vancouver
--------------------------	--------------------------	----------------------------	----------------------------

This is the Season  
to stock

## Mace's Original Ice Cream Powder

A quick seller showing good profit. Your stock is not complete without it. This Powder makes a perfect Ice Cream preparation by simply adding boiling milk.

### A. H. MACE & CO.,

746 Notre Dame Street West, Montreal

A LINE THAT WILL PLEASE YOUR CUSTOMERS



LAMONT, CORLISS & CO.,  
27 COMMON ST, MONTREAL

# EPPS'S

GRATEFUL COMFORTING

IN ¼-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 NUTRITIOUS COCOA

## Keep Posted on Sugar

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

SMITH & SCHIPPER, No. 38 Front Street, NEW YORK.

## BODE'S CHEWING GUM

High Quality and Absolute Cleanliness Guaranteed.

Largely advertised and good profit. Private brands to order.

### BODE GUM CO., 30 St. George Street, MONTREAL

QUEEN QUALITY PICKLES

Sweet—Mixed and Chow  
Bulk Pickles  
Tomato Catsup  
Worcester Sauce

Buy and use the best Pickles

TAYLOR & PRINGLE CO., Limited  
OWEN SOUND

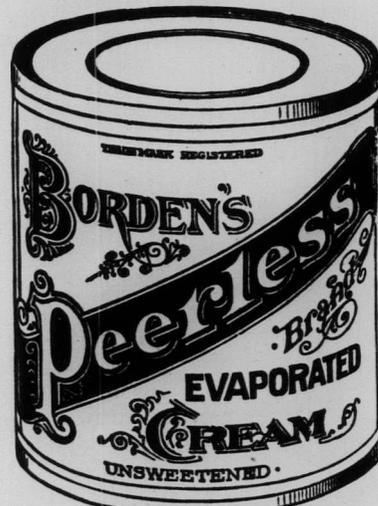


"Eagle" Brand  
Condensed Milk

From one end of Canada to the other

# BORDEN'S BRANDS

are recognized as the most perfect and best selling milk preparations on the market. Supreme for Purity, as they are, their sale guarantees to jobber and retailer security and profit.



"Peerless" Brand  
Evaporated Cream

You Can't  
Improve On  
Borden's

# Cailler's

GENUINE  
SWISS MILK  
CHOCOLATE

(Produced in 4kg)

We want to assure the Canadian Trade that CAILLER'S Swiss Milk Chocolate is the acme of purity in Chocolate. Only the finest selected cocoa beans are used and the milk is from the famous Gruyere Valley of Switzerland. CAILLER'S has no equal and can have no superior. To secure increased demand from your customers sell them CAILLER'S.

**Wm. H. Dunn, Montreal and Toronto**

## BISCUITS AND CONFECTIONERY

Three Confectionery Seasons in the Year—Comparative Profits—Why Grocers Should Have a Confectionery Department—Grocer's Confectionery Window.

There are three recognized seasons for confectionery—the Easter season, the tourist season and the Christmas season. The grocer who aspires to a high-class trade should avoid stocking his confectionery department indiscriminately and without regard to the time of year. Of the three, the tourist season probably offers least opportunity for featuring profitable specialties, but the volume of business done between June and September is, or should be if the confectionery department is rightly handled, as large as any other three months in the year.

There's more money in confectionery than there is in groceries. The grocer who doesn't handle it is unfair to himself, and to his family, if he has one. A grocery business that can show an average of 10 per cent. profit on all lines is doing well. Confectionery will pay 12 per cent. to 15 per cent., and never turn a hair. You can't afford to throw away money. If you've built up any kind of a business, you're too shrewd to pass up a good thing without investigating it. Our advice to you, first, last, and all the time, is: not "Buy confectionery and sell it," but "Buy confectionery and let it sell itself."

The confectionery business in Canada is growing. This is proved by the fact that last year every factory in the Dominion was working top speed and overtime and couldn't begin to keep up on orders. What does this mean to you? It means that the grocers who are wide enough awake are getting their share of this great business. Are you one of them? It means that grocers throughout the country are realizing more and more fully the profit that lies in confectionery, its untold possibilities as a trade-bringer, its value as an attractive asset to the store, in a word—the vital necessity for handling it in connection with their regular business, if they wish to be progressive, up-to-date, and to get everything that's coming to them.

Candy needs a certain amount of care in handling. It must not be exposed to the sun—chocolates especially are sensitive sweets. Like butter, they are quick to absorb any foul odor round them, and occasionally exhibit a tendency to sweat. A thin, white coating forms over the chocolate, and though it does no actual harm, it prejudices people against buying. The reason for this white coating is undue exposure to heat. It is caused by the oil in the chocolate exuding and hardening in the air.

Grocers should specialize in their con-

fectionery whenever it is possible to do so. At Christmas and Easter the regular lines should temporarily be laid aside and attention centred on the display of novelties suitable for the season. Easter eggs of all sorts and descriptions command a ready sale some weeks before the actual festival, and Christmas offers an illimitable field in the way of fancy boxes, animal and other shapes, and the hundred and one special lines that every candy-maker turns out at that time. Only remember: It doesn't pay to handle cheap stuff.

make purchases of new machinery for their already up-to-date plant. Mr. Cowan was accompanied on the trip by Mrs. and Miss Cowan.

### WESTERN WHOLESALE BROKERS MEET.

The annual meeting of the Western Wholesale Brokers' Association was held in Winnipeg last week, President E. Nicholson presiding. The reports of the president and secretary showed a prosperous year for the association, which now embraces in its membership the great majority of the wholesale grocery brokers in Winnipeg.

Officers were elected for the coming year as follows:—

President—Joseph Carman.



A GROCER'S CONFECTIONERY WINDOW.

This window was awarded third prize in The Canadian Grocer's February-March competition. It was dressed by L. G. Hagmeier, Hespeler, who is a grocer that has found the value of specializing. He says of it:—

"The stand is made of common soap boxes; this is first covered with manila

paper, then covered with Turkey red, and last of all with a light purple gauze, thus giving a very rich effect. The goods consist of Huyler's package chocolates, bulk chocolates, pan goods, and hard-boiled candy. The background is simply the scroll work with crepe paper. The triangular price tickets were hand made.

### COWAN COMPANY CLOSE EARLY.

The Cowan Co., Limited, have arranged to close their factory at 12 o'clock during the summer months, thus enabling their employes to take full advantage of the Saturday half-holiday.

Mr. John W. Cowan, president of the Cowan Co., Limited, left last week on an extended trip to Europe. Before he returns Mr. Cowan expects to visit the principal cocoa markets, and will also

Vice-President—Chas. Duncan.

Secy.-Treas.—Geo. Adam.

Executive committee—F. H. Wiley, G. B. Thompson, Stuart Watson, James Scroggie, Geo. J. Cameron.

### MEAT OF WHEAT SELLING.

The Western Cereal Co., of Winnipeg, are meeting with good success in their efforts to introduce "Meat of Wheat."

# MAPLE SYRUP

Packed by  
Canada Maple Exchange

## SMALL'S SELECTED

By experts has been given first place world over. It is oldest registered brand in British Empire and highest priced brand in the world. Scientifically packed in kiln-dry cases, each tin wrapped in tissue. Fourteen years to all climates without complaint. Will you experiment with new brands?

ALL JOBBERS

SMALL'S CREMO FROSTING should be in every shop.

Canada Maple Exchange  
Montreal



48 Highest Awards In Europe and America

# WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered,  
U. S. Pat. Off.

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

Walter Baker & Co., Limited

Established 1780, Dorchester, Mass

Branch House, 86 St. Peter St.

MONTREAL, CANADA

TEST

# McLAUCHLAN'S CREAM SODA BISCUITS

AT OUR EXPENSE

McLauchlan & Sons Co., Limited, - Owen Sound, Ont.

This is a comparatively new breakfast food, made in western Canada from Manitoba No. 1 hard wheat, the wheat that contains the largest percentage of gluten of any wheat grown. It is meeting with a ready sale in both the west and the east among people who prefer the old-fashioned hot breakfast food.

## CANNING MACHINE FOR GROCERS

The Modern Canner Co., St. Jacobs, are now putting on the market their new canning machine which they assert will prove a great boon to grocers, by saving them all waste from overstocked fresh fruit markets. The machine is designed to can fruits and vegetables quickly and with success, so that instead of a loss from waste at any time grocers may can their surplus stuff and sell from the shelves at good profit. The Modern Canner Co., will send full information about this machine to anyone writing for it. Three sizes are made— one thousand tins in ten hours, \$30; two thousand tins in ten hours, \$60; and four thousand tins in ten hours, \$90.

## REPEAL OF B.C. TRAVELERS' TAX

One of the first Government bills introduced into the Legislative Assembly of British Columbia, recently convened, was in relation to "non-resident commercial travelers." By its provisions the law passed in 1905 imposing tax on all non-resident commercial travelers is repealed, and hereafter license will be required only of non-resident travelers "who solicit or take orders for liquors or tobacco to be imported into British Columbia to fill such orders." All non-resident travelers for liquor or tobacco houses must pay license of \$200 a year, or \$100 for six months. No license is to be issued for less period than six months. This bill has already become a law and goes into effect immediately.

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

NAP. G. KIROUAC & CO., QUEBEC

Receivers and Shippers of Oats.

Western Dealers will find it to their benefit to make us offers

There are few biscuits baked that will build up a paying grocery business. This very thing

## Perfection Cream Sodas

have done and will do. You can prove the assertion by stocking a 3-lb. card or tin of



and asking your customers to test these biscuits. The prime difference between

## Perfection Cream Sodas

and all other first-quality biscuits is that they are just a little better and then their goodness is lasting.

## The Mooney Biscuit and Candy Company

Limited

Stratford, - Canada



Sixty Years of Popularity

## COX'S GELATINE

should be used in every Canadian household, because:

- (1). It is STRONG.
- (2). It is CLEAR.
- (3). It is PURE.

Canadian Agents:

C. E. Olson & Son, Montreal  
D. Masson & Co., "  
A. P. Tippet & Co., "

J. & G. COX, Ltd  
Gorgie Mills  
EDINBURGH

# THE DUSAULT CO., LIMITED

MANUFACTURERS OF THE

## FINEST BISCUITS AND CONFECTIONERY

**PURITY AND EXCELLENCE** the dominant characteristics of our goods. Over 300 varieties, **ALL BACKED BY A GUARANTEE.** Backed, too, by a long list of satisfied customers, not only in the Province of Quebec, but in the Dominion.

**OUR FACTORY IS EQUIPPED WITH THE VERY LATEST MACHINERY KNOWN** to the biscuit and confectionery maker's art. We buy only the best of ingredients to make our stock and the retailer who wishes to be up-to-date will have no trouble selling our goods. They are full of **TALKING POINTS; NICE PACKAGE, WELL PACKED, ATTRACTIVE TO LOOK AT, AND THE PRICES ARE RIGHT.**

Before ordering new stock write or phone us. Our travellers and agents get all the credit of orders from their territory. Your satisfaction is our gain. Write for elaborate price list. Compare the quality with competitors and remember "*Quality is remembered long after the price is forgotten.*"

## DUSAULT CO., Limited      The Quebec Leaders

Factory and Headquarters. JOLLIETTE, QUE.

We have exclusive territory open and would like to hear from good, reliable agents.

Agents Exclusive Ottawa Valley:  
Jos. Grant, Ottawa

### It's In the Preparation



Beware of **imitations** coarse,  
They follow, but cannot endure;  
The Coconut wanted is "White Moss,"  
Clean, wholesome, good profit and **pure.**

**ARE YOU SELLING IT?**

Ask our agent in your district for samples  
and information.

**The Canadian Coconut Co.**

107 Legachetiere St. West, MONTREAL

Vancouver, B.C.—J. F. Mowat & Co.      St. John, N.B.—W. A. Simonds.  
Winnipeg—J. M. Scott.                      Quebec—Albert Dunn.  
Kingston, Ont.—W. H. Dalby.

## EXCELSIOR BRAND

**CANNED GOODS  
ARE THE BEST**

*We are climbing to the Top*

Every Packer claims perfection for his product. Our claim is we are situated on the Northern limit of the "Garden of Canada" and our fruits and vegetables are solid, firm and of superior flavor peculiarly their own. That is why we are located where we are—on the shores of Lake Huron. Our plant is one of the best in Canada, equipped with the latest automatic machinery, which practically eliminates the handling of food stuffs.

Thus we claim a more sanitary pack than those put up by hand. Our motto is; Cleanliness, Purity, Quality. We purpose packing Choice "Alaska" Peas, Tomatoes, Corn, Apples, Pumpkins, Squash, etc. Besides our own technical knowledge of the Canning Business we have secured an expert processor from N.Y. State who has had years of experience in the packing of above products, thus doubly insuring our pack for this year.

We invite correspondence from the Home and Foreign Market for our **EXCELSIOR Brand Canned Goods.**

**Exeter Canning & Preserving Co.,**  
Exeter, Ontario, Canada.      LIMITED

# THE HULL QUESTION

is of the greatest importance when selling Rolled Oats.

TILLSON'S ABERDEEN ROLLED OATS are free from hulls and black specks—our process makes them so.

Your customers will appreciate "TILLSON'S" when they eat their morning bowl of porridge; and will smile on you when they come back and ask for more.

The best Rolled Oats the world produces, satisfied customers, a good profit, an ever-increasing business, are all within your reach. Order five sacks from your jobber, freight prepaid to your station.



## Tillson's Pan-dried Oats

"A FOOD—NOT A FAD"

Just a straight business proposition—no fakes, deals or schemes. Value with a profit attached—a great stimulus to your business, and the product of a Canadian industry.

The Tillson Company manufacture all kinds of cereals of the very highest quality—Rolled Wheat, Split Peas, Cornmeal and Barley. Ask your jobber for them, or write for quotations to our Toronto agents—

**The MacLaren Imperial Cheese Company, Limited**

# The Tillson Company, Limited

Tillsonburg,

Ontario

n Grocer

D

rs

alley:

D

Our  
of the  
les are  
own.  
in the  
rest in  
inery,  
stuffs.

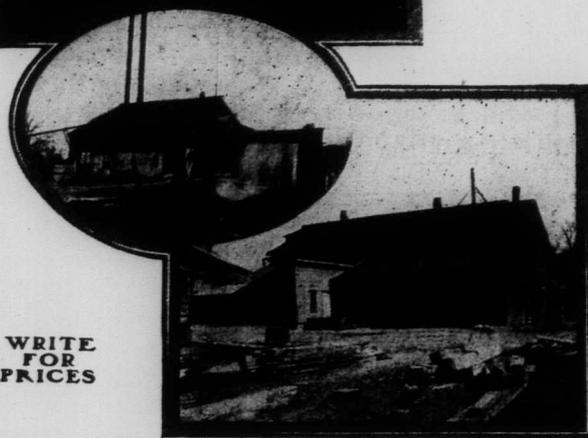
se put  
ality.  
atoes,  
r own  
have  
o has  
ducts,

oreign

Co.,  
IMITED

# QUANCE BROS.

## MILLERS



WRITE FOR PRICES

WINTER WHEAT FLOUR  
"Moss Rose"

BLENDED FLOUR  
"Maydew"  
"Ladies' Favorite"  
"White Swan"

MANITOBA FLOUR  
"Kitchner"  
"Manitoba Best"

CHOICE FAMILY and BAKERS' FLOUR from choice Ontario and Manitoba Wheat. Also PATENT PROCESS BUCKWHEAT FLOUR and RYE FLOUR.

**Delhi, Ont., Canada**

LANCASTER MILLS.



**SHIRK & SNIDER.**

BRIDGEPORT  
ONT.

Special Brands

**Buda, Neva  
Daily Bread, Patent**

**Shirk & Snider**

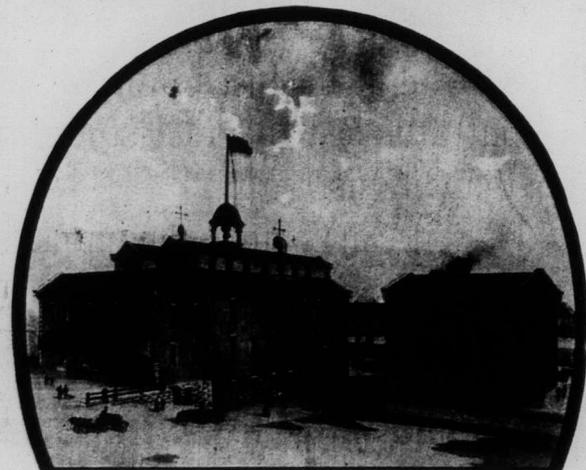
Millers and Manufacturers of

Improved ROLLER process flour.

Capacity 300  
Barrels a Day.

Bridgeport and Baden, Ont.

## ROBERT NOBLE



NORVAL MILLS

**Miller and Grain Dealer**

NORVAL, ONT.

Choice Winter Wheat and Manitoba Blended  
Flours a Specialty.

# "BUFFALO BRAND" CEREALS

You can't afford to handle poor cereals if you want to build up a good business. People are particular about their cereals nowadays. You can please particular people by carrying our brands in stock.

We are manufacturers of :

- Breakfast Oats**  
in Cartons
- Rolled Oats**
- Granulated**  
Oatmeal
- Standard**  
Oatmeal
- Pot Barley**
- Pearl Barley**
- Oat Feed**



We are dealers and shippers of :

- Corn Meal**
- Rye Flour**
- Buckwheat**  
Flour
- Flour**
- Split Peas**
- White Beans**

Our cereals are the product of a modern mill situated in one of the best grain growing districts in the Canadian West.

## WE SHIP PROMPTLY

We are prepared to handle both domestic and export trade.

---

**The Dow Cereal and Milling Company**  
Pilot Mound, - Man.

Selling Agents: NICHOLSON & BAIN, Winnipeg, Calgary and Edmonton

**THE GOLDIE MILLING COMPANY, LTD.**

**AYR, ONTARIO, CANADA**

**Millers of**

**Ontario and Manitoba Wheats**

**Makers of Famous "Star" Blended Flour**

**A. A. McFALL**

**Miller and  
Grain Merchant**

***Manufacturer of High-Grade  
Winter Wheat Flour.***

***Also, Manitoba Wheat Flour.***

**Bolton, Ontario, Can.**

**Tests Have Proven**  
that while  
**Beaver Flour**

costs a little more than other  
Flours it is the cheapest in the  
end.

Quality and Yield tell the  
story. Beaver is a natural  
Flour, not bleached by any  
process.

**The T. H. Taylor Co.,**  
**Chatham, Ont. Limited**

**All kinds of  
MILL FEEDS, COARSE GRAINS and CEREALS**



My Brands are:

**Morning Glory and  
Cook's Faithful Friend**

Ask for my prices, also samples. My Flour is surpassed by none.

A trial order will convince the most doubtful.

**ISAAC J. RANK,**

**NORWICH, ONT.**

What Our Customers Say

OF

**"GOLD CROWN"  
FLOUR**

Jan. 2nd, 1907

"We find your flour all right. Think it the best we have ever handled. We are using it at our own house, and prefer it to any other brand."

Jan. 29th, 1907

"Be sure you keep the "Gold Crown" the same grade. It takes very well here."

Feb. 8th, 1907

"We have made pretty severe tests of it with other Manitobas, and in some cases it comes out better and in no case is it inferior. That is the reason why we took three cars from you yesterday."

Why not a trial order for you?

**Sutcliffe-Muir Milling Co., Limited  
MOOSOMIN, SASK.**

The most complete and most modern cereal mill in Canada.

**Our Products Tell**

**Peerless Brand Rolled Oats  
Peerless Brand Flaked Wheat**

GRANULATED OATMEAL	GOLD DUST CORNMEAL
STANDARD OATMEAL	FAMILY CORNMEAL
PEARL OATMEAL	CORN FLOUR
GRAHAM FLOUR	POT BARLEY
GRANULATED WHEAT	PEARL BARLEY
WHEATLETS	SPLIT PEAS

ALL KINDS OF FEED

**McCann-Knox Milling Co., Limited  
TORONTO, CANADA**

Cable Address  
McCann, ABC Code

Office and Mills  
Foot of Jarvis Street

**STAYNER FLOUR MILLS**

MANUFACTURERS OF

**High-Grade Flours**

DEALERS IN

**FEED and GRAIN of all kinds**

FLOUR BRANDS:

**"GREAT WEST"** A Manitoba Hard Wheat Patent.  
**"PRIDE OF CANADA"** Manitoba and Ontario Blend.  
**"UPPER TEN"** Winter Wheat Patent.

Situated on G.T.R. in splendid winter wheat district.

**JOSEPH KNOX & CO.**

## THE BAKER'S DELIGHT

is a Patent Flour that makes tempting, tasty wholesome Bread with no trouble in the Baking, and with good profits in retailing.

This is the standard maintained in

## PURITY FLOUR

It is produced from the choicest Manitoba Hard Wheat by the best improved methods in twentieth century milling.

Best for Bakers' and Household use.

**Western Canada Flour Mills Co., LIMITED**



Mills at

WINNIPEG, GODERICH and BRANDON

Toronto Office

Long Distance Phone Main 6060

Phone in your Orders at our expense.

## Particular People Like Our Flour

They like it because it's made from the best wheat grown in Canada's best wheat growing district. If you can take care of the particular trade, the other trade can take care of itself. Take care of it with our brands.

### "Premier Hungarian" "White Rose" and "Royal Patent" Brands

Put up in 24½-lb. and 49-lb. Sacks specially for the Grocery Trade

Order direct or from our nearest agent.

**THE ALEXANDER MILLING CO. LIMITED**  
**BRANDON, MAN.**

Agent Quebec and Maritime Provinces  
O. N. FRECHETTE, 45 Bonsecours Street, MONTREAL  
Agent Province of Ontario  
ALEX. BUTLER, Board of Trade Building, TORONTO  
Agent Alberta and British Columbia  
WILL HILL, 1645 9th Avenue West, VANCOUVER, B.C.

## E. D. EVANS

Chesley Flour Mills

CHESLEY - - - ONTARIO

MANUFACTURER OF

High Grade Winter Wheat  
Flour

also Blended and Manitoba Flours

ASK FOR PRICES AND SAMPLES

## Hanover Roller Mills

Manufacturers of

### High Grade Flours

Spring and Winter Wheat Patents

Brands: Maple Leaf, King Edward VII, Canadian Beauty, Saugeen Belle. Write for quotations.

Wm. Knechtel & Son - Hanover, Ontario

## LONDON OATMEAL MILLS

SHEAF BRAND  
ROLLED OATS

For Export and Domestic use.

Correspondence solicited.

**JOHN SUTHERLAND**  
LONDON, ONT., CAN.

Cable Address: "MONKLAND"

## James Wilson & Sons

Fergus, Ontario, Canada

Millers and Exporters of

Rolled Oats and Oatmeal, Pot and Pearl  
Barley, Split Peas, Etc.

### Are You Content?

with the flour you are handling?

If not, get a shipment of

### Anchor Brand Flours

and see how pleased your trade will be

For prices and information write to

### LEITCH BROS. FLOUR MILLS

Oak Lake, Man., Canada

### SANITAS TOASTED CORN FLAKES

have

"The Flavor that grows in Favor"

Our factory has been running behind with its orders every day, but additional machinery is now enabling us to keep up with the demand.

Everybody wants Toasted Corn Flakes—they are the biggest sellers of any breakfast food yet put on the market.

If you are not stocked write us at once.

### BATTLE CREEK TOASTED CORN FLAKE CO.,

LONDON, ONTARIO

*The Story of the White Heart*

**That Package Makes 12 Pounds**

**Manitoba No. 1 Hard Canada's Pride**

**Meat of Wheat Best Cereal Food**

A dainty breakfast. An appetising luncheon.

A delicious dessert.

Try it and you will recommend it.

### Mr. Grocer!

**Consider the Profit. Quality Unequaled. Brings Repeat Orders. The Price is Right and the Profit Satisfactory.**

**Selling Agents:**

Western Milling Co., - - - Toronto  
W. L. MacKenzie & Co., - - - Winnipeg

Sold by all jobbers

**Managed by The Western Cereal Co., Winnipeg, Man.**

### DON'T TAKE CHANCES

Since you can stock our famous

### ROLLED OATS

thereby assuring a reasonable profit and a lasting reputation, shouldn't you do so?

**THE WOODSTOCK CEREAL CO., Ltd., Woodstock, Ont.**

### GRAHAM FLOUR

Made from carefully selected wheat.  
Send for trial lot

**A. A. McFALL**

**BOLTON, ONT.**

## FLOUR AND CEREAL FOODS

The Boom in Wheat—Opinion Not All One Way About It—Flour Milling in Canada—Business is Very Good.

Wheat is the sensation of the week. Monday's trading in the Winnipeg wheat pit was the largest on record. Now that speculation has got its head the crop will be killed several times before any of it is in stock, butchered to make a traders' holiday, but the important question which presents itself, aside from the price of flour, for the moment, is, what will be the effect upon the West? The Globe's Winnipeg correspondent wrote on Monday night:

"It will be an immeasurable boom to Western Canada, almost compensating fully for the inevitable curtailment of the crop area and insuring plenty of ready cash to stimulate commercial life, sustaining the buoyancy of trade which has characterized recent years. Approximately speaking, there are thirty-three million bushels of wheat in the farmers' hands and in the interior elevators for export. The great volume of wheat is distributed as follows: In the interior elevators of Saskatchewan 12,000,000 bushels; in Saskatchewan farmers' hands, 10,000,000 bushels; in the primary elevators in Manitoba, 5,000,000 bushels, and in the farmers' hands in this province, say 6,000,000 bushels. If wheat touches the dollar mark it means \$33,000,000 poured into the pockets and bank accounts of a comparatively small farming population and the grain trade. Farmers are expecting it will go there, and many have withdrawn their wheat from the market."

On Monday, May wheat rose 7½c. over Saturday's prices to 92½c., which was 12½c. above what it was at the same date last year. On Tuesday there was considerable profit-taking and the price declined 1½c. The boom is based on the backwardness of the season, crop damage in the western and southwestern states and general unfavorable crop news the world over.

The result on Ontario wheat has been practically to stop delivery, and all other grain markets are firm. Oats advanced 3-8c.

It must not be imagined the opinion in regard to wheat is all one way. A Toronto miller had private information from the west Tuesday to the effect that 75 per cent. of the seeding was done. That meant 75 per cent. of an acreage equal to last year's and the view held by the miller in question, who is a large operator, is that the acreage will equal last year's. His information from first hands, in regard to fall wheat in Ontario is that the crop is in very good

condition. He reports that some of the large millers in the west are large holders of wheat and that the advance is partly due to manipulation.

### Flour.

The flour milling industry in Canada has never been in a better position than it is to-day. Ordinarily at this season mills are running half-time, or something like that; to-day the mills are refusing orders.

A little while ago Canadian millers returning from the Old Country told of the great increase of milling capacity there and expressed the view that the export outlook for Canadian milling was not bright. Now they say the demand for Canadian flour has kept up and is increasing. It was thought the British miller could import the wheat and grind it more cheaply than Canadian millers could grind the wheat and deliver flour. In explanation of the failure of the prophecy it is stated now that the Canadian miller by the use of water power, less expensive mill construction and more modern facilities is able to compete with the Old Country products.

The Northwestern Miller, in a recent issue, thus graphically describes the revival of British flour milling:

"Late in the summer of 1901, as the Northwestern Miller has repeatedly pointed out, the export flour trade was destroyed and the foundation of the revival in the British milling trade established. This was not due to legislative action, nor to any fault on the part of the exporting millers, nor yet to insufficiency of the raw material in America.

"There had been an enormous wheat crop and the American millers were preparing to grind it, reckoning on a large market, as before, in the United Kingdom for such portion of their product as they could not sell in the domestic market. Never did the future of the export trade look more encouraging.

"Suddenly, out of a clear sky, came a bolt which shattered the fair prospects of the business and from which the export traffic has never recovered. The carriers, seized by the insane desire to secure freight, suddenly engaged in competition for the business such as was never heard of before or since witnessed. Accordingly freight rates on wheat were slaughtered while the rates on flour were maintained.

"Within a few months, during which rates on wheat made a record for low mark, the grain resources of the country were drained. Huge stocks of wheat

were accumulated at British ports and the miller of the United Kingdom found to his surprise and delight that he could buy the very best quality of American wheat at his mill door for much less than the American miller could deliver his flour in competitive markets.

"As a result, the British miller made sudden and enormous profits and, concluding that this discriminatory practice was to obtain forever among the American carriers, he rebuilt his mill on a far larger capacity than he had ever before dreamed of. The American miller, meantime, dazed by this sudden and unexpected onslaught on his raw material, was unable to convince the carriers that they were ruining his business not for one season, but for many to follow, by discriminating against him.

"By the time he had induced the American carrier to consider the question and remedy the defect, the golden opportunity had passed, the export trade had been destroyed, the British miller established and the movement to reinforce his already strong position by a tariff, enthusiastically begun by Mr. Chamberlain, was well under way."

Taking most recent figures available, those for the eleven months ending with February, 1907, the export of Canadian milled flour to Great Britain for the past three years shows an increase, 1905, \$2,450,620; 1906, \$2,885,906; 1907, \$2,963,277. For the entire year 1905 the figures were \$2,427,188.

Since February this year large quantities of Canadian flour have been shipped to the Orient. Our flour is also in much greater demand in South Africa, where it is wanted for blending with the softer Australian flour.

Canadian flour is the strongest and best in the world. That is incontrovertible and those who want the best must have it. The tendency among the milling interests is towards concentration and bigger mills. Naturally, the small local mills are increasing in the west, but they are not in the east.

### MONTREAL.

FLOUR—Royal Household has again been advanced, while Five Roses is higher. The former is now quoted at \$5. while the latter grade brings \$4.85. Glenora is up 20c., as will be seen from quotations. With the market in its present state it is difficult to say what prices will be a few days hence. At the moment higher prices are expected. Further developments depend entirely upon the action of wheat. Business is reported brisk locally, while considerable quantities are being exported to England and South Africa. A few small lots have been sold to Japan lately.

Winter wheat patents.....	4 40	4 70
Straight rollers.....	4 00	4 30
Extras.....	4 10	4 40

Send me  
**YOUR QUOTATIONS**

I am always open for quantities in  
my lines.

**Flour, Grain**

---

**Provisions and**

---

**General Produce**

---

Quebec's Leading  
**FLOUR and GRAIN HOUSE**

---

**C. A. PARADIS**  
81 Dalhousie St., QUEBEC

**CHARLES C. BRYCE & CO.**  
43 and 45 Great Tower Street  
**LONDON, E.C. - - - ENGLAND**

Calcium Acid Phosphate, Phosphoric  
Acid, Malt Extract, Yeaflo Bread  
Improver, Butter Flavour,  
Essences and Harmless  
Colours, Ice Cream  
Powders, Etc.

**WRITE FOR PRICE LIST**

We can supply some good recipes to  
buyers for making several grocery lines,  
including Baking Powder, Self-raising  
Flour, Jelly Squares and Powders, Custard  
Powder, etc.

**CORRESPONDENCE SOLICITED**

**FLOUR**

We manufacture two of the most reliable  
brands of flour on the market; "Thistle Down"  
a high grade Manitoba Patent, and "White  
Wonder" a high grade winter wheat patent or  
pastry flour. Write for trial orders and prices.

**The Central Milling Co.,**  
Peterborough, Ontario Limited

Straight rollers, bags, 90 per cent.....	1 75	2 00
Royal Household.....	5 00	4 40
Manitoba spring wheat patents.....	5 00	4 40
"    strong bakers.....	4 40	4 85
Five Roses.....	4 85	2 25
Buckwheat flour.....	2 25	2 30

**ROLLED OATS** — There is no change to note in the rolled oats situation. Prices remain as last week.

Fine oatmeal, bags.....	2 30	2 45
Standard oatmeal, bags.....	2 30	2 45
Granulated ".....	2 30	2 45
Golddust cornmeal, 98 lb bags.....	1 75	2 00
Roller oats, 80-lb. bags.....	2 00	2 10
"    80-lb. bags.....	1 90	2 05
"    bbls.....	4 40	

**FEED** — Feed is still very scarce and prices are high. Dealers are unable to obtain anything like sufficient stocks to fill orders booked. No relief is in sight.

Ontario bran.....	24 00	25 00
Ontario shorts.....	23 00	24 00
Manitoba shorts.....	23 00	23 50
"    bran.....	23 00	23 00
Mouillie, milled.....	23 00	up
"    straight grained.....	28 00	30 00
Feed flour.....	1 35	1 45

**TORONTO.**

**FLOUR.**—The soaring wheat market is dragging flour after it and prices at the moment are irregular, some of the mills having advanced more than others. Some of the western mills just added a dollar a barrel to stop business till they got their bearings. It is felt here, however, that prices are on a higher level for some time to come. For both Manitoba and winter wheat flours generally, the advance is about 30c. The Western Canada and Lake of the Woods have kept their carload price at first grade patents at \$4.75 on track at Toronto.

<b>Manitoba Wheat.</b>		
60 per cent. patents.....	4 90	5 00
85 ".....	4 50	4 50
Strong bakers.....	4 30	4 40

<b>Winter Wheat.</b>		
Straight roller.....	4 10	4 20
Patents.....	4 30	4 50
Blended.....	4 50	4 50

**CEREALS.**—Rolled wheat has been advanced 25c. but some mills here think it will not hold. There is a good export demand. Quotations for oat products are unchanged.

Rolled wheat in barrels, 100 lbs.....	2 65	2 85
Rolled oats, in wood, per bbl.....	4 50	4 75
"    in bags, per bag 90 lbs.....	2 25	2 62
Oatmeal, standard and granulated, per bbl.....	5 00	5 50
"    in bags 98 lbs.....	4 02	2 00

**Quality**

---

The demand for  
higher standards  
in flours is grow-  
ing steadily.

**Anchor  
Brand  
Flours**

are milled for qual-  
ity and not for low-  
est price. Let us  
supply you with  
flour and you can  
then obtain an

**Exclusive  
Trade**

above competition  
and therefore  
profitable.

---

**Leitch  
Brothers**  
FLOUR MILLS  
Oak Lake, Manitoba,  
Canada

**H. MURTON**

**Split Pea Mills**

**GUELPH, ONT. - CANADA**

**Split Peas a Specialty**

Cable "MURTON, GUELPH" A B C Cable Code Used

## TO PLEASE YOUR CUSTOMERS

in everything—especially in the quality of the goods you sell them—should be your main object, for the success of your business depends upon your giving those who buy from you satisfaction.

If you wish to satisfy them with the quality of the flour they buy

### You Should Sell Them Only "Five Roses" Flour

for this brand will give unvarying satisfaction to all who use it. Made from the Highest Grade Manitoba Hard Wheat, "Five Roses" Flour is unexcelled by any brand on the market. LET US QUOTE YOU PRICES TO-DAY.

### Lake of the Woods Milling Co'y, Limited

Montreal	Winnipeg	Keewatin	Portage La Prairie
Ottawa	Toronto	London, Ont.	St. John, N.B.

## Wholesale Grocers and Jobbers

When estimating Spring requirements  
get our prices on following lines:

Raw and Refined	Walnuts	Raisins
Sugars	Almonds	Currants
Molasses	Filberts	Shelled Nuts

Either for import orders or from spot consignments

---

## D. RATTRAY & SONS Limited

QUEBEC

Montreal

OTTAWA

ALL CODES USED  
CABLE ADDRESS "WHITCO"

JAS. LANGSKILL, Pres.  
W. H. DESPARD, Gen. Mgr., Sec-Treas.

## OUR NEW WAREHOUSE

# White & Co., Limited, Cor. Front and Church Streets Toronto

WHOLESALE IMPORTERS, EXPORTERS AND AUCTIONEERS

## FRUIT PRODUCE and FISH

### OPEN FOR BUSINESS

The largest and most complete building of its kind in Canada. Situated in the very centre of the fruit and produce trade, with every facility for the prompt despatch of business.

Large Importations  
for the  
24th May Trade.  
Bananas  
Pineapples  
Oranges  
Vegetables



Phone Main 6565.  
Eight Phones, connecting all Departments; all at your service.

TORONTO WAREHOUSE, CORNER CHURCH AND FRONT STREETS

#### FRUIT

In greatest variety, imported from all parts of the world.  
Bananas, Oranges, Lemons, Pineapples, California Fruit, Strawberries, Apples, etc.

#### VEGETABLES

Tomatoes, Cucumbers, Celery, Cabbage, Asparagus, Onions, etc.

#### PRODUCE

Butter, Eggs, Cheese, Lard, Bacon, Hams, Honey, etc.

#### FISH

Full supplies of lake and sea fish the season through.  
Trout, White, Salmon, Halibut, Haddock, Cod, etc.

### EXPORTERS OF APPLES

*Auction sales conducted daily throughout the season*

*Large Branch at Hamilton, Ont.*

Correspondence invited.

Our weekly price list mailed to any responsible dealer.

# White & Co., Limited

TORONTO

and

HAMILTON

# DAWSON COMMISSION CO., Ltd.



Most Progressive Grocers know that we make a speciality of **GREEN APPLES** and all would know if they realized how much money direct and indirect our specialty meant to them. All apples packed **Government Standard**. We also handle Oranges, Lemons, Potatoes, Cabbage, Poultry and all kinds of fruit, vegetable and farm produce.

**DAWSON COMMISSION CO., Limited**

Consignments *Solicited*

**TORONTO, CANADA**

**ESTABLISHED 1886**



**EVAPORATED APPLES  
CANNED APPLES  
DRIED APPLES**

*We are buyers and sellers of above. Car lots or smaller quantities. Correspondence solicited.*

**O. E. ROBINSON & CO.  
INGERSOLL, CANADA**

We export

## Canned Lobsters

to all parts of the world

Golden Crown and Golden Key Brands  
1/2-lb., 3/4-lb. and 1-lb. talls. 1/4-lb., 1/2-lb.,  
3/4-lb. and 1-lb. flats.

**EVERY CAN GUARANTEED**

Write us direct for prices, or ask our agents to quote.

**AGENTS.**

*C. & E. Morton, 109 Leadenhall St., London, Eng.  
Eugene Duplat, 39 Rue de la Bourse, Havre, France.*

*Ernest Bourdier, 9 Rue Le Goff, Paris, France.  
Adolph, Trier & Goldschmidt, Copenhagen, Sweden.*

*Gustaf Clase, Gothenburg, Sweden.  
Laffite & David, 1387 Corrientes St., Buenos Ayres, S.A.*

*C. E. Jarvis & Co., Vancouver, British Columbia.  
Geo. Adam & Co., Winnipeg, Man.  
The Dominion Brokerage Co., Calgary and Edmonton, Alta.*

**W. S. LOGGIE CO., Limited**

**CHATHAM, N.B., CANADA**

Exporters of Canned Lobsters and Frozen Atlantic Salmon

# THE SIGN OF FISH QUALITY



**A** CUSTOMER told us the other day that he had never handled a line of fish with such great satisfaction as he has experienced with ours. He says the sales of our different brands are increasing all the time, and he is assured that this is solely due to the very high standard of quality which we have steadily maintained from the first.

**The ATLANTIC FISH COMPANIES, Ltd.**  
**LUNENBURG, N. S.**

Packers of HALIFAX, ACADIA and ATLANTIC Pure Codfish and numerous other fish products

*Sardines* **NEW PACK** *Sardines*  
**SARDINES**

New Pack Brunswick Brand Sardines are now ready for the market.

Remember we guarantee every tin we pack.

We solicit your correspondence. Send for Price List.

Wholesale trade only.

Yours respectfully,

**Connors Bros., Limited**

**Black's Harbour, N. B.**

Your Canned Fish Department is not complete without the famous

**"King Oscar"**  
**Sardines**

Your most particular customers will thank you for calling their attention to these famous fish. If you haven't got them in stock order at once from your wholesale grocer.

**John W. Bickle & Greening**

(J. A. HENDERSON)

Canadian Agents, HAMILTON

## FRUITS, VEGETABLES AND FISH

The Montreal Lemon Sales—Strawberries Arriving More Freely—Big Drop in Cuban Pineapples—First Car of Halibut.

**MONTREAL  
LEMON SALE  
THIS WEEK**

will be personally attended by ourselves, and our long experience buying Fancy Lemons for summer trades will be at the service of Lemon buyers who deal direct with us.

McWILLIAM  
**Mc. AND E.**  
EVERIST

**25-27 Church St., TORONTO**

The weather has been very cool and unfavorable to the Fruit Trade, but we have kept supplies of Strawberries, Tomatoes, Pineapples, etc., coming forward, so we could lead all competition and satisfy all enquiries.

Your order for 24th May holiday should be placed early to ensure being filled properly.

**WE ARE EXPORTERS**  
to your Dominion of

**Fruit and Nuts**

**Oranges, Lemons, Almeria  
Grapes, Figs, Dates,  
Almonds, Walnuts,  
Shelled Nuts, etc.**

---

C. & F. prices for one or more car lots to any point, quoted by our Agent for Montreal, Ottawa and Quebec

**ANDREW WATSON**  
91 Place d'Youville, - Montreal

Agents for Maritime Provinces  
**W. S. CLAWSON & CO.**  
11/12 South Whf., - St. John, N.B.

---

Enquiries cordially invited

**FRED. FISHER & SONS**

St. Magnus House, Monument St.  
**LONDON, E.C., ENGLAND**

By the time this sees the light it is well within the bounds of probability that the Montreal lemon sales will be in full swing on the Fremona's cargo. In an editorial last week it was pointed out that a certain proportion of the fruit would almost inevitably be rotten owing to the big local demand in Messina, which necessitated the immediate sale of the November cut lemons as they were brought down from the country and obliged the shippers to substitute fresh lemons if they wished to fill their orders. The natural result of this would be to send up the demand and prices for Verdellis, which are, of course, a greatly inferior lemon and in no way fitted to fill the place of the November cut crop.

The strawberry situation, while practically unchanged, shows a tendency to loosen up on shipments, a somewhat firmer quality of stock being also noticeable. Notwithstanding the probabilities of a crop well up to the average from North Carolina, there will be no cheap berries this season, and the market will rule tight on all shipments. The brokers throughout Carolina are simply pursuing a straight hold-up policy in bidding up the price among themselves and then offering it on the basis of "You've got to sell strawberries, and you've got to buy them at our figure." There should be a settled price limit agreed upon by all houses for their mutual protection; unless a united front is presented to the brokers the fruit dealers are at their mercy.

Cuban pines are now at about rock-bottom prices, and three or four weeks should see the bulk of the stock out of the market. First arrivals from Florida are expected during the first fortnight in June.

Potato stocks are light, dealers fighting shy of large holdings at present prices. Delawares are quoted at \$1.15 from New Brunswick f.o.b. Toronto, and dealers here are unable to raise prices to correspond. Sold locally at that figure this means a close shave, if not an actual loss. If the stock can be sold right off the car \$1.15 is regarded as satisfactory, but if it has to be hauled and stored and got rid of in small instalments, another 10 cents per bag is necessary to clear expenses and leave a fair margin. A material reduction is looked for before long. Ontario stock is practically out of the market.

The F. T. James Co. are expecting a car of Halibut to arrive within the next day or two. This is the first time such

a quantity has been brought into Toronto in one consignment. The gross weight will be about 20,000 pounds.

### MONTREAL.

FRUITS — Dealers report conditions but slightly altered since last week. Trade is of fair volume considering prices. The feature of interest in fruit circles is the arrival of the first direct steamer bearing a cargo of oranges and lemons. Part of the shipment of oranges was disposed of at auction, some 6,000 cases, the remainder to be sold this week. Florida oranges are out of the market. Valencias are higher, ruling prices running from \$3.75 to \$5.75. Limes are now obtainable, \$1.25 a crate being asked. Pineapples are lower. Bananas have not changed since last report, prices being practically the same.

New dates, per lb	0 04	0 07
Bananas, fine stalk	1 50	1 75
" jumbos	2 00	2 50
Cocoanuts, per bag	3 50	3 75
Pineapple, crate	3 85	4 50
Apples, bbl	3 00	6 00
Lemons	3 50	3 75
Mexican oranges, box	2 65	2 75
Oal fornia oranges, new navels	3 50	3 75
Jamaica oranges, per bbl	4 75	5 50
Jamaica oranges, per box	2 85	2 85
Lorretto Oranges, box	3 00	3 75
Valencia oranges, case	3 75	5 75
New figs, per lb	0 08	0 12
Florida grape fruit, box	6 50	6 50
Jamaica grape fruit, box	4 00	4 50
Limes, crates	1 25	1 25

VEGETABLES — Trade is very good considering the high prices that rule in most lines. Owing to conditions in New York it is difficult to obtain southern vegetables in any sort of time, or at decent prices. Strikes prevent the shipping of many lines which otherwise would be on the market here within a few days of shipment, and at prices which would allow the transaction of considerable business. Cabbage is very high for the season, as much as \$5 being asked. American and Montreal cabbage are lines no longer quoted. Green beans are lower this week, \$4.50 being the ruling figure. Boston lettuce has been advanced since last week to \$1.50. Asparagus has declined to a more reasonable price. Spinach is up 50c. Cucumbers are lower. New carrots and new beets are reported in good demand.

Parsley, per doz. bunches	0 40	0 75
Sage, per doz	0 80	0 80
Savory, per doz	0 80	0 80
New cabbage, crate	4 50	5 00
Florida tomatoes, crate	3 50	4 50
Turnips, bag	0 90	1 00
Green beans, basket	4 50	4 50
Water cress, large bunches, per doz	0 75	0 75
Lettuce, per doz	0 40	0 75
Boston lettuce, per doz	1 50	1 50
Celery, per doz	1 10	1 50
Florida celery, case	4 50	4 50
Asparagus, doz. bunches	4 00	7 50
Radishes, doz	0 40	0 80
Spinach, per bbl	1 25	4 50
Cucumbers, per doz	1 25	1 75
" basket	1 25	5 00
Parsnips, bag	1 25	1 10
Potatoes, green mountain, per bag	1 10	1 10

New potatoes, lb	0 05
" " bbl	7 50
" " basket	2 75
Jersey sweet potatoes basket	2 75
Spanish onions, crate	3 50 3 75
Egyptian onions, lb	0 02 0 03
Red onions, bbl	5 00
" bag	1 75 2 10
New beets, doz bunches	1 50
Old " bag	2 00 2 25
Carrots, bag	1 25
New carrots do	1 50
Mushrooms, lb	0 85
Horseradish, lb	0 15
Rhubarb, doz bunches	1 00 1 25

FISH — For the season, business being transacted is satisfactory. Haddock is lower this week, 5c. being the ruling price. New buckshad and carp are off the market. Market cod is half a cent lower, while sea trout has dropped a cent also. B. C. salmon is quoted at 12c. This line continues scarce, and high prices still rule. Brook trout is also in short supply. Receipts of halibut are large, but demand is strong and stocks are easily placed. Fresh mackerel and lake trout are lines that sell freely at prices quoted. There is little change in other lines, except that new haddies are down to 8c.

Fresh and Frozen Fish.	
Haddock, per lb	0 05
Halibut, express, per lb	0 08
Dressed bullheads	0 10
Bluefish, per lb	0 12
Grass pike, express	0 08
Mackerel, " "	0 12
Dore, " "	0 08 1/2
Smelts	0 10
Steak cod, lb	0 05
Market cod, lb	0 04 1/2
Sturgeon, lb	0 11
Pike, lb	0 06
Lake trout lb	0 10
Sea trout, lb	0 10
Brook trout lb	0 22
White fish lb	0 07
B. C. salmon, lb	0 12
Salmon, lb	0 20
Smoked and Salted—	
New haddies, box s per lb	0 08
Kippered herring, half boxes	1 00
Smoked herring, per small box	0 10
Yarmouth blasters, box	1 10
Prepared and dried—	
Skinless cod, 100 lb. cases	5 50
Boneless cod, 10 lb. boxes	0 05
Boneless fish, 20 lb. boxes, bricks	0 05 1/2
Boneless fish, 25 lb., boxes, per lb.	0 04 1/2
Dry cod in bundles	6 50
Shredded cod, 2 doz., per case	1 80
Oysters—	
Standards, bulk, per imp. gal	1 50
Standards, imp., qt tins, sealed	0 40
Oyster pails, pinta, per 100	1 00
" quarts, " "	1 25
Pickled fish—	
No. 1 Labrador herring, per bbl	5 00
" per half bbl	2 75
No. 1 N.S. herring, half bbls	2 50
No. 1 Sea trout, bbls	10 50
No. 1 Sea trout, kegs	5 75
Labrador salmon in bbls	12 50
Labrador salmon, half bbls	6 50
Large green cod, 300 lb. bbls	8 00
No. 1 green cod, in bbls. of 300 lbs.	6 50
Small	4 50
No. 1 Mackerel, pail	1 75
No. 1 green haddock, bbl	6 00

TORONTO.

FRUIT — Oranges are firmer, Valencias showing a rise of a dollar per case and navels, in all sizes, being somewhat higher. Pineapples are again lower, and will probably maintain the present average of \$3.25—\$5.00 on 24s, 30s and 36s. Strawberries are still a hard proposition in one sense and a soft one in another. The North Carolina stuff has shown up to better advantage in the later shipments, but at the best a good proportion of it is mushy and unsound.

Oranges—	
Nave's, extra fancy, 80's, 96's, 112's, 250's, 288's	3 25 3 50
126's	3 75 4 00
150's	4 25
176's, 200's, 216's	4 50

YOU ALWAYS GET THE BEST GOODS

obtainable when you send your orders to us. We have arriving daily

FRESH

Strawberries, Tomatoes, Pine-apples, good color, all sizes, Cucumbers, Lettuce, Radishes, Green Onions, New Cabbage, Etc.

Also full lines of Oranges, Lemons and Bananas

Send us your orders and we will fill with care and promptness.

HUGH WALKER & SON

Established 1861

Guelph, Ont.

EVERYBODY'S

pleased with "ST. NICHOLAS" and "HOME GUARD." They're really-always (with emphasis on the really-always) a money-making, reliable pack.

W. B. STRINGER & CO. - SOLE AGENTS - TORONTO

We Are Now Offering the Trade:

Chase & Co.'s Florida Celery, Florida Tomatoes, Florida Grape Fruit, Stewart's Signal and Warrior Brands California Navel Oranges and Lemons

Everybody is pleased with these goods. Give us your orders.

MONTREAL FRUIT EXCHANGE

195 MCGILL STREET, - - - MONTREAL

I offer for prompt shipment:

200 Bags Bombay Peanut Kernels

Prices and samples on application.

ANDREW WATSON

PRODUCE BROKER

91 Place d'Youville, MONTREAL

Phone Main 4409



A Good Investment

PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

SHIP TO US

We pay highest market prices for

DRIED APPLES

and wish to do business with you. We will be pleased to mail you our weekly quotations. Drop us a card if same is desired.

THE W. A. GIBB CO.

Packers and Exporters

7 and 9 Market Street,

HAMILTON

Expert Bookkeeping

Investigation and auditing of all classes of accounts undertaken. Trading, profit and loss accounts and balance sheets prepared. Sets of books opened and office systems devised in an up-to-date manner. Collection of accounts a specialty.

Davenport, Pickup & Co.

622 McIntyre Block and 422 Ashdown Block

WINNIPEG, MAN.

and at BRANDON, MAN.

Square your accounts

Navel, extra choice, 9's, 112's	3 25
126's	3 75
150's	4 00
176's, 200's, 216's	4 50
Mexicans, 126's, 130's, per box	2 51
176, 200, 216, 250 per box	3 01
Valencias, ordinary 40's, per case	4 25
large, 40's, per case	6 10
Bloods, 80's 1 1/2's, 150's 1/2-boxes	2 25
Orals, 30's 10's, 150's 1/2-boxes	2 25
Grape fruit, Florida, 40's 4's, 64's, 80's	6 10
Lemons, No. 1's 300, 360	3 75
" 2's 300, 360	3 50
Pineapples, 24's, per case	4 50
30's, "	3 75
31's, "	3 25
Apples, large red, per box of 12 doz.	3 25
Bananas, Jamaica firsts, per bunch	1 50
Bananas, jumbo bunches	2 00
Strawberries, N. Carolina, per qt.	0 21
per pint	0 12 1/2

**VEGETABLES** — Egyptian onions are firmer this week, and at the present time the demand is greater than the supply. Bermudas have gone up 25c. a crate, and there seems to be prospect of a further rise in the near future. Lettuce is a little easier under a steady demand. Florida tomatoes are in big request, of fine quality, with the demand steadily increasing. Greenhouse rhubarb is almost cleaned up, a few stocks only being quoted. Celery is very scarce.

Potatoes, Delawares, per bag	1 10	1 15
Ontario	0 90	1 00
Sweet potatoes, per hamper	2 75	
New potatoes, per bush basket	2 25	3 25
Onions, Spanish, per large case	3 00	3 15
" small case	1 10	1 50
Red Globe, per bag	0 15	
Green onions, per doz.	0 15	
Potato, per lb.	0 07 1/2	0 07 1/2
Egyptian, 110-lb. bag	3 25	3 50
Bermuda, per crate, 50 lbs.	3 50	
Cabbage, new Canadian, per case	3 50	
Beets, new, per doz. bunches	0 85	1 00
Carrots, Canadian, per doz. bunches	0 85	1 00
Lettuce, Canadian leaf, per doz. bunches	0 30	0 40
Boston head, per doz.	1 40	
Radishes, Roseland, per doz.	1 25	2 01
Cucumbers, hot house, per doz., fancy Boston	0 30	1 00
Florida	0 30	1 00
Beans, white, prime, bush	1 40	
hand-picked, bush	1 50	
Lima, per lb.	0 06	
green, per bushel	4 50	
Peas per bush	4 50	
Tomatoes, fancy, per crate 8's, 9's, 12's	3 70	4 60
Florida, per crate	4 50	4 75
Parsley, per doz.	9 25	
Celery, Florida, 3, 4, 5 and 6 doz., per case	4 75	
Asparagus, per doz.	2 00	2 25
Fancy Baltimore spinach, per hamper	1 00	
Rhubarb, per doz. bunches	1 00	1 25

**FISH** — A number of new lines are added this week. British Columbia salmon is arriving and selling at stiff prices. A few weeks, however, will probably see it at 16c. Tubilees are no longer quoted. A brisk trade is being done in all fresh caught lines, noticeably whitefish and trout.

Perch, large, per lb.	0 06 1/2	0 07
Blue pickerel, per lb.	0 06	0 07
White fish, Georgian Bay, per lb.	0 08	0 10
Whitefish, winter caught, per lb.	0 08	0 10
Whitefish, fresh caught, Lake Erie	0 10	
Yellow pickerel, winter caught, per lb.	0 12	
Haddock, fresh caught, per lb.	0 06	0 07
Herring, per 100 count	1 50	
medium, per lb.	0 06	0 07
jumbo, per lb.	0 09	0 10
Sea salmon, per lb.	0 18	
Trout, fresh, per lb.	0 09	0 10
Oscoes, per basket	1 35	
Finnan haddie, per lb.—fresh cured	0 10	
Labrador herring, per bbl.	4 75	
Cod, fresh caught, per lb.	0 09	
Halibut, fresh caught	0 38	0 09
Shredded cod per lb.	0 08	
Shredded cod per doz.	0 90	
Flounders, per lb.	0 15	
Halifax fish cases, case	2 40	

Carlos Prytz, senior member of the firm of Prytz & Co., Alicante, Spain, was a caller upon the jobbing trade of Toronto and Hamilton last week. Fred Hutcheson, of J. L. Watt & Scott, representing Prytz & Co. in this market, introduced him to the trade.

## A YEAR'S FRUIT TRADE IN QUEBEC PROVINCE

Montreal, and the Province of Quebec generally, cuts no small figure in the fruit trade of Canada. With such a population as there is in this section of the Dominion, there is bound to be a great consumption of "the only edible that it is not possible to adulterate" as one man called fruit. Montreal cannot be called extremely important as a fruit-consuming centre, nor yet as a fruit-growing district, but as a centre carrying on a large fruit business with points all over Eastern Canada, it occupies a position such as does no other city in the Dominion. It is a great distributing centre for imported fruits. Home-grown varieties are not traded in to a very large extent as the city is not as ideally located as Toronto for this purpose. Even so, fruit dealers in the metropolis carry on a large business with grocers and fruit merchants in eastern portions of the country.

### What is Grown.

Quebec does not grow much fruit. Unlike Ontario, the province cannot produce peaches, pears, grapes and other such small fruits. Climatic conditions are not such as will permit of their growth. There are private orchards scattered here and there throughout the province, but very few lots of the fruits named reach the market. Small berries, red currants, gooseberries, cherries and the like are freely grown in some sections, but the farmers make no effort to cultivate yielding orchards. Apples are probably grown as much as any other fruit, in fact form practically the only kind of fruit extensively known as coming from Quebec. As a matter of fact, fruit dealers do not care to handle the small fruits grown in Quebec, as, after all charges are paid, the profit left is very small. As a result, most of what is sold finds its way into the homes of the people through peddlers, or through the fruit dealers in the local markets.

### Importations.

Importations of fruit are larger than the average grocer imagines. Hundreds of cars are brought into Montreal every year and thousands of cases of oranges and lemons alone are sold.

There are every year at least two direct fruit steamers which arrive in Montreal in the spring. There is also a third boat which carries a few cases of oranges and lemons. Probably one hundred thousand cases of oranges and lemons are received in Montreal by the direct boats. It is rather difficult to say just in what proportion the fruit is loaded, probably more lemons than oranges. Of the direct importations Quebec Province does not use very large

quantities. Possibly not more than a tenth is consumed locally. The balance is shipped to different points in Canada and some finds its way to New York. Some of the lots received by the direct boats are stored in Montreal and these supplies are drawn upon as required. Considerable quantities of oranges and lemons from Mediterranean points are received during the winter, coming into Montreal by way of Boston, Portland, New York and St. John. About 50,000 cases are received during the winter.

### California Fruits.

Owing to the high prices asked for Californian lemons, few lots are brought into Montreal, probably not more than two or three cars during the course of a year. Quite a large number of cases of Californian oranges are used, however, some seventy-five cars of navels and fifteen cars of late valencias being ordered in an average year. The entire amount is for local consumption since this fruit cannot profitably be shipped to Ottawa, Toronto or other cities, where dealers can bring in the fruit as cheaply, or more so, than can Montreal. On a rough estimate it might be said that there are brought into Montreal in a year some one hundred and twenty-five cars of Californian fruits, which would include besides oranges and lemons, prunes, peaches, pears, apricots and plums, meaning in cash about \$150,000.

### 100 Cars Strawberries.

In the Quebec trade at least one hundred cars of imported strawberries are used. Most of these come from the State of Maryland, which is famous for the quality of its berries. Some come also from California, North and South Carolina, Florida, Tennessee, and Delaware. Quebec Province produces a fair quantity of strawberries in season, but the demand is not nearly supplied by the home-grown berries.

Niagara district provides the trade in Quebec with probably seventy-five cars of strawberries every year. From the same part of the country are received also peaches, pears, plums and grapes to the extent of one hundred and twenty-five cars a season, with the business ever growing.

### Bananas Used Largely.

Compared to cities in other parts of the world, Montreal is one of the greatest banana-eating centres. No less than three hundred cars of fine bananas are brought into the city during the twelve months of the year. This large quantity of fruit is sold chiefly in the Province of Quebec, principally in Montreal. (Continued on Page 192).

# UPTON'S

## Jams, Jellies, Marmalade Are Made by Canadians for Canadians

Canadian fruit is second to none, no matter in what part of the world it is grown. Sugar refined in Canada from the raw cane has a higher standard of purity than any other.

U  
P  
T  
O  
N'  
S



U  
P  
T  
O  
N'  
S

Our name on the label is the grocer's safeguard. During all the years we have been in business we have stood behind every bottle of our products—we are doing so to-day—and will ever do so.

### YOU ARE PROTECTED

when you handle our lines. YOU get value—your customers get honest value for their money. YOUR profit is good and sure, because the goods SELL. What is more, you get satisfaction; because UPTON'S appeal to your customers as no other preserve will, and as a Canadian you build up your trade on Canadian lines.

When you ask your jobber for Upton's Jams, Jellies or Marmalade be wary of the "just as good"; insist and you can get the real thing. Price list can be obtained from our Toronto agents.

**The MacLaren Imperial Cheese Co., Limited**

**The Upton Company, Limited**

**Hamilton,**

**Ontario**

# Like Oliver Twist

But in our case it's more business we're after. Trade is tomers are prosperous to-day, so don't lose track of the shoulder to the wheel. Our travellers are out after busi interfere with our getting together for mutual advantage. talk to us free of charge.

## Canned Vegetables

There is a good business doing in this line right now. All kinds of green vegetables are late, so that the demand for canned ones is going to keep up for some time. We ran across a block of Corn and Peas. The holders wanted to clear out and make room for the coming season's pack. Well, you know what usually happens in a case of this kind, and it happened this time. We got the goods, and at a price that will appeal to all buyers.

1906 pack and the quality first-class

<b>Corn</b>	-	-	-	<b>60c.</b>
<b>Peas</b>	-	-	-	<b>60c.</b>

They are going out fast so get your order in early. Also look up your pumpkin stock. Apples are scarce and this will create a big demand for pumpkin pie.

**Peacock Brand, 3s, - 75c.**

# H. P. ECKA

WHOLESALE

**Cor. Front and Scott Sts.**

# We Want More

flourishing, in fact never was better. Most of your cus-  
fact that this is your innings. The time to put your  
ness, but if they should not run across you don't let that  
Use the mail, or get one of our telephone cards and

## Teas

The tea market has been a very interesting one for some time back. Fortunately  
we got in at the right time and are now selling Ceylon and Indians at prices  
away below to-day's market.

**Ceylon P. S., good make and draw, 13½c.**

## Seasonable

Heinz Sweet Pickles are preserved sweet Pickles, and have a flavor and crispness  
distinctively their own.

Heinz Extra Spiced Sour Pickles are so called because an extra quality and  
quantity of spices are used in their preparation.

## Fruits

How about these? We bought when the market was low. Get our prices for any  
Prunes, Figs, Dates, Currants or Raisins you require.

**Select Valencias, - 8½c.**

# RDT & CO.

## GROCERS

## TORONTO



# BEE BRAND BUSINESS RINGERS

**Mr Grocer**, are you selling these useful household articles in every day demand. There is money and satisfied customers in it for you.

## BEE STARCH

A glossy rich starch, very suitable for the house laundry.

## BEE BORAX

A necessity in every home, 99% pure. Retails 5, 10, 15c. packages.

## BEE AMMONIA POWDER

A great adjunct to household cleaning. 5 and 10c. packages.

## BEE BAKING SODA

Noted for its high-class quality.

## BEE BAKING POWDER

We guarantee the results from this Baking Powder equal to any manufactured.

## BEE COFFEE

Our own blend. We are sure your customers will appreciate it.

## BEE EXTRACTS

Triple strength, absolutely pure. All flavors, 1oz. to 16oz. bottles.

## BEE CORN-STARCH

A high-grade article in a specially attractive package.

## BEE JELLY POWDER

Our latest. Six assorted flavors to a box. Retails 25c. A great seller.

Let Us Send You Samples and Prices

# SNOWDON, FORBES & CO.,

449 St. Paul St., Montreal.



# Cans by the Million

Made by the Acme Can Works

are being used in every part of Canada where sound, clean, sanitary, absolutely first-class cans are required.

Acme Cans have acquired a reputation for reliability which cannot be equalled by any maker in Canada or out of it, bar none.

## PACKER'S CANS AND SUPPLIES

No matter what kind of a can you require we can make it. Look at our list here. 'Twill give you an idea as to our range. Our capacity is 150,000 cans a day.

WE MAKE:

Meat Cans  
Key-opening Cans  
Syrup Cans  
Fruit Cans  
Vegetable Cans  
Baking Powder  
Cans  
Spice Cans  
Lard Pails  
and other lines.

Get in line right away. Place your order for fruit and vegetable cans with the Acme Can Works that it may be filled in good time for the coming season's pack. You will not regret your action.

Canadian Agents: **Eureka Chemical Soldering Flux**

Canadian Manufacturers: **Jewett's Self-Heating Cans**

Deliveries are made promptly and satisfactorily. You get your cans in excellent condition **when you want them.** No loss through delay in making deliveries. Our exceptional transportation facilities enable us to make this guarantee.

# ACME CAN WORKS

*Reliable Cans*

**Montreal, - Que.**

## There's Money In The Famous Shirriff Lines For You, Mr. Grocer!



Quality always wins and always will. The mere fact that the demand for

### Shirriff's Marmalade

has increased four-fold in less than two years says more for the genuine goodness of this line than any words we could print. Our Marmalade certainly pleases particular people. It builds up trade and does wonders for one's bank account at the same time.

Of course all grocers know the **Reputation** for **Quality** attained long since by our

### Shirriff's Flavoring Essences

Undoubtedly the favorite of particular housewives and certainly the most profitable line on the Canadian market.

The care and expert skill which made our other lines famous from seaboard to seaboard have conspired in producing in

### Shirriff's Jelly Powder

*the Jelly Powder par excellence.* However, where all lines are good it's impossible to pick favorites. The shrewd grocer stocks them all because

**They're All Right If They're Shirriff's**

### Important

We have a Help-the-Grocer plan of doing business. We'd like to have your opinion. Ask us

**HOW TO DO MORE BUSINESS?**

**IMPERIAL EXTRACT CO.**

18-22 Church Street,

Toronto, Ont.

THE CANADIAN GROCER

MARK ALL CASES

TELEPHONE MAIN 3215

CABLE ADDRESS, "PATRICK," TORONTO  
Code "A.B.C." 4th & 5th Editions  
and Private Codes



# W. G. PATRICK & Co.

DIRECT IMPORTERS OF

GROCERS' AND CONFECTIONERS' SUNDRIES

MANUFACTURERS' AGENTS AND  
COMMISSION MERCHANTS

SALESROOMS AND OFFICES:  
A, B, C AND D MANCHESTER BLDG

BRANCH OFFICES IN  
MONTREAL AND WINNIPEG

29 and 31 MELINDA STREET

TORONTO, May 17 190<sup>7</sup>  
CANADA

TO THE TRADE

Gentlemen,--We are Importers' and Manufacturers' Agents for High-grade Pure Food Products, also headquarters for Shelled Nuts of all descriptions, Crystallized and Glace Cherries, Assorted Fruit, Pineapple and Flowers, etc.

Our Assortments of Christmas Crackers and Holiday Novelties for Hallowe'en, Thanksgiving and Christmas, are now complete.

Soliciting your enquiry when on the market, also a visit from you if in the city.

We remain,

Yours very truly,

*W. G. Patrick & Co.*

Montreal

Toronto

Winnipeg

## QUEBEC MARKET

Any Important firms willing to be represented in our city would do well by writing to

**Alf. T. Tanquay & Co.,**  
Commission Merchants and Brokers  
Lower Town—In Rear of Quebec Bank  
*20 Years Experience*

## C. O. Genest & Fils

**Wholesale  
Groceries**

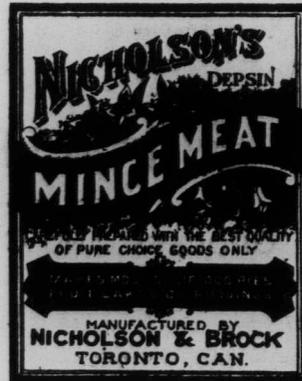
**Flour, Grain,  
Provisions,**

**Seed Grains,  
Timothy, Clover,  
Oats, Barley,  
etc.**

Leading Wholesale House of the  
Eastern Townships.

**SHERBROOKE, QUEBEC**

Your orders will have prompt  
and careful attention.



### A Progressive Business

demands that all shrewd grocers stock

### Nicholson's Mince Meat

and most Grocers know it. Attend to the wants of the people because it pays.

WE ALSO RECOMMEND

N. & B. Jelly Powder, N. & B. Icing Powder, N. & B. Pudding, N. & B. Veri-quick Tapioca, Brook's Bird Seed, etc.

**NICHOLSON & BROCK, 9 Jarvis St., Toronto, Ont.**



**Talks to  
Coffee  
Drinkers**

by

### Your Coffee Trade

will never be a success unless you satisfy your customers. Few Coffees give continual satisfaction. There is one blend that always sells. Coffee drinkers find there is no other can compare with it. It is

### Diamond Blend Coffee

Grocers everywhere are selling it. It is producing splendid results. It is a Coffee that brings in a profit not alone to-day but every day—because it sells. If you are not already pushing **DIAMOND-E-BLEND COFFEE** begin to-day. One trial tin will convince you of its quality.

**S. H. Ewing & Sons**

**Montreal - - - Toronto**

Wall Paper

This is between seasons in wall paper manufacturing circles; and spring goods are now—or should be if retail dealers are energetic—going like “one o'clock,” so to speak. Designers, about this time of the year, are scratching heads and biting finger nails in thinking out something novel for the fall trade.

Our domestic manufacturers seem to be pretty well up to the mark in devising new ideas, or are particularly persistent in rooting out new ideas from foreign points. The natural result of this domestic energy is as choice a line of goods as any reasonable public could wish for.

It will at once be seen by the discerning retailer that this matter of choice of design is of the utmost importance to his business. Nowadays people are not satisfied with any old thing for their wall decorations. The general commercial prosperity of the country is reflected in this desire for the unique and the artistic in wall decorations. There are, of course, many people whose tastes have not yet been elevated beyond the cheap and commonplace in wall paper. Herein lies a profitable duty for every retailer to perform. Strive to educate the poor in taste—not force them—up to an appreciation of the really artistic in wall decorations. While doing this work of education, by elevating the public taste, it is gratifying to know that it is a profitable undertaking if properly carried out.

GROCERS

You all use { Wrapping Papers  
Paper Bags  
Twines

WE ARE THE MEN  
TO SUPPLY YOU

DOUGLAS AND RATCLIFF, Limited

30 West Market St., TORONTO

Quickly Made Sales,  
Pleased Customers,  
Satisfying Profits,  
are the daily experience of the  
dealers who handle

**Stauntons'**  
**Wall Papers**

Is this also your experience?  
If not, you can improve the conditions by determining now to buy  
**THE "STAUNTON" LINE**  
for next season, and so ensure all round satisfaction.

Special Decorations for Churches and Lodge Rooms

**STAUNTONS, Limited**  
Makers of Superior Wall Papers  
TORONTO

**50%**  
**PROFIT**

Mr. Retailer, this is the profit you can make if you write to-day for full particulars concerning a household necessity in attractive package. Sold without effort.

Owing to continual heavy arrivals of foreign fruits, I can always ship you fresh stock at most moderate prices.

Give me your order now and be convinced.

**CHARLES**  
Cor. Church  
and Colborne



**CICERO**  
TORONTO,  
Ont.

**A YEAR'S FRUIT TRADE IN QUEBEC.**

(Continued from Page 182).

though numerous orders are received from Eastern Ontario as well. These bananas are imported from Cuba, Central America, and Jamaica.

**Grape Fruit and Pineapples.**

Florida supplies large quantities of grape fruit and pineapples, besides oranges. All during January, February, and March, cars of grape fruit were received and sold in Montreal and district, some nine or ten cars being required to supply the demand. The pineapples are received in June and July. From the Bahamas and Nassau, Quebec Province receives grape fruit and oranges. On the average eight cars are received during the season. Mexico also supplies the market with a fair quantity of oranges in season.

**WHITE & CO.'S NEW PREMISES.**

On another page, in the fruit and produce section, appears the announcement of White & Co., who have moved to their new building, corner Front and Church streets. In a former issue mention was made that this valuable corner property had been acquired by them, and since then extensive improvements have been made, until it is now probably the finest building of its kind in the trade. The record of this firm has been one of continued success. With modest beginning at 70 Colborne street about 13 years ago, its business increased so rapidly that larger premises were secured at 64 Front street east, where they have remained until the present move. Their new building has a frontage of 100 feet on Church street and 75 feet on Front street, and a fine steel and glass awning covers the entire sidewalk, protecting the goods from the elements. Everything is conveniently arranged for the despatch of business.

The basement is concreted throughout, and is divided into three departments:

The banana ripening rooms, capable of holding two cars bananas.

The ripening rooms for pineapples and tomatoes.

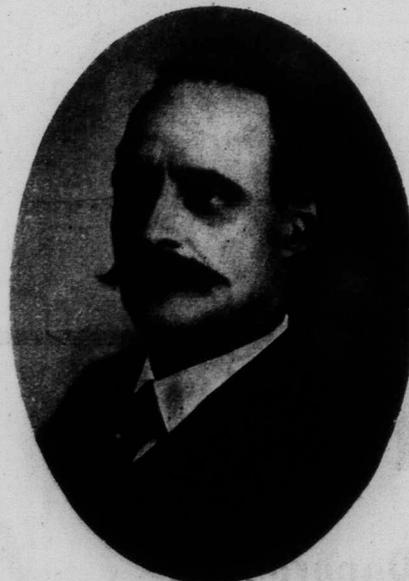
The cold storage for fish.

The entire main floor has been opened into one large warehouse. Steel girders and pillars have taken the place of the former brick intersection walls. The building has been conveniently arranged in departments—the fruit occupying the prominent Church street frontage and the produce and fish departments the Front street side. The city and country shipping have been separated with different offices and shipping exits, facilitating the prompt despatch of orders. This flat is handsome in appearance,

nically decorated with metal ceilings, plate glass windows and prism glass tops to reflect the light into the interior of the warehouse. The offices, situated on the second flat, are fitted up in the most modern style, all quartered oak and cabinet made, are large, light, well ventilated, sanitary, handsomely decorated and very conveniently arranged. The third flat is used exclusively for cold storage, 25,000 cubic feet being under storage for fruit, butter and eggs. This accommodation being on the premises is of especial advantage for keeping a constant supply in times of scarcity. The firm is the only fruit house having cold storage accommodation.

**MR. GAY IN THE WEST.**

Robert Gay, whose picture is shown herewith, has been with the MacLean Publishing Company as their subscription agent for twenty years. He is



ROBERT GAY, MACLEAN PUBLISHING CO.

now on his way to Manitoba and Western Canada to carry on a campaign for the MacLean trade papers. A Toronto wholesale grocer just returned from a trip to the west, said to a representative of The Canadian Grocer: "Everybody in the trade reads The Grocer out there. I was surprised."

"Are you speaking of retailers or wholesalers?" was asked.

"Both. They all get it and they place great store by it."

Nevertheless, it is expected Mr. Gay, in that rapidly developing part of the Dominion, will find opportunity to add to the number of The Canadian Grocer's friends and readers.

**FIRST DIRECT FRUIT STEAMER.**

The Bellona, the first direct steamer with oranges and lemons from the Mediterranean, arrived in Montreal last

week. She carried some 29,000 cases of oranges and lemons, which were disposed of at auction in Montreal in two lots. Good prices were obtained. The fruit was in fair condition.

**PEACH CROP HALF A YIELD.**

J. R. Johnson, of Leamington, San Jose Scale inspector, states that peaches will not run half a crop this season. "I am coming to the conclusion that peaches are an uncertain fruit for Essex growers," he declared. "The man who speculates in a peach orchard should recognize the fact that it is a gamble. I think there is more revenue to be derived from early vegetables and fruits. There is a heavy demand for tomatoes and cabbages in the eastern market. If we have an over-production there are the local canneries. Some people do not stop to think that Essex will have six canneries in operation this season, these being located at Leamington, Essex, Amherstburg, Sandwich, Tecumseh and Tilbury. While the early frost last year killed a lot of trees, the San Jose Scale has cost fruit growers in Essex thousands of dollars. I am satisfied, however, the pest can be stamped out by systematic treatment."

**COFFEE AND TEA TRADE IN THE STATES.**

The importation of coffee in the calendar year 1896, less the quantity exported, aggregated 804,692,275 pounds, as compared with 843,652,918 pounds in 1906. The quantity consumed was greater in 1906, but the value was less than in 1896 to the extent of \$4,574,273. There was 10,170,376 pounds less of tea imported in 1906 than in 1896, though the value of the imports was \$601,966 greater in 1906. The importation of cacao has greatly increased and also of chocolate. But the large increase in the consumption of cacao has been almost wholly due to its use in the manufacture of confectionery. Its price has remained nearly stationary during the last ten years. For the five years ended with 1901 the average annual imports of coffee amounted to 816,570,082 pounds, and for the five years ended with 1906 the average was 956,817,166 pounds, showing a steady increase in the consumption of coffee in the United States, while the contrary is true of tea.

A. P. Taylor, of John Taylor & Co., Toronto, leaves on Saturday for a business trip through the Maritime Provinces. Mr. Taylor's sample trunks are full of new and handsome lines of toilet and laundry soaps and perfumery specialties, and the east will get the best that's going in these lines.

Grocer

) cases  
ere dis-  
in two  
l. The

ELD.  
1, San  
peach-  
season.  
n that  
Essex  
an who  
ould re-  
nable. I  
be de-  
fruits.  
omatoes  
rket. If  
ere are  
e do not  
ave six  
n, these  
Essex,  
seh and  
ast year  
e Scale  
x thou-  
d, how-  
out by

N THE

e calen-  
export-  
nds, as  
nds in  
s great-  
ss than  
574,273.  
s of tea  
though  
\$601,966  
tion of  
also of  
e in the  
almost  
ufacture  
remained  
ast ten  
ed with  
s of col-  
nds, and  
906 the  
i, show-  
umption  
while the

& Co.,  
r a busi-  
Provin-  
nks are  
of toilet  
ery spe-  
the best

THE CANADIAN GROCER

# THE OLD RELIABLE

# ROYAL



# BAKING POWDER

**Absolutely Pure**

## THERE IS NO SUBSTITUTE

(Though many imitations)

**All grocers should carry a full stock of ROYAL BAKING POWDER. It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the dealer.**

## REASONS FOR SUCCESS

There are always good substantial reasons for success and more than several Grocers attribute their success to the attention paid to their cigar counter.

A Grocer simply cannot help building up a select and paying trade—if he features good cigars.

I would like to print *the big list of Grocers* who stock

# PHARAOH and PEBBLE

cigars and add the nice things they say about them as trade builders.

The Pebble is the best 5c. cigar ever sold in Canada. It is a high-grade Havana-filled Cigars and some Grocers sell it at 10c.

The Pharaoh is made from personally selected tobaccos. I guarantee it; and smokers who know say that this cigar is peerless.

*Do you know about my special help-the-Grocer plan?*

**J. BRUCE PAYNE, Limited, GRANBY, QUEBEC**

## "A TRADE-WINNER"

That's the Grocers' favorite name for **T. & B.** Few Grocers there are who do not carry a plentiful supply of this—the king of pipe tobaccos.

There are reasons for the superlative goodness of

# T. & B.

Details, which most manufacturers consider of no consequence in the maturing and manufacture of pipe tobacco, call for strict attention in our way.

Our business is to improve the brand—incomparable as it is to-day.

Can you wonder that

**T. & B. SELLS MORE THAN TOBACCO?**

**The Geo. E. Tuckett & Son Co., Limited**

**HAMILTON, CANADA**

## TOBACCO IN THE GROCERY STORE

Opportunities for Making a Success of Tobaccos—How to go About it—Profits Large—Chance of Failure Small.

That there is money in a tobacco department no grocer will doubt. If it is properly conducted, given a reasonable amount of attention, it will build up of itself without particular effort on the part of the merchant after it has been started.

The trouble lies in getting it started. Ordinarily, a grocer has no fear in starting a new department, such as a cereal section, a confectionery department, or the like, but he believes that tobaccos hardly form an accessory to the grocery or general store, and consequently he lets the matter rest in abeyance—most often lives and dies without inaugurating this department.

#### The City Grocers' Difficulty.

Perhaps the city grocer feels that the room taken by tobacco stock would be wasted. He is right, probably. In the city there is too much competition for a grocer to attempt tobacco. The writer asked one city dealer in foodstuffs what he thought of tobacco as a grocery line. He said: "Two doors west there is a cigar store; there is another across the road." There was not much chance for him.

Country grocers, particularly those who conduct a general store, have not to meet such keen competition. Their greatest rival in most cases is the barber.

Therefore, it is possible for a merchant in the country to make quite a thing out of cigars and tobaccos where the city grocer would fail.

There are smokers everywhere, and their needs must be supplied. In the city the smoker, as a rule, buys his requirements in a cigar store; in the country the man secures his tobacco where he can most conveniently do so.

#### Country Merchants' Opportunity.

Take the farmers as a tobacco-using class of men. As a general rule they do not buy frequently, but they purchase largely. Here is the grocer's opportunity—the farmer. Where does the farmer make his first call in town? Is it not at the grocery store? He has produce to dispose of and provisions to purchase or to secure in exchange for his butter, cheese or eggs.

The grocer supplies him with his eatables, often, in the case of the general store, with all his requirements known as necessaries. Why not sell him his tobacco also?

Every country grocer is strongly advised to give this matter his serious consideration. The farmer is but one class.

There is also the resident in town, the grocers' many customers; his "friends" who make his shop a meeting place. Why, particularly, should the barber secure their tobacco trade?

Just let the grocer think over this proposition. It's worth while. Go into it in the right way and chances are that a tobacco department will result.

#### Starting a Department.

It is not difficult to make a commencement. A few dollars' worth of stock is all that is necessary. Cigar manufacturers and tobacco dealers are always glad to assist the beginner in this line. Secure a small supply of plug tobacco, smoking and chewing; a few lots of cigars, and some cigarettes. Buy wisely that sales may result.

#### Work Wisely.

Do not stock up new brands that may not be sellers. Buy lines that are standards; that are asked for wherever there are smokers.

A certain part of the store should be set aside for the tobaccos and cigars. This section should be made attractive and practical but not flashy. Arrange matters that the stock may always be fresh and moist, not dry and stale.

#### Advertise.

Let the male portion of the population know that you have tobacco. Display your lines. Dress a window once in a while. The large manufacturers

# SWEET CAPORAL



# CIGARETTES

STANDARD  
OF THE  
WORLD

Sold by all the Wholesale trade

## CLAY PIPES

None Equal. Insist upon McDougall's

There IS a difference.

**D. McDOUGALL & CO.,** Glasgow, Scotland

Firm Established in 1887

**JOS. COTE**

IMPORTER AND WHOLESALE TOBACCONIST

Office and Sample Room: 186-8 St. Paul St., Lower Town  
Warehouse: 119 St. Andrew St., Lower Town  
Branch 179 St. Joseph St., St. Roch

Ask for the famous brands of Cigars

ST. LOUIS } 5c.  
CHAMPLAIN }  
EL SERGEANT 10c.

## All First-Class Grocers

Handle

# OLD CHUM

## Cut Plug Smoking Tobacco

It's a Trade Bringer.

will gladly send all the dummy packages, cards and literature required to make a neat window, for the asking. Advertise in the papers. The manufacturers will help you here, also, being prepared to send electrotypes to aid in making neat advertisements. It is advisable to run a small but striking ad. in the papers by itself rather than to put in a "hanger" ad. in your regular space. Men are not particularly fond of reading grocery or other store advertisements, but a catchy tobacco ad. will attract their attention and accomplish its purpose.

**The Profit.**

The margin of profit on tobacco, particularly upon cigars, is very satisfactory, especially when compared to the returns on strictly grocery lines, such as sugar, molasses and canned goods. Figure out the profit on five barrels of sugar and compare it with the profit on cigars to the same amount! The difference will astonish.

Chance of loss is slight if you go about the establishment of a tobacco department in the right way. As a matter of fact, some cigar manufacturers arrange to take back their cigars if the grocer feels satisfied that he cannot sell them.

Think it over. Can you not manage a tobacco department?

**ENLARGING PREMISES.**

Owing to increase in their business the Rock City Tobacco Company, Quebec, have been forced to enlarge their present factory in Quebec. Ground has been broken for a five-storey structure, 109 feet x 44 feet. The new building will adjoin the present one. Another new building, 400 x 50, will be erected on Dominique street, Quebec, to more adequately handle the company's cigar business, the Levis factory not being able to meet all requirements of itself.

**LONGSHOREMEN STRIKE IN MONTREAL.**

Monday evening of this week some 1,500 men employed in the loading and unloading of vessels by the various shipping companies of Montreal went on strike. There was practically no warning or hint of any trouble brewing. At six o'clock the men quit work. Earlier in the day the shipping concerns received a letter from the Longshoremen's Union informing them that unless they received a certain increase in pay they would strike. A hurried meeting of the Shipping Federation was held, but apparently nothing definite was done and the men went out at six.

**SHREWD SAYINGS.**

A small man always dwindles before great opportunities.

Education doesn't consist in knowing a lot of unnecessary things.

Those who want to give their money to the needy should buy poetry with it.

It's "expert testimony" when you employ the expert—when the other fellow does it it's "prejudiced advice."

There are some eighteen or twenty vessels in the harbor at present and these will be inconvenienced more or less in their cargo work.

The Shipping Federation talk of prosecuting the longshoremen under the law passed last session of Parliament, known as the Lemieux Act. By this act it is illegal for any body to go on strike without first having put their grievance before a conciliation board, a member of which shall be named by each party. If the board then cannot name a third party that member shall be appointed by the Minister of Labor.

Coming, as it does, when shipping is

at its height, the strike is likely to cause considerable trouble if it is of any duration. Navigation has been open but a very short time and every boat is bringing in goods which are required in the worst way by the importers. Likewise, there are numerous lots of goods which it is necessary should be shipped to their destination without delay.

**THE STRACHAN SOAP FACTORY.**

The establishment of the William Strachan Company, manufacturers of soaps and oils, has passed into the hands of Lever Bros. Co., Limited, for the sum of \$100,000. It is situated at the corner of Notre Dame and St. Thimothee streets, and consists of lots 114, 115, 116, 124 and 125 St. James' Ward, having a frontage of 140 feet on Notre Dame street and 100 feet depth on St. Thimothee street.

The company will operate as in the past, only instead of a provincial charter they will have a federal charter. This change is owing to the death of William Strachan, who died a short time ago.

**PERSONAL MENTION.**

R. Hatton, representing Williams Brothers' Company, Detroit, has been visiting the retail trade in Montreal for the past few weeks introducing the many specialties put up by his firm. He reports great success in the city.

R. G. Bedlington, of Calgary and Edmonton, was a caller at the Toronto office of The Grocer last Thursday. Mr. Bedlington is an old traveler and grocer and though young in years has had a good training in grocery matters, he having for a number of years represented W. H. Gillard & Co., Hamilton, in the northwest. Business is reported good, the only great complaints being shortage of car service and freight delivery. A good season's business is being looked forward to.

**J. B. RENAUD & CIE**

**Wholesale Grocers**

**Flour, Grain, Feed, Provisions, Meat, Butter and Eggs**

**The largest exporters of BEAUCE MAPLE SUGAR**

**118-140 St. Paul Street, Quebec.**

# By Every Mail

we are in receipt of orders for our **ROYAL SPORT** and **HOGEN MOGEN** cigars. From Halifax and Vancouver, north, south, west, east, we are receiving letters, not simply asking prices, but ordering thousands of

## Royal Sport and Hogen Mogen Cigars

This looks good. If there were not the quality in these cigars they could never sell as they do. But there is quality, and the result is we are working full capacity to fill orders.

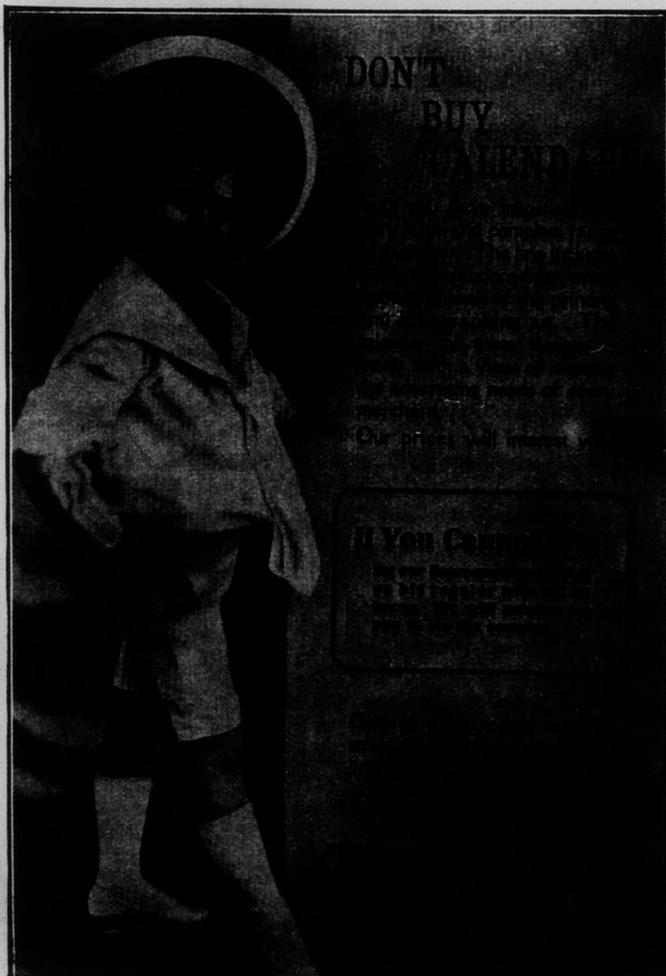
Are you one of the successful grocers handling these popular brands?

You should be. **There's money in them.**

If you wish full particulars write us. We have an interesting proposition to submit.

**WRITE TO-DAY,—YOU'LL BE BUSY TO-MORROW.**

**The Sherbrooke Cigar Co., Sherbrooke, Que.**



# ROCK CITY TOBACCO COMPANY, LIMITED

*Manufacturers of the celebrated*

## LONG TIM SMOKING MIXTURE

**One of the best selling brands on the market**

*Sold all over Canada*

**Head Office and Factory, Quebec  
Western Branch, 235 Fort Street, Winnipeg**



**A Skin Tonic**  
The best skin food and tonic a woman can use is  
**"Royal Crown" Witch-Hazel Toilet Soap**  
For baby's bath—for "my lady's toilet"—for men after shaving—for any time and all the time—the soap that is best for the skin is "ROYAL CROWN" WITCH-HAZEL.  
Supplied on all Pullmans and at all hotels and steamers operated by the C. P. R.  
AT YOUR DRUGGIST'S. CAKES FOR 25c.

**"Royal Crown" Witch-Hazel Toilet Soap**  
The name tells quality—perfection in making—soothing, healing, refreshing, beautifying—cleansing.  
A perfect complexion soap, a perfect toilet soap, 10c. a cake, 3 cakes 25c.  
At Druggists Everywhere.



**"Royal Crown" Witch-Hazel Toilet Soap**  
The name tells quality—perfection in making—soothing, healing, refreshing, beautifying—cleansing.  
A perfect complexion soap, a perfect toilet soap, 10c. a cake, 3 cakes 25c.  
At Druggists Everywhere.



I have been brought up on "ROYAL CROWN" WITCH-HAZEL TOILET SOAP. For babies, and ladies with delicate skins, it is unequalled—3 cakes for 25c. Invaluable to every one who appreciates a beautiful complexion.  
The C. P. R. use this soap (individual size) in all their Hotels, Pullmans and Steamships—a proof of its superior quality.  
Remember to ask for "Royal Crown" Toilet Soap.

**For Baby's Bath**  
You must have a soap, and enough to clean the baby's skin—such a soap is "Royal Crown" Witch-Hazel Toilet Soap.  
It is so gentle and so pure that it is the only soap for babies.  
10c. a cake, 3 cakes 25c.  
At Druggists and Dealers.

**To Cure Rough Skin**  
—reddened by cold winds—just need the lotion or "cream" just take with water and wash.  
**"Royal Crown" Witch-Hazel Toilet Soap**  
10c. a cake, 3 cakes 25c.  
At Druggists and Dealers.

IT CLEANS AND IT CURES  
**"Royal Crown" Witch-Hazel Toilet Soap**  
It's a toilet soap and a medicated soap—for the price of ordinary soap.  
Only 10c. a cake, 3 cakes for 25c.  
At all Druggists and Dealers.

Best for Mother and Child.  
**"Royal Crown" Witch-Hazel Toilet Soap**  
3 Cakes for 25c.  
is a pure soap that won't redden or roughen the most delicate skin.  
Its lather is as soft and smooth as cream—and as grateful to the skin.  
Your Druggist has it or will get it for you.

**Best for Baby**  
To keep baby's skin soft, and pink, and healthy—all you need is  
**"Royal Crown" Witch-Hazel Toilet Soap**  
It's a medicated soap and a toilet soap—two soaps in one, for the price of one.  
10c. a cake, 3 cakes for 25c.  
At Druggists and Dealers.

A Luxury for the Bath.  
**"Royal Crown" Witch-Hazel Toilet Soap**  
Only 10c. a cake, 3 cakes for 25c.  
At Druggists and Dealers.

When you step out in the morning, and the C. P. R. agent comes to you, and says "Good morning, how are you?"  
**"Royal Crown" Witch-Hazel Toilet Soap**  
supplied for your convenience.  
The soap made by the C. P. R. is the best soap made.  
10c. a cake, 3 cakes for 25c.  
At Druggists and Dealers.

**"Royal Crown" Witch-Hazel Toilet Soap**  
a Toilet Soap and Complexion Soap  
For 10c. a cake, 3 cakes for 25c.  
You get two soaps in one—at the price of one—in  
**"Royal Crown" Witch-Hazel Toilet Soap**  
It's an ideal toilet soap. Its rich, creamy lather penetrates the pores—feeds the skin—leaves that delightful feeling of coolness and cleanliness that only the purest and finest of soaps can give.  
And there is the Witch-Hazel—soothing healing Witch-Hazel—to take away redness and roughness, allay skin irritation, and make the complexion beautiful.  
10c. a cake—worth 25c. to every man or woman who values a healthy, clean skin.  
Remember to ask for "Royal Crown" Witch-Hazel Toilet Soap.

**Keeping at It!**

From Halifax to Victoria the interest in Royal Crown Witch-Hazel Toilet Soap is being sustained and increased. We are keeping "everlastingly" at the advertising. And the people are proving to themselves that

**Royal Crown WITCH HAZEL TOILET SOAP**

is not merely an ideal Soap, but that it is a soothing, healing emollient as well, excellent for sunburn, wind-tanning, scratches and blisters—making the skin soft and beautiful.

It is the part of prudence to have on hand a good supply before the summer is on. We shall be glad to serve you from our nearest office.

**The Royal Crown, Limited**  
Winnipeg, Man.

W. H. Millman & Sons,  
27 Front St. E.,  
Toronto, Ontario,  
Agents

Wm. H. Dunn,  
394 St. Paul St.,  
Montreal, Agent for  
Quebec and Lower  
Provinces

The Public Demand  
for a  
True Non-Alcoholic Beverage

with a distinctly original character, a clean palate taste and fulness of bouquet and flavor is now satisfied by

**LIMLITHA**

(Registered)

"The Drink of the Gods."

**M. TIMMONS & SON,**  
QUEBEC, P.Q.

PATENTERS AND MANUFACTURERS



**LEON TANGUAY**

MANUFACTURER OF  
HIGH - GRADE

**Vinegars**

My twenty-five years' experience and high-class facilities make my goods of the best quality obtainable.

The shipping season is now on.

Write us for Samples and Prices.

1208 Parthenais Street  
Delormier, - MONTREAL

Tell Your Customers

**PURNELLS'**

Sauces-Pickles-Vinegar

and it follows  
as surely as the  
Night the Day

*that you will please them*

**PURNELL WEBB & CO., Ltd.**  
Bristol, Eng.

EST. 1750

Apply to Agents for further particulars:

J. W. GORHAM & Co., Jerusalem Warehouse, HALIFAX, N.S.  
E. JARDINE, ST. JOHN, N.B.  
H. HAZARD, CHARLOTTETOWN, P.E.I.  
R. MITCHELL & Co., 26 St Peter St., QUEBEC.  
C. S. HARDING, Room 46, Canada Life Building, MONTREAL.  
BICKLE & GREENING, HAMILTON, ONT.  
CARMAN ESCOTT Co., 722 Union Bank, WINNIPEG, MAN.  
O. M. JARVIS, & Co., VANCOUVER, B.C.  
KYLE & HOOPER, 27 Front Street East, TORONTO.

AMONG  
THE  
ORANGES

Growing the fruit in  
Sunny Florida.

The business of orange-growing is peculiarly attractive. The tree itself is very beautiful in its dress of perennial glossy green. It is very productive of golden fruit, which, after maturity, can remain upon the tree for a long period, and still be in a condition to bear transportation to distant markets. It is so easily handled and so profitable that its cultivation naturally attracted the attention of many whom the mildness of the climate alone would not have induced to become residents of Florida, writes Nixon Waterman, in the Boston Transcript. Groves, large and small, were planted throughout the peninsula and seemed to promise good returns, if not wealth, in a few years.

It is generally thought that the orange is not a native of this country, but was brought to Florida by the early Spanish colonists. The orange is a native of Asia and the East Indies, as well of Florida. It was not grown in Europe till about the fifteen century, and it is hardly pos-

sible that the Spaniards, who cultivated it very indifferently up to the sixteenth century, brought it here very soon after their discovery of Florida in 1512. The fact that the early Spanish visitors here left no account of this fruit argues little, since they gave little account of anything they saw or undertook, beyond general expressions. The first elaborated sketches of Florida were given by the Bartrams, father and son, nearly a century and a half ago. There is much evidence that goes to prove that the orange is indigenous to the soil of Florida.

10,000 on a Single Tree.

The orange is the longest lived fruit tree known to this country. It is reputed to have attained the age of three hundred years, and has been known to flourish and bear fruit for more than a hundred years. It is said that no other fruit tree will sustain itself and produce fruit so well under neglect and rough

treatment. It comes into bearing about the third year from the budding, and by the fifth year produces a good crop under favorable circumstances, though the yield is increased by age and bettered conditions. The early growth of the orange tree is rapid, and by its tenth year it has grown more than it will in the next fifty, so far as breadth and height is concerned, but it is age that multiplies its fruit stems. It is said on fair authority that 10,000 oranges have been produced on a tree at a single crop. It is a matter of undisputed record that 8,000 have been grown on a single tree. These figures are for the exceptional, matured tree, the ordinary tree's product being very much less. The tree itself is of handsome form, seldom over 20 feet in height, with a breadth of 12 or 15 feet across the branches or top, which is usually conical in form and not unlike the well-trained dwarf pear tree in general outline.

Cultivation is Easy.

A great consideration in favor of the orange over most fruit trees is the tenacity with which the fruit clings to the tree after it is fully ripe. The fruit when fully matured remains fresh and sound upon the tree for several months, while the winds and storms but gradually shake it off, when it may still be kept for many weeks, though, of

A few lines of ours that should make you think. Value in every one of them.

**Coffee** "TARTAN" brand, "ROYAL STEWART" blend, to retail at 40c. lb.  
"GORDON" " " 30c. "  
"ROB ROY" " " 25c. "

**Vinegar** You'll be buying it now. Be sure you get our  
**IMPERIAL VINEGAR.** It's right. All grades.  
Brls., ½ Brls. and Kegs.

Specials in **FIGS, PRUNES** (all sizes), **DATES, RAISINS** and **CURRENTS.**

Phone 596 free to buyers. Use the 'phone.

**BALFOUR, SMYE & CO.**

**Wholesale Grocers, - - HAMILTON**

**LEA AND PERRINS**

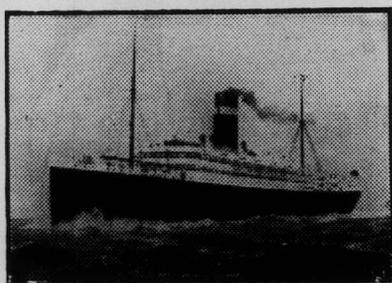
**SOLD BY FIRST-CLASS GROCERS ONLY!**

**SAUCE**

J. M. Douglas & Co., Montreal, Canadian Agents

BY ROYAL WARRANT.





**OCEAN MILLS PRODUCTS**

are good ones to handle—are you doing so? If not, write us for samples and latest price list.

- Ocean Borax**
- Ocean Mustard**
- Ocean Corn Starch**
- Ocean Blanc Mange**
- Ocean Baking Powder**
- Ocean Culinary Essences**

**CHINESE WASHING POWDER**

**AND CHINESE STARCH**  
will please your customers

For sale by all leading Wholesalers

**OCEAN MILLS**

Sole Manufacturers  
101 Mount Royal Avenue  
**MONTREAL**

Special Western Agent.  
**A. E. BOWRON**  
18 King William St., HAMILTON



# GET IN LINE

If you are a progressive, up-to-date manufacturer  
If you are open to increase your business  
If you want the people to buy your goods  
If your line is pure and will stand the test

Then

secure at once your booth at the

## Greater Montreal Pure Food Show

to be held in the **Stadium**, corner of St. Hubert St.  
and Duluth Ave., Montreal.

**From July 1st. to 7th., 1907**

Only a few weeks left to get busy. Only a few booths remaining.  
Do not delay another day.

Write for prospectus and full information to

---

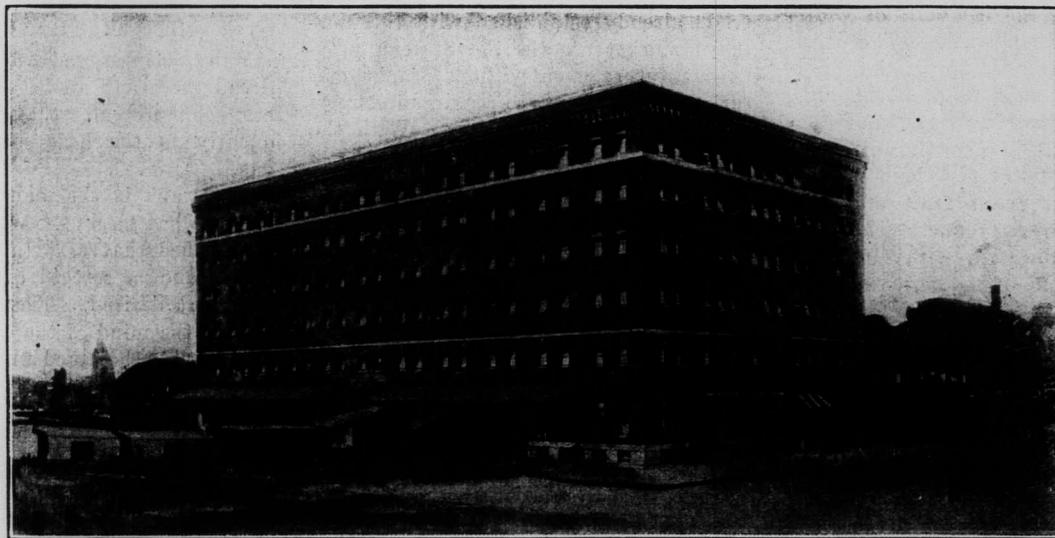
**Montreal  
Grocery Clerks  
Association**

J. B. E. POIRIER, Treasurer

74 Notre Dame St. E.

**Montreal**





## **TERMINAL WAREHOUSE**

### **MONTREAL**

**T**HE most modern, best equipped, absolutely Fireproof Public Storage Warehouse on the continent. Bonded and free. Heated throughout by the hot blast system.

Deliveries and transshipments to all Steamship Lines, Railroads, and Merchants in the city and vicinity.

Special facilities for the Storage of Canned Goods, Wines and Spirits, Tea and Coffee, and Grocers' Sundries.

Lowest rates of Insurance. Loss by vermin and deterioration reduced to a minimum.

Customs, Storage, Cartage, Transshipping and Delivery of Goods, Insurance and Warehouse Receipts arranged by one Company, by one Letter. Less worry for merchants and manufacturers when dealing with a Company of large financial responsibility.

For information please communicate with the

## **TERMINAL WAREHOUSE & CARTAGE CO., LTD.**

**12-38 GREY NUN STREET**

**MONTREAL**

course, with a slow deterioration in size and a loss in juiciness and fine flavor.

The orange is not only prolific, but is likewise a steady bearer. It puts forth blossoms during the last half of winter and the first half of spring. The peach, plum, cherry, quince, apple and pear bloom promptly and fully, not holding in flower more than 10 days, and their fruit progressing in growth uniformly, while the orange tree may hold in February, blossoms, green fruit and the matured and golden product. These advantages, in connection with its longevity, make it one of the most profitable and least expensive fruits grown in America. The ground needs only to be cleared of trees and underbrush to start an orange orchard, though of course, better results are obtained when the ground is thoroughly prepared and well cultivated. The wild orange tree is budded or grafted with the sweet varieties, and then with a minimum amount of care, nature does the rest. Were it not for the frost—the terrible, murderous frost!—that in a single hour in the night can destroy the growth and beauty of years of effort, Florida would ere this have become one vast orange grove. It is the fear of frost that keeps the people from planting orange groves of large proportions.

While the great damage to the orange

industry by the frost was a severe blow to Florida, it has served to turn the attention of her farmers to the growing of other fruits and vegetables and the large trade already established with the Northern market assures the State a prosperous future even without orange culture, which bids fair to regain and supersede its former proportions. With the restoration of the orange there is now a tendency to expand the cultivation of the grape-fruit, botanically called the pomelo, which has become popularized in the north, during recent years, although previously regarded only as an ornamental prodigy of the citrus family.

The area of orange culture has also been extended northward in the State by the introduction of hardier species budded upon the trifoliata, a hardy but inedible species from Japan, while the extension of the railway facilities into the more southern portions of the peninsula has carried this industry into a much larger, and to some extent safer, portion of the State so far as danger from cold is concerned. The growth of the orange-growing industry was pretty steady from the year 1884-5, when 600,000 boxes were marketed, to 1894-5, when 6,000,000 boxes were sold. The freeze cut the next year's output to

75,000 boxes, but since then the output has gradually increased toward normal conditions.

#### STUDY THE CRANK.

Many clerks and store proprietors dread the crank above all other customers. Yet for all that, the crank frequently is the best patron the store has.

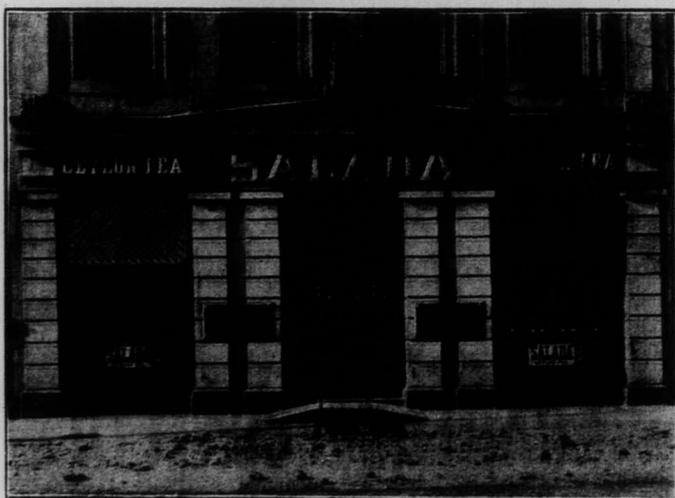
The crank is the man or woman who knows what he or she wants. The crank is satisfied that a certain article, a certain brand, a certain quantity is desirable and desired. There is no hesitation in the mind of the crank. Give him or her what is asked for and there will be no trouble.

Furthermore, the real, genuine crank has the money to pay for the goods. The man with the money in his pocket, who has the account in the bank and who can pay for the goods he buys naturally assumes the right to be particular.

We know one merchant who advertises his store as the store for cranks and the beauty of it is that he lives up to his advertisement and conducts a business which usually suits the fastidious, the particular, and the people who know what they want and have the money to pay for it.

## The Light That Never Fails

While there's daylight in the sky there's daylight all over the store for the man who has installed **Luxfer Prisms**. In other words the installation of these daylight fixtures will save their cost to you in light bills in a surprisingly short time—besides increasing your business.



PRISMS LIGHTING OFFICES OF SALADA TEA CO., TORONTO

## LUXFER PRISMS

didn't just happen. They are manufactured on scientific principles for the purpose of flinging rays of light into the remotest corner of your store. **Luxfer Prisms** have been installed by Canada's most successful merchants, and we would like to prove what they can actually accomplish for you. If you cannot call, write to-day and ask for the proofs.

**Luxfer Prisms** and Store  
Fronts

100 King St. West, **Toronto**

*If you desire to handle High Class English Specialties,  
then order from your wholesaler,*

# GILLARD'S PICKLE

*A triumph of scientific Pickle making, and the most delicious of any.  
AND*

# GILLARD'S SAUCE

*Absolutely the finest quality at a reasonable price.*

*Sole Proprietors :*



**HIS MAJESTY THE KING**

**GILLARD & CO.,  
LIMITED**

**London England**

*Manufacturers of Sauces and Pickles to*



**H.R.H. THE PRINCE OF WALES**

*Representatives in Canada :*

**R. S. McIndoe, Toronto; W. H. Dunn, Montreal; A. Marshall, Vancouver; J. W. Gorham & Co., Halifax; W. S. Clawson & Co., St. John, N.B.**

*If you have any difficulty in obtaining from wholesalers, write to our representative in your territory.*

# Our Blends Still Lead

Coronation

Geisha

King's Royal

Buckingham

Floradora

Balmoral

Nothing better in the market to retain your customers. The results prove it in the enormously increased sales.

**GIVE US A SAMPLE ORDER**

and we are satisfied the repeats will follow.

**CLOSE BUYERS AND ALWAYS CLOSE SELLERS.**

**WARREN BROS. & CO., Limited**

**Whole ale Grocers and Importers, TORONTO**

**"AD." RULES FOR  
RETAIL GROCERS**

Pointers for Making Ads Take  
Hold—Store Adjuncts of  
Advertising.

By J. H. Larimore, in Brains.

I have found it to be generally true that, especially in the smaller cities and towns, grocers do much less advertising than the other men in different lines of business, and the reason for this is usually that the grocer feels, first, that, inasmuch as his goods are called to mind at least three times a day, whereas the need of clothing, boots and shoes, hardware, etc., is not so apparent, therefore he needs less advertising to induce people to buy. Second, the profits in the grocery business, for the amount invested and the number of sales, is so much less than in many other lines, that the grocer feels that he cannot "afford" to advertise so much.

Now, experience has shown me that these are the very reasons why he should increase his advertising and use every lawful means to promote his trade. I shall simply lay this down as a proposition for you to ponder over, however.

Supposing, though, that you agree with me; now you will ask, how and what can we advertise most profitably?

**Use Enough Space.**

By all means use the newspaper or newspapers if any are printed in your town. And, without going into excess, use pretty generous space. Instruct your printer to give you plenty of white space inside the border of the ad. Make the ad., both as to the copy and the type arrangement, cheerful without being "funny" or "smart aleck." I always advise three things in an ad. of any nature: first, the headline, to attract; second, the argument, to convince; third, the name and location.

The headline is a most important part of the ad. It should first attract, then it should so hold the attention as to induce the reader to give up his or her—and, by the way, make it appeal especially to her—time to the reading of the remainder of the ad. And, right here let me say, lest I forget, that it is highly important to change the ad., at least the headline, with every issue of the paper. Store news ought to be about as interesting as the other news in the paper—and it ought to be just as new and fresh. What would you think of the editor who printed the same headlines and the same news matter two or three days, perhaps a week or two, without change?

Your headline and what follows should be so attractive and interesting that people will look for Smith's ad. every time they pick up the paper.

**Avoid Too Many Words.**

Avoid too much wording in the headline. A short, terse sentence or question serves the point. The headline should be apt to what follows, just as the minister makes his text and sermon harmonize, and just as he sticks to his text, so ought you to yours.

In the body of the ad. you will, of course, go more into detail, but here, too, while giving ample descriptions, you should avoid too much verbiage. Quality is a good thing to keep to the forefront. Advertise cleanliness, prompt delivery, etc.—that is, if you are clean and prompt. Prices should always be printed. The aim you have is two-fold—first, to induce people to buy at your particular store; second, to buy those particular things that you have in stock at that time.

I believe it to be a good idea to adopt some particular size of space, some particular border, and some particular style or styles or type-face for your ads., so that Smith's ads. stand out like a hurt finger, separate and distinct from the rest of the paper. As a rule I should use but two series of type in an ad.—one series of display for the headline, subheads, signature and address, with the headline in one size, the signature in a slightly smaller, and the subheads and address still smaller. For the body of the ad., plain Roman, brevier or ten-point, is preferable.

Avoid too much capitalization. Lower case letters are much more easily read. Too much display detracts as much as too little.

**Illustrations.**

Illustrations, if they are pertinent, are good, and should be used frequently. They should always be in accord and spirit with the ad., however. About ninety per cent. of the cheap stock cuts are better destroyed than used. A good picture in an ad, attracts; a poor one repels.

Grocery advertising should be seasonable above all things else. You can't do much to interest a woman in canned corn while the baskets in your window

or just outside your door are full of fresh roasting ears.

It is best not to advertise too many things in one ad. Get the reader's attention drawn and held to one or two things. If you can get the people into the store to buy these one or two things, you can sell them some other things. I have in mind one dealer who uses all his space in one issue to advertise Heinz products. He makes the ad. so appealing that his customers must come in any buy some pickles or baked beans. And he doesn't advertise all the fifty-seven in one issue, either. He will interest the reader in three or four of the fifty-seven, depending upon his ability as a salesman to sell four or five other varieties, and other groceries as well, when the customer comes in. The next ad. will deal with hams and bacon; then he comes out with a green goods ad. or a coffee and tea talk or something on fruits or canned goods; going from one department of the store to another, advertising the proper things in the proper season. He commands the best grocery trade in the town.

**Back Up the "Ads."**

What follows the ad. is of as much or more importance than the ad. itself. Store arrangement is necessary. If I advertised canned goods to-day, then tomorrow I should have my windows filled with canned goods, neatly displayed. Cleanliness is of prime consideration. Orderliness should not be forgotten. I have seen grocers weigh sugar, fine cut tobacco, beans and cheese in the same scales, and, for myself, at least, the effect of all their advertising was killed. I have seen them advertise a certain brand of tea, and then have to hunt all over the store to find the tea chest that contained it. I have gone into groceries and found the butter lying opened and exposed to the air, while around the stove four or five loafers smoked and chewed tobacco. Often I have seen the butter and cheese kept within three or four feet of the coal oil and gasoline.

Window display, as an adjunct to newspaper and other forms of advertising, is too often neglected. The proper and neat arrangement of seasonable, appetizing goods in a window will often lead to purchases that would not otherwise be secured. Of course, here, too, as in stock arrangement, there should be harmony of the goods displayed, and as in newspaper advertising, there should be frequent changes. I am a firm believer in circularizing, if done properly.

It is a good thing to take an evening off once in a while and commune with yourself about just what it is you are aiming at in this world.



Reductions of some striking advertisements prepared by The Desbarats Advertising Agency, Limited, Montreal, and placed by them in Canadian publications.



# Good Advertising in Canada

Good advertising in Canada means more than merely the publication of copy which may have given good results in England, or perhaps in the States, or elsewhere, in mediums in which space may have been purchased at even fairly low price.

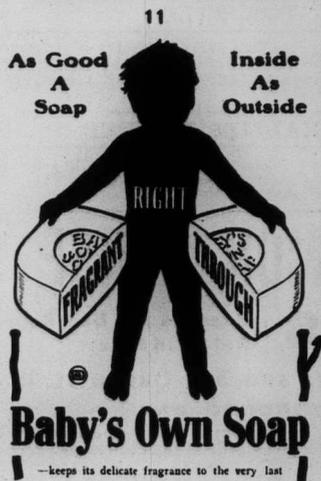
Local color in the advertising copy will double the value of the space—while the choice of suitable mediums requires expert knowledge which is possessed by few ordinary business men even in Canada.

We have been handling many accounts, large and small, in Canada for many years and are in a position to know which papers have paid and which have given poor results. We have a staff of artists and copy writers who can prepare business-pulling ads.

We have as complete an organization to handle advertising in French as in English—(an essential feature in Canada).

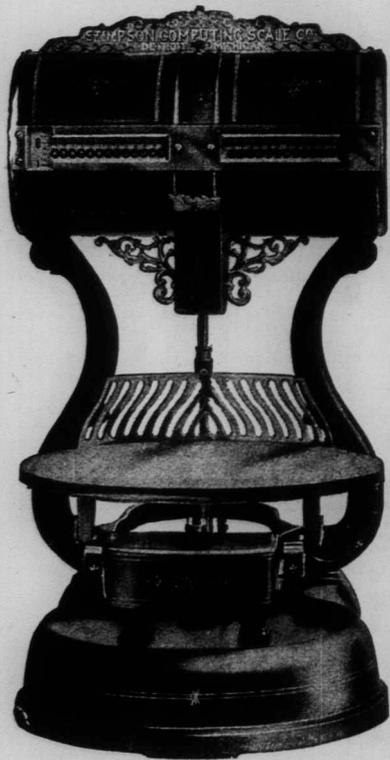
The reproductions on this page are all of advertising matter prepared by us for firms whose appropriations we handle in Canada.

If you want to spend \$500 or more in Canada it will pay you in the interest of *Good Advertising* to correspond with us. Plans and prices will be cheerfully submitted.



**The Desbarats Advertising Agency**  
LIMITED  
Suite 1, 42 Victoria Square  
**Montreal . . . . . Canada**

**Our New Improved  
No. 30 Scale**



This scale is especially adapted for use in a grocery store.

Range of prices, 4 to 32 cents per lb. and capacity of scale 24 lbs.

Price \$110—\$20 cash and \$10 per month.

**STIMPSON COMPUTING  
SCALE CO.**

34 ARTHUR STREET  
WINNIPEG, MAN.

You can make money as well as oblige your customers if you handle our

**BASKETS**

**Butcher Baskets,  
Clothes Baskets,  
Grain and Root Baskets  
and Patent Strawboard  
Berry Box.**

We can supply all your basket wants and guarantee satisfaction because we guarantee the goods. Orders receive prompt attention.

**The Oakville Basket Co.,  
OAKVILLE ONT.**



**REFRIGERATORS  
FOR BUTCHERS AND GROCERS.  
EUREKA REFRIGERATOR CO., Ltd., TORONTO, CAN.**

**SITUATIONS WANTED.**

JAMS, Jellies, Marmalades, Preserves — Manager invites correspondence from firm of good repute; thorough practical knowledge of every detail in the manufacture of above, well up in costs, able to control large business and staff successfully. System, CANADIAN GROCER, Toronto.

**CONDENSED OR "WANT"  
ADVERTISEMENTS.**

**AGENCIES WANTED.**

A WELL known provision house of over 40 years standing in the United Kingdom, with a large staff of travellers calling upon the leading grocers (wholesale and retail), is open to represent a sound Canadian firm of packers. Address "Proprietary," care of Street's, 30 Cornhill, London, England.

**BUSINESS CHANCES.**

FOR SALE—Grocery and crockery business in one of the best towns of Western Ontario; established twenty years; about \$3,000. Address Box 145, CANADIAN GROCER

JOHN NEW, Real Estate and Business Broker, 156 Bay Street, Toronto. Established fifteen years. No charge unless sale effected.

GROCERY BUSINESSES—I have several choice grocery businesses for sale in Toronto, good stores and dwellings, rent reasonable, genuine money makers, stocks from seven hundred to twenty-five hundred. John New.

**\$11,000** GENERAL BUSINESS, good country town, eighty cents on invoice. John New.

**\$5,000** HARDWARE—Trade of twenty thousand yearly, clean stock, little opposition, good town. John New.

If you want to buy or sell a business, write, John New, Toronto.

FIRST-CLASS Residential Grocery doing large business \$4,000 cash, balance arranged. Particulars, Post Office Box 398, Port Arthur, Ont.

ILL health causes the undersigned to offer for sale his business, consisting of a stock of general merchandise, store, etc.; the stock books of this business, year after year, show a profit that would gladden the heart of many a business with double or treble or even five times the capital invested. Write, or better, call and see. R. Thompson, Seagrave, Ontario Co.

**FOR SALE.**

A SNAP—Two ideal tea packing machines, guaranteed in first-class condition, will be sold below cost. Write Box 146, CANADIAN GROCER, Toronto.

**SPECIALTIES WANTED.**

NOVELTIES and specialties wanted by a live agent in Western Ontario, best of references. G. S. Heyward, Chatham.

**COMMON SENSE**

**KILLS** { Roaches and Bed-Bugs  
Rats and Mice

All Dealers and 381 Queen St. W.  
TORONTO, ONT.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same.  
Write for prices.



**Majestic Polishes**

PASTE OR LIQUID

**MAJESTIC**

Has no superior. Made in Canada by Canadians, for Canadians. Write for samples and prices.

**MAJESTIC POLISHES, LIMITED**  
575 YONGE STREET, - TORONTO, ONTARIO



# "SEASONABLE GOODS"

## THE WILLIAMS BROS. CO.'S

(Detroit, Mich., U.S.A.)

# "NEW SPECIALTIES"

"ONE CAR" — TO ARRIVE ONLY — "ONE CAR"

	SELL
<b>Waldorf Baked Beans</b>	
Tomato Sauce, 1s, per doz.....	.75
Plain 1s, ".....	.75
Tomato Sauce, 2s, ".....	1.35
Plain 2s, ".....	1.30
Tomato Sauce, 3s, ".....	1.90
Plain 3s, ".....	1.85
<b>Highland Relish, 13-oz., 2 doz. per case, per doz.....</b>	<b>1.25</b>
<b>Waldorf Chili Sauce, 8-oz., 2 doz. per case, per doz.....</b>	<b>1.35</b>
<b>Mascot Mustard, 3 doz. per case, per doz.....</b>	<b>.70</b>
<b>Pepper Sauce, 6-oz., 1 doz. per case, per doz.....</b>	<b>.95</b>
<b>Dragon Pure Preserves, 1-lb., 2 doz. per case, per doz.....</b>	<b>2.10</b>
<b>Waldorf Catsup, 12-oz. (pints).....</b>	<b>1.40</b>
do brls. 1 gross each, per doz.....	1.35
<b>Compound Jelly, 8-oz., 3 doz. per case, per doz.....</b>	<b>.85</b>
<b>Pure Jelly, 10-oz., 3 doz. per case, per doz.....</b>	<b>1.35</b>

**TERMS NET 30 DAYS**

**These Goods Will Arrive in About Three Weeks**

**WE WILL GIVE FREE:**

- One (1) Case 3s Beans with each lot of 5 cases of 3s.
- One (1) Case 2s Beans with each lot of 10 cases of 2s.
- One (1) Case 1s Beans with each lot of 10 cases of 1s.

**We have already received into store:**

**Fresh Stock One Carload Pickles, Mustard and Catsup New Price**  
Big sample bottle **free** with each lot of five cases.

The Williams Bros. Co. are the only firm in the United States who have made an enviable reputation for their goods in a very short time. This is proved every day by the volume of orders coming in.

# L. CHAPUT, FILS & CIE.

Wholesale Grocers and Importers of Fine Wines, Liquors, Teas and Coffees

Wholesale Distributing Agents, - MONTREAL

**Health**—————**Profit**

Glowing health is a capricious goddess, but she never forsakes the lover of

# Ceylon Teas

A Profitable Business sticks to the grocer who makes it his business to stock the best—**Ceylon Tea**. The main difference between Ceylon and inferior grades of tea is

**Money in Your Pocket**

**Moral**—————**Stock Ceylon Tea**

## THE DOMINION SALT AGENCY

LONDON, ONT.

organized two years ago, was discontinued February 1st. this year. During that period one third of the salt sold by the Agency was furnished by us, and any orders its many customers may be good enough to favour us with will be promptly filled, and very much appreciated.

---

**THE EMPIRE SALT COMPANY, LIMITED**

**SARNIA, ONT.**

## MOTOR CARS—not trailers

We don't propose to follow the leader, we want to be in front ourselves and if we don't get there it won't be for want of trying.

## CANNED GOODS

are a line that interests every grocer and well bought means that you have them well sold.

Our reputation in this line

## AS SPECIALISTS

is we believe well known, and we would be glad to have you write us if in the market at anytime.

We handle a number of first-class brands, amongst them

<b>Belleville Can. Co.</b>	-	<b>Queen Brand</b>
<b>Lakeside</b>	"	<b>Riverdale Brand</b>
<b>Farmers'</b>	"	<b>Farmer Brand</b>
"	"	<b>Golden West Brand</b>

These brands need no recommendation as you will find them every year all over Canada in the very best stores.

*To speculatively inclined buyers we*  
**WILL NAME PRICES NOW**

*for Fall Delivery*

*or to the conservative buyers we will sell on*

**OPENING PRICES**

Write us and we will give you every information and send samples if you want them.

---

---

# CANADA BROKERAGE CO., Ltd.

Phone Main 2282  
" " 870

**9 Front St. E., TORONTO**

It isn't so much a question of "Getting Along"  
 ---the other fellow may get along so much faster  
 that you won't be  
**What you want to do**  
**Your best asset**

**"ENTERPRISE"**

**With New Total Registering Device**

The saving of time will doubly pay for it.

The convenience alone will make it worth all it costs.

It is cleaner, as it dispenses with the use of measures and the consequent absence of flies and dirt.

Accurately measures molasses, heavy oils, tar and other thick liquids.



**SELF-PRIMING & MEASURING PUMP**

Has total registering device showing when stock is low in barrel.

No. 97 Pump costs \$6.00; Auger, 75 cents; Extension Tube, 50 cents a foot.

Write for Illustrated Catalogue of all the Enterprise Specialties.

The Enterprise Mfg. Co. of Pa.  
 Philadelphia, U.S.A.

**RUB IT IN**

*And when you can back up your arguments with an article that has quality behind it like*

**JAMES' DOME BLACK LEAD**

*We can't say too often that it is the best stove polish on the market. Its steady increasing sales proves this. Get your customers to do a little rubbing with it and you will find what satisfaction there is in handling an article of Merit.*

WORKS WELL.

PAYS WELL.

SELLS WELL.

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

—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.

**WESTERN** Incorporated 1851  
**ASSURANCE COMPANY.**

**FIRE AND MARINE**

HEAD OFFICE—TORONTO, ONT.

Assets over - - \$3,570,000

Income for 1906, over 3,609,000

HON. GEO. A. COX, President,

W. R. BROCK, Vice President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary



Manufacturers' Agents—Continued.

**STUART WATSON & CO.**

Wholesale Commission Brokers and  
Manufacturers' Agents  
WINNIPEG, - MAN.  
Domestic and Foreign Agencies Solicited.

**T. E. CHAREST**

MANUFACTURERS' AGENT  
11 ST. GABRIEL ST., QUEBEC  
Extensive connections with retail and wholesale  
grocery trade of this city.  
Highest references.

**ASHLEY & LIGHTCAP**

Manufacturers' Agents and Wholesale Commission Brokers  
Storage. Track Warehouse. Central Location. Low Insurance. Quick facilities for handling Goods  
Open for Foreign and Domestic Agencies.  
Highest References. Correspondence Solicited.  
214 PRINCESS STREET, - - WINNIPEG

ESTABLISHED 1897

**SCOTT, BATHGATE CO. BROKERS AND COM-  
MISSION MERCHANTS**

Cor. Notre Dame East and Victoria Sts., Winnipeg, Canada  
Correspondence solicited with firms wishing representation in this market or wishing their goods sold on com-  
mission to the jobbing trade. Best references.

**SHALLCROSS, MACAULAY & CO.**

VICTORIA and VANCOUVER, B.C.  
GENERAL AGENTS

Agents for—"SUNBEAM" STOVES—COAL OIL  
" " "DAN" INCANDESCENT LAMPS—COAL OIL

Fibre Papers of Quality are "Scotch Fibre" and "Invictus Fibre"  
"Made in Canada" from specially selected pulp. Let us send you samples.



**CANADA PAPER CO.**

Toronto Montreal Windsor Mills, Que.  
LIMITED

...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 no reasonable expense considered too great, that the results may justify its claims 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—

CALGARY, ALTA. HAMILTON, ONT. LONDON, ONT. MONTREAL, QUE.  
HALIFAX, N.S. QUEBEC, QUE. ST. JOHN, N.B. TORONTO, ONT.  
OTTAWA, ONT. VANCOUVER, B.C. WINNIPEG, MAN.

THOS. C. IRVING, Gen. Man. Western Canada, Toronto.

**L. E. DASTOUS & CO.**

Grain and General Brokers

Sherbrooke, Que.

Correspondence Solicited  
from Foreign Shippers.

**Queen City Water  
White Oil**

GIVES PERFECT LIGHT

The most economical high-grade oil ever  
sold in Canada.

FOR SALE BY ALL DEALERS.

**AGENCIES**

Well connected salesman, covering Manitoba, Saskatchewan and Alberta for first-class house, will shortly open in Winnipeg as "Manufacturers' Agent," with facilities for storage, etc., calling upon wholesale and retail trade. Correspondence solicited from Eastern manufacturers or U.S.A. firms. Proof of salesmanship, and highest references. Apply  
Box A, c/o Canadian Grocer,  
511 Union Bank Building, Winnipeg, Man.

**ALBERT DUNN**

Manufacturers'  
Agent

67 St. Peter Street, QUEBEC

Open for a few good agencies  
for

Wholesale and Retail  
Grocery, Provision  
and  
Confectionery Trade

HEADQUARTERS  
FOR  
**Canned Goods—all kinds**  
**Evaporated Apples**  
**White Beans**  
**Mediterranean Products**

Agents for local manufacturers.  
Highest references.  
Members Board of Trade

**W. H. Millman & Sons**  
Grocery Brokers,  
27 Front St. E., - TORONTO

The oldest Wholesale Grocery House in Canada  
**ESTABLISHED 1834**



**Direct Im-  
porters of  
Tea, Coffee,  
Raisins,  
Currants,  
Etc., Etc., Etc.**

Agents for the Province of Quebec  
for the famous  
**"Quaker"  
Brand  
Canned  
Goods**

**Mathewson's Sons**  
WHOLESALE GROCERS  
202 McGill St., - - Montreal

**Provost & Allard**  
The most up-to-date Wholesale  
Grocers in the Ottawa Valley.

**When You Think  
of Groceries  
Think of us**

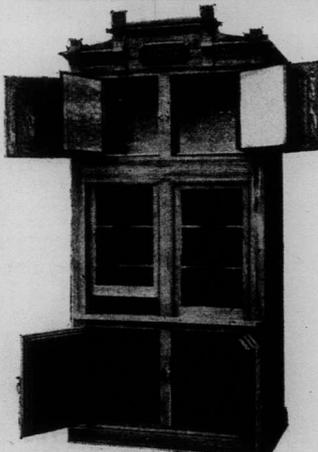
Our travellers get credit for all orders sent in  
from their ground.

Write us to-day for newest Spring and Summer lines.

---

**Provost & Allard**  
Two Long Distance Phones 12 York St.  
**OTTAWA**

THE FAMOUS  
**Arctic Refrigerator**



There are all kinds of Re-  
frigerators, but the Arctic  
stands in a class by itself for

**Serviceability,  
Dryness,  
Low Temperature,  
Beauty of Design**

No higher in price than  
others; in fact, the prices  
we can give you will sur-  
prise you.

**Style No. 4**  
Most suitable for Grocers and  
Butchers. For other styles see  
catalog.

The Arctic will outlast any  
other Refrigerator, and is  
by far the most perfect Refrigerator made in America.

Send for our new catalog and price list

**John Hillock & Co., Limited**  
TORONTO

# The Soap of Quality

A Pure  
Hard Soap



Send in your Spring Order now to get Prompt Delivery.

**The St. Croix Soap Mfg. Co.,**

FACTORY AT ST. STEPHEN, N. B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies.

QUOTATIONS FOR PROPRIETARY ARTICLES

Quotations on staple articles, prepared by our own staff, will be found in the market reports in the centre of the paper. The following are prices of proprietary articles which are supplied by the manufacturers or their agents, who alone are responsible for their accuracy. For charges for inserting quotations in this department apply to Advertising Manager, The Canadian Grocer, at our nearest office.

May 17, 1907.

**Baking Powder.**

Cook's Friend— Per doz.

Size 1, in 3 and 4 doz. boxes.....	\$3 40
" 10, in 4 doz. boxes.....	3 10
" 3, in 6 ".....	0 80
" 12, in 6 ".....	0 70
" 3, in 4 ".....	0 45
Round tins, 3 doz. in case.....	3 00
15-oz. tins, 3 doz.....	3 40
5-lb. " ".....	14 00

**W. H. GILLARD & CO.**

Diamond—

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

**IMPERIAL BAKING POWDER.**

Cases.	Sizes.	Per doz.
4-doz.....	10c.	\$0 85
3-doz.....	6-oz.	1 15
1-doz.....	12-oz.	3 50
3-doz.....	12-oz.	3 40
1-doz.....	3lb.	10 50
1-doz.....	5lb.	19 75

**OCEAN MILLS.** Per doz.

Ocean Baking Powder, 1/2 lb., 4 doz.....	\$0 45
" " " 1 lb., 5 doz.....	0 90
" " " 1 lb., 3 doz.....	1 25
Borax, 1/2 lb. packages, 4 doz.....	0 40
Cornstarch, 40 pkts. in a case.....	0 78

Freight paid 5 p.c. 30 days.

**MAGIC BAKING POWDER**

Cases.	Sizes.	Per doz.
6 doz.....	5c.	\$0 40
4 " " " ".....	4-oz.	0 60
4 " " " ".....	6 " "	0 75
4 " " " ".....	8 " "	0 95
4 " " " ".....	12 " "	1 40
4 " " " ".....	12 " "	1 45
4 " " " ".....	16 " "	1 65
4 " " " ".....	16 " "	1 70
1 " " " ".....	2 1/2-lb.	4 10
1 " " " ".....	3 " "	7 30
1 " " " ".....	6-oz.	1 40
1 " " " ".....	12 " "	2 55
1 " " " ".....	16 " "	4 55

**ROYAL BAKING POWDER.**

Sizes.	Per Doz.
Royal-Dime.....	\$ 0 45
1 lb. ....	1 00
8 oz. ....	1 95
1 lb. ....	2 55
12 oz. ....	3 85
1 lb. ....	4 20
3 lb. ....	13 60
5 lb. ....	22 35

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

**CLEVELAND'S BAKING POWDER.**

Sizes.	Per Doz.
Cleveland's—Dime.....	\$ 0 23
1 lb. ....	1 33
8 oz. ....	1 90
1 lb. ....	2 45
12 oz. ....	3 70
1 lb. ....	4 65
3 lb. ....	13 20
5 lb. ....	21 65

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

**T. KINNEAR & CO.**

Crown Brand—

1 lb. tins, 3 doz. in case.....	\$1 20
1 lb. " 4 " ".....	0 80
1 lb. " 2 " ".....	0 45

**Blue.**

Keen's Oxford, per lb.....	\$0 17
In 10-box lots or case.....	0 18
Gillett's Mammoth, 1/2 gross box.....	2 00
Nixey's "Cervus" in squares, per lb.....	0 16
In bags, per gross.....	1 25
In pepper boxes.....	0 10

**JAMES' DOME' BLACK LEAD.**

Per gross.

3a size.....	\$3 40
2a size.....	1 50

**Cereals.**

Wheat OS, 2-lb. pkgs., per pkg.....	0 08
" " 7-lb. cotton bags, per bag.....	



**PETERBOROUGH CEREAL CO.**

Canada Flakes "English" 38/10's.....	\$2 85
Canada Flakes "Household" 24/25's.....	5 00
5-case lots.....	4 90

Freight prepaid on 5-case lots assorted.

**Chocolates and Cocoas.**

**THE COWAN CO., LIMITED.**

**Cocoa—**

Perfection, 1/2-lb., per doz.....	\$2 40
" 1-lb. ".....	1 25
" 10c. size ".....	0 90
5-lb. tins per lb.....	0 37
Soluble, No 1.5 and 10-lb. tins, per lb.....	0 20
No. 2, 5 and 10-lb. tins.....	0 18

Special quotations for coa in bbls., kegs, etc.

**Chocolate—**

Queen's Dessert, 1/2's and 1/4's per lb.....	\$0 40
Vanilla, 1/2's.....	3 35
Parisian 8s, per lb.....	0 30

The following sweetened for household purposes:

Royal Navy, 1/2's and 1/4's, per lb.....	\$0 30
Diamond, ".....	0 25
Special Diamond, 1/2's, ".....	0 22
" 6's, ".....	0 22
" 8's, ".....	0 30

The following unsweetened:

Perfection, 1/2's, per lb.....	0 30
" " Flat cakes, per lb.....	0 30

**Coings for cake—**

Chocolate, white, pink, lemon, orange, almond, maple and cocconut cream, in 1-lb. pkgs., per doz.....	0 90
Chocolate, white, pink, lemon, orange, almond, maple and cocconut cream, in 1-lb. boxes, per doz.....	1 75

**Confections—** Per doz.

Cream bars, 60 in box, per box.....	1 80
6 in box, per doz. boxes.....	2 25
Chocolate ginger, per lb.....	0 30
Vanilla, 1/2 lbs., per doz.....	2 25
Crystallized " 1/2, per doz. boxes.....	2 25
Vanilla chocolate wafers, No. 1, 5 lb. boxes, per lb.....	0 30
Nonpareil wafers, No. 2, 5 lb. boxes, per lb.....	0 25
Milk chocolate, 36 in box, per box.....	1 35
" 36 in box, per doz. cakes.....	0 35

**FRY'S**

Chocolate— per lb.	
Caracosa, 1/2's, 6-lb. boxes.....	\$0 42
Vanilla, 1/2's.....	0 42
"Gold Medal," sweet, 1/2's, 6-lb. boxes.....	0 29
Pure, unsweetened, 1/2's, 6-lb. boxes.....	0 42
Fry's "Diamond," 1/2's, 14-lb. boxes.....	0 24
Fry's "Monogram," 1/2's, 14-lb. boxes.....	0 24

**Cocoa—** Per doz.

Concentrated, 1/2, 1 doz. in box.....	2 40
" 1-lb. ".....	4 50
" 1-lb. ".....	8 25
Homopathic, 1/2, 14-lb. boxes.....	
" 1/2, 12 lb. boxes.....	

**EPPE'S.**

Agents, C. E. Colson & Son, Montreal.

In 1/2 and 1-lb. tins, 14-lb. boxes, per lb.....	0 35
Smaller quantities.....	0 37

**BENDSOP'S COCOA**

**A. F. MacLaren, Imperial Cheese Co., Limited, Agents, Toronto.**

1 lb. tins, 4 doz. to case.....	per doz., \$ 90
" " " ".....	2 40
" " " ".....	4 75
" " " ".....	9 00

**JOHN F. MOY & CO.'S**

**R. S. McIndoe, Agent, Toronto.**

**J. A. Taylor, Montreal.**

**Jos. E. Huxley, Winnipeg.**

**Standard Brokerage Co., Vancouver, B.O.**



**Per**

Elite, 1/2 (for cooking).....	\$0 32
Prepared cocoa, 1/2's.....	0 30
Prepared 1/2's.....	0 28
Mott's breakfast cocoa, 1/2's.....	0 40
" " " ".....	0 35
" No. 1 chocolate, 1/2's.....	0 32
" Navy " 1/2's.....	0 28
" Vanilla sticks, per gross.....	1 00
" Diamond chocolate, 1/2's.....	0 24
" Confectioner's chocolate, 2-lb. to 0 31	
" Sweet Chocolate liquors, 2-lb. to 0 35	

**WALTER BAKER & CO., LIMITED.**

**Per lb.**

Premium No. 1 chocolate, 12-lb. boxes.....	\$0 37
Breakfast cocoa, 1/2, 1 and 5-lb. tins.....	0 44
German sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes.....	0 28
Caracosa sweet chocolate, 1-lb. cakes, 6-lb. boxes.....	0 35
Auto sweet chocolate, 1-6-lb. cakes, 3 and 6 lb. boxes.....	0 35
Vanilla sweet chocolate, 1-6-lb. cakes, 6-lb. tins.....	0 47
Soluble chocolate (hot or cold soda) 1-lb. tins.....	0 41
Cracked cocoa, 1-lb. pkgs., 5-lb. bags.....	0 34
Caracosa tablets, 100 bundles, tied 5's, per box.....	3 00

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

**WALTER M. LOWNEY CO.**

**Canadian Branch, 165-171 William st. Montreal**

**Per lb.**

Breakfast cocoa—	
5-lb. screw top cans, 10 cans in case, 38c.	
12-lb. boxes, 6 boxes in case, 1-lb. tins.....	39c.
6-lb. boxes, 12 boxes in case, 1-lb. tins.....	39c.
6-lb. boxes, 12 boxes in case, 1-lb. tins.....	39c.
6-lb. boxes, 12 boxes in case, 1-5-lb. tins.....	40c.

**Sweet chocolate powder—**

5-lb. tins, 10 tins in case.....	26c.
12-lb. boxes, 6 boxes in case, 1-lb. tins.....	27c.
6-lb. boxes, 12 boxes in case, 1-lb. tins.....	28c.
6-lb. boxes, 12 boxes in case, 1-lb. tins.....	28c.

**Premium chocolate—**

6-lb. boxes, 12 boxes in case, 1-lb. pkgs.....	33c.
6-lb. boxes, 12 boxes in case, 1-lb. pkgs.....	34c.

**Milk chocolate—**

6-lb. boxes, 12 boxes in case, 1-lb. pkgs.....	28c.
100 2-cent pieces in box, each.....	\$1 25

**Vanilla sweet chocolate—**

100 2-cent. pieces in box.....	\$1 25
6-lb. boxes, 12 boxes in case, 1-lb. tins.....	26c.
6-lb. boxes, 12 boxes in case, 1-lb. tins.....	26c.
6-lb. boxes, 12 boxes in case, 1-lb. pkgs.....	26c.

**Diamond sweet chocolate—**

6-lb. boxes, 12 boxes in case, 1-lb. pkgs.....	22c.
12-lb. boxes, 6 boxes in case, 1-lb. pkgs.....	22c.
6-lb. " 12 " " ".....	22c.

**Gold Medal chocolate powder—**

5-lb. tins, 10 tins in case.....	38c.
10-lb. tins, 10 tins in case.....	35c.

**XXX chocolate powder**

5-lb. tins, 10 tins in case.....	29c.
10-lb. tins, 10 tins case.....	27c.

**TOBLER'S MILK CHOCOLATE.**

5c. sticks, per box (40 sticks).....	1 50
10c. tablets or croquettes (20).....	1 50
20c. " ".....	2 42

**Condensed Milk.**

**BORDEN'S CONDENSED MILK CO.**

**Wm. H. Dunn, Agent, Montreal & Toronto.**

Cases.	Doz.	
"Eagle" brand (4 doz.).....	\$8 00	\$1 50
"Gold Seal" brand (4 doz.).....	5 00	1 25
"Challenge" brand (4 doz.).....	4 00	1 00

Evaporated cream—  
"Peerless" brand evap. cream... 4 75 1 20  
" " " " hotel size..... 4 90 2 45



**TRURO CONDENSED MILK CO., LIMITED.**

"Jersey" brand evaporated cream per case (4 doz.)..... \$4 65  
"Reindeer" brand per case (4 doz.)..... 5 69



**Coffees.**

**THOS. LIPTON**

1 lb. tins, ground or whole... retail wholesale  
0 40 0 30

**JAMES TURNER & CO.** Per lb

Mocha.....	\$0 23
Damascus.....	0 28
Calro.....	0 20
Sirdar.....	0 17
Old Dutch.....	0 12

**E. D. MAROEAU, Montreal.** Per lb

"Old Crow" Java.....	\$0 25
" Mocha.....	0 27
" Condor" Java.....	0 30
Arabian, Mocha.....	0 30
15-year-old Mandheling Java and hand-picked Mocha.....	0 50
1-lb. fancy tins choice pure coffee, 48 tins per case.....	0 90
Madam Huot's coffee, 1-lb. tins.....	0 23
" 2-lb. tins.....	0 23
100 lb. delivered in Ontario and Quebec.	
Elo No. 1.....	0 15
Condor I, 40-lb. boxes.....	45c.
" II, 40-lb. boxes.....	42c.
" III, 40-lb. boxes.....	37c.
" IV, 40-lb. boxes.....	35c.

**THOMAS WOOD & CO.**

"Gilt Edge" in 1 lb. tins..... \$0 33  
in 2 lb. "..... 0 32  
Canadian Souvenir. 1 lb. fancy lithographed canisters..... 0 30

**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.....	17 00
Small size.....	12 00
Roquefort—Large size.....	1 40
Small size.....	2 40

**Coupon Books—Allison's.**

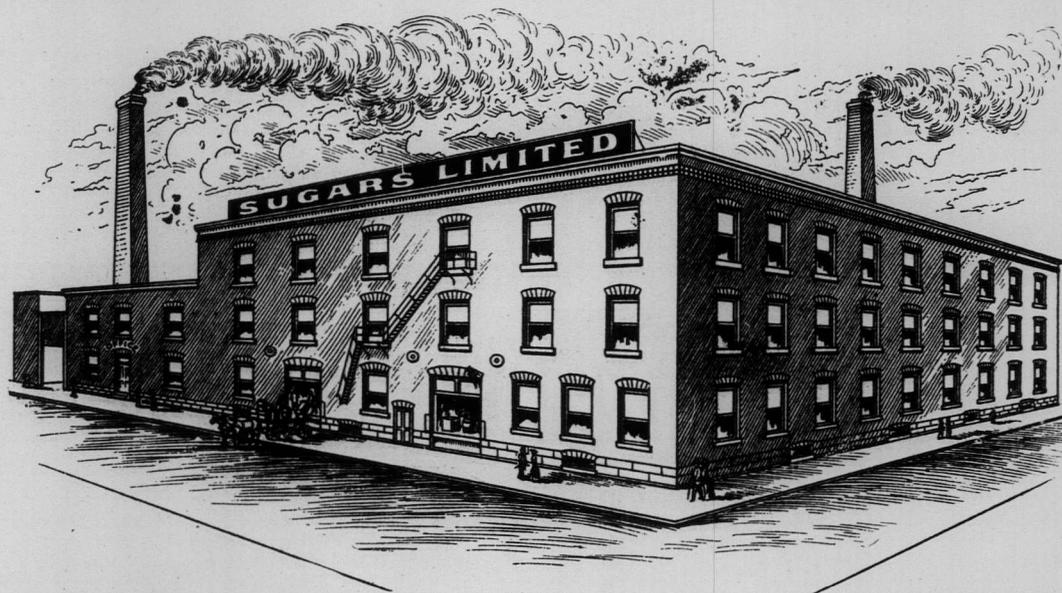
For sale in Canada by The Eby Chain Co Limited, Toronto. C. O. Beauchemin & Fils, Montreal.

\$1, \$2, \$3, \$5, \$10 and \$20 books.

In lots of less than 100 books, 1 kind assorted.	Un-bered.	Covers and Coupons numbered.
100 to 500 books.....	4c.	4c.
100 to 1,000 books.....	3c.	4c.
	3c.	3c.



HEADQUARTERS FOR  
**MAPLE SYRUP**  
**MAPLE SUGAR**



**PURE FRUIT JAMS**  
**JELLIES** and  
**MARMALADE**

**SUGARS, LTD., - Montreal, Canada**

om  
 ea  
 used  
 new  
 mer

FEE  
 UP  
 ST.

10-oz. pkgs.  
 ..... 2 85  
 ..... 2 75

Powders.

O.  
 case. 5 case.  
 2 50 2 40  
 2 50 2 40  
 2 40 2 30

T, TORONTO.

S  
 T  
 OAP

Agents.

per gross \$10 30  
 " 15 30  
 " 10 30  
 " 12 00  
 " 10 30

O., LIMITED

carton. 8 per lb.  
 " 0 06  
 " 0 05  
 1 boxes. 0 07  
 10 boxes. 0 07  
 lb. pkg. 0 07  
 10 lbs. 0 06  
 25 lbs. 0 07  
 50 lbs. 0 06  
 100 lbs. 0 06  
 100 lbs. to 3 50

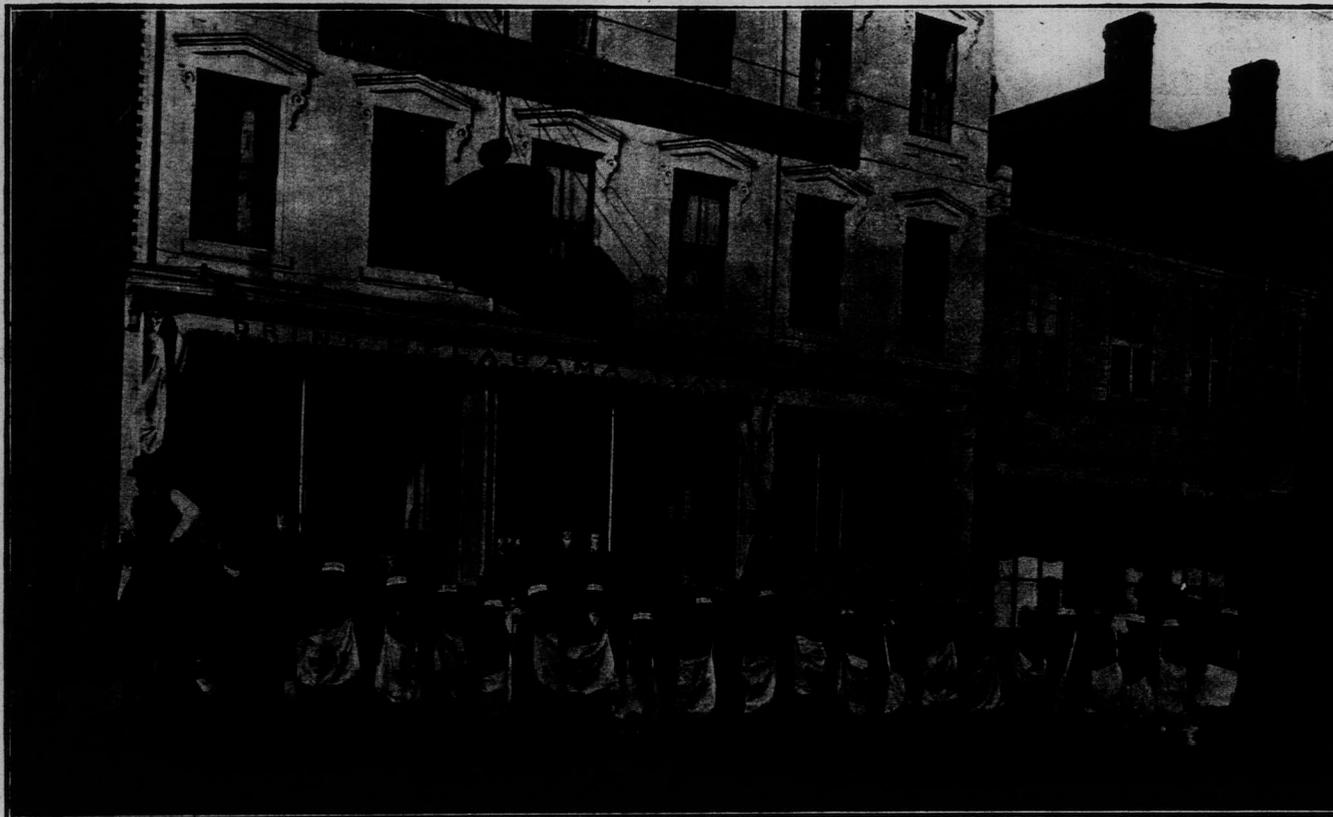
Dom. .... 0 07  
 " 0 06

1-lb. car. 0 10

COMPANY.  
 Case  
 ..... \$5 00  
 ..... 4 85  
 paid.

FALTY."  
 ..... 0 50  
 & paid.





## A PROGRESSIVE FIRM

Above we show a picture recently taken at Hamilton, Ont., showing Minto Bros. sample boys before starting on their routes through the city. This firm is systematically sampling all the towns and cities in Ontario and most certainly deserve great credit for the energetic way in which they "do things."

Under the able leadership of Mr. M. E. Gilbert—the advertising staff—whose pictures also appear in the cut—are leaving no stone unturned to keep "Melagama" Tea before the public—Melagama makes friends wherever it goes. People know when they buy a package of this tea that they are getting something good.

Another form of advertising used by this firm is the electric flashlight. One of these has been in operation for some time past at Ottawa and one is now in operation on the roof of one of Hamilton's largest buildings. It flashes the message, welcome to those who are acquainted with its good qualities, "Drink 'Melagama' Tea"—The firm are also placing a flashlight on one of the principal buildings on Yonge St., Toronto.



**Just Tear Off the Coupon**

and you have within reach an endless variety of valuable articles (not trashy premiums) but goods of A-1 quality.

"The Fairbank Plan" method of rewarding the clerks for their co-operation in selling the great Fairbank Specialties:

- Gold Dust Washing Powder**
- Fairy Soap**
- Copco Soap**
- Fairbank's Glycerine-Tar Soap**
- Fairbank's Scouring Soap**
- Fairbank's Sanitary Soap**

is based first of all on *quality*. We want the first article received to be an incentive to work for more — and we know that we must give good value to accomplish this result — which is just what we are doing.

"The Fairbank Plan" premium list contains an assortment of goods of real value that we defy any one to excel — because The Fairbank Company realizes that "the man behind the counter" is an important factor in developing and extending the trade on their products. We believe in rewarding effort, and we know the retail clerks of this country have done much for us.

Send for a copy of "The Fairbank Plan" premium list and find out all about it

**The N. K. Fairbank Company**  
Montreal, Canada

**"THE BIG STORE"**

BARRINGTON BELL AND WATER STS.



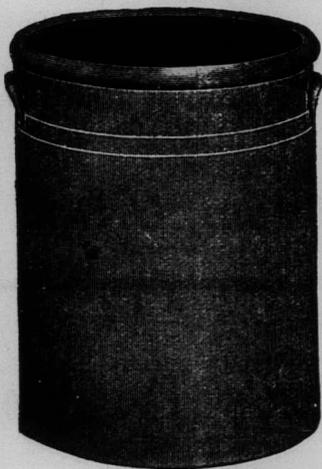
**Wholesale Grocers**  
**Tea Importers**  
**Fishermen's Outfits**  
**Ships' Stores**  
**Consignments of Fish**  
**and Foreign Produce**

The Largest Wholesale Grocers in Lower Provinces.

**WENTZELLS, Limited**

HALIFAX, NOVA SCOTIA

## STONEWARE JARS



of  
every  
description  
and  
size.

Special  
shapes  
to  
order.

**The TORONTO POTTERY CO.**  
Toronto, Canada  
*Write for Catalogue.*



## THE TWENTIETH CENTURY FLY-CATCHER

About 3 ft. of Fly-Catching Space.

**BROWN'S FAMOUS CATCH 'EM ALL**  
**1<sup>D</sup>. FLY COIL**

Will catch and hold more Flies to the square inch than any other Fly-Catching device in the world.

**GOOD PROFITS**

**LARGE SALES**

**COMPLETE SATISFACTION**

Of all Wholesale Houses or direct from

**Brown's Fly Coil Co. Bury**  
Ltd., (Lancs) Eng.

## THE PEOPLE OF JAMAICA

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

## KINGSTON "GLENER"

might bring inquiries. Better write for rates to

**I. G. STEWART, Halifax.**

## Oakey's 'WELLINGTON' KNIFE POLISH

**JOHN OAKEY & SONS, Limited**  
Manufacturers of

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

Wellington Mills, London, England

Agent:

**JOHN FORMAN, - 644 Craig Street**  
MONTREAL.

**ROBERT ALLAN & CO.**  
General Commission Merchants  
MONTREAL

Agencies: "Royal Crown" Skinless Codfish.  
Canned Salmon—"Lifebuoy," "Otter" and "Salad"  
Brands. Morris & Co., Pork, Chicago.

## Send Us Your Troublesome Accounts

We can collect them often when others fail. Satisfaction guaranteed. Highest references.

## The Beardwood Agency

Claims Collectors and Commercial  
Reports

313 New York Life Bldg., MONTREAL

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.

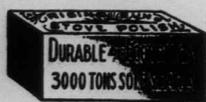
Is Honest Goods and  
just the Thing on Which  
to Make or Extend a  
Business.



The Best Grocers make  
a point of keeping it  
always in Stock.

A Guarantee that is Worth Something

**RISING  
SUN  
STOVE POLISH  
IN CAKES**



**SUN  
&  
PASTE  
STOVE POLISH  
IN TINS**

is printed and packed in every box of SUN PASTE Stove Polish. Our guarantee stands at par because all you have to do is to notify us if any of our SUN PASTE is found defective in any way and we do the rest. It is no surprise to us, however, that so many thousands of storekeepers are selling our SUN PASTE year in and year out with never a defective tin. We make the goods right. That is the kind of Paste Polish you find it worth while to push.

**MORSE BROS., Props. - Canton, Mass., U.S.A.**



**Here's The Proof**

The cut shows the largest and most perfect awning in Canada.

We have claimed the distinction of introducing all the improvements in awnings which have been used in Toronto for ten years past. Others have followed. It's an easily verified fact that we make the most perfect and easiest running awning which money can buy. This cut is a proof of our assertion.

Whatever your awning needs may be, we can supply them better, quicker and more reasonably than any other firm in the business. **Ask for more proofs.**

**WM. BARTLETT & SON, 20 Adelaide St. W., Toronto.**

**DO YOU CONSIGN?**

**GIVE WATSON, BOYD & CO. A TRIAL  
TRINIDAD, B.W.I.**

**Best Results Obtained**

**Enquiries Solicited**

**Cable Address: BOYD, TRINIDAD**

**Prompt Returns**

**All Codes Used**

**LONDON AND NEW YORK: FRAME & CO.**

**Batger's**

## Lime Juice Cordial

makes more and better lime juice than any brand on the market to-day. Your customer will soon find this out.

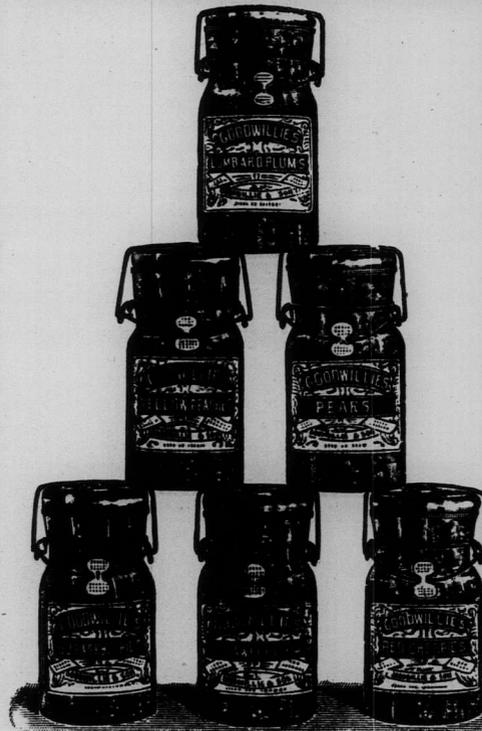
If you don't sell her **Batger's** some one else will.

## Rose & Laflamme

Agents

**MONTREAL and TORONTO**

## Canada's Best



### Flavor

Put up in glass, a few hours after being picked and nothing but the finest

### Fully Ripened Fruits

being used they are delicious

### Appearance

They look tempting and taste as good as they look.

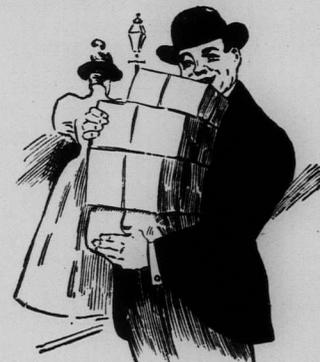
### One Glance

and your customer will buy the first jar. Then you have only to fill the orders.

Agents: ROSE & LAFLAMME Montreal and Toronto

# Grocers Who Want More Business

Can get a share of it by handling our matches. **We offer you more profit** with high class quality guaranteed.



### OUR LEADING BRANDS:

LAURIER, Sulphur Match  
GRAMOPHONE, "  
SAFELIGHT, Silent Match  
TOGO, Parlor Match

PRINCESS, Parlor Match  
BEAVER, " "  
DAISY, " "  
LIBERTY, " "

Watch for our travellers, or address us direct.

## The IMPROVED MATCH COMPANY, LIMITED

Office:  
324 Board of Trade Bldg.  
Tel. Main 3244

**MONTREAL**  
Factory: DRUMMONDVILLE, QUE.

# THE CANADIAN GROCER

## INDEX TO ADVERTISERS

<p><b>A</b></p> <p>Abbott, H. G., &amp; Co. .... 54</p> <p>Acme Can Works ..... 187</p> <p>Adam, Geo. &amp; Co. .... 213</p> <p>Adams, J. T., &amp; Co. .... 213</p> <p>Alexander Milling Co. .... 172</p> <p>Allison Coupon Co. .... 195</p> <p>American Tobacco Co. .... 195</p> <p>Anderson, Powis &amp; Co. .... 213</p> <p>Armour Limited ..... 154</p> <p>Ashley &amp; Lightcap ..... 212</p> <p>Atlantic Fish Companies ..... 179</p> <p><b>B</b></p> <p>Baby's Own Soap ..... 48</p> <p>Baker, Walter, &amp; Co. .... 165</p> <p>Ballfour, Smye &amp; Co. .... 11, 200</p> <p>Bartlett Sons ..... 24</p> <p>Battle Creek Toasted Corn Flake Co. .... 173</p> <p>Beardwood Agency ..... 223</p> <p>Bearns, John, Limited, inside back cover</p> <p>Bellville Canning Co. .... 31</p> <p>Belleville Fruit and Vinegar Co. .... 32</p> <p>Belleville Pottery Co. .... 63</p> <p>Bickle, J. W., &amp; Greening ..... 179</p> <p>Bloomfield Packing Co. .... 28</p> <p>Bode's Gum Co. .... 162</p> <p>Borden's Condensed Milk Co. .... 163</p> <p>Borque, T. A., &amp; Co. .... 8</p> <p>Bradshaw, I. D., &amp; Co. .... 19</p> <p>Bradstreet's ..... 214</p> <p>Braid, Wm., &amp; Co. .... 220</p> <p>British Canadian Crochery Co. .... 58</p> <p>Brown's Fly Coal ..... 223</p> <p>Bryce, Chas. C. Co. .... 175</p> <p>Business Systems Limited ..... 52</p> <p><b>C</b></p> <p>Cailier's Chocolate ..... 163</p> <p>Campbell's, E. Sons ..... 49</p> <p>Canada Brokerage Co. .... 211</p> <p>Canada Maple Exchange ..... 165</p> <p>Canadian Pa. King Co. .... 161</p> <p>Canada Paper Co. .... 214</p> <p>Canadian Salt Co. .... 10</p> <p>Canada Sugar Refining Co. .... 6</p> <p>Canadian Cannery ..... 26</p> <p>Canadian Castile Soap Co., Ltd. .... 20</p> <p>Canadian Coconut Co. .... 19, 166</p> <p>Capetan Manufacturing Co. .... 19</p> <p>Carman, Escott Co. .... 19</p> <p>Cartier-Crume Co. .... 53</p> <p>Carter, S. J., &amp; Co. .... 46</p> <p>Central Milling Co. .... 175</p> <p>Ceylon Tea Association ..... 210</p> <p>Chaput, L. Fils &amp; Cie ..... 209</p> <p>Charest, T. E. .... 212</p> <p>Chase &amp; Sanborn ..... 4</p> <p>Chouillou, C. A., &amp; Co. .... 40</p> <p>Church &amp; Dwight ..... 58</p> <p>Ciceri, Chas. .... 191</p> <p>Clark, W. .... outside back cover, 152</p> <p>Codville-Georgeson Co. .... 17</p> <p>Colbeck, Henry ..... 152</p> <p>Cole Manufacturing Co. .... 52</p> <p>Colson, E. C. &amp; Son ..... 2</p> <p>Common Sense Mfg. Co. .... 208</p> <p>Computing Scale Co. .... 54</p> <p>Connors Bros. .... 179</p> <p>Cote, Joseph ..... 195</p> <p>Cowan Co. .... 159</p> <p>Cox, J. &amp; Co. .... 165</p> <p>Crain, Rolla L. Co. .... 51</p> <p>Cream, R. F., &amp; Co. .... 152</p> <p><b>D</b></p> <p>Dalley, The F. F., Co., Limited ..... 21</p> <p>Darling &amp; Brady ..... 20</p> <p>Dastous, L. A. .... 214</p> <p>Davenport, Pickup &amp; Co. .... 181</p> <p>Davidson &amp; Hay ..... 24, 25</p> <p>Dawson Commission Co. .... 178</p> <p>Debarata Advertising Agency ..... 207</p> <p>Dominion Molasses Co. .... 37</p> <p>Don Cereal &amp; Milling Co. .... 169</p> <p>Doughty, A. C., &amp; Co. .... 152</p> <p>Douglas J. M. &amp; Co. .... 201</p> <p>Douglas &amp; Ratcliff ..... 191</p> <p>Duff, John, &amp; Son ..... 158</p> <p>Dunn, Albert ..... 212</p> <p>Dunn, W. H. .... 161</p> <p>Dusault Co., Ltd. .... 166</p>	<p><b>E</b></p> <p>Eby, Blain Co. .... 5</p> <p>Eckhardt, H. F., &amp; Co. .... 184, 185</p> <p>Edwardsburg Starch, inside front cover, 1</p> <p>Emond &amp; Cote ..... 152</p> <p>Empire Salt Co. .... 210</p> <p>Empire Tobacco Co. .... 195</p> <p>Enterprise Mfg. Co. .... 212</p> <p>Epps, Jas., &amp; Co. .... 162</p> <p>Essex Canning Co. .... 27</p> <p>Estabrooks, T. H. .... 38</p> <p>Eureka Refrigerator Co. .... 208</p> <p>Evans, E. D. .... 172</p> <p>Ewart, J. A., &amp; Sons ..... 53</p> <p>Exeter Canning Co. .... 44, 190</p> <p><b>F</b></p> <p>Fabien, C. P. .... 53</p> <p>Fairbank, N. K., Co. .... 222</p> <p>Farmers' Canning Co. .... 30</p> <p>Fearman, F. W., Co. .... 148</p> <p>Fisher, A. D., Co. .... 55</p> <p>Fisher, Frederick &amp; Sons ..... 180</p> <p>Foley, Lock &amp; Larson ..... 161</p> <p>Frame-Food Co. .... 160</p> <p><b>G</b></p> <p>Galbraith, Wm., &amp; Son ..... 37</p> <p>Genest, C. O. .... 190</p> <p>Gibb, W. A., Co. .... 181</p> <p>Gillard &amp; Co. .... 205</p> <p>Gillard, W. H., &amp; Co. .... 59</p> <p>Gillett, E. W., Co., Ltd. .... 13</p> <p>Goldie Milling Co., Ltd. .... 170</p> <p>Gorham, J. W., &amp; Co. .... 213</p> <p>Gourcock Rope Work Export Co. .... 55</p> <p>Gray, Young &amp; Spurling ..... 152</p> <p>Gregson, W. C., &amp; Co. .... 152</p> <p>Greig, Robt., &amp; Co. .... 7</p> <p>Guelph Soap Co. .... 20</p> <p><b>H</b></p> <p>Ham &amp; Nott Co., Ltd. .... 55</p> <p>Hamilton Cotton Co. .... 212</p> <p>Hanson, J. H. .... 51</p> <p>Hatfield, A. H. .... 54</p> <p>Hillock, John, &amp; Co. .... 53, 215</p> <p>Holmes, W. G., &amp; Co. .... 213</p> <p>Honeyman, Haultain Co. .... 213</p> <p>Hughes, A. J. .... 213</p> <p>Hudon, Hebert &amp; Co. .... 33, 36, 39</p> <p><b>I</b></p> <p>Imperial Extract Co. .... 188</p> <p>Improved Match Co. .... 225</p> <p>Ingersoll Packing Co. .... 155</p> <p><b>J</b></p> <p>James Dome Black Lead ..... 212</p> <p>Japan Teas ..... 59</p> <p>Jarvis, C. E., &amp; Co. .... 214</p> <p>Jones &amp; Swan ..... 213</p> <p><b>K</b></p> <p>Kingery Mfg. Co. .... 181</p> <p>Kingston Gleaner ..... 223</p> <p>Kinnear, Thos., &amp; Co. .... 46</p> <p>Kirouac, Nap. G., &amp; Co. .... 165</p> <p>Knechtel, Wm., &amp; Son ..... 172</p> <p>Knox, Joseph, &amp; Co. .... 171</p> <p>Kops' Breweries ..... 56</p> <p><b>L</b></p> <p>Lakeside Canning Co. .... 32</p> <p>Lake of the Woods Milling Co's, Ltd. .... 176</p> <p>Lambe, W. G. A. .... 213</p> <p>Laporte, Martin &amp; Co. .... 43</p> <p>Leitch Bros. .... 173, 176</p> <p>Linde British Refrigerator Co., Ltd. .... 10</p> <p>Lipton, Thomas ..... 60</p> <p>Loggie, W. S., &amp; Co. .... 178</p> <p>London Printing &amp; Litho. Co. .... 197</p> <p>Lowrey, Walter M., &amp; Co. .... 160</p> <p>Lucas, Steele &amp; Bristol ..... 36, 223</p> <p>Luxfer Prisms ..... 201</p> <p>Lyle, T. A., Co. .... 57</p>	<p><b>Mc</b></p> <p>McDougall, D. &amp; Co. .... 195</p> <p>McCann, Knox Milling Co. .... 171</p> <p>McDougall &amp; Lemun ..... 144</p> <p>McFall, A. A. .... 170, 173</p> <p>McFarlane &amp; Field ..... 213</p> <p>McGillis, Alex. D. .... 149</p> <p>McLaren's Cooks' Friend Baking Powder ..... 45, 223</p> <p>McLean, J. A. McLean Produce Co. .... 149</p> <p>McLaughlin &amp; Sons Co. .... 165</p> <p>McWilliam &amp; Everist ..... 180</p> <p><b>M</b></p> <p>Mace, A. H., &amp; Co. .... 162</p> <p>Magor, Frank ..... 1</p> <p>Majestic Polishes Co. .... 208</p> <p>Majr, S. J., Limited ..... 52</p> <p>Manitoba Canning Co. .... 158</p> <p>Mansell, Hunt &amp; Catty ..... 160</p> <p>Maple Tree Producers' Association ..... 9</p> <p>Marshall, James ..... 152</p> <p>Mason, Geo., &amp; Co., Ltd. .... 41</p> <p>Mason &amp; Hickory ..... 19</p> <p>Mathewson's Sons ..... 215</p> <p>Mathews, Geo. Co., Ltd. .... 145</p> <p>Mathieu, J. L., Co. .... 47</p> <p>Methven, J., Sons &amp; Co. .... 152</p> <p>Millman, W. H., &amp; Sons ..... 215</p> <p>Minto Bros ..... 219</p> <p>Mitchell, H. W. .... 213</p> <p>Modern Canner Co. .... 44, 55</p> <p>Mokara Mills ..... 227</p> <p>Montreal Fruit Exchange ..... 181</p> <p>Montreal Grocery Clerks' Ass'n ..... 202</p> <p>Montreal Packing Co. .... 146</p> <p>Mooney Biscuit and Candy Co. .... 165</p> <p>Morse Bros ..... 224</p> <p>Mott, John P., &amp; Co. .... 162</p> <p>Murton, H. .... 175</p> <p><b>N</b></p> <p>National Licorice Co. .... 46</p> <p>National Drug Co. .... 23, 42</p> <p>Nelson, H. W., &amp; Co. .... 61</p> <p>Nestle's Chocolate ..... 162</p> <p>Nicholson &amp; Bain ..... 14, 15, 16</p> <p>Nicholson &amp; Brock ..... 193</p> <p>Nickel Plate Stove Polish Co. .... 55</p> <p>Noble, Robert ..... 168</p> <p><b>O</b></p> <p>Oskey, John, &amp; Sons ..... 223</p> <p>Oakville Basket Co. .... 208</p> <p>Ocean Mills ..... 201</p> <p>Old Homestead Canning Co. .... 29</p> <p>O'Mara, Joseph ..... 148</p> <p>Oze Co. .... 35</p> <p><b>P</b></p> <p>Paradis, C. A. .... 175</p> <p>Park, Blackwell Co. .... 147</p> <p>Paterson, R., &amp; Sons ..... 46</p> <p>Patrick, W. G., &amp; Co. .... 189</p> <p>Payne, J. Bruce ..... 194</p> <p>Pepsin Cream Cheese Co. .... 152</p> <p>Picher, Eugene, &amp; Co. .... 152</p> <p>Power, H. H. .... 152</p> <p>Provost &amp; Allard ..... 215</p> <p>Purnell, Webb &amp; Co. .... 199</p> <p><b>Q</b></p> <p>Quance Bros ..... 168</p> <p>Quebec Spice Mill Co. .... 15</p> <p>Queen City Oil Co. .... 214</p> <p><b>R</b></p> <p>Rank, Isaac J. .... 171</p> <p>Rattray, D., &amp; Sons ..... 176</p> <p>Renaud, J. B., Cie ..... 196</p> <p>Retail Merchants' Ass'n of Western Canada ..... 151</p> <p>Richards, A. E., &amp; Co. .... 37</p> <p>Robertson, Geo., &amp; Son ..... 61</p> <p>Robinson, O. E., &amp; Co. .... 178</p>	<p>Rock City Tobacco Co. .... 197</p> <p>Rose &amp; Lafamme ..... 34, 225</p> <p>Rowat &amp; Co. .... 58</p> <p>Royal Baking Powder Co. .... 193</p> <p>Royal Crown Limited ..... 18, 198</p> <p>Rutherford, Marshall &amp; Co. .... 152</p> <p>Ryan, Wm., Co. .... 148</p> <p><b>S</b></p> <p>"Salada" Tea Co. .... 23</p> <p>Scott, Bathgate &amp; Co. .... 214</p> <p>Scott, David, &amp; Co. .... 152</p> <p>Shallcross, Macaulay &amp; Co. .... 214</p> <p>Sherbrooke Cigar Co. .... 157</p> <p>Shirk &amp; Snider ..... 163</p> <p>Smith, E. D. .... 12</p> <p>Smith &amp; Schipper ..... 162</p> <p>Snowdon, Forbes &amp; Co. .... 186</p> <p>Somerville, C. R. .... 57</p> <p>Sprague Canning Machinery Co. .... 175</p> <p>Star Egg Carrier &amp; Tray Mfg. Co. .... 64</p> <p>Stantons Limited ..... 191</p> <p>Stimpson Computing Scale Co. .... 208</p> <p>St. Croix Soap Co. .... 216</p> <p>St. Charles Condensing Co. .... 218</p> <p>St. Lawrence Starch Co. .... 21</p> <p>Stringer, W. B., &amp; Co. .... 181</p> <p>Standard Broomage Co. .... 42</p> <p>Stuart, Watson &amp; Co. .... 214</p> <p>"Sugars" Limited ..... 221</p> <p>Suiff-Muir Milling Co. .... 171</p> <p>Sutherland, John ..... 172</p> <p>Synington T., &amp; Co. .... 54</p> <p><b>T</b></p> <p>Tanguay, Alf. T., &amp; Co. .... 190</p> <p>Tanguay, Leon ..... 199</p> <p>Taylor, F. H. .... 170</p> <p>Taylor &amp; Pringle Co. .... 162</p> <p>Telfer &amp; Huey ..... 149</p> <p>Terminal Warehouse and Cartage Co. .... 203</p> <p>Tew, Richard &amp; Co. .... 213</p> <p>Thompson, G. B. .... 213</p> <p>Tillson, C. O., Ltd. .... 167</p> <p>Timmons, M., &amp; Sons ..... 189</p> <p>Tippet, Arthur P., &amp; Co. .... 3</p> <p>Tobin Tent &amp; Awning Co. .... 50</p> <p>Todhunter Mich. H. &amp; Co. .... 44</p> <p>Toledo Computing Scale Co. .... 53</p> <p>Toronto Pottery Co. .... 223</p> <p>Toronto Salt Works ..... 152</p> <p>Truro Condensed Milk Co., Limited ..... 153</p> <p>Tuckett, Geo. E., &amp; Son Co. .... 194</p> <p>Turner, James, &amp; Co. .... 63</p> <p><b>U</b></p> <p>United Factories, Ltd. .... 65</p> <p>Upton, T., Co. .... 183</p> <p><b>V</b></p> <p>Verret, Stewart Co. .... 22</p> <p><b>W</b></p> <p>Wagstaffe Limited ..... 62</p> <p>Walker, Hugh, &amp; Son ..... 181</p> <p>Walker Bin &amp; Store Fixture Co. .... 52</p> <p>Warmington, J. N. .... 51</p> <p>Warren Bros ..... 205</p> <p>Warren, G. O. .... 213</p> <p>Watson, Andrew ..... 181</p> <p>Watson, Boyd &amp; Co. .... 224</p> <p>Wentzel, H. W. .... 222</p> <p>Western Canada Flour Mills Co. .... 172</p> <p>Western Assurance Co. .... 212</p> <p>Western Cereal Co. .... 173</p> <p>Wethey, J. H. .... 228</p> <p>White &amp; Co. .... 177</p> <p>White, Cottell &amp; Co. .... 63</p> <p>Whitmore Bros. &amp; Co. .... 21</p> <p>Wilson, Archdale ..... 152</p> <p>Wilson, Jas., &amp; Son ..... 172</p> <p>Windson, J. W. .... 34</p> <p>Winn &amp; Holland ..... 20</p> <p>Wiseman, R. B., Co. .... 19</p> <p>Woodstock Cereal Co. .... 173</p> <p>Wood, Thomas, &amp; Co. .... 56</p> <p>Woods, Walter, &amp; Co. .... 152</p>
---	--	---	--

### THE CLERK'S SPARE TIME.

If your clerks came with a demand for a one or two hour decrease in the length of their working day, the chances are that the demand would not be willingly conceded; but how much less than that time are they now really serving you? After taking into account their idle time between the demands of successive customers upon them, is it not true that their actual average daily service is curtailed by an hour or two? The mere fact that they are on hand prepared to work is not of itself a source of profit for their employer until

he is able to utilize their readiness to his own advantage, says "Hardware." To devise between-time occupations that are evidently intended to use up their idle minutes more than for any other purpose is to secure their ill-will without obtaining their very hearty cooperation. That is the sort of thing which stirs up the spirit of "getting even." Instead, some useful form of invoicing work, or labelling or arranging, for each one in some special department should be devised; something as much a relief as possible from the regular duties and that will at the same

time awaken a certain interest in its completion. Then don't make the mistake of telling them that you see they have a little spare time which you wish to utilize. Tell them instead that you are anxious to get this list made out or these goods labelled as soon as it can possibly be done without interfering with their other work: "Just watch your chance and get it done as soon as you can." A discreet manager will keep the between-times of his clerks profitably employed in tasks in which they will take a personal interest and will render willing assistance if worthy of their hire.

# Mokara Mills

**THEODORE LEFEBVRE & CO.**  
LIMITED

*Importers and Manufacturers*

**COFFEES and SPICES**

*of all kinds*

**CONDIMENTS, SEASONINGS, ETC.**

**Grocers', Druggists' and Confectioners'  
Sundries**

**Nos. 21, 23, 25 Gosford Street (Opposite the City Hall)**

**MONTREAL**

.....197  
.....34, 225  
.....58  
.....183  
.....18, 198  
.....152  
.....148

.....23  
.....214  
.....152  
.....214  
.....197  
.....163  
.....12  
.....162  
.....186  
.....57  
.....175  
.....64  
.....191  
.....208  
.....216  
.....218  
.....21  
.....181  
.....42  
.....214  
.....221  
.....171  
.....172  
.....54

.....190  
.....199  
.....170  
.....162  
.....149  
Co.32,203  
.....213  
.....213  
.....167  
.....169  
.....3  
.....50  
.....44  
.....53  
.....223  
.....152  
ted.....153  
.....194  
.....63

.....65  
.....183

.....22

.....62  
.....181  
.....52  
.....54  
.....9, 5  
.....213  
.....181  
.....224  
.....222  
.....172  
.....212  
.....173  
.....228  
.....177  
.....63  
.....21  
.....152  
.....172  
.....34  
.....20  
.....19  
.....173  
.....56  
.....152

st in its  
the mis-  
see they  
you wish  
that you  
de out or  
as it can  
nterfering  
st watch  
s soon as  
will keep  
ks profit-  
hich they  
and will  
worthy of

## The Perfection of Excellence

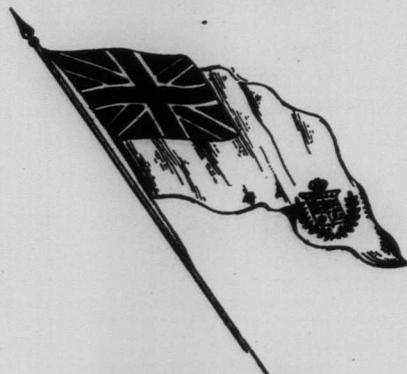
IS THE STANDARD ATTAINED BY

# Laurel Canned Goods

¶ We pack only the choicest vegetables and the most delicious fruits. Our factory is situated in the hub of the garden of Canada, where in a few hours the fruit is transferred from the tree to the can.

Write us direct if your wholesaler cannot supply you.

J. H. Wethey, Limited, - St. Catharines, Canada



Empire Brand

**LUCAS, STEELE & BRISTOL**  
**HAMILTON**

Are agents for Hamilton and West for

# OZO PICKLES

(In Special Hygienic Jars)

This is the best Pickle proposition of the time—Prices are right and the goods splendid sellers—The jars are a boon to every grocer—

See our travellers or write us for particulars

**Use our free  
Phones**

Our goods are new in Canada, but in England and continental Europe, connoisseurs, who are acquainted with all the Swiss Chocolates, agree that

# “Lucerna”

Swiss Chocolates, Croquettes, Napolitains, Vanilla Fondants, etc., etc., lead the world.

## Our Double Milk Chocolate

Is something entirely new.

No other house has anything like it.

It's a delicious sweetmeat,

It attracts high-class and profitable trade.

In competition with all the leading makes, “Lucerna” won the

## Gold Medal at the Milan (Italy) Grand International Exhibition in 1906

Give your confectionery trade a tonic and remember that Switzerland leads the world in the manufacture of chocolate, just as Canada leads in growing wheat; and competition at Milan proved that “Lucerna” leads all Swiss Chocolates.

SEND FOR FREE TASTERS AND PRICES TO

The Canadian Head Office:

**JOHN BEARNS, Limited, of London, England**  
11 Bank of Hamilton Chambers, - - WINNIPEG, MAN.

AGENTS WANTED WHERE NOT ALREADY REPRESENTED.

THE CANADIAN GROCER

**FOR THE HASTY LUNCHEON  
FOR THE UNEXPECTED GUEST  
FOR ANY WELL LAID TABLE**



**FOR SATISFACTION  
TO YOUR CUSTOMERS**

**PARAGON  
OX TONGUE**

**WILLIAM CLARK - MONTREAL**