

CANADIAN GROCER

MARITIME BOARD OF TRADE NUMBER





Woodside
xxx
Granulated

THE ACADIA SUGAR
REFINING COMPANY

LIMITED

HALIFAX, NOVA SCOTIA
MANUFACTURERS OF ALL GRADES OF

REFINED SUGAR

This Granulated is made solely from West
Indian Cane Sugar, and it cannot be ex-
celled in Quality.    

THE CANADIAN GROCER



White Lily
Brand
Biscuits
Satisfy

AWARDED GOLD MEDAL AT

Dominion Exhibition

St. John, N.B.



CANADIAN GROCER

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

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

Toronto: 143-149 University Ave.
New York: 115 Broadway

Winnipeg: 34 Royal Bank Building

VOL. XXV.

PUBLICATION OFFICE: TORONTO, AUGUST 25, 1911

No. 34

Robinson's Patent Barley

Needs Little Pushing.
Your Customers Will Like
it, and a Demand
is Immediately Created.



Robinson's Patent Barley

is a Healthful and
Nutritious Food for Young
and Old.

For Particulars, Address

MAGOR, SON & CO.,

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

AGENTS FOR THE DOMINION OF CANADA

Instead of Using All Flour

for making pie crusts, steam puddings and dumplings, only part
flour and part

BENSON'S PREPARED CORN

will give a flakier and richer pastry. This applies to all kinds of
pastry. Get your own wife to try it, and after you have proven
how really good it is, tell your customers about it.

EDWARDSBURG
Starch Company, Limited

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

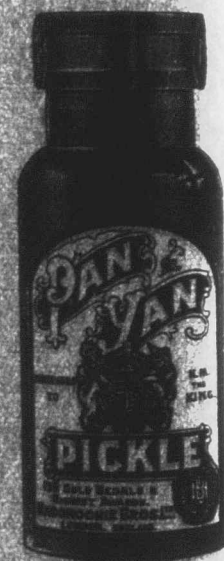
THE CANADIAN GROCER

Have You Seen the Monk?

He is riding around in the street cars throughout the whole of Canada. He is not one of those unfortunate individuals who pay for a seat and get a strap to exercise their arms with, but he has his place reserved in Advertisers' Row and his business is to tell to your customers how



PAN YAN SAUCE AND PICKLE



WILL MEET THEIR NEEDS

and it is no wonder he is in high good humour, because he believes what he says and uses Pan Yan Sauce and Pickle with his Meats, Fish, Game, Salads, Soup, Cheese, Etc.

The Smell Of Them Will Make You Hungry.

Your Jobber Has Them.

You Should Have Them.

ALSO MACONCHIE'S Pickles, Peels, Fish, Marmalade, Worcester Sauce, Etc.

FOR FURTHER PARTICULARS WRITE CANADIAN AND UNITED STATES REPRESENTATIVES

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

OFFICES:

NEW YORK

CHICAGO

DETROIT

MONTREAL

TORONTO

**Highest
Quality**

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame. Whether in powdered or shredded form, it is still as free from foreign substances as the clearest rock crystal from mother earth.

*Cox's
Gelatine*

It has never disappointed, and never will, because folks get what they expect and want when they buy the peer of all—"Cox's." Highest quality to-day, to-morrow and all the to-morrows to come. A safe and certain asset for a grocer's stock - in - trade — always worth its face value of 100 cents on the dollar.

Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, represent the top-notch of quality—the highest attainment of skill, experience and cleanliness in a model factory, said to be (by those who really know) one of the finest in the world.

*Codou's
Macaroni*

A macaroni whose delicacy and whiteness bear witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Tender as a macaroni can be, nutritious to the highest degree. Let the name on every package "Codou" serve to assure you of highest quality when you buy.

**Highest
Quality**

ARTHUR P. TIPPET & CO.

Agents

Montreal

Toronto



ALWAYS IN SEASON

CLARK'S



THE FOUR SEASONS ARE FOUR GOOD REASONS WHY YOU SHOULD NEVER PERMIT YOUR STOCK OF

Clark's Perfect Food Preparations

TO RUN LOW, BECAUSE EVERY KIND IS A PERFECT SELLER ALL THE YEAR ROUND.

The demand for CLARK'S QUALITY FOODS is ever on the increase.

Your profits on CLARK'S DELICACIES will increase, too, if you add to your assortment.

For seasonable, all-the-year-round guarantees for you to notice are:

Clark's Quality A GUARANTEE TO THE PEOPLE.

Clark's Prices A GUARANTEE TO YOU.

Clark's Assortment A GUARANTEE THAT WILL INCREASE YOUR BUSINESS.

Clark's Name THAT GUARANTEES THE OTHER THREE AND GUARANTEES EVERY CAN.



Wm. Clark, Montreal

MANUFACTURER OF THE CELEBRATED

"Chateau" Brand Concentrated Soups



THE CANADIAN GROCER

AULD BROTHERS

DEALERS IN AND EXPORTERS OF

Eggs and Produce Wholesale Grocers

CHARLOTTETOWN, P.E.I.

Our Specialty is Eggs

We are doing the largest Egg Business in Canada
East of Montreal

**BORDEN'S
EVAP-
ORATED
MILK
PEERLESS BRAND**



**Makes
Your
Customers
Satisfied**

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

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

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

By Special
Appointment



Established 1817.

to His Majesty
King George V.

Macfarlane Lang & Co's

"Granola Digestive"

(Regd.)

Biscuits

All varieties of the high-class Biscuits manufactured
by this old-established and widely known Scotch
Firm are now being regularly imported and can be
— supplied in all parts of the Dominion. —

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO.,
852, 864, Cambie Street, Vancouver, B.C.

In the preparation
of

"Granola Digestive" Biscuits

the finest and purest
materials are used,
and the utmost care
taken in every
process of manu-
facture.

But the test of a
biscuit is in the
eating.

Try the
"GRANOLA
DIGESTIVE"
Biscuit to-day.

Macfarlane Lang & Co's

Biscuit Manufacturers,
Glasgow and London.



A postal will bring you one of these handsome show-cards in original size and in colors.

Aylmer Condensed Milk Co., Hamilton, Canada

The Cream

FROM THE

Luxuriant Pastures of Nova Scotia

AND THE

Skill of Expert Buttermakers

PRODUCE

Bluenose

Province

Butter

Packed in
Hermetically Sealed, Self-open-
ing Tins, especially for
Campers, Survey Parties, Miners,
Prospectors and all others re-
quiring good table butter in a
convenient package.

The rich, sweet quality and innate goodness of this butter has made it a great favorite wherever it has been introduced.

A recent letter from a Dawson-Yukon firm reads:—

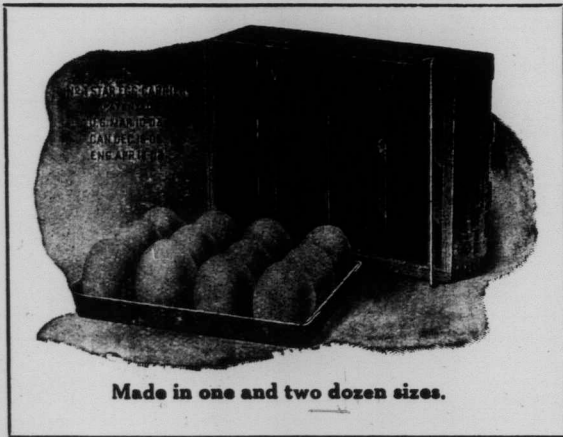
“Your Bluenose Table Butter in tins is the best butter ever placed on the Yukon Market.”

SMITH & PROCTOR

HALIFAX, Nova Scotia.

CANADA.

KEEP YOUR STORE AHEAD



Made in one and two dozen sizes.

Do not be satisfied to be "just as good"; make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen eggs delivered.

Write for our two valuable books, "Safe Egg Delivery" and "Advertising Suggestions." They explain everything in full.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

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

MEAKINS'

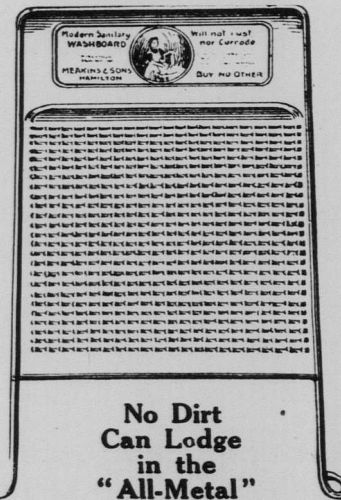
SANITARY WASHBOARDS

Have the qualities which recommend them to particular buyers.

These washboards are of metal construction throughout and have no wood to warp and no nails to come loose or rough edges of zinc to cut hands. They cannot retain dirt because each board is made in one piece.

Send for Particulars and Prices to

Meakins & Sons, Hamilton, Ont.



THE FRUIT GARDENS OF ENGLAND

ARE NOTED FOR THE EXCELLENCE OF THEIR PRODUCTS. OUR BUYERS SELECT ONLY THE BEST; OUR JAMS ARE THEREFORE THE HIGHEST POSSIBLE QUALITY.

E. & T. PINK, LONDON, ENG.
THE MANUFACTURERS AGENCY CO.

MONTREAL, J. W. WINDSOR,
22 ST. JOHN ST.

ST. JOHN, N. B., S. CECIL IRVINE,
48 PRINCESS ST.

HALIFAX, N. S.
C E. CREIGHTON,
BEDFORD CHAMBERS.

BOSTON, U. S. A.
GEN. SALES OFFICE,
24 MILK ST.



Send for Price List.

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QUEBEC STEAMSHIP CO.
PICKFORD & BLACK'S LINES
THREE RIVERS STEAMSHIP CO.
ACADIA COAL CO.
CANADA SUGAR REFINING CO.

W. H. AITKEN

CARVELL BROS.

Wholesale Grocers, General Agents and Produce Dealers

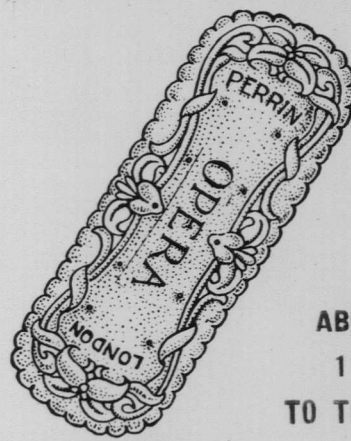
Write or Wire Us for Quotations, Oats, Potatoes, Hay, Eggs, Cheese, Butter.

Charlottetown, P.E.I.

Canada



ABOUT
110
TO THE LB.



ABOUT
110
TO THE LB.

PERRIN'S OPERA FINGERS

Our latest Biscuit
delicacy



TRADE MARK REGISTERED

Dainty design, unique
and rich in flavor

Salesrooms and Offices
Main St., cor. Duke.

Warehouses on Track
Wharf alongside

TOOMBS & SON

Importers Flour, Feed, Grain, Seeds.

Wholesale Produce and Groceries.

Shippers Eggs, Hay, etc.

Estd. $\frac{1}{3}$ Century.

MONCTON, N.B.

M. WOOD & SONS

LIMITED

Wholesale Grocers and Direct Importers

Exporters of Choice Baled Hay
and Straw

—ALSO—

Potatoes, Eggs, Butter and other Farm Produce

SACKVILLE, N.B.

OUR PRINCIPLE—Goods of Quality and full value given for every dollar received.



SANITARY CANS

FOR

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



Pictures Show the Mexican Vanilla Bean Gatherer

There are more than ninety

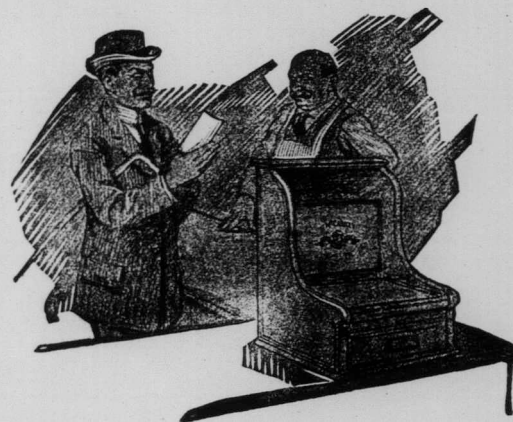
flavorings, such as Vanilla, Lemon, Almond, Rose, Pineapple, Strawberry, Rafia, in the Shirriff Line. The most famous Shirriff flavoring—the one that has created the most widespread interest and focused the attention of both the public and the trade on the Shirriff Line is

Shirriff's

TRUE VANILLA

—a real vanilla extract of exceptional flavor, bouquet and strength. Shirriff's True Vanilla is a trade builder, because it will give the utmost satisfaction to all you persuade to try it. Your customers will feel under an obligation to you for introducing such an excellent product to them. They will have confidence in your judgment, confidence in your goods. And confidence is the foundation stone of all successful, permanent trade.

Imperial Extract Co.
TORONTO CANADA



Errors are a Thing of the Past

where the merchant is one of the seventy thousand users of

With
Only
One
Writing

The McCASKEY SYSTEM

The
End
of
Drudgery

¶ Where the McCaskey System is used, every customer has the same record of his account as the merchant and in the same handwriting. The two are made at the same time, *WITH ONE WRITING*.

¶ The McCaskey System is a time, labor and money saver. It draws new trade, it helps collect old accounts. It prevents losses from forgotten charges. It cuts out useless book-keeping.

¶ The McCaskey System pleases profitable customers, because it gives them an opportunity to check each item for delivery and price and tells them what they owe.

¶ The McCaskey System is sold on easy payments if desired. Let us tell you how it pays for itself.

¶ Ask for catalog and do it to-day.

Dominion Register Co.

TORONTO 90-98 Ontario Street Limited ONTARIO

519-521 Corn and Produce Exchange, Manchester, England

Agencies in all Principal Cities.

Manufacturers of the famous McCaskey SURETY Duplicating and Triplicating Salespads and single carbon pads in all varieties.

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection
of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--MacIure & Langley, Ltd., 12 Front E., Toronto, 604
Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. S. Bed-
lington & Co., Vancouver; Schofield & Beer, Commission Merchants,
St. John, N.B.; W. J. Mahony, Board of Trade Bldg., St. John's, Nfd.

THE NAME THAT STANDS
FOR CLEAN, HIGH-CLASS
BAKING

Ramsay's
BEST BY TEST

Is a good name for
you to build or hold
your Soda Biscuit
trade on. You can
offer your patrons

DELIGHTFULLY
FRESH FARM CREAM SODAS

at the same price you have to charge for
stale kinds. We make a specialty of biscuit
crispness as well as richness. Look
over your stock now and order a trial lot.

Ramsays Limited

31 Vitre Street MONTREAL

MAKE MORE MONEY

No, we are not boasting any get-in-quick scheme. Ours is a simple business proposition.

In your spare time be a representative for the MacLean Publishing Company, publishers of MacLean's Magazine.

You will earn a handsome commission on every subscriber you secure.

The MacLean Organization is already over 400 strong, but there is room for more.

We want to have a representative in every populated centre in the Dominion.

Don't wait—get in touch with us now.

THE MACLEAN PUBLISHING COMPANY

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MOLASSES

We carry all grades of Molasses.
Get our prices and samples
before buying your requirements
for Fall trade.

CROSBY MOLASSES CO., Ltd.

DIRECT IMPORTERS

ST. JOHN, N.B.

CANADA

St. Vincent

The Best



Arrowroot

Grade

An Opportunity For Large Profits

For a century or more St. Vincent Arrowroot has been an article of consumption all over the civilized world.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Very little education is needed to build up a large trade.

Samples and information given in regard to recipes, grades and prices on application to the Secretary of the

St. Vincent Arrowroot Growers' and Exporters' Ass'n.
KINGSTOWN, ST. VINCENT, B.W.I.

THE CANADIAN GROCER

The Lines in Constant Demand !



ROWAT'S PICKLES

AND

PATERSON'S SAUCE

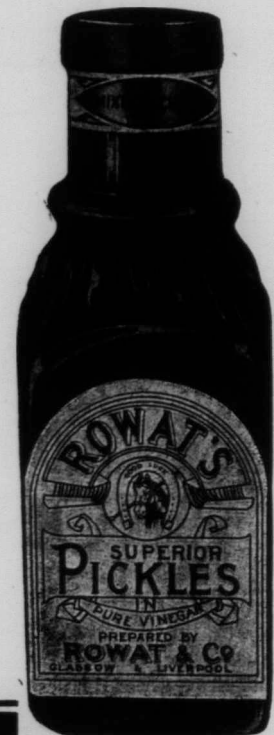
Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:

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



Did You Get In on Last Week's Prices?

ORSENIGO BRAND MACARONI

Still a bargain for you, 25 1-lb. Packages for \$2.10

"ORSENIGO" IS QUALITY IN THE HIGHEST, made from the very best Tananrog Russian Wheat, which gives it that Gluten Quality necessary and indispensable in QUALITY MACARONI.

We have
other
Good Lines.

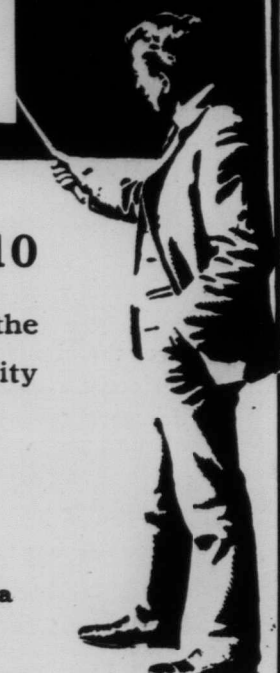
The Charles Cicero Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

TORONTO

Drop us a
line.

MONTREAL





**NO
GUESS
WORK**

It is not easy to cut cheese exactly to the ounce, oftentimes more than the order calls for is cut and it is left to dry up and waste. That will continue to be your loss if you cut cheese by guess work.

THE
Perfection Computing Cheese Cutter

can be depended upon to cut just exactly the amount required. All you have to do is to set the price mark on one scale opposite the weight mark on the other scale, turn the thumbscrew and it is ready for business.

Write us asking for particulars and prices.

American Computing Co. of Canada
HAMILTON, ONT.

DRIED FRUIT OF QUALITY

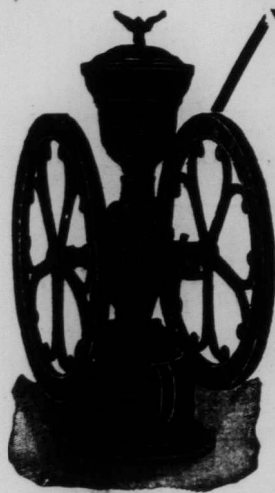
This Mark



**on every Box
Insures the Best**

Place Order Now for Fall Delivery

All First-Class Jobbers Handle.



Built on Merit

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

**ELGIN
National Coffee Mill**

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

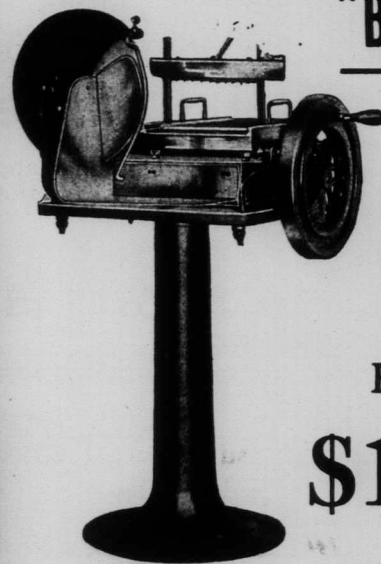
Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
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REGINA, SASK.—Campbell, Wilson & Smith
MONTRÉAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

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



"Blackslee"

Slicer

**None Better
FEW AS GOOD**

PRICE

\$150.00

SOLD ONLY BY

Ryan Brothers

110 James St. :: WINNIPEG

Tartan
BRAND

THE SIGN OF PURITY

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

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

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

Phone 3595.

Exchange to all departments.

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

Perfection is not attained in a day

It takes years of experiments, experience and expense to obtain a perfect article. Our product of perfection is



Rideau Hall Coffee

Our latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand.

IN ONE POUND AND 25c. TINS ONLY.

Gorman, Eckert & Co., Ltd.

LONDON, ONT.



THE
"WALKER BIN"
SYSTEM



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

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

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

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES—

Manitoba: Watson & Truendale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes,
Regina, Sask.

Berlin, Ontario

Montreal: W. S. Silcock, 33 St. Nicholas Street

Canada
First

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely



Evaporated
Milk

and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - **Aylmer, Ontario**

Head Offices: Hamilton, Ontario

Just a reminder

You are cordially invited to visit the

"Melagama"

TEA AND COFFEE BOOTH in the Manufacturers' Bldg., Exhibition Grounds. Make your headquarters there or at our offices, 45 Front St. East, and have your mail addressed to either place. Every attention will be paid to all customers and friends who call to see us. We will also have an Exhibit at the Quebec Exhibition. Call around and enjoy a cup of Melagama Tea or Coffee with us.

MINTO BROS.

TORONTO

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

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

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

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

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

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

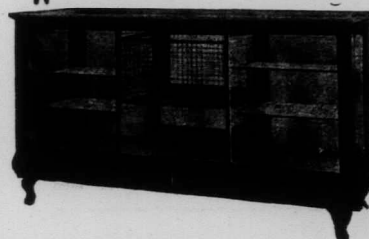
Montreal, Can.

Established in 1854 by John Redpath

Silent Salesman Refrigerator
One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man., Donnelly, Watson & Brown Calgary, Alta.



Write for Catalogue and Details

**John Hillock & Co.
Limited**

Toronto, Ontario

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.

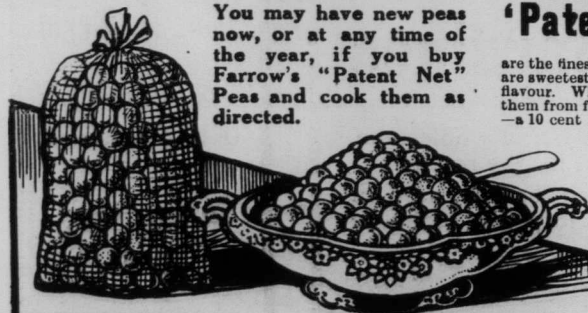
Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

**GOOD!
IT'S
MASON'S**

New PEAS (with MINT)
in Cooking Nets (Farrow's Patent)

You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.



**FARROW'S
'Patent Net' PEAS**

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap — a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Cheate & Co., Pickford & Black's Wharf, Halifax

THE CANADIAN GROCER

JAPAN

Is the only tea-producing country in the world which prohibits the export of artificial, faced, colored, or adulterated tea—Ask

FURUYA & NISHIMURA

or their Agents for quotations on Standard or NEW SEASON'S tea now arriving.

HEAD OFFICE—NEW YORK

BRANCHES—MONTREAL and CHICAGO

"For Old Acquaintance Sake"

is all right sometimes

BUT NOT IN BUSINESS

"FOR PROFIT SAKE"

WILL SUIT YOU BETTER

WHITE SWAN LYE

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

and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and
flavor of

GINGERBREAD BRAND Molasses

it will sell readily because the large
variety of sizes in which it is put up can-
not fail to suit every individual require-
ment of your customers.

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

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

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED

HALIFAX

NOVA SCOTIA



By Special royal permission.

Quality — Good Packing — Attractive Get-up

THESE ARE THREE OF THE FEATURES
THAT HAVE MADE

"King Oscar" Sardines

PRIME FAVORITES WITH THE CAREFUL BUYER

They are uniformly sweet, tasty and wholesome,
and they leave a worth-while profit for the retailer

Only the primest autumn-caught fish are used in
"King Oscar" Brand, and our factory is a model of
cleanliness and sanitary methods.

ASK YOUR WHOLESALER

CANADIAN AGENTS

**John W. Bickle
& Greening**

(J. A. Henderson)

**HAMILTON,
ONT.**

THE CANADIAN GROCER

St. Lawrence Granulated

can now be had in a handy size package of

25 Lbs.

Put up at the Refinery in a nice Cotton Bag, makes an attractive and convenient size to handle, both for customers and retailers alike.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

ONE PACKAGE MAKES SIX FULL QUARTS

If you want a rapid seller—one that will appeal to your women customers all the year around, just order

MINUTE TAPIOCA

You couldn't have a better selling line than Minute Tapioca. It requires no soaking, and in fifteen minutes a delicious pudding can be made, ready to serve. Minute Tapioca is made in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

Ask your Jobber for Minute Tapioca

Minute Tapioca Co.

ORANGE, MASS.

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



What are you doing in the Cheese Line?

"MEADOW-SWEET"

will surely build up a good name for you. Its quality is guaranteed, and as it has a most peculiarly refreshing nip, customers always come back for more.

WE ARE NOW READY

to fill all orders which should be sent in early to ensure prompt delivery. There'll be a big rush.

10 CENTS RETAIL

Reasonable Price. Big Profits. Dainty Shelf Packages.

The Meadow-Sweet Cheese Co.

21 Bonsecours Street, : MONTREAL



Get Wise



and Busy



Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a fat living profit. The quality of these lines is unquestionable—Note our prices.

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

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

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

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON

Order from your wholesaler or direct from the factory.

ST. GEORGE

ONT.



Not like Noah's Dove, which could not find a rest for the sole of its foot,

**WHITE DOVE
COCOANUT**

finds a resting place in almost every store in Canada.

THE BIG DEMAND

resulting from the recognized purity of our goods makes it hard for us to fill all orders. Yet we will divide our output and let you have a share.

Let Us Know Your Wants

**W. P. Downey
MONTREAL**

Why Grocers Should Use

Allison Coupon Books

—Simply because they are credit customers.



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass-books, no charging, no time wasted, no errors, no disputes

Manufactured by

**Allison Coupon Company
INDIANAPOLIS, IND.**

For sale everywhere by jobbers.

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

THE PEOPLE OF
JAMAICA

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

KINGSTON

"GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

THE
W.H. ESCOTT CO.

Wholesale
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING

Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

SUCHARD'S COCOA

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

SAUERKRAUT

Now is the time to plan for fall and winter trade. Are you going to handle your share of Sauerkraut?

Write for particulars to

A. F. MACLAGAN

409 St. Nicholas Building - Montreal

O. E. Robinson & Co.

Manufacturers and Buyers of Dried,
Evaporated and Canned

Apples

Ingersoll, - - - Ontario

ESTABLISHED 1886

WINDSOR SALT

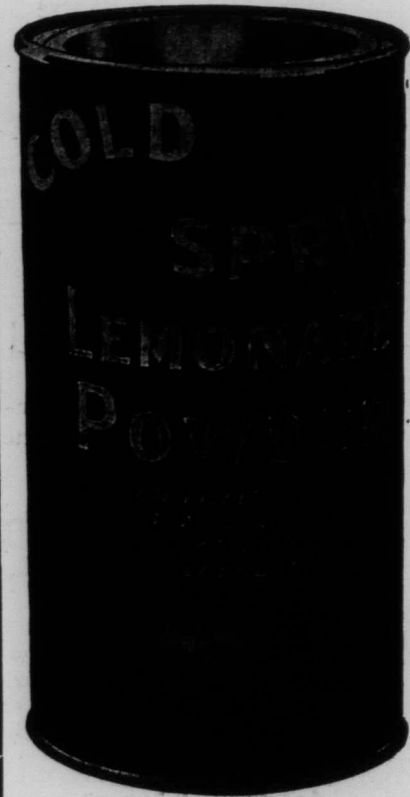
CAR LOTS OR LESS. Prompt shipments.
Write us for prices. Phone order at our expense.

TORONTO SALT WORKS

TORONTO, ONT. G.F.O. J. CLIFF, Manager.

The Hot Weather

is not over yet. You can still make money by featuring



We are advertising extensively and sending customers to you. Won't you show your appreciation of this assistance by ordering a case?

WRITE

S. H. Ewing & Sons
MONTREAL, Branch TORONTO



It drives Common Sense them up
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.

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information

Don't forget to mention this paper

OH YOU LOBSTER!

PERCE ROCK BRAND

NOW IN STORE

400 CASES TALLS and $\frac{1}{2}$ LB. FLAT.


THE FINEST GOODS JUST FRESHLY PACKED. EVERY TIN LINED
INSIDE WITH PARCHMENT PAPER.

Our Guarantee Goes With Every Tin. Try a Case.

L. Chaput, Fils & Cie.

Wholesale Grocers, Teas, Coffees, Wines and Liquors
MONTREAL.

By Royal Letters Patent



NELSON'S
Powdered
GELATINE

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

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

A FOOD LUXURY

IS BOUGHT FOR
ITS QUALITY

Flour, meat, sugar and salt are staple necessities, but pickles, condiments and sauces are luxuries.

No one buys these luxuries except to make food taste better and add zest to appetite. Hence, if the quality does not please, there will be no repeat orders.

HEINZ 57 VARIETIES
PURE FOOD PRODUCTS

have been approved by the public for forty years and their popularity is growing. Superior quality is the reason.

Heinz Products are free from Benzoate of Soda and all other drugs. They are safe to sell and guaranteed to please your customers, or money back.

H. J. HEINZ COMPANY

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

Manufacturers' Agents and Brokers' Directory

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

**THE MARSHALL
BROKERAGE COMPANY**
67 Dundas St., LONDON, ONT.

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

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery Brokers

HALIFAX - - - - - NOVA SCOTIA

We are open for a few high class specialty lines

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

27 St. Sacramento Street, Montreal
TEL. MAIN 778 - - - - - BOND 28

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - - - - - WESTERN CANADA

WRITE TO

10 Garfield Chambers, Belfast Ireland
For Sample copy of the

**Irish Grocer, Drug, Provision
and General Trades' Journal**

if you are interested in Irish Trade

J. A. TILTON

WHOLESALE GROCERY BROKER
ST. JOHN, N.B.

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

Use this space to talk to
Old Country, Canadian
and United States Manu-
facturers.

Currants

Ceroni is one of the best currant shippers in Greece, reliable in every way. We are his agents, and will be pleased to quote prices for import. Wire or phone at our expense.

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - - - N.B.

Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO
Grocery Brokers and Agents.

Established 1895

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

77 York Street, Toronto

—MOOSE JAW—

WHITLOCK & MARLATT

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

**MacLaren Imperial Cheese Co.
Limited**

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Raw Sugars advancing. We have on spot two cars bright Muscos.
PRICES RIGHT

Lind Brokerage Co.

73 Front St. East - - - - - TORONTO

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - - - - - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

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

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

WINNIPEG

TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.

Correspondence solicited on domestic and
foreign lines. P.O. Box, 1502

When writing advertisers kindly men-
tion having seen the advertisement in
this paper.

J. F. Eby,
Pres.

Hugh Blain,
Vice-Pres.

We have
"SOMETHING SPECIAL"
to show you in

MIXED PICKLING SPICE

Packed in tins, pails and boxes—Special quotations on barrel lots.

ALSO

"ANCHOR" Brand---Highest Quality
MIXED PICKLING SPICE---in 5 and 10c. packages.

Send a card for samples and quotations.

EBY-BLAIN, LIMITED

Importers and Spice Millers - - TORONTO

TO THE WHOLESALE TRADE :

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

SUGARS MOLASSES

and all West Indian Produce

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

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

West India Co., Limited

Macaroni

Vermicelli

Spaghetti

We want to have a short talk with you about our goods. When you stock imported goods you are paying away a certain amount of money on Customs Duty. Isn't it much better to give a trial to goods which are *made in Canada* and the quality of which is guaranteed? The money for Customs Duty can be left in your cash box and you will be richer in the long run and your customers will be just as pleased.

We have installed the latest type of Macaroni Manufacturing Machinery and are supplying the largest houses in Canada. A noteworthy fact, this.

Get in touch with us or ask your wholesaler

L'Etoile

CIE FRANCAISE DES PATES ALIMENTAIRES

6-9 Harmony St. :: MONTREAL



Trade Mark of Quality

SWEETHEART BRAND D.S.F. MUSTARD

Made from the finest English mustard seed, our D.S.F. Mustard is just what your customers want for picnic sandwiches.

Quality Unexcelled—and PRICES RIGHT

I X L Spice & Coffee Mills, Ltd.
LONDON, ONTARIO

There is no security like confidence. Confidence, the backbone of all commerce, is based on QUALITY.

OATS, FLOUR, FEED AND GROCERIES

Must Have Quality.

We have built up our business along these lines and we stand behind all our dealings in that way.

We back all goods by our guarantee that they are as represented.

We sell the goods, not the prices.

SPECIAL PRICES CAR LOAD LOTS

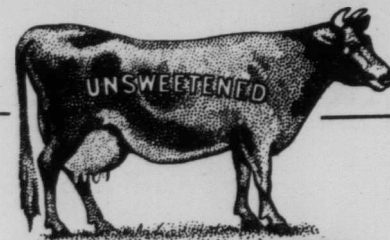
To-day is the day to write us. Think it over.

J. F. STEEVES

Wholesale Grocer

6 Cable St.

Moncton, N.B.



ST. CHARLES MILK

Trading Under a Safe Brand

You want your name to be connected with absolutely the best grade of groceries only.

That's our attitude in regard to our products, hence St. Charles Brand Evaporated Milk has a reputation that it fully deserves for purity and general goodness.



St. Charles Condensing Co.
INGERSOLL, ONTARIO, CANADA



There's Always a Best

in everything. Perhaps not so much in the actual value of goods as in the degree of continued satisfaction attained. This is particularly so in the case of our popular Silent Match, the

"DOMINION"

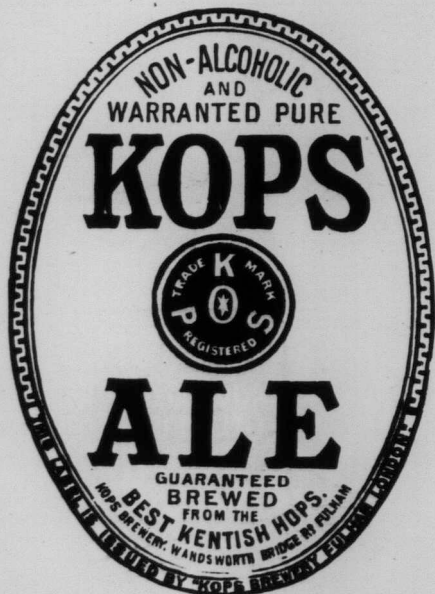
Every match is sure, every head is on to stay. No flying off or breaking of the stem. Start your customers right by selling them one box. The matches will do the rest.

THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

Or Canada Brokerage Company, Limited, Toronto

K O P S A L E

NON-ALCOHOLIC



Last Season was a very satisfactory period in Canada, KOPS ALE being well taken up by both trade and public.

This year will witness a greater demand for this wholesome beverage and we are shipping to supply early orders.

KOPS ALE is pure English brewed ale, made from finest Kentish hops and malt, containing all the tonic properties of alcoholic beer without the undesirable after effects. It is a money-maker in prohibition towns, as well as in unrestricted places.

Make yourselves familiar with KOPS ALE.

KOPS BREWERIES,
Fulham - London, S.W., England

CANADIAN AGENTS—

Hudson's Bay Co., Vancouver, B.C. W. L. Mackenzie, & Co., 306 Ross Ave.,
Winnipeg. Kenneth H. Munro, Coristine Building, Montreal. W. L. Mackenzie
& Co., 606a Center Street, Calgary. Royal Stores, Limited, St. John's, Nfld.

The Shreds Sell McLean's



"WHITE MOSS" COCOANUT

Not Ground—but Stripped
COCOANUT

from extra select cocoanuts, full flavor.

CANADIAN COCOANUT CO.

Sole Makers, Montreal

KO-KO-BUT

PURE VEGETABLE BUTTER
(ALWAYS UNIFORM)

100% Pure Fat

We are going to spend thousands of dollars in advertising this highly-economic cooking specialty. Are you going to take advantage of our efforts, or let your competitor get all the trade? Write

The Dominion Coconut Butters, Limited
MONTREAL

INTRODUCE "GLOBE" MACARONI and VERMICELLI

MADE
OF HARD
WHEAT



GLOBE

MADE BY
SKILLED
LABOR

This brand will be appreciated by your particular customers and will create a demand for the better goods. It is made and packed only by skilled labor, and contains no maize or rice flour. Absolutely only the best hard wheat is used in the manufacture of "Globe" brand Macaroni and Vermicelli.

You will profit by the sale of "GLOBE" products.
Stock them now.

D. SPINELLI & CO.

REGISTERED

MONTREAL

QUEBEC



Two Good Sellers

Knox Sparkling Gelatine No. 1
and

Knox Acidulated Gelatine No. 3

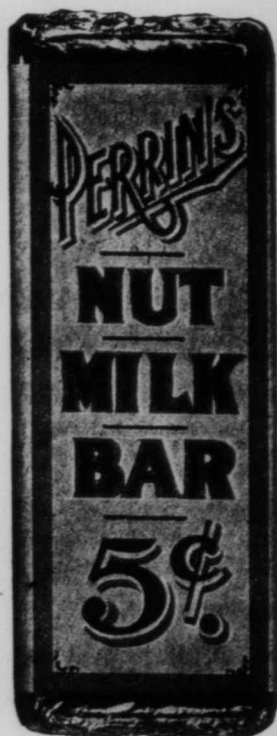
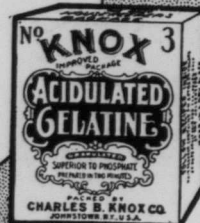
are steady sellers, steady profit-makers for you. KNOX GELATINE pleases because of its purity and quality and because it makes two full quarts of jelly per package.

The ACIDULATED contains an extra envelope of concentrated lemon flavor which saves your customer the expense and trouble of using the fresh fruits. Out of the 15 cents per package you make a good profit.

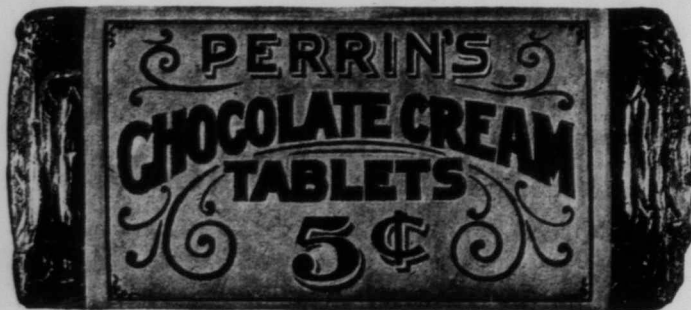
CHAS. B. KNOX CO.

JOHNSTOWN, N.Y.

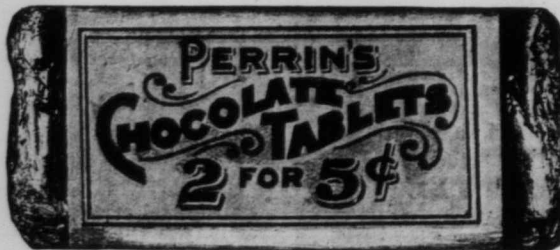
Branch Factory:—Montreal, Canada



30 Bars to Box \$1.00



30 Bars to Box \$1.00



60 Bars to Box \$1.00

Quality
and
Profit

are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

Manufactured by

D. S. PERRIN & CO. Limited
LONDON - - CANADA

DRIED FRUITS

Most kinds of dried fruits are high in price, caused by the extreme scarcity of supplies. On comparison our quotations will be found moderate.

Monarch Fancy Seeded Raisins,	1 Pound Carton	9 $\frac{3}{4}$	Floresca Fancy Seeded Raisins,	1 Pound Carton	9 $\frac{1}{4}$
Griffin	" " " "	9 $\frac{3}{4}$	Red Gold Choice	" "	9

Currants

Our private brands are kept right up to standard, which is always the highest possible for the price. If you are not now using them and will give them a trial you will almost surely be a customer for them for the future.

Monarch Brand, half cases,	9 $\frac{3}{8}$	Monogram Brand, half cases,	7 $\frac{7}{8}$
Victor	" " " "	Pantry	" " " "
	8 $\frac{3}{8}$		7 $\frac{5}{8}$

Salmon

We are selling freely of our VICTOR brand, which is now easily the best value on the market, being a choice red quality of excellent flavor, at \$1.85 per doz.

Teas

Market yet going higher on blacks. We continue our offering of special blends at old prices.

Camp Blend, half and ch.,	15	Monarch Blend, half and ch.,	26
Royal	" " " "	Imperial	" " " "
No. 35	" " " "	Golden Tip	" " " "
	18		33
	20		37

H. P. ECKARDT & CO.

Wholesale Grocers

Cor. Front and Scott Streets :: TORONTO

LOOK!

RICHARDS POSTER means
increased sales to every
merchant.

Use this for Every
Purpose with Cold
Warm or Hot Water



Softens the Water
Goes Further and
Does Better Work
Save the Wrappers

Give your order for this
MADE-IN-CANADA SOAP
to any Wholesaler or send it
to **The Richards Pure Soap Co.,**
Limited, Woodstock, Ontario.

The Dealer must have
the goods on his shelves
before the consumer
can get them. "DIS-
TRIBUTION FIRST"
is the natural initial step
for the manufacturer.

The Science of Tactful Collecting

In Beginning a New Business a Dealer Should do Cash Trade Only—Some Differences Experienced in Customers, Illustrating Why They Must be Handled Differently—When a Merchant Can Afford to Extend a Little Credit—The Fussy Customer.

*By Henry Johnson, Jr.

Another question from the "Question Box" already so frequently referred to: "What is the best way to collect accounts from customers who are well-to-do, but slow pay, and still retain their patronage?"

Questions like this always remind me of the sign I once saw in a cash grocery store; "Nobody can please everybody; we sell for CASH." For it is a fact that nobody can conduct a credit business anywhere and not offend, or at least annoy, some people. The best any of us can do is to offend and displease as few as possible while yet taking care of the main chance, to see that we always "get ours." The ability to accomplish this very desirable result goes with a peculiar faculty which some of the more fortunate among us possess and which cannot be defined, but is expressed in that short word, TACT. If you have tact, you get through the world with comparative ease. If you have it not—and many of us "have it, NOT"—you may be conscientious, kind, anxious to please, of the best of intentions, have a big measure of good-will toward men in your make-up—and yet have much trouble and many misunderstandings in handling your credit business. Tact can be cultivated, however, to a great extent; and we should all cultivate it, for it is a valuable asset, even if we give no credit at all. It will follow that we cannot make a rule, applicable in all cases, for handling customers of the class above referred to, for each must be handled according to his—or her—make-up, with due regard to the human, personal element. But I can say this much, by way of general rule: You CANNOT "collect" such accounts and keep them; you must let them alone to come and go in their own sweet way and according to their own whims.

Begin With Cash Business.

Now I shall tell you the WHY of this decision, relating my experience which, I think, will fit into what others have discovered. In the beginning, when a business is small and capital very limited, goods must necessarily be sold for cash; I say necessarily despite the fact

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

that some have given credit even at this stage and got away with it, because the best results cannot be realized from a small capital unless a cash business is adhered to. No merchant can do justice to his business nor can he intrench himself behind effective credit unless he takes his discounts; and a man of limited capital cannot take discounts unless his money is available; and his money can only be available if he sells for cash.

The first step in credit giving comes when he has some reserve, some capital ahead, which he can afford to invest in good, prompt credit; and I will say that there is no better investment that a business man can make, but it will be noted that I stipulate GOOD credit, and, at this stage, it must also be PROMPT credit. Up to six or seven years ago this is the only kind of credit I tried to carry, because my reserve was very limited and I needed to have prompt receipts so that I could take all discounts. I was so "fussy" about my credit trade that I could to-day write quite a lengthy list of those whom my "too particular" methods offended. But I was philosopher enough to stand it, reasoning that I could stand that much better than the indefinite, uncertain, worrying loss always to be counted on in giving anything like indiscriminate credit; whereas good credit is certainly profitable—and I knew it perfectly well. Some of the advantages are: It holds some good trade. It admits of the making of better profits and it insures a certain basic quantity of business every day, which may be counted on to keep things going during otherwise dull periods.

A Good Thing for Many.

There is another advantage seldom taken into account; that is, the extension of credit, by employing a man's surplus, sort of "holds him steady"—I mean that the very fact that our money is not always available is good for many of us; makes us stop to think before snapping up some "good things" which a little enforced reflection may indicate to us are not so very good after all. It has been good for me not to be able to do just what I wanted to do. That is often good for all of us.

I constantly read complaints about the abuses of credit. Merchants oftentimes

want to break away, but are afraid of what will happen. Some do it boldly, and succeed. Others find, after experiment, that the credit plan is the best, and go back to it. Thinking thus a few days ago while looking over my accounts, I was pleased to note that there was not a bad one among them. After 18 years of "going it alone" I have nothing on my books that is not good. That does not mean that I have had no losses, nothing to wipe out, during those years—for I certainly have—one or two very bad ones; but the results of carefulness are there in evidence to-day.

Where Angels Fear to Tread.

The reason for this satisfactory condition is that I have been everlastingly careful—that's about the "answer!" I have investigated all accounts at the beginning, and I have never hesitated to say NO with full decision whenever for any reason I have decided that I did not want the account. It takes time, but it is worth while—what more so? This is not appreciated by many merchants. They are so fearful that the applicant will go over to the other fellow if asked for references and time for investigation, that they "rush in" where verily angels would "fear to tread." Why should we not adopt a system of careful discrimination between persons and their accounts same as jobbers do in granting credit to us? Why should not our investigations, like the jobbers' take in more than the mere question whether the applicant is "good" for the bill now and "probably good" for future bills? Why should we not consider general conditions—the labor situation, prosperity, dull times, etc.? I take all these factors into consideration with this class of accounts, and have done so for years.

* * * *

So much for stages Nos. 1 and 2 in business; the necessary cash-dealing stage and the limited time-credit stage, for it all accounts so far considered I have had a primary understanding that 30 days was my absolute limit, the account to be paid at the end of each month and no balance carried over. But now we come to the last class of credits, that referred to in the question quoted; the good, well-to-do, slow-pay people. This class of accounts should only be taken on by the merchant with

sufficient reserve capital that he can afford to make a definite, fixed investment of, perhaps, 60 per cent. of the total investment in those accounts. That is to say, if he plans to carry \$2,000 of such accounts, he must be ready to lay aside \$1,200 as a permanent investment therein. Then he must become intimately acquainted with the character and habits of each one of these customers and treat them individually according to their foibles; and in this way the investment of \$1,200 can be made the best investment the grocer has.

The Difference in Customers.

Some of those customers will want to get a bill every month regularly; others will be put out if you ever mail them a bill at all. I have one who pays no attention to his bill though it goes to him every month, but who is not in the least offended if, when his account reaches \$200 or so, I call him up on the phone and ask him to send me a check; and you can imagine how some people would feel about being "dunned by telephone." I have another who thinks she is a close buyer and fusses about certain things. She always and invariably asks for "that 2c. Blank Marmalade," on which the price has been 30c. almost beyond memory; but she never has objected to the 30c. charge on her bill. She pays when she pleases; but she also pays any

prices charged, and, as special service is many times provided, she certainly pays enough for her goods; so things are well evened up with her.

Another sees prices all over town, but invariably keeps her order for Johnson's. She thinks she is a close buyer, too. A few weeks ago she came for some vegetables and saw some very elegant asparagus—nice, white goods. The price, I told her, was 20c. a pound. "O, my, I saw some beautiful 'aspahragus' at Wilson's for a shilling this morning—but send me two pounds, Mr. Johnson; and may I pick out these nice, straight stalks?" I told her I would select it just that way and put it up myself. I did that; and put her up two pounds for which she was charged 60c. or, as you will note, 30c. a pound. She never said a word; but if she had done so, I should have called her attention to the special selection which depreciated the remainder of the stock; but even then, had I seen the least sign of real displeasure on her face or that I was making the lady feel badly, I should have allowed her the 20c. reduction to the regular price, knowing well that she would pay me in another way.

An Interesting Study.

That is what I mean when I say you CANNOT "collect" those accounts, and I have told you how and why it is bet-

ter not to try to do it. I know of no more interesting study—will you give me some of your ideas in return?

URGES OCCASIONAL HOUSECLEANING.

Charlottetown, P. E. I., Aug. 24.—A local grocer who has recently made alterations to his store and accordingly had to make a rearrangement of his stocks points out the value of occasional housecleaning by the retail dealer. "I found many articles," he said, "which I thought I was sold out of and which I had to make a re-arrangement of his have and therefore turned them away. Without this re-arrangement I would have allowed them to continue in their hiding place until perhaps they were unsalable. Housecleaning, however, brings all these things to light and the merchant is able to put them in their proper place. If there are any lines which are liable to spoil if kept much longer, means and methods may be planned for their disposal. Besides it gives the dealer an idea of what articles are selling well and those that are not. "Yes," he concluded, "I believe every grocer needs to have an occasional housecleaning."



Window Display of Fruit Recently Shown by D. Frank, Corner Church and Carlton Sts., Toronto.

Definite Assertions Needed in Ad. Copy

Some Criticisms on Newspaper Advertisements Written by Maritime Dealers—General Statements Do Not Bring New Trade—Suggestions That Might be Followed With Profit.

By A. H. Harvey.

Every retail advertisement should contain at least one definite clear-cut idea. Generalities seldom or never hold attention for any length of time, and in most cases such advertising is waste of money.

Advertising to be profitable in the daily or weekly newspaper must attract attention, must be interesting enough to hold attention, must create a desire to buy, and last, but most important, must transform that desire into action.

Let us consider the newspaper advertisements reproduced here from three Maritime Province newspapers. Two of them are good—those of Forsyth, Jr., Dartmouth, N. S., and Yerxa's, Woodstock, N. B. These advertisements contain definite information—information that should cause the reader to act. For instance, when Forsyth, Jr., says about cheese, "We have just cut another of those nice, rich June cheese. Excellent for Macaroni and Cheese, Cheese Sandwiches or Cheese Cakes, 18c a pound," he gives something that is

bound to create a demand from some quarters.

His entire ad. is made up of definite, readable statements of this nature, and must be classed as excellent. The ori-

ginal covered half a page in a Dartmouth paper.

The Yerxa's advertisement features "Pickling Goods," making it quite appropriate for the season. The introduction is splendidly set forth, and the naming of prices is a good feature. This firm, as well as Forsyth, Jr., is recognized in the Maritimes as a good advertiser and the writer of good copy.

"The Hub Grocery"

ALEX. McLEOD, Prop.

During 1911 we will devote our best attention to the demands of our customers.

...Satisfied Customers Is Our Aim...

Original Ad. From Westville, N. S., Paper, Lacking Something Definite.

Lacks Particulars.

The original advertisement of "The Hub Grocery," Westville, N. S., is an

<p>For Breakfast Tasted Wheat Flakes, 4c a pound</p>		<p>FORSYTH JR. The Man who makes good His Ads.</p>		<p>Stove and Lamp Wick of all sizes.</p>							
<p>LIQUID VENEER MAKES OLD THINGS NEW It will make your woodwork, walls and furniture look like new, all by a simple process that the ordinary man can do without the expense of a painter. It is sold in a tin, and is so easy to use that it can be applied to any surface. It is sold in a tin, and is so easy to use that it can be applied to any surface.</p>		<p>Jello Ice Cream Powder Makes ice cream at one cent a dish. This powder is used by Waldorf Astoria Hotel in New York. 15c a package.</p>		<p>Fruit Jars and Jelly Tumblers Fruit Jars—Pints, per doz. .90 " Quarts, " \$1.00 " 1/2 Gall. " 1.25 Jelly Tumblers, per doz. .50</p>		<p>Swat the Fly From this time forward the fly gets very troublesome. Flies kill more people than bullets. National Fly Shields put flies out of business. A pkg. of 6 shields for 10c. 3 Double sheets Tanglefoot 10c.</p>		<p>Coffee For a change there is nothing nicer than a cup of good coffee, but the quality must be right. It must be fresh ground. Try our ground while-you-wait coffee. 35c and 40c a pound.</p>			
<p>Use Molassine Meal for all kinds of farm Animals, 1.85 per hundred.</p>											
<p>Potatoes and Fish are a Very Good Dish. Particularly if the potatoes are NEW and the fish are NEW HERBING. New Potatoes 15c 1/2 lb New Herring, 30c a doz</p>		<p>Lime Juice There is no more wholesome and refreshing drink than the pure juice of the Lime Fruit. That is what Sovereign Lime Juice is. 3 Glasses for 1c. 10c, 15c, and 25c a bottle.</p>		<p>Motts Pure Breakfast Cocoa. Is food, drink and we were going to say clothing, anyway you will never be chilled in any other than your right mind while you confine your drinking to Motts Cocoa. 10c, 15c, and 25c a tin.</p>		<p>Lemons Make your own lemonade and ginger beer. Ripe Lemons, per doz 50c</p>		<p>Pulverized Sugar Nothing adds more to the rich appearance and eating qualities of a cake than a liberal application of frosting, and nothing makes nicer frosting than Motts Pulv. Sugar. 1 lb. pkgs. 10c.</p>		<p>"Cheese" We have just cut another of those nice, rich June cheese. Excellent for Macaroni and Cheese, Cheese Sandwiches or Cheese cakes 18c a pound.</p>	
<p>Your poultry will thrive if you use Pratts Food and Pratts Lice Killer, 25c and 50c pkg.</p>											
<p>Root and Ginger Beer and free corks We give 1 doz. corks free with each 10c bottle of Beer Extract and 2 doz. with each 25c bottle. This equals a saving of 4c and 8c a bottle.</p>		<p>Oranges Delicious California Red Ball Oranges. Wholesome food and very refreshing. 35c a dozen. 1 silver orange spoon with each dozen wrappers and 12c.</p>		<p>Whereas It has come to our notice that some of the good housekeepers of Dartmouth are still unaware of the wonderful cleansing and purifying properties of AMBER SOAP And Whereas, The exquisite aroma and delightful flavor of our new UNIQUE 40c TEA Only require to be known to be appreciated. Therefore Resolved, That we will further advise 25c bags of half pound Unique 40c tea and a five cent cake of Amber Soap</p>		<p>Vinegar Some people have an impression that Vinegar is only Vinegar, but there is as much difference in Vinegar as there is in people. Try some of our pure Apple Cider Vinegar and see for your self. 12c a Bottle. 40c a Gallon.</p>		<p>SAUCES A good Sauce is a wonderful stimulant to a jaded appetite. Try a bottle. Machanochies 10c. H. P. 20c. Banquet 20c. Hindoo 20c. Len and Perrins 3c.</p>			
<p>Salt Fish When you long for something tasty try some of our salt fish. New Salt Cod, per lb. 10c. Pickled Salmon, " 10c. Trout, " 10c. New Salt Herring, per doz. 20c</p>		<p>Biscuits Please remember that we are selling all Hamilton & Sons biscuits by the box at 1c a pound above factory price.</p>		<p>Kindlings Do you find it difficult to keep yourself supplied in Kindling wood? Let us send you a supply. Two sizes. 50c and \$1.00 per Hundred</p>		<p>Black Knight Our recommendation goes with Black Knight.</p>					

Splendid Advertisement Which Appeared Recently in Dartmouth, N. S., Paper.

example of generalities, and is not conducive to getting new customers into the store. When the ad-writer says: "During, 1911 we will devote our best attention to the demands of our customers," he doesn't aim to bring a reader into the store to-morrow to make a purchase. It is generally conceded

We have appended a suggestion of a much different character, which we believe would arouse the interest of at least a few prospective buyers of pickling spices.

Advertising "Good-Will" is, of course, always good, but if new customers are wanted something else must be

will be found that a few extra seconds spent in getting the order down correctly will prevent many mistakes."

MARITIME METHODS.

Morehouse & Co., grocers, Woodstock, N.B., are concentrating their efforts on preserving jars, this being a most favorable time. Recent advertisements of the firm have featured this line, pointing out the fact that they are constructed of extra heavy glass and have only one-piece top. They quote the prices of the different sizes in their advertisements.

J. E. Lloyd & Son, Bridgetown, N.S., in introducing their advertisement on tea and coffee, say as follows: "The cup that cheers and refreshes is made more certainly possible when our coffees and teas are used. They have a flavor, a body that cannot fail to appeal to coffee and tea drinkers."

Pickling Season Is Here

Every housewife strives to excel past efforts in making her supply of pickles. Pure pickling spices of the **HIGHEST QUALITY** go a long way to gain this end. We have the **BEST** you can buy. Here are a few:—

MIXED PICKLING SPICE	-	-	-	PER LB.	40c.
CLOVES	-	-	-	-	40c.
CINNAMON	-	-	-	-	45c.
CURRY POWDER	-	-	-	-	40c.

**We Guarantee These Goods.
Satisfied Customers Is Our Aim.**

"THE HUB GROCERY"
ALEX. McLEOD, Prop.

Suggestion for an Improvement on "The Hub Grocery" Advertisement.

that all dealers aim to do this very thing, so that "The Hub Grocery" makes no exceptions.

added. Give your readers straight, attractive, readable talks and results are inevitable.

Wide Awake Methods of Retailing

Sealers Make a Good Side-line for Grocer—Time Saved by Taking Orders Carefully—Methods Used in Maritime Provinces.

The Grocer will pay for good items on Wide-Awake Methods.

Makes Well on Side-line.

St. John, N.B., Aug 23.—"Yes, they may look slightly out of place in a grocer's window, but don't you think that the scope of the grocer's business is widening all the time, and that there are being sold nowadays articles which a few years ago grocers would never have thought of including in their stock?"

This was the interrogative answer of a local dealer when the matter of having displayed in one of his chief windows several up-to-date preserving bottles, with cards bearing short, pithy sentences descriptive of their advantages as such, was referred to.

"Why, I have sold a surprising number," he said, "and I am not at all sorry for having gotten them. I expect to dispose of the whole lot before the fruit-preserving season is finished, as they are particularly adapted to the preserving of plums, pears and peaches on account of the shape of the mouths. I have found them to be a good side-line, and I have also found that the average housewife will buy them in her grocery store as quickly as she will in any

crockery establishment, and generally order some with her preserves."

Carefulness in Taking Down Orders.

Summerside, P.E.I., Aug. 24.—"A great deal of time and trouble could be saved in many stores," claims a local merchant, "if more care were given by the clerk to taking and writing out an order. When a customer gives an order, the clerk should put down clearly and plainly all information that may be of use in having it delivered without mistakes and with the least trouble.

"One of the important features is that the writing be plain. The order should first of all give the date of purchase. Following this should be the name, correctly written, with the initials and address of the purchaser. In putting down the list of goods, full particulars of each article should be given. Instead of merely writing, 'Sugar, 25c,' the amount and kind of sugar wanted should also be given. The order to be complete should contain the clerk's initials, as well as the hour at which the customer wants the goods delivered. It

PICKLING GOODS

In order to make sure that your pickles will turn out satisfactory it is necessary to use only the best Vinegar, Spices, etc. We have placed in stock for the season's use, the highest grade of Apple Cider, White Wine and Malt Vinegar, and strictly pure Pickling Spices

Our prices on these superior quality goods are low too

Pure Apple Cider Vinegar	30c gal
Pure White Wine Vinegar	30c gal
Pure Malt Vinegar	45c gal
Pure Whole Pickling Spices mixed	25c lb
Pure Turmeric Powder	35c lb
Pure Mustard Seed	35c lb
Pure Celery Seed	35c lb
Pure Whole Cassia	35c lb
Pure Whole Pepper	35c lb

Why buy the ordinary cheap spices when you can get absolutely pure Spices and Vinegars at reasonable prices. Perhaps you may pay as high or higher prices elsewhere for inferior goods

Sugar

Finest Pure Cane
Granulated Sugar

18 lbs for \$1.00

Tea

Blue Banner Tea
still a great favorite

29c lb, 4 lbs \$1

Blue Banner Flour only \$6.10 per bbl.
(Manitoba Finest Bread Flour)

Saxon Flour, (Best Pastry Flour) \$5.50 per bbl.

Beans

Best Canadian hand picked
Beans, 9c qt, 3 qts 25c
Yellow Eyed Beans 10c qt

Fresh Fruit

Always a large variety of
Fancy Fresh Fruits in stock
at low prices.

Yerxa's

Main Street, Phone 33-21, Woodstock, N. B.

An Example of Seasonable Advertising
From Yerxa's Store.

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, Prince Edward Island and Newfoundland

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

OFFICES

CANADA—

Montreal - Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston
 Toronto - 143-149 University Ave. Telephone Main 7324
 Winnipeg - 34 Royal Bank Building. Phone Garry 313

UNITED STATES—

New York - R. B. Huestis. 115 Broadway, New York
 Telephone 2282 Cortlandt

GREAT BRITAIN—

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

FRANCE—

Paris - John P. Jones & Co. 31bis Faubourg Montmartre
 Subscription, Canada and United States, \$2.00.
 Great Britain, 8s. 6d. Elsewhere, 12s.
 PUBLISHED EVERY FRIDAY

MARITIME QUESTIONS DEBATED.

Another convention of the Maritime Board of Trade has passed into history. It was the Seventeenth Annual, and the special report appearing in another section of this issue gives our readers a good idea of the importance of the questions debated yearly by the strong body of men who comprise the Board.

Probably one of the most important questions discussed, so far as the retail merchant is concerned, was the "Good Roads" problem. There is no question that good roads in a particular locality are advantageous to trade, and trade is what makes or mars a town.

Another important question brought forward was the shipping facilities between Canada and the West Indies Islands. It was felt by the members present that with more facilities, trade between these two countries could be greatly enhanced. The West Indies has products to sell which we want to purchase, and we have our flour, hay, potatoes, lumber, etc., which the West Indian is anxious to get.

Among the other problems of importance were Express Rates, the Advertising of the Maritime Provinces in Great Britain, and Immigration, Maritime Union, Inspection of Foods, whether for export or not, Freight Rates, etc., all of which were handled in a business-like fashion.

Delegates were present from different sections of the provinces of Nova Scotia, New Brunswick and Prince Edward Island, and the business of the meeting was carried on with precision. Truro, N.S., will be the next Convention city.

WESTERN CROP SITUATION.

Ideal conditions for the maturing crop have at last been prevailing during the greater part of last week. Hot, warm days with fairly cool nights are fast bringing the crop into maturity and cutting is now in progress throughout the length and breadth of the West.

Black Rust scare appears to be a thing of the past, and while it is recognized that certain localities have undoubtedly been seriously damaged by this disease, the area in proportion to the acreage under cultivation is

so small that the loss will hardly be noticeable in the total yield. Manitoba is the province hardest hit, in fact, reliable reports from Saskatchewan and Alberta indicate that harvest is in full swing and that there is no perceivable evidence of the dreaded disease.

The reports of experts touring the country inspecting the crop continue to create much interest. All sections of the country have been covered and while it would be impossible to arrive at a correct estimate at the present time there appears to be little doubt that a yield almost twice as large as last year will be harvested from the West. Excursions bringing in help by the thousands have been arriving steadily and the shortage which was anticipated appears to be a thing of the past, owing to the energy of the various railroad companies.

CANADA'S APPLE CROP GOOD.

From information gathered by The Canadian Grocer, it looks like a good yield of apples in Canada this year, or at least a crop considerably in excess of last year, when the production was comparatively small.

Nova Scotia will have the largest crop in its history, bordering around the one million barrel mark, while the production in Ontario will be 50 per cent. more than last year, although it will not be a normal crop.

In Eastern Ontario the yield will be quite good, while from Lake Ontario up to Georgian Bay there will be a medium crop, although plenty of rain just at the moment would be welcomed.

Along Lake Huron the crop will be inferior, the result of dry weather and wind-storms. That district was also poor last year.

Altogether in Ontario we would judge that the production will be about 50 per cent. larger than last year, although it will not be as large as the year before.

In Nova Scotia, as intimated above, a bumper crop will be secured, notwithstanding some unfavorable dry weather. Conditions at the present time are excellent.

In Prince Edward Island although the crop will be good, the size of the apples has been affected by dry weather.

On the lower mainlands of British Columbia, owing to unfavorable climatic conditions, the winter apples will be light to medium. The outlook is for a medium to full crop in Okanagan and Kootenay districts.

Another good feature of this year's crop is that the quality will be generally good. The fruit is clean and of good size, and the percentage of No. 1's should be large. Even in those districts where crops are light, the quality is quite good.

EDITORIAL NOTES.

Are your scales correct? It is important, no matter which way they lean. If you are giving overweight you are losing money. If you are giving underweight, you are in danger of losing customers. One is as bad as the other.

Joseph Dubue, a Quebec retail salesman, in writing to The Grocer says, "The grocery clerk must constantly be on the lookout to discover new methods to facilitate his work and increase his efficiency. By reading trade journals and more especially The Canadian Grocer, this is acquired the easiest."

There is an opening on the staff of The Canadian Grocer for a young man of good address with a thorough knowledge of the grocery business and who has made good as a salesman. Apply to Mr. Huston, 143 University Avenue, Toronto.

Large Maritime Questions Discussed

Seventeenth Annual Meeting of the Board Held at Moncton—Better Roads, Lower Express Rates, and Shipping Facilities Between Eastern Canada and the West Indies, Among the Subjects Debated—Convention to be Held at Truro, N. S., Next Year.

Staff Correspondence.

MONCTON, N.B., Aug. 24.—Drenching rain delayed the seventeenth annual meeting of the Maritime Board of Trade, which met on Wednesday afternoon last week instead of this morning. An excellent attendance of delegates, a strong and interesting list of subjects, and a capable staff of officers, made the opening hum with enthusiasm. Forest fires delayed delegates from various points, and Thursday saw the full quota of nearly 100 representative delegates from all parts of the Provinces.

Captain J. E. Masters, the president, occupied the chair, and the Assembly Hall of the Y.M.C.A., was well filled with local men of prominence and visitors.

After welcoming the delegates, the president appointed the following committee on unfinished business, including W. B. Snowball, and Hon. W. C. Robinson. They retired and brought in later a revised list of subjects for discussion.

Address of the President.

The president then delivered his address. He said:

Gentlemen,—Members of the Maritime Board of Trade, at this our Seventeenth Annual Convention, before we proceed with the business as set out in our programme, it is in order for me as President to briefly review our work for the past year, and to call your attention to what we hope to accomplish in the year to come, also to make some references to matters of importance to the people of the Maritime Provinces, that may not officially come before the convention.

Our subjects last year were: Reduced freight rates. Better Roads, Quick Mail Despatch. Emigration. Freight rates to and from P.E. Island. Killing of sheep by dogs. Protection of Inlet and Costal Fisheries. Importance of Natural Resources and Guarantee of Municipal Bonds.

Most of them were discussed in a very satisfactory manner, and resolutions passed. For want of time some were laid over, and may be taken up this year, if it is the pleasure of the convention.

You will note that all of these subjects were of a general character, and not local in their demands, which in

my opinion is the only policy for the Maritime Board to follow.

We may naturally ask—what has been the result of our deliberations, and have we received sufficient recompense for any sacrifice we have made. In my opinion—yes. For instance in the matter of "Better Roads" there is a feeling in every part of the Maritime Provinces, for a Permanent Road. Individual members of the New Brunswick Legislature have been approached, and while we cannot announce anything positive, I do not hesitate to say that the way is opening, and the question has reached a stage where it cannot be set aside by our governments, and I trust this convention will make a still greater effort



DR. DUNBAR, Truro, N.S.
The new President of the Board.

to secure this much-needed improvement. Let your motto be Good Roads, Better Roads, Best Roads.

Emigration.

In what way can the Maritime Provinces receive their full share of emigration? The subject was very fully discussed and I regret to say, that we have not been yet able to get the matter placed in a manner which is satisfactory. Private corporations are very aggressive, so much so, that our railroad and steamship companies combining are

able to control almost the whole situation, consequently the west gets the greater bulk of the people who are coming to Canada as permanent settlers to make new homes for themselves. We have so much to offer our brother from across the water that I am sure a proper presentation of the conditions of things will bring to us a fair proportion of what we are anxious to secure, that is—men of the Anglo-Saxon race, who are leaving crowded Great Britain, to make new homes in Greater Britain. Better freight rates, quick mail despatch, freight rates to and from P.E.I., killing sheep by dogs, protection of inlet and costal fisheries, importance of natural resources and guaranteeing of municipal bonds. All received their portion of time, but with the exception of the latter, not much progress has been made. Mr. Lodge, a member of the Moncton Board, has brought to the notice of the Dominion Government the matter of better mail service, with but indifferent results, the Railroad Department demanding pay for the extra service, and the Mail Department saying they would not be warranted in going to that expense.

Municipal Bonds.

The resolution brought in by the Moncton Board relative to municipal bonds, sinking funds, etc., at the last meeting of the Maritime Board and left over to the present meeting bore some fruit.

The Provincial Government of New Brunswick at its last session passed an Act respecting municipal and other debentures which prescribes the form, how record shall be kept of same, etc. That all future debentures shall have a sinking fund to meet the payment at maturity and all premiums from sale of bonds are to be paid into the sinking fund. Existing issues of debentures not provided with a sinking fund must provide same. If incorporated towns or municipalities fail to provide for a sinking fund the governor in council may direct such town or municipality to make an assessment of sufficient amount to form a sinking fund.

It also provides that sinking funds may be paid into the Provincial Treasury and held in trust for the purposes for which designed, and that the

Provinces shall pay interest at the rate the Province is paying on its loan.

All future town and municipal bonds have to be certified to by the auditor general of the provinces, thus guarding against over-issues and other irregularities.

The auditor general of the provinces has also power to make examinations of the books and records of municipalities in connection with loans and sinking funds.

Altogether the Act is a long step in advance in the protection of purchasers of municipal bonds and of municipalities themselves, and this Board may claim some credit in connection therewith.

Gentlemen, our work is still ahead of us. You will be asked to discuss subjects that have been before this board on former occasions, and I trust that this fact will not discourage you, but make you more determined than ever to put all the energy possible into these questions that are of such vital importance to these Maritime Provinces.

This is the time when we will have to stand together as one man. Our interests must be protected.

Growing Rapidly.

We are glad the western part of our country is growing so rapidly and so well, but we must not forget for a moment that Nova Scotia, New Brunswick and Prince Edward Island can to-day offer better inducements to the farmer, can hold out just as good prospects to the manufacturer and laborer, as any country in the world. Coal, iron, lumber, fish and agricultural products are here in abundance, and of a superior quality. Our Maritime Province apples are among the best that get into the British market—this is something new for New Brunswick. Most of you have seen through the press what Mr. Palmer of the London Financial News says, that we have the best part of Canada right here. This is an altogether disinterested opinion, as this gentleman's business was to report on Canada—not a portion of it. Our country will be what we make it. Lumbering and shipbuilding were our only industries a few years ago, to-day every avenue is open to us and as the subjects come up for discussion at this convention let it always be impressed on our minds, this fact, that what we say and do here will pass into history, and it is our business to go on record as a body of men who are determined to have what we are entitled to, and hold what we get; let us have our political differences, but business union, we should give no encouragement to needless waste of public money, but where necessity demands, as it does on the subjects before you—we should insist upon what we believe we are rightly entitled to.

Before closing my address I desire to call the attention of this convention to the wonderful discovery and development of the gas and oil wells in our immediate vicinity—perhaps a brief sketch of their history might be interesting.

Oil and Gas.

In 1859 oil men from Pennsylvania became interested in the conditions existing in Westmorland and Albert counties, some drilling was done, and oil and gas were found in considerable quantities, but the work had to be abandoned for want of capital. In 1876 the late H. A. Whitney succeeded in interesting American capital in the district, wells were drilled to a depth of 1,000 feet and this continued into 1880, when the work ceased. In 1889 Matthew Lodge interested the Hon. H.



HON. C. W. ROBINSON,
President of Moncton Board of Trade.

R. Emmerson, then Provincial Premier in the subject, and the result was an Act to encourage and develop oil and natural gas in the Province of New Brunswick, declaring these articles minerals under the general meaning of the Mining Act. In this year the New Brunswick Petroleum Co. got a license to prospect on conditions that \$100,000 was to be spent in five years. Some eighty (80) wells were bored in Westmorland, Albert and Kent counties. Two pumping stations were erected, and something like 10,000 barrels of oil marketed. In 1906 it was decided by the company that a larger amount of capital was required. Through the efforts of Messrs. M. Lodge and F. W. Sumner, Dr. Henderson of London, England, has formed a syndicate to carry on the work. Capital has been secured, and everything points to a most successful development. About twenty wells are in operation, with an output of 50,000,-

000 cubic feet per day. Pipes are being laid from the wells and through our city. Not only will this be a great benefit to Moncton, but the whole Maritime Provinces are going to get an uplift that will turn the attention of capitalists, and particularly manufacturers to our resources.

Gentlemen, in conclusion, allow me to thank you heartily for electing me to this honorable position. In making me your president you paid me the highest compliment in your gift.

Once more let me say—that I trust our deliberations may be of much good to the different communities we represent, and our Provinces in general.

Faithfully yours,

J. E. MASTERS,

President Maritime

Board of Trade.

The president's address was received with hearty applause.

Correspondence.

The secretary read a telegram from Yarmouth regretting that for many reasons the Yarmouth delegates would find it impossible to attend. Forest fires, etc., was the cause. They requested that the Yarmouth subject be dropped.

A second telegram was read from the Halifax Board, stating the time their delegates would arrive, and asking that hotel accommodations be reserved for them. They wished their subject taken up Thursday morning.

An invitation was read from the Truro Board asking that the annual meeting be held in that town in 1912.

Secretary's Report.

The secretary-treasurer here read his report as follows:

To the President and Members of the Maritime Board of Trade:

Gentlemen,—The 16th annual meeting of the Board was held at Chatham, N. B., on Wednesday and Thursday, the 17th and 18th August last, with 34 delegates in attendance. It was found with much regret that St. John Board was not represented.

A very interesting meeting was held and some important subjects were very fully discussed and resolutions passed bearing on same.

A banquet was given by his Honor the Lieutenant-Governor of New Brunswick in honor of this Board; and the Chatham Board entertained the delegates and friends to an excursion on the river with music and refreshments, closing a very successful meeting.

The subject brought up by Port Hood Board of Trade asking for a reduction of freight rates on the Intercolonial Railway was referred to a committee with Mr. McLean, of the Port Hood Board as chairman. He advises me that he did not call the committee together

as he found the consensus of opinion as developed in the discussion on the subject was that the I.C.R. rates are as a rule lower than on company railroads, and it would be difficult to obtain a reduction.

Four resolutions with respect to better roads were consolidated into one, and thoroughly discussed.

The subject was brought to the attention of the several local governments, and it was hoped that in New Brunswick at least, a good roads convention would have been called by the local government before the close of the session, but it was found impossible to do this on account of prolonged session, and the near approach of the coronation.

The matter of the quicker despatch of the English mails from Rimouski eastward in the winter and early spring was taken up in Parliament by Hon. Mr. Emmerson on the request of Mr. Lodge of the Moncton Board, and thoroughly threshed out, many of the Maritime members taking part in the discussion. The Post Office department tried to minimize the fact of delays to the mails, but the figures were against them. Mr. Lodge furnished additional information to Hon. Mr. Emmerson and the subject received another airing in Parliament. But the matter stands where it has so long—the Intercolonial Railway will not put on a train without payment by the Post Office Department, and the latter declines to pay for a special train—the interests of the Maritime Provinces continue to suffer.

The subject of immigration was thoroughly discussed and a resolution passed thereon demanding that the Maritime Provinces receive more attention and consideration at the hands of the immigration officials in Great Britain.

A copy of the resolution was sent to the superintendent of immigration at Ottawa.

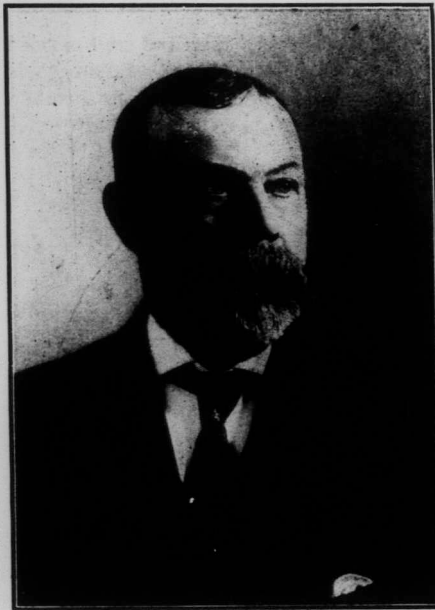
The resolution from the Moncton Board re municipal indebtedness was debated and, by request, was allowed to stand over.

As you will see by the president's report, the discussion has borne some fruit in New Brunswick in legislating relating to sinking funds, registration of bonds, etc.

Freight rates to and from Prince Edward Island:—Copies of the resolution were sent to the several transportation bodies, and I received the usual acknowledgements. Your secretary feels that no advantage can be gained in this respect short of placing the Government railways under the Dominion Railway Commission. So many and great advantages have accrued to the people of this Dominion from the decisions of that

Board it seems anomalous that any railway system in the Dominion should be exempted by special legislation from its jurisdiction.

A resolution was passed relating to the fostering of the sheep industry, but when your secretary secured copies of the legislation of the three Provinces relating to the protection of sheep he found that the fullest legislation had been provided for the safety of flocks. Provision is made for the killing of dogs chasing sheep, and for the recovery of the value of sheep killed. The difficulty rests with the farmers, themselves, mainly. Dogs-at-large are



CAPTAIN MASTERS,
Retiring President of the Board.

incompatible with successful sheep raising, but the claims of the dog appear to bulk larger with the average farmer than those of the sheep, and a large and profitable industry has become almost extinguished. The Dominion Government Commission on the Sheep Industry has toured Great Britain and the Dominion and it is hoped that its report, which should be ready shortly, may lead to a revival of that great and valuable industry.

A strong resolution on the conservation of Canada's natural resources was passed. At the present time the Government Conservation Commission is taking evidence and obtaining information as to the natural wealth of this Dominion, and public opinion is being roused as to the necessity of conserving for the people the wealth of coal, water powers, lumber, etc., in the Dominion.

On 20th of September last a circular was sent to each of the Boards of Trade of the Maritime Provinces giving the text of the several resolutions passed

by the Maritime Board at Chatham in August and asking that the several Boards would bring their influence to bear on the members of the Dominion Parliament and the Houses of Assembly to secure the furtherance of the objects covered by the resolutions.

On 3rd January last another circular was issued covering copies of that of 20th September and calling attention to the fact that M.P.'s and M.L.A.'s would shortly be resuming their duties after the Christmas recess, furnishing the Boards an opportunity of bringing the resolutions again before the members.

I have requested the president to suggest that one hour of one of the sessions of this Board be given to the subject: "How Best Can the Work of the Maritime Board Be Made Effective?"

A heart-to-heart discussion may bring to light the link that is missing between resolutions and results.

Correspondence has been had with parties in Chester, Lower Stewiacke, Sydney and Sussex re Boards of Trade in those places, but satisfactory replies could not be obtained.

Respectfully Submitted,
THOS. WILLIAMS,
Secretary.

This report was, as was the president's, received with enthusiastic applause, and on motion the reports were received.

Want St. John Members.

The president here referred to the case of the St. John Board. He had been asked to make efforts to have St. John delegates in attendance. He had gone to St. John personally, and had interviewed several of the business men there. Their answer had been that their demands were that additions be made to the by-laws in the matter of subjects to be discussed. He had, the president said, immediately set to work to meet, if possible, the demands, and the additions set down in the programme, to come before the meeting were the result.

The St. John Board had, however, refused to come in until they were assured that a majority of the delegates would support the move.

At the evening session the question of Maritime union was discussed at considerable length.

Treasurer's Report.

The treasurer reported as follows:

Receipts.	
Balance from last year	\$35.84
Per capita tax 1910	\$ 4.80
Per capita tax 1911.	204.90
	209.70
	\$245.54

Expenses.	
Salary of Secretary.	150.00
Printing	40.25
.....	13.81
	204.06
Balance in Bank	\$41.48

THE DELEGATES PRESENT.

Nova Scotia.

E. B. Elderkin, Amherst; Dr. J. E. Jones, Digby; D. A. Morrison, Amherst; J. A. Christie, Amherst; C. E. Bentley, Truro; R. V. Harris, Halifax; A. M. Bell, Halifax; W. S. Davidson, Halifax; E. A. Saunders, Halifax; W. Monaghan, Halifax; A. S. Barnstead, Halifax.

New Brunswick.

L. B. Read, Moncton; W. G. Jones, Moncton; A. H. Jones, Moncton; H. C. Charters, Moncton; W. H. Price, Moncton; J. E. Masters (president), Moncton; E. A. Reilly, Moncton; E. W. Givan, Moncton; G. Stead, Chatham; W. Dick, Chatham; C. C. Hayward, Newcastle; J. Russell, Newcastle; J. D. Creaghan, Newcastle; R. W. Hewson, Moncton; E. C. Cole, Moncton; C. P. Harris, Moncton; C. W. Robinson, Moncton; F. C. Jones, Moncton; D. P. McLachlan, Chatham; Geo. Watt, Chatham; W. B. Snowball, Chatham; Rev. W. I. Bale, Newcastle; Geo. Stables, Newcastle; P. Hennessey, Newcastle; E. A. McCurdy, Newcastle; J. P. Falconer, Newcastle; S. M. Miller, Newcastle; J. Robinson, Millerton; A. E. Williams, Moncton; J. H. Harris, Moncton; J. A. Marvin, Moncton; W. F. Humphrey, Moncton; F. E. Whelpley, Moncton; J. T. Hawke, Moncton.

Prince Edward Island.

J. P. Fielding, Alberton; S. M. Hicks, Summerside; Joseph Read, Summerside; R. L. Cotton, Charlottetown; J. A. Brace, Summerside; E. T. Higgs, Charlottetown; M. Forbes, Charlottetown.

WEDNESDAY AFTERNOON.

The committee on unfinished business then reported. They recommended that Resolution No. 5 be amalgamated with the Halifax Resolution No. 7, both touching on emigration.

Also that Moncton's subject on "Maritime Union" be taken up first.

Also that subject No. 2, touching on an Automobile Highway from St. Stephen to Halifax, be so amended as to include Campbellton to Moncton.

On motion, the report was allowed to lay on the table until subject No. 4 was taken up.

Maritime Union.

R. W. Hewson, of Moncton, then moved the following resolution named "Maritime Union," which was in itself explanatory:—

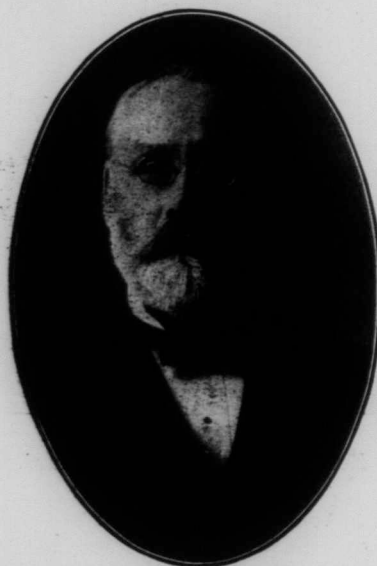
"That a committee be appointed by this Board to consist of **** members representative of the three Maritime Provinces, to memorialize the Governments of Nova Scotia, New Brunswick and Prince Edward Island with respect to Maritime Union; and to take such other action with a view to influencing public opinion as shall to them seem best calculated to bring about the union of the three Maritime Provinces."

Mr. Hewson suggested the leaving of the appointing of the committee in the hands of the present chairman. He further suggested a committee of four.

The motion was seconded by D. A. Morrison, of Amherst.

The motion was then put and carried.

Moved by Capt. Read, Summerside, that the blanks be filled by four members from each province, a committee of twelve.



T. WILLIAMS,

Secretary, and necessarily a busy man at the Convention.

Seconded by E. C. Cole, of Moncton, and carried.

The report of the committee on unfinished business was then taken up. Some technical discussion then ensued when it was moved by J. T. Hawke, of Moncton, that the report be referred back to the committee to make the suggested changes.

This was seconded by Capt. Elderkin, of Amherst, and carried.

Trade with Cuba and West Indies.

Capt. Elderkin then introduced Amherst's subject, "Better Trade Relations With Cuba and the West India Islands." He regretted very much that H. J. Logan, who was to have introduced the subject, was unavoidably absent. The resolution, however, he considered of great

importance; and he thought it could very properly be brought before the Maritime Board. In connection with the people of the West Indies and Cuba, from personal contact he had with them he was prepared to state that they were intensely sympathetic with, and took a deep interest in, the people and conditions of Canada. As an instance, he cited the case in 1908, where Canadian flour had sold in those islands for 25 cents per barrel less than United States flour, while in 1910 it had sold for 25 cents per barrel more, simply because they had become acquainted with the fact that it was better flour.

In the matter of the movement to secure a firmer commercial foothold there, the speaker, wished to bring particularly to the attention of the Board the question of the steamship service. Pickford & Black deserved credit for the manner in which they had built up their line. The main point was to have a service that would commend itself to us as well as to the West Indies. It was a nice trip, and he would heartily endorse any action which might be taken by the Board that would induce the government to grant a substantial subsidy to some company, with a view of having another good line. He believed in mortgaging for the future and letting future generations bear a part of the burden, the results of which they would reap their share of the benefit.

There was a very large trade to be developed, but it must be done through personal solicitation. The further opening up of these islands to Maritime Provincial trade would prove a great benefit to these provinces.

Ask Aid From Government.

Capt. Elderkin moved the following resolution:

"Whereas the volume of export trade largely influences a country's material prosperity;

"Whereas, owing to the geographical position of the confederated provinces of Canada, different markets appeal to some more strongly than others;

"Whereas the West India Islands are large importers of food products manufactured articles and live stock;

"Whereas Canada through the Maritime Provinces has a direct route with the Islands;

"Whereas up to the present time these Islands are largely supplied from the United States;

"Whereas, believing that these markets can be won for Canada if a persistent effort is made to keep before them the advantages of dealing with Canada;

"Therefore, resolved that this Maritime Board of Trade in annual meeting

assembled in the city of Moncton, respectfully asks the federal government through the ministers of trade and commerce and agriculture, to use every available means to win this trade, especially that of live stock, for Canada;

"And further resolved, that in the judgment of this Board a modern and up-to-date steamship service should be inaugurated with boats of not less than 12 knots speed and sufficient accommodation for at least fifty first-class passengers and a dead weight capacity of not less than three thousand tons."

Mr. Christie, of Amherst, spoke briefly on the question. He had taken a trip down that way last year. He heartily agreed with the resolution and was prepared to endorse the mover's statements as regards the feeling of sympathy which seemed to exist in the West Indies for things Canadian. They wished to trade with Canadians. The people there were willing to take hold of anything British or Canadian, in preference to those of other countries. A St. John firm was doing a big business down that way. He knew it was a good opportunity for Canadian trade and Canadian manufactured goods. The main point to get at was to make the steamship service quick with large boats.

Important Subject.

Mr. Higgs, of Charlottetown, stated that the subject was a vitally important one. He knew from personal experience that the people of Cuba and the West India Islands wished to foster trade with Canada, providing we could give them the goods they wanted at a fair price. He touched on the Island's facilities for trade down there and stated that under present conditions, they were not as well situated as New Brunswick and Nova Scotia. He considered that it would be a good idea for the Dominion Government to send, say three business men from each province down to talk the matter over personally with the business men there. Much could thus be accomplished.

Freight Rate Too High.

W. B. Snowball, of Chatham, had an unanswered letter, to the effect that their prices on lumber were right, but that the freight rates were too high. There was a good trade to be done there in fish, lumber, etc., which Canada could secure and was entitled to.

If any resolution could be passed by the board that would impress upon the Government the need of this they would have accomplished much.

Mr. Davidson, of Halifax, brought up the question of the granting of the subsidy. Would it be possible to subsidize for the carrying of cattle and first-class passengers on the same boat? Much

objection was raised by first-class passengers in this connection. He suggested the subsidizing a class of boats for cattle and another for passengers.

Capt. Elderkin, of Amherst, stated they would have to go step by step. It would be too much to ask for a combination subsidy now.

Capt. Read, of Summerside, was of the opinion that at the start a good course to pursue would be to ask for a subsidy for freight only. He thought that whoever took the subsidy would themselves provide for the passenger traffic. His idea would be a line of boats to start from Montreal in the summer, reserving space for points in the Maritime Provinces, so much for each port of

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W. B. SNOWBALL, Chatham, N.B.
Past President.

call. The time would come, he contended, when those people would perforce have to draw trade from Canada.

Favored Canada.

F. McDougall, manager of the Moncton branch of the Royal Bank of Canada, who had spent much time in the West Indies and written much about conditions there, was called upon, at the suggestion of Hon. Mr. Robinson. Mr. McDougall had spent a couple of winters there and had found the sentiment much in Canada's favor. New York, however, had captured much of the trade, by reason of the fact that the commercial travelers from that city covered the ground, not intermittently, but regularly. This question was, in his mind, a most important one for Canada, in fact, they could hardly discuss a more important one. If some one could be induced to put on a good week-

ly, or ten-days, service, the benefits would be great. Touching on the point regarding the fact of carrying cattle clashing with the passenger traffic, Mr. McDougall said that he did not see how such could be so as the greater bulk, if not all, of the beef was not taken in on the hoof, but dressed and chilled. True, he went on to say, Canada had geography against her, but they must do their best to overcome this.

The motion was then put and carried unanimously.

Committee Report.

The further report of the committee on unfinished business was heard recommending the amalgamation of subjects 5 and 7 touching on immigration and advertising in the Mother Land. On motion of Capt. Read, seconded by Capt. Elderkin, the report was adopted.

Mayor Welcomes Delegates.

At this juncture, His Worship Mayor Reilly was called to the platform and in a brief but straightforward speech welcomed the visiting delegates. "It affords me much pleasure," he said, "on behalf of the citizens and aldermen to welcome you to our city to-day. I thank you as a body for the honor you bestow upon me at this moment." He wished the visitors to take some little time from their duties in the sessions to look about the city and trusted they would take away with them pleasant recollections of Moncton. "On behalf of the citizens," His Worship went on, "I open to you all welcome; and trust you will avail yourselves of the opportunity of acquainting yourselves with the extent of our natural resources. I feel safe in saying that the aldermen will be pleased to assist you in any way in their power."

Government Inspection of Farm Products.

At the conclusion of Mayor Reilly's remarks, Capt. Read, of Summerside, introduced their subject and moved the following resolution:

"Whereas Government inspection of products increases the value of all such articles by reason of the confidence of the buyers and consumers, and

"Whereas, such inspection protects the honest and careful producer against the dishonest and careless, and

"Whereas, inspection of certain commodities for export abroad only leaves all the inferior, damaged, or infected products of the farms to be used by local consumers thus increasing the ratio of inferior, damaged or diseased goods to go on the local market; and

"Whereas, inspection will promote more care in production and marketing; and

"Whereas, the public health of the community will be in many respects guarded by inspection;

"Be it resolved, that this Maritime Board of Trade request the Dominion Government to appoint a sufficient staff of inspectors to inspect (a) grain, (b) hay, (c) meat products used for home consumption and traded in between the three Maritime Provinces and Newfoundland, and also all cows, the milk of which is used for making cheese, butter, condensed milk, etc., and that the local Government pass such as will protect the local consumers, when and where the Dominion Government has not the necessary jurisdiction."

This was seconded by Capt. Elderkin, of Amherst.

Capt. Read, in introducing the resolution, stated that the farm products exported from the Island to points outside the Maritime Provinces had to be inspected, but for shipment to points within the provinces, such was not the case. In this connection, all tubercular animals, detected in the inspection, were burned on the spot, while, when there was no inspection, the disease was liable to be transmitted in this way. This was the point they wished to get at, to guard against this by providing for inspection. He touched on the great fight being waged against the white plague, and thought the inspection of all products such as these should be stringently compulsory in the Maritime Provinces. This applied to the matter of milk for sale, for cheese, for butter, and in all cases, in conjunction with all kinds of meat products. He also touched on the matter of oats, hay, etc. Inspection was here a great necessity as well.

Want Pure Foods.

Capt. Elderkin, in seconding the resolution, expressed himself in hearty accord with the purport of it. "We cannot lay too much stress on this matter," he said, "and, as a matter of fact, we cannot go too far in an endeavor to have the food products put on the market of the purest and best quality."

Mr. Snowball, of Chatham, in his remarks, brought up a case where Newcastle diseased meats had been detected and destroyed. He was heartily in sympathy with the resolution. Not sufficient care was taken in the inspection of milk, as well as many other such products.

Mr. Fielding bore out Capt. Read in this matter. He cited an instance of a

hog that was, as he termed it, a "beautiful looking" one. It was found, however, upon examination by a veterinary surgeon to be full of disease from head to foot. Such cases as these he thought should tend to make people more careful and inspection more rigorous.

Mr. Hennessey, of Newcastle, and others briefly supported the resolution.

Mr. Stables spoke of the way they were cheated in the matter of apples for want of an inspector.

Mr. Miller, of Newcastle, brought up the case Mr. Snowball had spoken of regarding the diseased meat. This meat, he said, bore the stamp of the government inspector. Nothing, he thought, could go from the Board that could too

"Men who have kept the Board alive."



A. M. BELL, Halifax, N.S.
Past President.

strongly set the matter before the proper authorities.

Mr. Snowball thought the case Mr. Miller had spoken of should be a matter for the Newcastle board to take up and follow to an end.

After some little further discussion on the matter, the motion, was carried unanimously.

For Good Roads.

Hon. Mr. Robinson moved the following resolution from the Moncton Board:

"That with a view to fostering tourist travel between the United States, Quebec and the Maritime Provinces, the Governments of Nova Scotia and New Brunswick be memorialised by this Board to reconstruct and improve the highways between the United States boundary and Halifax (via St. John) and Moncton to Campbellton in order to make them suitable for automobile travel; and that a committee of members be appointed by this board

to prepare such memorial and take such other action as may be necessary to further the object of this resolution and that the Government of Prince Edward Island be petitioned to repeal the prohibition of the running of automobiles on Prince Edward Island."

Mr. Robinson in moving the resolution stated that while he appreciated the fact that there was much antagonism against the auto, it had come to stay. It was in the line of progress. He touched on the benefit of tourist travel that come to the Provinces by automobile, and stated that in many parts the roads were so impassable as to almost discourage such altogether. Much of this tourist travel was attracted here through the medium of the game of the Provinces, and as a direct result, the revenue for licenses last year was some \$50,000. Much more than this was spent by the tourists.

"We have," he continued, "our climate and sea coast to sell and under existing conditions we cannot get those to market. It would be good business to try to provide a market for these commodities." There had been an agitation at the Canadian Forestry Convention for a general highway through Canada from the Atlantic to the Pacific. This would, if brought into effect, provide for that section from Moncton to Campbellton. He did not favor the macadamizing scheme, but thought the scheme could be worked out by fixing up the bad pieces of road.

Mr. Miller, of Newcastle, agreed with Mr. Robinson, but did not see how they could cut out the section from Moncton to Campbellton. The North Shore was the game country. He was heartily in accord with the move to take in this section, and thought the government, under the circumstances, could well afford it. He seconded the resolution.

Mr. Snowball, of Chatham, Mr. Davidson, of Halifax, and others spoke on the matter, but as the hour was growing late it was decided to postpone the discussion until the evening session.

The meeting then adjourned to meet again at 8 o'clock.

Wednesday Evening Session.

When the evening session opened at 8 o'clock, the president announced he would consider it a good move to suspend the order of business for a half-hour and devote that time to a discussion on the question as to how results could be best obtained. It was practically useless for a body of men to come from all over the Provinces, pass resolutions and let the matter rest there. He called upon Mr. Snowball of Chatham for his opinion.

Mr. Snowball was of the opinion that it would be a good idea to have a committee of three appointed from each province, to follow up the resolutions, take them up with their respective provincial governments and report back at the annual meeting of the board. He did not believe in large committees—three, he considered, sufficient members. He also suggested a committee of three to interview the Dominion Government on such matters as came under the jurisdiction, the members of the latter committee to be chosen, at the discretion of the Board.

Mr. Bell, of Halifax, was in accord with the suggestion of Mr. Snowball in connection with the committees reporting back. In connection with the committee of three to meet the Federal Government, he thought it would be a good idea to have them interview the Ministers while they were on their vacations. While at Ottawa they were busy.

Mr. Stead of Chatham, suggested that copies of the resolutions be presented to the members and ministers.

Mr. Hennessey, of Newcastle, thought it would be a good idea for each local board to have copies of the resolutions, and place them in the hands of their representatives. No representative would ignore the requests of the Board of Trade. This, he suggested, as one means to gain the desired end.

Mr. Brace, Summerside, and Mr. McCurdy, Newcastle, agreed with Mr. Hennessey. The demands of such a representative body as the Maritime Board of Trade could not be ignored. The local boards, however, should be energetic.

The Weak Spot.

Secretary Williams stated that the last speaker had put his finger on the weak spot. He has sent out a communication to the local boards calling attention to the resolutions passed at the last meeting of the Maritime Board and asking that they take up the matters vigorously with their local members. Another such circular had been sent out after the Christmas recess. The matter with the local boards was that they did not take themselves seriously.

Mr. Watt, Chatham, also claimed the boards did not take themselves seriously enough on matters that did not interest them locally. He, however, considered that something along the line Mr. Snowball had suggested was the only cure.

Mr. Morrison, Amherst, thought that a combination of the suggestion brought out would bring the best results. The local representatives should be the men to follow the matters up, and they, in turn, should be followed up by the board members. He had found in the case of Amherst the plan worked well.

Mayor Reilly, Moncton, stated that the difficulties they were now endeavoring to overcome, occurred in all inter-provincial bodies. Such difficulties had cropped out in the Union of Canadian Municipalities. He outlined their plan of action, in this connection. The matters were taken up from a provincial standpoint, and the individual provincial committees reported back to the main body.

The culmination of the discussion was the appointment of Mayor Reilly and Mr. Snowball to bring in in the morning a resolution in this connection.

Back to Good Roads.

The discussion on the automobile highway was here resumed where left off in the afternoon session.

Mr. Snowball stated that roads were the main feeders of the railways. He touched on the immigration question as influenced by roads. The class of immi-

“Men who have kept the Board alive.”



CAPT. JOS. READ, Summerside, P.E.I.
Past President.

grants we had coming in were used to good roads, and would in many cases turn away disgusted with their conditions going west in search of better. The time, he thought, had arrived when Canada should pay more attention to her roads. It was a question, if the suggestion of a bonded debt of \$1,000,000 for road purposes was not a good one. Were he a member of the local government, he would advocate such a move and he believed the people of the country would bear him out in it.

Mr. Forbes, of Charlottetown, stated that from what he had seen of New Brunswick and its roads he would say that the New Brunswick people in

the matter of roads had the heartfelt sympathy of the people of P.E.I. As regards the last section—that touching the move to have the Act repealed which prohibited the use of autos on the Island—he thought it rather out of the province of the board. It was, anyway in his mind, useless. The farmers would not listen to it. It was merely a waste of time.

Mr. Cotten, of Charlottetown, said he would not like to go so far as had Mr. Forbes. There was a movement on foot in some circles to have the prohibition of running the autos repealed. He thought, however, the discussion was useless.

Mr. Forbes moved that the section be struck out. This was seconded by Mr. Cotten.

A Contrary View.

Mr. Sumner, of Moncton, wished to correct Mr. Forbes. He could not have been over the New Brunswick roads very much. He (Mr. Sumner), as an auto owner, would say that he found the roads to St. John excellent. He had made the trip in four hours. The New Brunswick roads were away ahead of those of Nova Scotia, Quebec and other provinces. In the Island they had fair roads. They were, however, not wide enough. He agreed with Mr. Forbes and the seconder of his motion it would be unwise to tamper with this matter of attempting to have the law repealed.

Mr. Sumner touched on the point brought up by Mr. Snowball, in reference to bonding to the extent of \$1,000,000 for road purposes. He was familiar with the circumstances when this question had been brought up and it had finally been stated at the time that \$1,000,000 was not enough—\$5,000,000 would be nearer the mark. He touched on enhancing the value of Crown lands through the medium of good roads. He considered it good policy to further if possible this move for good roads.

F. McDougall, Moncton, considered it a wise move to drop the clause at the suggestion of the P.E.I. delegates. He also considered that it would be a good move to eliminate the clause “from Moncton to Campbellton.” In the interests of all concerned in the matter of a main highway, he thought it would be unwise to attempt to establish branch lines as well. He would suggest to the delegates from the North Shore, the dropping of this section.

Mr. Snowball stated that as one of the committee responsible for the putting in of the North Shore section, explained why it had been incorporated. He could not see his way clear to agree to the striking of it out, and he felt sure that all the delegates from the

North Shore would stand pat on the question. He again touched on the matter of the suggested bonded debt and reiterated that he considered it a good business proposition, even to go so far as the \$5,000,000 suggested by Mr. Sumner.

Hon. C. W. Robinson called attention to the income for the roads of \$5,000 auto tax. The automobile owners were contributing this toward their upkeep.

Mr. Miller of Newcastle, thought that to leave out the North Shore a proposition of this kind was "political suicide." A goodly share of the tourist travel went to the North Shore and he thought they should be encouraged in it. By all means include the North Shore and have the road extended to Campbellton.

Mr. Forbes' amendment striking out the P.E. Island clause was then put and carried unanimously.

Old Country Roads.

Mr. Hawke, of Moncton, said he had listened with much interest to the statement that the roads of New Brunswick were far superior to those of Nova Scotia and the other provinces, but he could hardly see where the statement was consistent with the suggestion by the same speaker to spend millions of dollars on roads that were considered so excellent. He touched on the statement of Mr. Snowball that the roads of England were built a thousand years ago. Mr. Snowball had evidently referred to the old Roman roads. Such an argument as this he looked upon as simply attempting to excuse ourselves. From personal experience he knew of excellent, in fact almost perfect roads in the Mother Country built not more than sixty years ago. He touched on the improved methods of dust laying in certain sections in the Old Country, and passed on to take strenuous exception to the phraseology of the resolution in the main. The resolution provided for improving the roads from the standpoint of the automobile and solely for the benefit of the automobile. While he fully appreciated the factors the auto and the bicycle had been toward better roads, he considered that the resolution should be brought in and discussed from the standpoint of the masses and not the classes. How could they improve the roads so as to benefit the farmer?—that was the basis upon which the matter should be discussed. No government, be it Liberal or Conservative could live and attempt to pass such class legislation. The farmers the provinces over would rise in arms against it. He considered the resolution should be so redrafted as to eliminate the word "automobile" and set the matter up in a more general sense.

Mr. Sumner took exception to Mr. Hawke's remarks regarding the old Roman roads in the Old Country, saying that he had passed over roads which he had been told, had been constructed by the Romans over 1,000 years ago, and went on to say that as regards the wording of the resolution to make it pertain to autos only, he agreed with Mr. Hawke there. He was against that idea. It seemed to be a class resolution. He again touched on the matter of a bonded debt to the extent of \$5,000,000 to be expended on permanent roads and considered it a good scheme.

Mr. Snowball spoke briefly on the part played by the frost in Canada in the maintaining of good roads.

Motion to Redraft.

F. McDougall, of Moncton, moved in amendment that a committee be appointed to re-draft the resolution and submit the result at the next session.

This was seconded by Mr. Miller, of Newcastle.

Mr. Robinson, of Moncton, here spoke at some length on the matter. He was to be considered, no doubt, the father of the resolution, and considered that even from the standpoint of making better the roads for tourist travel, the resolution was in his mind a good one, and one which, if carried out, would react with beneficial results. He touched on his statements of the afternoon on the

matter, and went on to call attention to the fact that tourists in autos, coming from the United States side were stopped by an almost impassable barrier. One or two touring U. S. automobiles would be seen on the streets here, while given good roads, the numbers would be increased to two or three hundred. They were exceedingly anxious to visit and tour the Maritime Provinces, but with such roads before them as that from St. Stephen to St. John, were naturally discouraged.

Passing on, Mr. Robinson stated that madadamizing was not necessary, rather fixing up the bad sections—coupling the good sections by repairing the bad—utilizing the gravel beds where possible. His idea would be good highways built and kept up by the government, apart entirely from municipal control. It was a big question to bring to the attention of a government, this permanent roads question, involving as it would, an outlay of several millions of dollars.

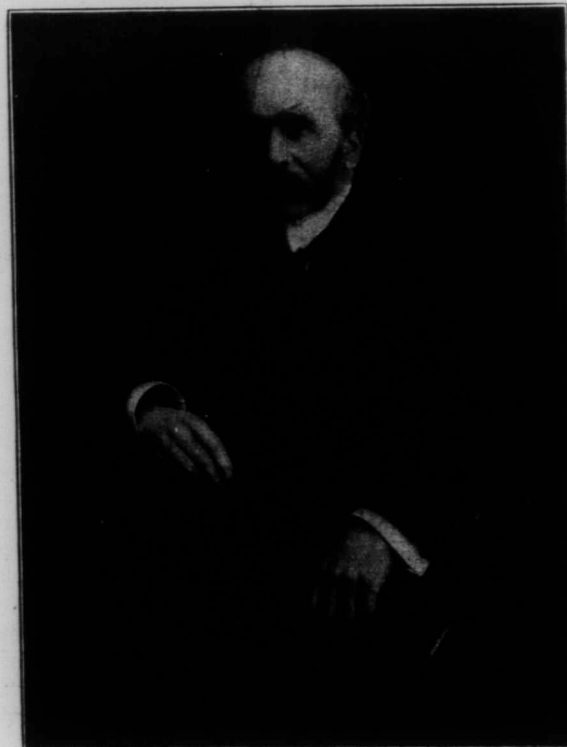
Some further discussion ensued in which Mr. Cole, Mr. Morrison, Mr. Hawke and others took part, when the amendment was put and lost.

Redraft Resolution Carried.

Moved by Mr. Bell, of Halifax, seconded by Mr. Morrison, that the resolution be recasted to read thus:—

"That with a view to fostering

"Men who have kept the Board alive."



JAS. PATON, Charlottetown, P.E.I.
Past Pres., and 1st Vice Pres.

tourist travel between the United States, Quebec and the Maritime Provinces the Governments of Nova Scotia and New Brunswick be memorialised by this Board to so improve the highways between the United States boundary and Halifax (via St. John) and Moncton to Campbellton as to make them more suitable for tourists and general travel and that a committee of * * * * members be appointed by this Board to prepare such memorial and take such other action as may be necessary to further the object of this resolution."

This was seconded by Mr. Morrison and carried.

The main resolution was then put and carried unanimously.

Nominating Committee.

Before adjournment, the president named the following gentlemen as a nominating committee: Messrs. Elderkin, Nova Scotia; Snowball, New Brunswick, and Forbes, P. E. Island.

Thursday Morning Session.

The proceedings opened promptly at 9.30 with Captain Masters in the chair.

W. B. Snowball brought in the following resolution which was seconded by Mayor Reilly and carried unanimously:

RESOLVED that the president, after consultation with delegates, appoint a committee of three from each province to follow up the resolutions passed by this Maritime Board and press them upon the attention of their respective local legislature, and also a committee of three, one from each province, to deal with resolutions that require legislation at Ottawa; and that said committees report back in writing at the next annual meeting. Also that the secretary have copies of the resolutions sent to every member from the three provinces accompanied by a circular letter asking their co-operation.

Mr. Bentley, of Truro, thought it was unfair to place so much responsibility upon the president. One of the wants in the East, was the lack of unanimity among the members of Parliament of the Maritime Provinces. There was a mistaken controversial spirit abroad.

Mr. Bell, Halifax, pointed out that if this work were undertaken after the meeting adjourned it would entail untold correspondence. It would be much better to act now while the Board was in session.

Need of Forest Protection.

"Forest Protection" was the next subject, introduced by the Moncton Board.

"That a Forest Protection Board be appointed by each Province to whom shall be reported by the owner of the property burned over each case of forest fire, and such Board shall employ

a competent officer or officers, with power to administer oath, who shall make a thorough investigation into each forest fire and report fully on same to the Board, with such recommendation as shall appear to them advisable in each case."

In the absence of F. W. Sumner and Clifford Robinson, Mr. Hawke, of Moncton, seconded by S. M. Higgs. Mr. Higgs referred to the need of action along the lines suggested in the resolution and especially where he came from on the island. He referred to the blight which fell upon cherry trees on the western part of P. E. Island. He had been unable to get any information as to the cause of this, by writing to the Dominion ethnologist, who had promised to look into it. Carried.

Lower Express Rates.

Transportation was the next subject. It involved the failure of express companies to put into effect the reduction of rates ordered by the railway commission. It was submitted by the Alberton and West Prince (P.E.I.), Board.

Mr. Fielding, of West Prince, said a readjustment had taken place but no reduction. He would like to hear the opinion of others on the subject.

D. B. Bentley said that on the main line considerable reduction had taken place, and before going on record the Board should be sure that no reduction had taken place.

Mr. Bell thought it a mistake to bring such a matter forward without facts to back it up. The readjustment of rates was a matter of weighing which meant a great increase in rates. He thought an express rate would work both ways. A lower rate would help the shippers of goods from Toronto and Montreal and thus compete with home goods. He would advise care.

Geo. Watt, of Chatham, N.B., said that the big departmental stores all over had special rates on the express services and if the companies could cut rates for them, that was a subject worthy of consideration. No preference should be given these big stores.

Captain Read explained that transportation was not a local question. The "hydra-headed" express companies were the ones to get after as well as the big stores, and the Board should call the attention of the government to this iniquity.

W. B. Snowball spoke to the question and referred to the fine parcel's post system in the Old Country. It would be advantageous to recommend a parcels post like that existing in England. He supported the resolution.

Mr. Higgs thought the pith of the resolution was not clear. He knew that the express companies carried out the instructions of the Railway Commission.

He therefore would suggest a readjusting of the resolution with facts involved, which would state what redress was wanted.

D. A. Morrison moved that the motion be referred to a committee of three to redraft this resolution.

Captain Masters appointed A. M. Bell, J. P. Fielding and S. M. Higgs, a committee to do this.

Truro the Next Meeting Place.

The location of the next meeting was discussed, a motion was brought in favoring Truro as next meeting place.

L. G. Jones referred to the fact that last year, Yarmouth gave way to Moncton as the meeting place, and that city had expected to be chosen for next year's convention. Mr. Jones made a motion to this effect and was supported by D. A. Morrison as seconder.

Captain Read supported Truro. He said he was not sure that Yarmouth was in Nova Scotia, and created great laughter by telling Captain Masters that when they were "chewing salt water" Yarmouth was not considered on the Nova Scotia map.

Mr. Bentley pointed out that it was thirteen years since the meeting met in Truro. There were many points in favor of Truro. It was central and convenient.

Mr. Snowball said that Captain Cann, of Yarmouth, was in line for the presidency, and it was a question if he would care to go to Truro.

The amendment in favor of Yarmouth was put and lost by considerable number.

Truro was chosen by a large majority.

Captain Masters then asked the nominating committee to bring in a report.

Changes to Constitution.

Amendment to constitution was the next subject.

Notice had been given of the following amendment, by the Charlottetown, P. E.I., Board:

"That Section 9 be amended to read: "Each affiliated Board shall pay annually to the Secretary-Treasurer towards the expenses of the Maritime Board an amount in the proportion of a per capita tax of fifty cents each on its membership."

Mr. Higgs spoke on the resolution to the effect that more money would be an asset to the Board. However, another resolution had been passed which covered the aim involved in this one, and he wished to withdraw it. He would like to see Members of Parliament asked to attend these meetings, and he made a resolution to the effect that the secretary be asked to write officially for the attendance of members of the federal

and local parliaments. It was seconded by Mr. Watt, of Chatham.

Express Rates Again.

A new resolution re the Express Companies' rates was brought in and carried unanimously as follows:

"Whereas it has been found that the reclassification recently made by the express companies has not provided the result of cheaper rates aimed at, but acts to the disadvantage of the general public, therefore be it resolved that this matter be again urged to the attention of the Railway Commission with a view to having the grievance remedied.

Question of Local Subjects.

The following suggestion of addition to rules and by-laws was discussed:—

"No. 25.—No subject of a purely local character in which the interest of one Board may be opposed to the interests of others will be allowed on the programme for discussion at any meeting."

"No. 26.—The subjects for discussion at any meeting of the Maritime Board shall be submitted to the president or secretary by the affiliated Boards at least four weeks prior to the date of the meeting, and a list of such subjects shall then at once be forwarded to the several affiliated Boards, each one of which shall have the right to object to any subject in the list on the grounds stated in By-Law No. 25, which subject shall then be eliminated, and from the remaining subjects the committee on unfinished business (see By-Law No. 3) shall select the subjects for discussion at that meeting, and no other subjects shall be discussed except by two-thirds vote of the members present."

A resolution was moved by Captain Read and seconded by Mr. Higgs and carried that clause No. 25 should be added.

Objection to Clause Being Added.

Mr. Davidson on behalf of Halifax Board said their council did not want that clause in as it would ultimately cause the withdrawal of the Halifax Board.

W. B. Snowball spoke in favor of the resolution. He showed the difference between a purely local matter and a subject of breadth sufficiently important to be discussed by the Board.

He felt Mr. Davidson had not quite understood the question, as Halifax men were much bigger than that.

Mr. Davidson said this clause had been brought in to "pamper" St. John. Halifax required no "petting" and had stood by the Maritime Board through thick and thin, and he could not see why St. John should be given any consideration for a "whimsical pout."

Captain Masters then said he was re-

sponsible for this clause and it was not for St. John, any more than any other place. He had seen so much time wasted at Board meetings, that he urged this clause.

Mr. Harris and Mr. Barnstead pointed out that it would be necessary to determine more clearly what "purely local" meant.

A. M. Bell remarked that the two clauses were interlaced and should be discussed together. He wanted to see contentious subjects retained in the Board. A "scrap" always made things interesting and he would deally love controversies at the meetings.

No. 26 was then brought before the meeting by itself, and A. M. Bell moved an amendment, seconded by Mr. Bentley, which inserted a clause in No. 26 to the effect that subjects that were considered objectionable by a two-thirds vote of the Board of Trade general meeting, also cutting out all words after the words "affiliated Boards." This was carried unanimously.

Advertising the Maritimes.

Two subjects were then merged into one, including "Advertising the Maritime Provinces in the Mother Country," and "Immigration to the Maritime Provinces."

This was presented on the advertising question by the Halifax Board:

"Whereas there is room in the Maritime Provinces of Canada for a population of thirty millions, though they now have less than one million, and

"Whereas, the opportunities industrially and commercially in these provinces assure a satisfactory living to the man of diligence and sobriety always, and

"Whereas, the Maritime Provinces, because of their older civilization, have educational and social advantages that cannot be found in a new country and are therefore more likely to appeal to men with families who have to consider the education of their children and the importance of social life, and

"Whereas, there are thousands of such desirable people leaving the Mother Country each season who could be persuaded to settle in the Maritime Provinces, and

"Whereas, because of the extensive advertising of the far western provinces, the eyes of prospective immigrants from the Mother Country have been and are constantly focussed on these new provinces;

"Therefore resolved that the Governments of the Maritime Provinces should appropriate a liberal amount of money to be expended for the following purposes, namely:—

To educate the people of the Mother Country regarding the variety and natural riches of the Maritime Provinces and to impress them with the advantage of citizenship in such a community as ours."

Optimism Needed.

Reginald N. Harris then read the following paper on this question:

"The resolution of the Halifax Board of Trade upon which I have been asked to speak is one dealing with a matter of great importance.

"A few months ago I visited the Canadian west, and from Victoria to Winnipeg, wherever I stopped, I met and heard of hundreds of former residents of the Maritime Provinces who were now living in some part of the various Provinces of Manitoba, Alberta, Saskatchewan and British Columbia.

"I knew that from fifteen to twenty law students from my own office had in the past ten or twelve years taken up their residence in the Canadian west, and I suppose it should have occurred to me that other young men in the Maritime Provinces, in other walks of life, were doing the same thing, but it required a personal visit to bring home to my mind the full realization that during the last fifteen or twenty years thousands of the people of Nova Scotia, New Brunswick and Prince Edward Island had left us to make new homes in western Canada. I must confess that it was not until I visited the west and saw everywhere so many former residents of the Maritime Provinces, many of whose faces were familiar to me, that I began to realize what it all meant to us in the east.

"To hear that most of these were doing well and occupying honorable positions in their new home, was what one naturally expected, considering the stock from which they sprang, but always there came the thought of what New Brunswick, Nova Scotia and Prince Edward Island might have been if these people, and the thousands who in previous years had gone to the United States, had remained at home.

Some Figures on Population.

"Few realize the enormous loss the drain upon the population of the Maritime Provinces has entailed upon us. In 1881 the total population of Canada, outside of the Maritime Provinces, was 3,454,200. In 1911 it is safe to estimate it at 7,000,000—an increase in 30 years of 100 per cent.

"In 1881, the combined population of the three Maritime Provinces was 870,600. In 1911 it is estimated at not more than 900,000. The rate of increase is only about 31.3 per cent., certainly not more than five per cent., as against 100

per cent. in the rest of Canada. If we had kept pace with the rest of Canada we would have had 1,800,000 people in the Maritime Provinces to-day, in place of about 900,000.

"Those who left us were in most cases the youth of the land—the best blood—and the cause of our anaemic condition is therefore plain. We have not only lost these young people, but their children and children's children for all time.

"In many cases in Nova Scotia the old men only have been left on the farms, with the result that as they grew older they were forced practically to abandon any effort to cultivate their land and to content themselves with simply cutting the grass and selling it, and, of course, the effects cannot have been otherwise than disastrous.

Boys Leaving the Farms.

"I was much struck with this on a visit I made last year to Margaree. The man who drove me from Margaree to Strathlorne was a farmer in the Margaree valley, just below the Forks. On the trip I said to him, 'You have a fine chance here for farming. These beautiful slopes must yield excellent crops, and I suppose you do a lot of farming?' 'Oh, no,' he said, 'my boys are all away, and I am too old to farm. All I can do is cut the grass.'

"On my arrival at Strathlorne I spent the night at the hotel, and in the morning was driven to the station by the proprietor. Here, too, the fertility of the beautiful valley impressed me, and on the way to the station I said to the proprietor, 'This is a splendid farming country. I suppose you do a lot of farming here?' His answer was almost word for word what had been said to me the day before by the man who drove me from Margaree. His boys were all away. All he was doing was cutting the grass. There was no attempt at farming.

"These two conversations took place on two consecutive days. They cannot be isolated instances.

"Who can estimate the enormous loss to the Maritime Provinces due to the emigration which has been going on for the past thirty years? Who can properly estimate the position which the eastern provinces of Canada would occupy to-day, if all our people had remained at home, or if we had held our own with the rest of Canada? Think what it would mean to cities like St. John, Halifax and Moncton if they had to-day double their present population. With the 900,000 people we have lost we could have three cities the size of Toronto.

"There is some satisfaction in the thought that the exodus to the United

States has ceased to a very large extent at least. If the people in the Maritime Provinces must go west, we can thank God that they are still citizens of Canada.

"Estimating the number of people who have left us in the last thirty years, with their offspring, at 900,000, it is perhaps worth while to figure up what this means in dollars and cents.

Citizen Valued at \$1,000.

"The statement has often been made, and so far as I know it has never been questioned, that the value of each inhabitant to a country is at least \$1,000. We, therefore, have a loss to the Maritime Provinces of 900,000 people worth \$1,000 each, making a grand total of \$900,000,000. In other words, we have lost thirty million dollars every year for the past 30 years by the exodus of our people alone.

"If these provinces were not possessed of enormous natural wealth; if our soil was not in many parts of unsurpassed fertility, and if our people who remain at home were not of the class they are, our condition would no doubt be much worse than it is. The wonder is, not that the Maritime Provinces show so little progress, but that we are able to show any progress whatever. That all the people who have left us could have found homes and employment in the Maritime Provinces is beyond question.

Annapolis Apple Yield.

"Let us take the apple industry as an illustration:

	Bbls.
In 1881 the Annapolis valley produced	44,785
In 1890 do	87,190
In 1896 do	409,733
In 1903 do	615,049
In 1909 do	1,000,000
In 1911 the yield is estimated at	1,250,000

"This valley is just as capable of producing 10,000,000 barrels as it is of raising 1,250,000.

"I am told that there are many districts in New Brunswick where apples can be grown successfully. There are many districts in Nova Scotia, outside 'The Valley' where fruit is being grown to-day which is but little, if at all, inferior to the famous 'Valley' apples.

"If the population had not been lost, who can say what the production of fruit from the Maritime Provinces would have been to-day.

"So it is with all the other products of the farm and the sea.

"Our great want to-day is population; and still the exodus to the west goes on and the people in the east seem content to let it continue.

Are They Natural Rovers?

"People born by the sea are said to be more inclined to move about the world, and perhaps this accounts to a certain extent for the inclination of our people to follow the advice of Horace Greely and 'go west.' Certain it is that many of those who go west would do equally well at home. They would have many advantages in the older, well-settled community, with churches, schools, etc., and I cannot but think many who leave us for the west find this out.

"The question naturally arises, 'What have we done and what are we doing to keep our people at home?' The answer must be, nothing, or practically nothing.

"The west is continually boomed and advertised in the east. Harvest excursions are advertised in every part of the country, and many young men are tempted to leave the east who never return.

"I do not want to find fault with the press of the Maritime Provinces, but I cannot help asking why it is that our people see so little in our newspapers of the advantages of the east? Why should not our newspapers stop advertising harvest excursions, stop the eternal booming of the west, and pay some little attention to booming the east? One of the greatest assets of the west is the spirit of optimism of its people. And it is surprising how infectious it is! It gets into the blood and takes possession of a man's soul. In the west you cannot help being optimistic. There is nothing peculiar to the west to cause this feeling. You have only to read their newspapers to see the cause. They are all preaching of the west and its advantages; and the west is using the press of the east, and of every land, to attract people to it.

"Is there any doubt in the minds of any of us, that if our newspapers would tell our young men less about the west and its advantages, and more about the east and the opportunities there are for making a home here, it would have a beneficial effect in keeping our young men at home? Can we not get some of the spirit of optimism here? If we are to stop the enormous loss that is daily going on we must wake up and get busy. Let us preach the gospel of the east for a few years, and let the west do its own booming.

"I am glad to note that at least two newspapers in New Brunswick, the Sussex Record and the St. John Telegraph, openly favor this idea, and have announced their determination to follow that course in the future, and the Maritime Merchant has been preaching from this platform for some time. There are others. May all the newspapers in the

Maritime Provinces soon be of one mind on this question.

"The newspapers alone, perhaps, cannot succeed. We must all get faith in our own provinces, and when we get it, we must not hide our light under a bushel.

"Beckles Wilson, in his very readable book on 'Nova Scotia,' speaks of the amount of Nova Scotian capital invested in the west, and one hears almost daily of people who have invested in western lands.

The West and the East.

"We have given to the west our young men, and the east has financed the west for years. Has the time not come when we should seriously consider whether we would not do better to spend our surplus in building up the Maritime Provinces and in that way help to keep our young men at home? I have said that our people are rovers, and perhaps some will continue to go in spite of all we can do. The question, therefore, arises, Why should we not fill up their places from the stream of immigrants flowing into the country?

"The railways with lands to sell and other interests do everything possible to get our own people to leave us and divert the incoming immigrants to the west. Now that the C. P. R. is becoming more interested in the east, cannot something be done to convince the far-seeing president of that corporation that it will pay to help increase the export, say, of apples from the Maritime Provinces to ten or fifteen million barrels per year?

"For years the Federal Government has advertised the west in Great Britain and on the continent of Europe. Tons of literature have been given away at the Government offices about the west, but the men who sought information about the Maritime Provinces have had to coax it out of the immigration agents. We should insist on having fair play, and our fair share of the advertising done at the expense of the whole of Canada, and, in addition to this, our local Governments should take the matter in hand and advertise the Maritime Provinces, and if the Federal and local Governments do their duty in this respect, the results cannot but be for our good.

"A few years ago I visited the Canadian Immigration Office in London, and asked for literature about Canada. I was handed several pamphlets about every part of the west, but not a word about the east. I asked if there was not a place called Nova Scotia, and on being told there was, I asked if they had any information about it. At first I was told they had nothing, but later the clerk in charge said that perhaps he could find

something, and after waiting for some time, I was given a small pamphlet which seemed to have been written years before, and from which little information could be obtained, and that little of a quality not likely to attract.

"This is a state of affairs which should not be tolerated.

"The people of the east pay their taxes for the maintenance of the Immigration Office in London, and we should insist upon getting a share of the advantage. I am told that matters are not quite so bad to-day, and that some information is obtainable about the Maritime Provinces. I hope this is true. That very little has in the past been done by that office for the east is no-



J. A. MARVIN, Moncton, N.B.
Member of Reception Committee

torious, and the sooner this matter is remedied the better. It is not creditable to our politicians that it was not remedied years ago.

English Writer's Opinion.

"A London correspondent of a Canadian paper, H. Linton Eccles, recently investigated the question as to why the eastern part of Canada was getting little or no share of the immigration, and he says:

"Speaking of England as I know it, I say that the west has been and is admirably boomed, and the booming brings the required results. The advantages of going west are A B C to the intending settler. His imagination has been stirred by literature, by lectures, by demonstrations, through paid missionaries, through friends, and through his favorite newspapers. The west is no longer a strange, wild, uninhabited land to him.

"Where does the east come in? Well, bluntly, it has been left out. The average man in Britain who is making up, or might be induced to make up, his mind to emigrate, doesn't know the east. He has never been told enough about it, and a good deal of what he has been told he has forgotten because it wasn't told him again or in the right way. Also, he knows nobody in eastern Canada; none of his friends or acquaintances have settled there, and he does not receive letters from men saying that they are getting on well and wouldn't go back to the old drudgery of life in the Old Country for anything.

"You have only to be moving about London every day for a few weeks to see the big difference there is between the emigration offices that are interested in the west and those that are interested in the east of Canada, etc."

"It is pleasing to note that there are some indications that the respective Governments of the three lower provinces have all apparently had their attention directed to this question. There is no question of so much importance to the Maritime Provinces as re-peopling not the waste, but the fertile places of the provinces.

It Pays to Advertise.

"Advertising in business pays. Money judiciously spent in that way has made many fortunes.

"That money wisely spent in advertising the natural advantages of the Maritime Provinces will pay and pay well is demonstrated beyond question by what has been done in Nova Scotia by the Department of Industries and Immigration.

"The secretary of that Department, in his report for 1910, states that his records show that in 1910 1,204 men, 539 women and 504 children, a total of 2,247 arrived in Halifax and settled in Nova Scotia, and of these 2,101 were from Great Britain. He says he thinks that the 2,247 of whom he has a record is but 'a very small proportion of those who have arrived from other quarters.'

"Let us assume, for the sake of argument, that only 2,500 remain, and valuing them at 1,000 each, we have a total of \$2,500,000 actually added to the wealth of the province by this addition to the population. He also estimates that these people brought into the province in cash no less a sum than \$400,000. He further tells us in his report that he has the names and addresses of over 400 men and their families, having a capital of \$600,000, who plan to come to Nova Scotia within the next two years.

"The Province of Nova Scotia spent in 1910 in its Immigration Department

the insignificant sum of \$22,273, which, I believe, included the cost of maintaining the London and Halifax offices, leaving a beggarly pittance for advertising. From this small expenditure the returns, while they may seem small and insignificant, have amply demonstrated the wisdom of the expenditure.

Western Cities Advertising.

"I am told that Winnipeg alone last year spent \$50,000 in advertising the advantages of that city as a place of settlement. Vancouver spent \$30,000, and Calgary \$20,000, and nearly every western town made a considerable expenditure on this account. Many towns and cities in Ontario are now following the same course. The wide-awake authorities in these places see the advantage of advertising.

"The Department of Industries and Immigration of Nova Scotia has been in existence only a few years. It has scarcely got to work. The results of the small expenditure already made have not yet been fully realized. Every man who has come to Nova Scotia will help to bring out some of his friends. The expenditure is only a small percentage of what it should be, and, I hope, will be in future years.

"That there has for many years been a need for such a department is clearly shown by the census returns of 1901, the latest available at this time.

"According to these returns, the total population of the Maritime Provinces in 1901 was 893,933. All of these except 61,783 were born in these provinces. This means that 93.1 per cent. of the whole population is native. We have done nothing to get immigrants, and we have got none, or practically none.

"The people, irrespective of party, should urge the various local Governments to largely increase the amount they are spending in advertising the advantages of their province as a place for settlers.

"Let us assure our Governments that we are willing to stand for a campaign of advertising which will extend over the next five years, and that, if the returns are not so good as we hope for, we will, as a people, be willing to shoulder the responsibility. A few hundred thousand dollars expended in advertising will not ruin these provinces financially, if none of it ever comes back; and to me the question from an industrial, commercial and political standpoint has become so serious that I feel we should support any reasonable expenditure having for its object results so much desired. That the results will be beneficial and that the expenditure will be justified, no man can doubt.

"That we need have no hesitation in advertising our advantages to the people of the Old World, would seem to require no argument.

Prefers the East.

"It is perhaps worth while to quote the views of Professor James W. Robertson, LL.D., formerly Dairy Commissioner for the Canadian Government, and lately principal of the Macdonald Agricultural College of Quebec. On this point he said:

"For myself, were I, even with my present knowledge of Canada, now coming to the Dominion as a new settler, I would rather come to the Maritime Provinces to make a home for myself than try the fortunes of the west. Here one finds an invigorating climate, good schools, a law-respecting population, with high ideals and standards of life, running streams, plenty of trees, the fragrance of clover blossoms and flowers, fresh fruits and innumerable other satisfactions. In brief, here is a satisfying place in which to found a home."

"The time has come when the Maritime Provinces, with their diversified resources, rich agricultural lands, immense areas of timber, enormous coal bodies, with iron in close proximity, innumerable harbors, magnificent fisheries, splendid water powers, a geographical position unequalled on this continent for European trade, an excellent climate, attractive scenery and other advantages, should participate in the expansion which her people have done so much to create in the west.

"The resolution which has been proposed has my hearty support, and, I trust, will receive the unanimous vote of the meeting. But don't be satisfied with simply endorsing the resolution. You can't win battles by passing resolutions to fight. Resolutions are all right, but they must be followed up by action.

Five Roads to Follow.

"The action which, I think, should be taken upon the subject dealt with by the resolution may be summarized as follows:

"First. Get every newspaper in the Maritime Provinces to preach the gospel of the east.

"Second. Insist upon the Federal Government giving to the Maritime Provinces a fair share of the advertising and booming.

"Third. Impress upon the local Governments the importance of actively doing something to get immigrants. Let the Governments see that we are pre-

pared to back up largely increased expenditures for this purpose.

"Fourth. Convince the C. P. R. and other steamship authorities that it is in their interest to increase the immigration to the Lower Provinces, and thereby increase the exports by their own steamships.

"Fifth. Get the western spirit of optimism. Believe that this is the best country in the world to live in and try to convince everybody else that you are right in so believing."

Should Get Government Aid.

Mr. Watt, of Chatham, gave some startling figures regarding the small increase in population in the Provinces. He felt that the Provinces had lived in the happy idea that the world knew all about them and their beauties. He believed this Board should ask the government to do something for these Provinces. The Provinces required the help of every man and every newspaper to promote the East. He knew well big companies were interested in booming the west.

John T. Hawke, of Moncton, spoke in favor of the resolution. He objected, as a publisher, to the narrow policy of the speaker who singled out two or three papers which had promoted the Maritime Provinces. He believed the press generally of the East supported the Provinces. He urged more patriotism in the support of the eastern newspapers. It would be idle to neglect the West. The newspapers should not be criticized as they were as far as he knew, devoted to the Provinces.

He also pointed out that in England this summer he saw some wonderful exhibits of Nova Scotian and other provincial attractions. The government had done a good deal lately and let us not condemn them, but encourage them. He believed the Maritime Provinces were well known. What was lacking, was not so much people, as work for people to do. The development of our industries was what the maritimes wanted most.

D. A. Morrison agreed with Mr. Hawke and said it was regrettable that the newspapers should have been criticized.

Want Industrial Activity.

Mr. Snowball said Mr. Harris delivered words and thoughts prepared by another. He pointed out how difficult it was to get the wealthy man down East to invest his money in a local industry. What the East needed was new industrial activity. He noted that immigrants all wanted to be sure of work when they proposed coming out. He referred to Moncton's oil fields which would supply cheap fuel for industrial life.

The province people were too canny and careful of their money when it came to manufacturing plants. He endorsed what the governments had done, but steady employment was not available in the East.

Captain Read wished he could talk politics.

"Be careful"—A voice.

What the Provinces needed was a larger market.

"No politics"—another voice.

The Provinces were the finest agricultural lands in the world, and if the Provinces got a larger market, things would spring into life as never before.

Conditions Getting Better.

Mr. Barnstead, immigration officer for Nova Scotia, told of his experience on his visit to the Old Country, last year and of his experience since he was appointed. Mr. Harris' reference was to a time before any officers like himself had been appointed. He pointed out that the government was doing considerable for the Provinces. Co-operation had been in evidence lately. Government officers had been given Nova Scotia for advertising in London, and conditions were much better.

Captain Masters said he must hold each speaker to three minutes.

Mr. Barnstead was allowed to go on on the strength of Mr. Bell suggesting that he have his three minutes.

Captain Masters said unless the Board would meet to-morrow morning he could not allow the time to be used, as the visit to the oil wells was arranged and must be made.

Mr. Bell moved that the Board should meet at 8.30 sharp in the evening. It was seconded that Mr. Barnstead would speak at the banquet. Carried.

The Chatham resolution as follows was carried:—

"Whereas the Dominion Immigration reports and other government returns show that the efforts of the Dominion Immigration officials are mainly directed to obtaining settlers for the Northwest."

"Therefore resolved, That a committee consisting of...members of this Board be appointed to communicate with the Provincial Governments of Nova Scotia, New Brunswick and Prince Edward Island with a view to securing their joint co-operation in an effort to obtain from the Dominion Government a policy of immigration which shall secure to the Maritime Provinces the same publicity and facilities with respect to immigration as are at present given to Western Canada."

The New Officers.

Mr. Snowball then brought in the report of the nominating committee

which embodied a change in the sequence of officers owing to the change in the selection of a meeting place which meant that the vice-president of Yarmouth was sacrificed. Captain Read seconded the report which was carried unanimously.

President, Dr. Dunbar, Truro, N.S.; 1st vice-president, James Paton, Charlottetown, P.E.I.; 2nd vice-president, E. A. McCurdy, Newcastle; corresponding secretary, G. A. Hall, Truro; secretary-treasurer, T. Williams, Moncton, N.B.

Votes of thanks were tendered the retiring president and the other officers for their good work.

C. E. Bentley, of Truro, replied on behalf of Dr. Dunbar, the new president, and thanked them for the honor.

Delegates Banqueted.

The visiting delegates to the Maritime Board of Trade were taken in automobiles donated by members of the Moncton Board of Trade, to the oil and gas wells in Albert county Thursday afternoon. On their return they were royally entertained by Mr. and Mrs. M. Lodge on the lawn at their beautiful residence on Union street. After dinner President C. W. Robinson, of the Moncton Board, who presided, proposed the health of the King, which was responded to by singing the National Anthem.

The President of the United States was next proposed, and was responded to by Col. M. J. Hendricks.

Vice-President J. E. Masters proposed the City Council, which was responded to by Mayor Reilly and Aldermen Charters and Robinson.

At this stage of the proceedings Mr. Barnstead, of Halifax, addressed the gathering. He enlarged on the necessity of the provincial governments of the Maritime Provinces supplementing the efforts of the Dominion Government, and also that a greater variety of the industries must be developed in the Maritime Provinces in order to be able to secure different classes of immigrants coming to us from the Old Country.

President Robinson proposed a toast to the visiting members of the Maritime Board of Trade, which was responded to by C. F. Bentley, Truro; Wilfrid Forbes, Charlottetown; and Rev. W. T. Bates, of Newcastle.

Vice-President Masters proposed a toast to Mr. and Mrs. M. Lodge, to which Mr. Lodge replied.

Our Natural Resources was responded to by Dr. Henderson and O. P. Boggs.

The Ladies was responded to by A. M. Bell, Halifax; C. D. Cliffe, of the MacLean Publishing Co.; F. McDougall and S. W. Miller, of Millerton.

At the conclusion of the toasts, Thos. Williams, secretary of the Moncton Board, delivered a short address.

Capt. Jos. Read, of Charlottetown, on behalf of the Maritime Board thanked the members of the Moncton Board for the hospitality shown them.

The gathering broke up with singing God Save the King.

Gas and Oil Among Moncton's Resources

Destined to Become One of Our Largest Centres—Pipes Being Laid to the City—Moncton's Importance as a Railway and Industrial Centre.

Kipling said that Medicine Hat was the town that was born lucky. In this he might easily have added Moncton, N.B. "Lucky" is a poor word for Moncton when it is considered that the town has within a few miles of its limits natural gas wells and crude oil wells with power and resourcefulness said to be unequalled in the world. Already pipes are being laid for the supply of the city with gas and the lighting and heating arrangements will follow. The possibilities for supplying all the leading cities of the east are great and it will only be a matter of time when the boon of thirty-cent gas will be available everywhere in the province.

Moncton is located in the County of Westmoreland, N.B., 89 miles from St. John, northeast. It is a port at the head of navigation on the Petitecodiac river, and the seat of the large workshops

and offices of the Government railway, the I. C. R. The population is about 14,000 people. It has a good harbor, fine municipal buildings, and schools, ten churches, four banks, and two daily newspapers; iron and wireworking factories, cotton, woolen and flour mills, as well as other industries.

Great Railway Centre.

The outstanding feature of Moncton is its railway headquarters. This is its great factor as far as employment of hands is concerned, as it distributes in wages and salaries every year far over a million dollars.

The Moncton and Buctouche Railways have their headquarters here also. That the city will be the eastern terminus of the new G. T. P. is a primary indication of the great possibilities before the city. One of its fine buildings

is the Y. M. C. A., in the hall of which the meetings of the Maritime Board of Trade were held. There is also a fine hospital and training school for nurses; in addition to the daily papers there are three strong weeklies, numerous hotels, six wholesale houses, a large biscuit factory, barrel factory, clothing factory, brick works, bottling works, etc.

Situated at the bend of the Petitcodiac river, far famed for its natural phenomenon, "The Bore," or tidal wave, Moncton owns its own water, gas and electric plants and supplies gas and electricity for manufacturing.

The city is the natural trade centre for the Provinces of New Brunswick, Nova Scotia and P.E.I.

Aid Given Manufacturers.

The city council has secured legislation enabling it to grant exemption from taxation industries locating here, provided the enterprises are of sufficient importance, while in many cases they go even farther and give free water and other privileges.

Landowners are disposed to be favorable and reasonable in dealing with promoters of new industries, and many of the city's largest plants are located on free sites. Labor supplies are abundant. Besides being a railway town, and having a large and growing population, Moncton is the natural centre of a large number of smaller towns from eight hundred to two thousand population—more so than any other city in the provinces.

In the east are Memramcook, St. Josephs and Shediac; in the west Salisbury, Petitecodiac and Hillsboro, and on the north, Harcourt, Buetouche, Richibucto and Rexton.

To say nothing of the natural power mentioned, the city is within easy distance of the Grand Lake coal fields, and also of the great Cumberland areas at Maccan, Joggins, River Herbert and Springhill Mines that yield a splendid quantity of coal for steaming purposes. In every way the city is an ideal manufacturing centre.

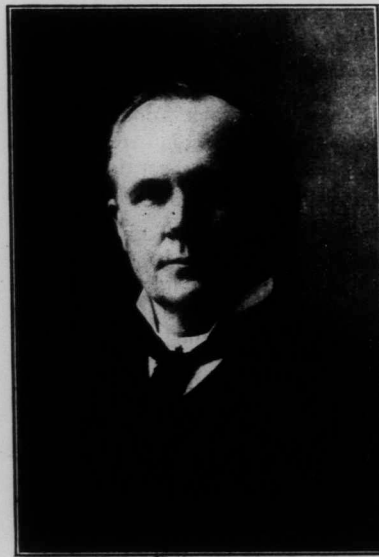
The Moncton Board of Trade showed marked energy and enterprise in its open-handed entertainment of the visiting delegates of the Maritime Board, and C. W. Robinson, Ald. Charters and others, like Mr. Marvin and F. W. Sumner and Mr. Jones, and everyone in the city of any standing deserve public congratulation for the success of the meeting.

That Moncton is destined to be one of Canada's great cities is quite feasible. New promoters of the real estate surrounding Moncton have now set to work and are inviting investors to quit taking chances on outside land-office

schemes and to try the solid investment in land which promises surely to provide a patrimony enviable indeed.

**Matthew Lodge,
Discoverer of
Gas and Oil Wells**

It is an easy matter to sit back and say, "Marvelous," "He's a wonder," and all such like expressions about "Mat" Lodge now. Mr. Lodge does not mind it. He knows what suffering he has gone through in Moncton. He has discovered the oil and gas wells that lie at their very doors. At the doors in fact of the skeptics. The men who said with the wise head-shake—and some say so yet "its a fake," "Can't believe it," etc., need not worry. Mr. Lodge has now the property secured. He has the money secured, and the franchise forever.



MATTHEW LODGE,
Founder of Moncton Oil and Gas Wells.

It is as the writer said on a visit to the oil wells, "If the stars came out only once a year we would all go out to see them." These marvelous oil wells are located only a few miles from Moncton. The long wearisome fight against doubters and others who knew not, has been waged almost single-handed by "Matt" Lodge for the last twenty-five years. That he with almost superhuman prophetic instinct and determination battled it through is almost unbelievable—especially single-handed, and often with no money or sympathy to back him.

It has been said that a professor of Harvard was Mr. Lodge's saviour. He was the Joshua who led him out of groping doubt into light. He proved that the government survey of this land and the tests were all wrong, and en-

couraged Mr. Lodge to stick to his guns. He did. It would take too long to detail all the early struggles up to the time when Mr. Boggs came to Mr. Lodge's assistance. Mr. Boggs is one of the oldest oil men in the world. He knew the oil property the moment he saw it and being an engineer his word had weight. It had more, it had the backing of years and years of hard earned experience in the oil fields of Pennsylvania where his brain had solved many difficulties. Mr. Boggs is one of the large holders in the Moncton property to-day. They have 10,000 acres of land which for its mineral and other resources is only scratched. Mr. Lodge, Dr. Henderson and Mr. Boggs with their associates are now in that happy position of having the coin with which to go on and no aid is necessary except what they buy.

Visitors See the Oil and Gas.

The Maritime Board were guests of the local Board of Trade on the trip to the oil fields and at a farm house there was shown a gas stove fed by the natural gas flow, and all the lights were natural gas. With many "Ah's" and "Oh's" the visitors saw the gas and it was little wonder that they could scarcely believe their eyes. The delegates then climbed a steep hill accompanied by Mr. Boggs, who took them to a natural gas well and gave a demonstration.

He told them about the crude oil which they saw being pumped out of the wells 1,400 to 2,000 feet deep and still more wonderment.

He told them that there was gas pressure enough to supply a dozen cities like Moncton, and really, it was almost unbelieveable because of the crude wild-looking place where the shafts are sunk.

What natural gas and oil has done for Pittsburg it can surely do for Moncton, and an artist poet's dream could scarcely tell what the future may be. The Maritime Oilfields, Limited, have eleven producing wells with a daily capacity of forty million cubic feet of gas. Only the fringe of the possibilities has been touched and every day sees new things.

Thirty cent gas is offered industries to come to Moncton.

A special article is to be prepared later and reference here is largely to accenuate Matthew Lodge, the man who looks like the late President McKinley, so much that in England he was taken for him. It was Mr. and Mrs. Lodge who entertained the visiting delegates to a banquet on their beautiful grounds on grassy floors where hospitality ruled supreme.

BRUNSWICK HOTEL, MONCTON.

The leading hotel of Moncton is the Brunswick, admirably located opposite the station of the I. C. R. It is far enough away from the station, however,

THE CANADIAN GROCER

to avoid noise and traffic disturbances and has the advantage of a beautiful garden, which is the talk of Moncton.

The building is large and commodious and comfort is the watchword of the hotel throughout. Accommodation is provided for travelers in large numbers, and most of the leading men stay at the Brunswick. This is caused by the home-like attentions shown by the staff, and the manager, Harry Twigger, who has a host of friends with the traveling public.

Mr. Twigger aims at service and does the best possible with the means at his disposal.

The dining room is always supplied with the latest table delicacies in season, and for the low rate charged, the Brunswick compares favorably with any hotel in the province. Large parlors and waiting rooms afford special comfort for ladies, and the writing room and rotunda are first-class accessories to a good house.

Excellent sample rooms are provided and special attention is paid to the highest-class commercial trade. Tourists in the summer find the house a splendid resting-place, and the gardens have been admired by guests from the four corners of the globe.

Owned by Geo. McSweeney, the house has been famous for its political associations. The big banquets are invariably held at the Brunswick. Mr. McSweeney is one of the best known men in New Brunswick. "Bob," the porter, is a general favorite. The banquet given this summer to the British journalists was held there.

J. FRED STEEVES.

No reference to Moncton business men would be complete without mention being made to J. Frederick Steeves, wholesale grocer and provision merchant, who conducts a thriving trade, not only in his own province, but in all the Maritime Provinces, as well as considerable export and import business in provisions, grains and kindred lines.

It is a little over two years since Mr. Steeves launched his present wholesale venture, having for many years been engaged in a large and successful retail general store business in Moncton.

A specialty is made of quality in all lines and in the grain and flour department Mr. Steeves has made a study of close buying and has facilities for giving good value at all times. He is a close student of the markets and thus his customers get the benefit. When the announcement is made, "Special price car lots," this means something with this firm, and no order is too large to

handle promptly. Oats, flour, feed and provisions include the leaders, but a full line of staple and fancy groceries is carried.

The place of business is eligibly located in the heart of the city at 6 Cable Street, and shipping facilities are of the best. Mr. Steeves is in every sense a representative business man and takes a keen interest in the welfare of Moncton.

The business is steadily increasing from year to year.

TOOMBS & SON, PROVISION IMPORTERS AND SHIPPERS.

A thoroughly representative firm in Moncton is that of Toombs & Son, provision importers and shippers, who, for the past thirty-one years or more, have been established as leaders in these lines in the east. The business has steadily grown from year to year and now ranks easily as the largest of its kind in this section of the country, in fact, in the east. It was founded by Benjamin Toombs, and latterly has been carried on by his son, Jack Toombs. The firm has been known for enterprise and ability and have always been identified with the prosperity and general welfare of Moncton.

A specialty is made of flour, meal, feed, grain, apples and fish; also pork, lard, bacon, cheese, etc. Eggs, butter, oysters, potatoes and hay come in for an immense trade, as well as seeds and fertilizers. Thus it will be seen that large and important trade is done. The Messrs. Toombs are among the leading merchants.

J. A. MARVIN, LIMITED.

The biscuit works of the J. A. Marvin Co., of Moncton, are a credit to the east. They are equipped from basement to attic with the newest and most modern machinery necessary or useful in carrying on this branch of trade. A perfect system of manufacturing is employed as well.

The new sheeter, which has just been installed, was manufactured by P. D. Harton, of Philadelphia. They also have one of Thos. L. Green & Co.'s latest cutting machines, which is a combination machine used for the manufacturing of "White Lily" cream sodas, as well as for various lines of sweet biscuits. This machine is used in the cutting of Fluted Vanilla Bars, Coconut Gems, Victoria Bars, Strawberry Bars, Chocolate Bars, Havelock Lunch, Social Teas, Arrowroot, Ice Cream Wafers, Sugar Wafers, Vanilla Bars, Chocolate Marsh Mallows, Honey Jumbles,

Honey Bars, Ginger Snaps, Ginger Wafers, etc.

They also have installed one of Harton's fig bar machines, which manufactures the "Newton Fig Bar," which has grown so popular of late. Another of the machines which they have just installed is a marsh mallow beater. This machine is used by all the leading bakers of the United States and is capable of turning out the finest marsh mallow goods obtainable. Another of their new machines is a scientific grinder. This machine is used for pulverizing sugar. Other new machinery is a box folder, ginger grinder and fig grinder. Altogether, the machinery has been put in at a cost of about \$8,000.

One is impressed upon entering the second floor of this factory, with the "conveyors." This is another improvement which is well worthy of note. The cleanliness with which the goods are handled, also the neat appearance of the female staff employed as packers is a feature. They are supplied with clean caps and aprons by the company, free of charge.

It might be here mentioned that the "White Lily" brand of biscuits were awarded the gold medal at the Dominion Exhibition held at St. John in 1910.

The raw materials are kept in the basement, which, by the way, has a concrete flooring, rendering it a sanitary compartment for the purpose.

Mr. Marvin was prominently identified with the Maritime Board during the convention.

M. WOOD & SONS, SACKVILLE, N.B.

One of the finest of the wholesale grocery houses of the east is that of M. Wood & Sons, Sackville, N.B. This is not surprising when it is known that it has been established ever since away back in 1828. The founder was Mariner Wood, one of the pioneers of Sackville. His son, now Senator Josiah Wood, continued the business, and now the sons of Josiah are in command. They have evolved things in the modern store that old men would marvel at. The premises are among the finest to be seen anywhere. The handsome red sandstone building is fitted throughout with all modern conveniences, with fine offices of modern construction and style, and the latest shipping facilities, with warehousing capacity unsurpassed by any place. They carry on a wholesale jobbing business all over the provinces and have a branch at Sydney, C.B., under the name of Wood & McConnell. They are large exporters of hay and also deal in eggs and dairy produce. Their business is sterling and well-handled.

St. John's Great Shipping Facilities

Government Shipyards to be Established There—Many Manufacturing Establishments—Important Tourist Centre.

St. John still continues to go ahead with leaps and bounds. The latest impetus given the place is the Government shipbuilding yards, which are about to be established there, giving employment to over a thousand hands to start. On the other hand, business activity was never more marked in the city. New enterprises receive every encouragement and the convenient railway connections make shipping facilities unrivalled. It has excellent river and ocean navigation and is the great Atlantic winter port of the Dominion, the C. P. R. running their fleet there all winter.

Raw materials of all descriptions are easily obtained, and the finished products can be shipped handily and with profit.

The climate is unequalled anywhere, being scarcely over 75 in the day at the hottest, and always cool at night. Tourists flock there in the summer, and the trip across the Bay of Fundy to Digby is an ideal one.

Some of the industries at present making the town hum are the manufacturing of cotton, pulp, lime quarries, the fruit and produce trade, and the fishing industry. Many varieties of wholesale trade are carried on, and the city is easily in the front rank of Canadian centres.

The Board of Trade is one of the most active in Canada, and is always in the forefront wherever St. John's interests are concerned.

G. E. BARBOUR & CO.

No wholesale grocers in the east have established a more enviable name and trade than have G. E. Barbour & Co., St. John, N.B. They do a large and growing staple and fancy grocery trade all over the provinces, and are considered among the leading grocers of the east.

Their service is what they claim to be superior to all others, and in specializing upon this they ask in their clever ads. that the merchants of the small towns avail themselves of this. They study localities and try to supply the lines that will bring most profit in certain particular sections of the provinces. They are careful buyers and give their customers the benefit of this. In manufacturing spices, etc., they excel along the same lines and have minimized the chance of any inconvenience to customers.

Satisfaction is guaranteed all along the line and all their special agencies

are carefully watched. These include Goodwillie's fruit in glass, Holbrook's pickles and sauces, Wm. P. Hartley's jams and marmalades and many others. They have recently purchased King Cole tea and are driving it into popularity as rapidly as their popular organization alone can.

It is always a pleasure to do business with this firm, and probably no greater compliment can be paid any firm.

C. H. McDONALD, THE TEA MAN.

Charlie McDonald began the tea business a few years ago in a small way, comparatively, and he has by dint of great ability and close concentration built up an enviable trade all over the provinces for his famous blend, "Red Clover." He makes a specialty of blending, and has studied the tea business thoroughly. The steady increase in

his specially imported teas blended by himself is the best testimony to his success in pleasing his customers.

THE CROSBY MOLASSES CO., LTD.

The Crosby Molasses Co., of St. John, has steadily grown in prominence from year to year, and to-day ranks among the leading houses of the kind in the Dominion. They have a large western business and import their own molasses specially selected and direct. They make a specialty of prompt service and high quality of molasses of various grades. Mr. Crosby, Sr., is one of St. John's leading citizens, and formerly took an active interest in the Maritime Board of Trade. He is interested in the welfare of the provinces and is a keen business man. Fred Crosby, secretary of the company, travels a great deal, and is a wide-awake, capable young man, who has risen in prominence largely through his own untiring energy and pleasing manner. This year there has been a shortage of some canned fruits, and molasses should have a stimulated sale.

Advantage of Nova Scotia's Capital

Halifax, the City Beautiful—Many Natural Picturesque Spots—Superior Educational Facilities—Open Winter Port.

Halifax is the city beautiful. All the glamour of its military traditions lives only as history. Business in all forms is the watchword there to-day. Industries have been encouraged and enlarged, and Halifax is gradually coming into its own. The business men are nearly all in the happy position of having money and they use it to still further promote business, and at the same time enjoy life. They long ago not only knew how to make a living, but how to make life worth living.

The natural beauty of the harbor and its surroundings, the Arm and the public gardens, coupled with the historic spots of beauty, and the fine yacht clubs, and social clubs, combine to make Halifax a pleasant place to visit.

The prosperity which is covering the Dominion is dominant in the east, and Halifax is sharing abundantly.

That the C. P. R. now have control of the D. A. R. is established, and has created a spirit of new hope down there which should prove a big commercial asset later on.

The educational facilities of Halifax are unequalled anywhere. Their schools include military schools, business colleges, medical schools, two theological schools, two conservatories of music,

the Ladies' College, seven convents and a university for higher education.

The open port in winter is a great advantage, and every facility is afforded for shipping the year round.

The Board of Trade of the city is one of the most active and important in Canada, having a membership of over 600. E. A. Saunders, the secretary, is an energetic and capable man. He was at the Maritime Board meeting, and wherever he is, his ideas are dominant.

SMITH & PROCTOR.

When "Blue Nose" butter is mentioned, the name that at once comes to mind is that of Smith & Proctor, one of the largest dairy firms, not only in the east, but in Canada. They make a specialty of dairy work, and have made this one brand of butter, "Blue Nose," famous all over the world, in fact. It is made from the finest of cream available in the splendid pastoral lands of the Island Province, as well as the selected products of other sections of the east, and is guaranteed to be as fine as the dairymaker's art can get it from the standpoint of purity and copiousness of flavor and taste. Their trade extends all over the Dominion and has increased latterly in leaps and bounds. Prompt, efficient service at all times, coupled

with the guarantee that all goods are just as represented, has given them the confidence of the largest buyers, and at the same time the assurance of a continued trade unprecedented in the provinces.

THE ACADIA SUGAR REFINERY.

The Acadia Sugar Refinery Co. have taken on a new lease of life lately and their business was never so good. The new staff of officers are energetically aiming at enlarged markets and are getting them. How? Simply by having gone after them, defying competition in the excellent goods manufactured and the variety of grades, all of the finest sugar, which will suit a diversity of trade everywhere. Mr. Daviss, the secretary, is keen, alive and careful and his directors, Messrs. Brand and Smith, have backed him up in his progressive steps since he took charge. They have increased their facilities and shipments are prompt at all times and a steadily growing business is being done.

I.C.R.'S PASSENGER MAN.

J. B. Lambkin seems to be getting younger every year as the passenger agent of the I.C.R. at Halifax. "Jim" as he is familiarly known has fitted in beautifully down east and has won the good-will and respect of all who know him there just as he did years ago all over the West.

This year he was as usual about the Halifax Hotel and other places showing his tireless energy in looking after the comfort of visitors. It is his pleasure to show people how they can best enjoy themselves in the city beautiful and ultimately use the I.C.R. unconsciously to see other beauty spots about which James can make such splendid "spiels." He is the kind of man one would like to meet at Christmas time as he is always in good humor, always entertaining and bubbling over with a contagious form of enthusiasm that never wears out. "Keep it up Jim," is what his host of friends say and more power to the I.C.R. to select others who have the capacity to make the government road more popular every year.

The MacLaren Imperial Cheese Co., Limited, beg to advise the wholesale and retail grocer that they will have in the Manufacturers' Building at the Canadian National Exhibition, Toronto, two of their best demonstrators demonstrating MacLarens' Imperial products. Our W. H. Wilson will be in charge, and will be pleased to receive a visit from any of the grocers and their friends when visiting this Exhibition, which displays the greatness of Canadian enterprise and industry.—Advt.

Equipped With Modern Conveniences

New Brunswick Store Built to Give Best Possible Service and With a View to Sanitary Conditions—Fish and Meat Departments Separate From Grocery, but Under Same Roof—List of the Equipment and Value of Each.

For neatness of design, rich and attractive decorations and up-to-date equipment, the grocery, meat and fish stores, opened at the corner of Charlotte and Duke streets, St. John, N.B., by Vanwart Bros. during the latter part of April, will compare favorably with many of the best in Canada.

Everything that tends to make a store attractive to the buying public, and modern appliances for quickly and efficiently catering to the wants of customers, have been installed, and only the most recent devices for the proper displaying of goods have been placed in position. J. W. Vanwart, who is the sole proprietor, after his thirty years of experience, realizes the importance of having his goods as attractively displayed as possible, and also the value of modern appliances for cleanly and proper handling of food stuffs. The store presents a very pleasing appearance, and even the most unattractive looking lines of goods may be displayed to the best possible advantage.

The building occupied by Vanwart Bros. for many years was sold, and this made a move necessary. Fortunately, Mr. Vanwart was the owner of the building across the street, and though the task was a big one, involving the digging of a new cellar under the whole premises, and the remodelling of the ground floor, he decided to take up its occupancy, and architects were at once set to work on the plans. The beautiful new store which is a source of admiration from passers-by, and an impetus to the increase of business, was the result.

Metal Ceiling Installed.

Three separate stores formerly took up the space in the premises now occupied by Vanwart Bros., and they have now been merged into one, though the three separate entrances have been maintained. The centre of the grocery store, a large square room, is entered through the main door-way, and here is seen a new floor of a cement device which is both durable and attractive. Steel, painted white, forms the ceiling, and it is divided into large blocks by the heavy cross beams, which add to the general attractiveness and originality of design in the big room.

Sanitary Bin Fixtures.

Mr. Vanwart has regarded with care the economical side of the storing of goods to advantage in the arrangement of his bins or large cases, which are to be seen beneath shelvings, all of oak,

each with a glass cover and designed so as to allow of its being easily tipped forward, giving immediate and convenient access to its contents. They make it possible for an enormous stock to be carried very economically.

Modern show cases of the latest and most approved design, are in evidence in front of these bins. These are used as counters, and as they have glass fronts, through them is presented an opportunity to display to advantage many lines of goods, while reserve stock is provided for in the shelves behind the glass.

Counter for Holding Barrels.

At the rear of the room a counter has been fitted with devices for holding barrels of flour, sugar, etc., and it is so arranged that the clerk has easy access to the contents because of the barrels being placed so as to be swung about with ease.

The shelves run to the ceiling, and to enable the clerks to easily reach any desired article on any of them with comparative ease and quickness, four ladders, similar to those employed in shoe stores, running on little tracks on the floor, have been placed in position.

The fittings throughout are all beautiful in design and finish and are entirely in harmony with the general design of the room, and represent the newest and most modern suggestions in the way of fixtures for up-to-date grocery stores.

The effectiveness of the display is increased through the installation of handsome plate glass mirrors in the southern and western walls, as well as in one of the walls beside a plate glass show window.

Panelled Glass Ceiling.

Either through the main store, or direct from the street one may reach the meat and fish stores, where is repeated the general attractiveness in finish and design, which called for so much admiration and commendation in the main grocery store. The fittings are of the latest and most novel creations, while the floors are of the Tarana cement used in the main floor. The walls are finished in white tiles with a white glass panelled ceiling, while on each wall are numerous glass brackets for the display of goods. The meat racks are of approved style, fitted with up-to-date appliances, while the chopping blocks in appearance resemble large pieces of furniture. On this floor is a modern glass and marble refrigerator, for butter

THE CANADIAN GROCER

and other goods which need to be kept cool, while a large rack for green vegetables, is seen at the back.

The Water Sprayer.

The goods on this rack are kept constantly fresh and green by means of a water sprayer, which ensures cleanliness as well. On the same floor with the meat department is the office, opening off which are a cloak room, and lavatory.

For cleanliness, satisfaction and general attractiveness, the fish store vies with the meat department. Marble counters are used for the display of the fish, while the cleaning work is done in a tiled tank with a marble bottom. Num-

matic measuring kind, which connects with a big tank in the cellar. The premises in this way are kept entirely clear of the smell of oil, as the tank is filled by a pipe which leads from the yard.

With electricity as the operating power, other modern devices of valuable service, have been installed, such as a bone cutter and knife grinder, combined, in the meat store, and an improved coffee grinder in the grocery store. A vegetable display stand is still another of the many expense-lessening devices. Particularly effective and attractive are the electrical fixtures in the roomy windows and throughout the three stores as well, providing for an abundance of light.

ey, which is reached by an incline winding about the building. The carriages are found on the ground floor.

Mr. Vanwart has found that in his thirty years experience it pays to have attractive fixtures for the showing of his goods, almost as much as it is of value to have the best class of reliable wares to display.

READY MADE CARD PHRASES.

Taste the taste of these olives.

What is bread without good butter? Try ours.

Pickles—just as good as mother made. If you don't buy here, we both lose. C our T B-4 U buy.



An interior view of Vanwart Bros.' store in St. John, N.B., showing up some new equipment.

erous glass shelves are in use on the walls, and the fish are handled in a cleanly and sanitary way by the clerks, through the assistance of every requisite device of recent design.

Water Flows Down the Window.

An innovation which is greatly appreciated is the installation of a device which makes it possible to direct a stream of water down the whole length of the big plate glass windows in both the fish and meat stores, which is a valuable aid to the sanitary condition of the shop, and tends to effectively rid the place of flies in warm weather.

The Oil Tank.

Another innovation in the store is a modern kerosene oil pump, of the auto-

The Elevator.

In order to handle the goods more easily an elevator has been placed in the store which will permit of articles being hauled to the alley on Duke street and from there taken into the main store or landed in the cellar, whichever is desirable. Ample storage space is provided in the cellar, while the room in which the hot-water furnace is situated, is closed off from the rest of the premises.

A comfortably and thoroughly modern barn has been fitted up for the horses of the firm, and one of its unique features is the fact that the horses have their stables not on the ground floor, which is usually the case, but on the second stor-

Our coffee—once you try you always buy.

You want a good solid salmon—we have it.

AD-WRITING HINTS.

Canned Meats—Fire saved, thought saved, labor saved, money saved.

Cereals.—Light breakfasts for summer mornings.

Pickles.—With sweet variety your taste we'll please.

Refined sugars were advanced again 10 cents on Thursday, just at time of going to press, bringing quotations on a Montreal basis up to \$5.35, a total rise of 75c since June 30.

The Markets---Rice Advances 15 Cents

Lower Grades Go Up 15c per Sack—Due to Drought in India—French and Belgium Peas Advance—Pack on Account of Dry Spell Will be Short—White Beans are Generally Firm—New Evaps on Eastern Markets—Sugar is Firm—Trade in Healthy Condition.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS.

POINTERS—

New Evaporated Apples—15 cents.
Rangoon Rice—Up 15 cents per cwt.
Sugar—Very firm.
Canned Goods—Conditions of interest.

Montreal, Aug. 24.—There is a rather marked improvement in the grocery business this week in contrast to the quietness that was noted a week ago. Orders have been larger and more numerous and business is in a much more healthy condition. This is accounted for partially by the return of people from the various summer resorts. They have returned to their homes and their purchases are appreciable, as might be expected after their absence from the centres of trade.

Another reason is the first touch of cool weather. With the approach of September there is a re-awakening of business after the summer lapse. During the past few days the nights have been noticeably cooler than usual and it would seem that a sudden departure had been made from the decided summer conditions that have prevailed. Not only is business brisk, but collections are satisfactory, although one wholesaler not so long ago pointed to several large drafts that had been returned to him without any explanation. He fancied the coming elections were to blame but this does not seem to be general.

One house asserts that there has not been as marked an influence as was expected. The people are turning out in larger numbers than ever to the various meetings, but this is not the disturbing factor that might be expected of it.

Sugar.—The sugar market is firmer with the general expectations being for an advance in refined before long. Raw sugars are higher and the reports from Europe are anything but rosy. The demand for refined is steady and should be heavy when plums, gages, peaches and pears are at the height of their season. The situation is tense and the market conditions indicate firm markets with higher prices more than probable.

Granulated, bags	5 25
" 50-lb. bags	5 30
" Imperial	5 10
" Beaver	5 15
Paris lump, boxes, 100 lbs.	5 95
" " 50 lbs.	6 05
" " 25 lbs.	6 35
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 05
" " 100 lb. boxes	6 05
" " 50 lb. "	6 15
" " 25 lb. "	6 35
" " 5 lb. cartons, each	0 37½

Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 70
" " 50-lb. boxes	6 10
" " 25-lb. boxes	5 50
Powdered, bbls.	5 70
" " 50-lb. boxes	5 25
Phoenix	5 60
Bright coffee	5 00
No. 3 yellow	5 00
No. 2 "	5 00
No. 1 " bags	4 85
Bbls. granulated and yellow may be had at 5c. above bag price.	

Molasses.—This market remains practically unchanged. Demand for molasses is quiet, and will likely remain that way for some time. High grade molasses are firm.

Molasses, to arrive, car load lots	0 28	0 29
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 28	0 31
" " " barrels	0 31	0 34
" " " half-barrels	0 33	0 36
New Orleans	0 25	0 26
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03½	0 03½
" " "	0 03½	0 03½
" " "	1 75	1 75
" " "	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40	2 40
" " 5-lb. " 1 doz. "	2 75	2 75
" " 10-lb. " 1 doz. "	2 65	2 65
" " 20-lb. " 1 doz. "	2 60	2 60

Dried Fruits.—New evaporated apples are on the market at fifteen cents. Prunes have entirely disappeared and the new price is not encouraging. Prunes are expected to rule high. They are already in that position and there are no present indications of their leaving it. Spot stocks have seldom been lighter. Raisins, apricots, etc., may be purchasable but it is doubtful.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14½	0 16
Evaporated peaches	0 17½	0 18
Currants, fine filitras, per lb.	0 07	0 07
" " cleaned	0 07½	0 08
" " 1-lb. packages, fine filitras, cleaned	0 08	0 08½
" " Patras, per lb.	0 08½	0 09
" " Vostizaa, per lb.	0 09	0 10
Dates, 1-lb. packages	0 06½	0 7½
Dates, Hallowee, loose	0 04½	0 05
Figs	0 11	0 11
Figs, 3 crown	0 08	0 08½
Figs, 4 crown	0 09	0 09½
Figs, 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
Figs, 8 crown	0 13	0 14

Prunes—	
30-40	0 17½
40-50	0 16½
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13

Raisins—		
Choice seeded raisins	0 09½	0 10
" fancy seeded, 1-lb. pkgs.	0 09½	0 10
" loose muscatels, 3-crown, per lb.	0 08	0 08½
Select raisins, 7-lb. box, per box	0 63	0 63
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 07½
" select, per lb.	0 08	0 08½
" 4-crown layers, per lb.	0 08	0 09

Nuts.—Primary market reports state that Sicily filberts are higher. Shelled almonds are also firm. The market is rather quiet but should soon begin to show improvement.

In shell—		
Brasilis	0 16½	0 17
Filberts, Sicily, per lb.	0 11½	0 12
Barcelona, per lb.	0 13	0 16
Tarragona Almonds, per lb.	0 17	0 18
Walnuts, Grenoble, per lb.	0 15	0 16
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 14	0 14
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown "	0 32	0 33
" 2-crown "	0 31	0 32
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon, green	0 08	0 08½
Diamond G, roasted	0 10	0 10½
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12½	0 13½
Bon Ton, green	0 10½	0 11
Spanish, No. 1	0 12	0 13
Virginia, No. 1	0 12	0 15
Pecans, 3 crown, per lb.	0 17	0 16
Pecans, jumbo	0 22	0 23
Pistachios, per lb.	0 25	0 26
Walnuts—		
Bordeaux halves	0 35	0 35
Broken	0 30	0 32

Tea.—A recent report says the market shows a decided advance during the past month for all grades of tea, the movement being especially marked in the commonest kinds. Better grades have shown improved quality, and this has also affected prices. The great activity displayed toward the end of July was brought about by information from the producing countries of a falling off in supplies. Shipments to the United Kingdom from Calcutta for the first half of July showed a decline of two and one-half million pounds as compared with the corresponding period last year.

In Ceylon and South India a severe drought has been experienced which has caused a heavy shrinkage in supplies. The small estimate of ten million pounds for the month of July has not been reached, and the estimate for August shows no increase over last year. From China, alarmist reports have been received as to the scarcity of low grade tea, and while it is as yet too early to say what ultimate supplies will be, it is certain that there is going to be no excess, while low price Monings are practically non-existent in London, and at the present not to be bought in Hankon.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 21
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 23
India—Pekoe Souchongs	0 19	0 20
Ceylon greens—Young Hysons	0 24	0 25
Hysons	0 24	0 25
Gunpowders	0 19	0 25
China greens—Pinsney gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—The market is firm but no price changes have occurred here. The primary conditions remain steady.

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Cabbage, 3's.....	0 97½	1 00	
Carrots, 2's.....	0 97½	1 00	
Corn, 2's.....	1 10	1 10	
" fancy, 2's.....	1 10	1 15	
" on cob, gal.....	1 10	1 15	
Pumpkin, 2's.....	0 97½	1 00	
gal.....	3 02½	3 05	
Tomatoes, 2's.....	1 05	1 07½	
" 3's.....	1 60	1 65	
" gala.....	3 75	4 02½	
Turnips, 3's.....	1 12½	1 15	
FRUIT			
Apples, standard, 3's.....	1 20	1 20	
gal.....	3 75	4 10	
Blueberries, standard, 2's.....	1 27½	1 30	
gal.....	5 27½	5 30	
Peaches, 2's, white, heavy syrup.....	1 87½	1 90	
" 2's, yellow, heavy syrup.....	1 87½	1 90	
Clover Leaf and Horseshoe brands salmon:			
1-lb. talls, dozen 2 25 2 27½	Cohoos, per doz.	1 77	
1-lb. flats, dozen 1 42½ 1 45	Red Spring, doz. 2 10	2 15	
1-lb. flats, dozen 2 45 2 47½	Lobsters, halves,		
Other salmon prices	per dozen.....	2 60 2 75	
are:	Lobsters, quar-		
Humpbacks, doz 1 30 1 35	ters, per dozen	1 60	
Finks.....	1 30 1 35		
Northern River Sockeye.....	2 20 2 25		
Chicken.....	4 00	Soup, 2's.....	1 9
Turkey.....	4 00	Soup, 1's.....	1 40
Ducks.....	4 00		

ONTARIO MARKETS.

POINTERS—

Standard B. Rice—Up 15c cwt.

Beans—Advanced.

Blueberries—Short pack expected.

Imported Peas—Advanced.

New Evaps—Sold around 10c.

Toronto, Aug. 24.—A good healthy trade is now in evidence according to reports of local wholesalers and an appreciable volume of goods is being sent out to the trade. Prospects point to an excellent fall business, and with the good collections, even now present, jobbers are well satisfied with trade conditions.

Opening prices on salmon have been expected for some time but as yet have not been named, although they may be at any moment now.

Sugar.—No further change has occurred in refined sugar, but strength is not at all lacking. Reports from Europe concerning the beet crop do not tend to ease the market at all and raws are firmly held. Cuban supplies are about cleaned up and refiners are now looking elsewhere for supplies. A further advance in United States refined is anticipated, and a similar change in Canadian would not be a surprise. The movement continues good and with larger fruit supplies should be heavy.

Extra granulated, bags.....	5 35
" 20 lb. bags.....	5 45
Imperial granulated.....	5 15
Beaver granulated.....	5 15
Yellow, bags.....	4 95
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.....	5 75
" 50-lb. boxes.....	5 95
" 25-lb. boxes.....	6 05
Powdered, brls.....	5 55
" 50-lb. boxes.....	5 55
" 25-lb. boxes.....	5 95
Red Seal, cwt.....	7 30
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	6 25
" in 50-lb. ".....	6 35
" in 25-lb. ".....	6 55

Dried Fruits.—In spot stocks, there is practically nothing available in such lines as prunes, apricots and peaches. Currants and raisins are about the only lines in which any trade is being done.

As noted last week, there is a firmer tendency in new crop Valencia raisins, there being a feeling among sellers that the speculative prices named by some firms were too low. There is even yet a

big variation in quotations, the majority around 23 shillings, or at least orders have been booked at that price for early shipment to arrive the middle of October. "The dry weather has been the cause of the stronger feeling," said one dealer, "but still raisins are not as high as last year and the retailer will be able to sell them at 3 pounds for 25 cents." New crop currant prices are practically stationary at the present time. "Prices are fairly moderate in my opinion," said one broker, "and are a trifle lower than last year."

Coffee.—Locally, and also in the general situation, coffee is steady at the present time. Just what the future will bring forth, there is some difference of opinion. New crop seems to be moving forward somewhat slowly. Interest is now beginning to centre more or less in the estimates as to the crop of 1912 to 1913, but it is as yet too early to obtain an accurate idea as to what this crop will be. Trade locally maintains an average volume despite the fact that some of the cheaper grades have advanced from 4 to 5 cents in the past year.

Rio, roasted.....	0 18 0 20	Mocha, roasted.....	0 25 0 28
Green Rio.....	0 18 0 15	Java, roasted.....	0 27 0 33
Santos, roasted.....	0 20 0 22	Mexican.....	0 25
Maracaibo, ".....	0 22 0 24	Gautemalo.....	0 22 0 24
Bogotas.....	0 24 0 25	Jamaica.....	0 20 0 22
		Chicory.....	0 12

Spices.—Spices have every appearance of a continuance of the steadiness now in evidence. The world's stocks are not large and crops in general are reported short. Orders are now coming in steadily and prices are generally of a firm nature.

	Bbls.	Pails or Boxes	Tins	½-lb. pgs. dz	¼-lb. ctns doz
Allspice.....	0 14	0 15	0 17	0 75	0 80
Cinnamon.....	0 24	0 25	0 27	0 90	0 90
Cayenne pepper.....	0 23½	0 24	0 26½	0 90	0 9
Cloves.....	0 24	0 25	0 27	0 90	0 90
Cream tartar.....	0 25	0 26	0 28	0 90	...
Curry powder.....	0 25
Ginger.....	0 22	0 24	0 26	0 80	0 90
Mace.....	0 75	...	2 75
Nutmegs.....	0 30	1 90	2 00
Pepper, black.....	0 15	0 16	0 17½	0 75	0 90
Pepper, white.....	0 24	0 25	0 26½	1 00	1 10
Pastry spice.....	0 23	0 24	0 26	0 80	0 90
Pickling spice.....	0 15	0 16	0 18	0 75	0 75
Turmeric.....	0 16
Mustard seed, per lb. in bulk.....	0 12
Celery seed, per lb. in bulk.....	20

Rice and Tapioca.—The drought in India has been responsible for boosting prices in the lower grades of rice by the amount of 15 cents per hundred-weight. Standard B. on our list is accordingly marked up, single sacks on a Toronto basis now being \$3.15. Primary markets on Patna are also higher by the amount of ½ cent. One dealer reports that Rangoon is the largest seller in country districts and Japan in the city. Tapioca is steady in price.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal.....	3 05
Rice, standard B.....	3 15 3 30
Per lb.	
Rangoon.....	0 03½ 0 03½
Patna.....	0 05½ 0 06½
Japan.....	0 04½ 0 06
Java.....	0 06 0 07
Carolina.....	0 10 0 11
Sago, medimm brown.....	0 05½ 0 06
Tapioca—	
Bullet, double goat.....	0 08
Medium pearl.....	0 06½ 0 07
Flake.....	0 08
Seed.....	0 06½ 0 07

Beans.—As has been hinted for some

time back, strength has been developing in the bean market, and prices at present are fully 15 to 20 cents higher than two weeks ago. Supplies of the Canadian product are at an extremely low basis. "Foreign beans, mostly from Austria and Rangoon, are being imported into Canada," said one dealer, "at a much less cost than home grown. While quality and flavor is not equal, they are selling and affording some relief to the situation."

Prime beans, per bushel.....	2 35 2 45
Hand picked beans, per bushel.....	2 45 2 55

MANITOBA MARKETS.

POINTERS—

Sugar—Firm.

Syrup—Slow.

Coffee—Active.

Beans—Higher.

Winnipeg, Aug. 24.—"Never have prospects been so bright for fall trade," is the unanimous opinion of the wholesale grocery houses of Winnipeg, which can be taken as a fairly good mouth-piece for the entire western trade. Harvesting may be said to be general, and, in fact, large areas of the crop have already been cut and show little damage by black rust. A light touch of frost has in different localities impaired the grade of the grain somewhat, but on the whole an average crop will be reaped, at least over the larger part of the west, and as a result the feeling is reflected in the trade. Upon enquiry as regards damage done by rust, one of the largest houses replied, "So far we have been unable to confirm any reports from information we have received from our travelers. About this period of the year the collection departments generally become active, notifying country and local merchants of payments due on notes after harvest. If the crop is in any way damaged we always receive enquiries for extension of time, but so far this year there has been little hedging whatever, and all indicate the intention of making payment in the fall."

Sugar.—The advance in sugar has been temporarily checked, and prices remain unchanged from last week. The demand is just as strong, with high prices, as when it was considerably lower two months ago. Southern markets are still active, and consequently the local one is keeping in sympathy with it.

Montreal and B.C. granulated, in bbls.....	5 75
" in sacks.....	5 60
" yellow, in bbls.....	5 35
" in sacks.....	5 30
Icing sugar, in bbls.....	6 10
" in boxes (25 lbs.).....	6 35
Powdered sugar, in bbls.....	5 90
" in boxes.....	5 90
" in small quantities.....	6 65
Lump, hard, in bbls.....	6 60
" in 4-bbls.....	6 70
" in 100-lb. cases.....	6 60

Syrup—Trade in this line is dull and little whatever is being done with it. It is expected to pick up, however, now

that the harvesters have arrived, and with the approach of fall the season for syrup commences. There is no change in prices.

Syrups—	
24 2-lb. tins, per case.....	2 23
12 5-lb. tins, per case.....	2 58
6 10-lb. tins, per case.....	2 46
3 20-lb. tins, per case.....	2 47
Half barrels per cwt.....	4 00
Barbadoes molasses, in half barrels, per gallon.....	0 62
New Orleans molasses, half barrels, per gallon.....	0 45
New Orleans molasses, per barrel, per gallon.....	0 47

Coffee—The market in this line shows considerable activity this week and prices remain firm. The demand is holding steady, and as some manipulation is still being carried on the southern markets, it is hard to predict just what will take place. Many predict higher prices.

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

Beans and Peas—Beans are gradually becoming scarcer and in accordance with this the market is advancing rapidly. Prices this week jumped ten cents, and if reports from Ontario be true, there will be severe scarcity prevailing in this line before the winter is over. Peas remain unchanged.

Beans, 3-lb. picker, per bushel.....	2 40
Hand picked, per bushel.....	2 50
Peas, split, 100 lbs.....	2 75

NEW BRUNSWICK.

St. John, N.B., Aug. 24.—The fine weather of the past week or more has been responsible for an increase in trade with the local grocers and has especially given an impetus to the sales of camping supplies. The market, however, for the most part, was quiet, and few changes were recorded. Flour is still on the upward trend, further advances being noted this week. This is also true with molasses, while cheese and eggs are advanced slightly as well.

Local grocers are unable to receive more than sixty per cent. of their orders of peas, owing to the shortage in the crop. In most cases this will not meet the demand, as the orders for peas are heavy. The price on peas had gone up, on this account, also. The following are the market prices:

Beans, hand picked, bus ...	2 40	2 60
Beans, yellow eyes, bus.....	2 50	2 55
Cheese, new, lb. 0 13	0 13	0 13
Currants, 1's, lb. 0 08	0 08	0 09
Canned goods—		
Peas, No. 4.....	1 20	
" No. 5.....	1 25	
" No. 2.....	1 30	
" No. 1.....	1 80	
Peaches, 7's, dozen.....	1 95	2 00
Peaches, 5's, dozen.....	3 00	3 05
Raspberries, dozen.....	2 05	2 10
Tomatoes.....	1 55	1 60
Strawberries.....	1 85	1 90
Flour, Manitoba 6 25	6 35	
" Ontario.....	5 35	5 45
Fish—		
Cod, dry.....	6 00	
Cornmeal, gran.....	4 75	
Cornmeal, bags.....	1 60	
" bbls.....	3 35	
Std. oatmeal.....	6 00	
Rolled oatmeal.....	5 50	
Buckwheat, west. grey, bag 2 65	2 70	
Cal. raisins, seed-ed.....	0 10	0 11
Molasses, for Barbados, gi	0 30	0 31
Potatoes, bbl.....	2 00	
Butter, dairy, lb.....	0 19	0 21
Butter, creamery, lb.....	0 22	0 23
Eggs, henney.....	0 22	0 23
Eggs, case.....	0 20	0 21
Ham.....	0 16	
Rice, lb.....	0 03	0 03
Lard, compound lb.....	0 10	0 11
Lard, pure, lb.....	0 11	0 12
Bacon.....	0 16	0 18
Pork, domestic mess.....	21 00	21 50
Pork, American clear.....	21 00	22 50
Salmon, case—		
Red spring.....	8 00	8 25
Cohoos.....	7 00	7 25
Baked beans, dozens.....	1 15	1 25
Lemons, Messina, per box.....	4 50	5 60
Sugar—		
Standard gran.....	5 40	5 50
Austrian.....	5 30	5 40
Bright yellow.....	5 20	5 30
No. 1 yellow.....	4 90	5 00
Paris lumps.....	6 20	6 35

NOVA SCOTIA MARKETS.

Halifax, Aug. 24.—Business is excellent on the local grocery market, and some large orders are being filled for points in the province. Dealers report that so far this month business is of greater volume than for the same month of last year.

The provision market is showing considerable strength in beef, pork and lard.

There is a shortage of Valencia onions on the local market. All the available stock has been cleaned up, but some new stock is expected next week. Egyptian onions are quoted 2 3/4 to 3 cents per pound and Valencias at 2 1/2 cents. There has been a decided drop in the price of tomatoes. Ten-pound baskets

of local stock are selling at 40 cents. Local dealers have been notified by canners that canned tomatoes will open at higher prices than last season.

The sugar markets continue firm. Extra standard granulated is now quoted at \$5.40, United Empire \$5.30, bright yellow \$5.20. No. 1 yellow \$4.90, and unbranded \$4.75. Sugar is in extra good demand, despite the high prices. Rice has been advanced half cent per pound. There is an improved demand for flour. Manitobas are quoted at \$6.15 to \$6.25, and Ontario blends \$5.10 to \$5.20. Rolled oats in barrels \$5.40 to \$5.50, and corn meal, \$1.60 to \$1.75. Hand-picked beans are selling at \$2.40 to \$2.45, and beans prime, \$2.20 to \$2.30.

Toronto Grocers in Monthly Session

Trade Problems Discussed and Dealt With—Newspapers are Censured—Travelers Criticized for Certain Practices—Association in Favor of Fruit Display By-law—Wholesalers Should Not Sell to Consumers—Drug Stores Cutting on Laundry Soaps.

Staff Correspondence.

Toronto, Aug. 24.—The Toronto Grocers' Association met in monthly session at the Temple Building on Monday night, when questions concerning the welfare of the members were discussed and dealt with.

It was reported that fruit was still being displayed contrary to the fruit by-law and in many cases not even covered with netting which the medical health officer had allowed until permanent methods of display were arranged. Many of those present were in favor of putting everything inside which would be the most sanitary method and would allow no loophole through which offending dealers might escape. Members of the association are strongly in favor of sanitary display and it was moved by D. Bell, and seconded by B. Snow that a letter be sent to the M.H. O. endorsing his action in enforcing the by-law.

Think Newspapers are Unfair.

Some of the newspapers were censured for pointing out to readers the difference between fruit prices ruling at the fruit markets and up-town stores, as the prices at the fruit market are wholesale, and the papers do not take into consideration the retailer's necessary profit, the cost of services, etc.

This discussion lead into the question of wholesalers selling to consumers and several instances were brought out where consumers had secured goods at the same price as they (the retailers) could purchase at.

Indiscreet Travelers.

Some travelers also came in for their share of criticism. It appears that some retailers have a real grievance against them. Some of the knights of the grip after their week's trip in the country will come into retail stores and tell how cheap dealers are selling butter and eggs in the country. This in itself would not be objected to by the merchants, but these pointers are generally given to the grocer when customers are in the store thus causing those customers to think that they are being charged an exorbitant price for their produce.

In most cases this was done thoughtlessly by the travelers who do not think of results nor of the cost of getting this produce to their individual stores..

Drug Stores Cutting Laundry Soap.

R. Davies reported that many drug stores were cutting in on the soap trade and selling all kinds of laundry soap at six bars for 25 cents, while the department stores were also selling at the same price.

President Miller cited an instance where a window display was made in a drug store of several laundry soaps at 5 bars for 19 cents. Some of the members said that they never heard anything more from customers about soap, but J. Blood reminded them that, "People may not say anything about it, but they will go and buy elsewhere."

W. J. Swain and R. J. Dale, both of Bloor street, were proposed for membership.

WIDE-AWAKE METHODS.

What Merchants Are Doing to Increase Their Profits.

Has Receiving and Cost Books.

Quebec, Aug. 24.—Joseph Dubuc, a retail grocery clerk, has particular methods of keeping tab on the cost price of all articles. "At first," he states, "we had only a receiving book, in which was entered the goods as received. At the top of the page of this book was placed the wholesaler's or manufacturer's name from whom the goods were received, followed by the date, the article and the price. To ascertain the price of goods received some months ago by this book was a rather slow proceeding, as we had to turn over several pages to find it.

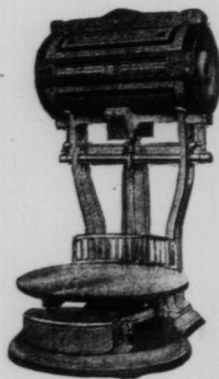
"It is for this reason that we find a cost price book necessary also. In the cost book is the page number of the entry in the receiving book, where the name of the wholesaler and the quantity is found. While it is necessary to have these two books together, still the work is greatly facilitated."

In order to know at a moment's notice the price of such articles as currants, Mr. Dubuc places a card on the box. On this card is marked the date of receipt, the cost price and the wholesaler's name.



Dealers and Clerks should remember that sanitary conditions must always exist in the store. Our cartoonist represents a dealer blowing his breath into a bag to inflate it.

Exhibition Announcement



Our inability to secure large enough space in the Manufacturers' Building at the Exhibition this year does not deter us from having our usual exhibit and demonstration. We have secured a large area in THE PROCESS BUILDING directly under the "BIG DOME" where we will show our extensive range of

**DAYTON COMPUTING SCALES
DAYTON ELECTRIC FLASHOLITE SCALES
DAYTON HAM AND BACON SLICER
DAYTON COMPUTING CHEESE CUTTERS, ETC.**

We will be pleased to have you make your headquarters with us. A cordial invitation is extended to all to come and see our immense display. You will find our demonstration most interesting.

**ASK
THE MAN
WHO
USES
ONE**

The COMPUTING SCALE CO. of Canada, Limited

164 KING STREET WEST

TORONTO

Canadian National Exhibition VISITORS

A call from you at our Office will be much appreciated, and we are sure your visit will be mutually beneficial, as our Principal has just returned from Europe and can give you market information first hand:—Be sure and visit our

H.P. SAUCE EXHIBIT AND Midland English Malt Vinegar Demonstration

IN MANUFACTURERS' BUILDING AT THE FAIR GROUNDS

W. G. PATRICK & CO.
77 YORK STREET TORONTO

Don't Trust to Luck

YOU never yet knew a fatalist who was a success. The man who makes good is not the man who lets things happen but the man who makes things happen.

If you are a man with selling ability and have not full scope for it in your present situation, you can find an outlet by becoming the MacLean representative in your district.

The MacLean Publishing Company are the publishers of MacLean's Magazine, for which new and renewal subscriptions are needed. If you can secure them it will pay you well.

This need not interfere with your other work—unless you find, as many others have done, that it pays you to give your whole time to it.

The MacLean Publishing Company
143-149 University Avenue, - Toronto, Canada

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

BRITISH COLUMBIA DIRECTORY

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

Importers and Roasters of High Grade
Coffee.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder
We also carry a full line of TEAS,
SPICES, etc.

Mail orders promptly attended to.

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

**VICTORIA
FRUIT GROWERS' ASSOCIATION**

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

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 149 Water Street, Vancouver.

If you want to buy or sell any
store equipment article, to buy
or sell a business, engage as
clerk or manager, etc.,

TRY A
Condensed Ad.
IN
The Canadian Grocer

For two cents a word you can
talk across the continent.

"We will never be buried
with the unknown dead---
we ADVERTISE. There's
the whole thing in a nutshell
--- we ADVERTISE; and,
therefore, we CANNOT be
unknown."

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

144 WATER ST., VANCOUVER, B.C.

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

The Condensed Ad. in this
Paper will bring good results

CURRANTS

We are proprietors of
"AFRODITE" brand, the best AMALIAS
currant on the market,
"NAUSICAA," fine FILIATRA dry,
cleaned, carton currants.
"VICTORY," fine FILIATRA dry, cleaned
carton currants.

and importers and distributors of
Highest-grade PATRAS and VOSTIZZA
currants.

We aim to give the trade the best grades
of currants obtainable from season to season.

We solicit the opportunity to quote on
your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax
McKELVIE & CARDELL, LTD.,
Calgary, Alberta
W. S. CLAWSON & CO., St. John, N.B.

GREEK CURRANT CO.

124 WARREN STREET NEW YORK
THE LARGEST CURRANT HOUSE IN GREECE



CHOW-CHOW

Delicious, Appetizing
Relish

Made from the choicest products of
York gardens and blended in such
a way that the "Sterling" brand Chow-Chow is
pronounced, by people of discriminating taste, to
be the superior of any other domestic or im-
ported line. Give your patrons the benefit of
our long and practical experience, by stocking
"Sterling" brand Chow-Chow.

Shall we send you samples?

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO

Going to Borrow 5c. Again

The plan of borrowing a nickel from everyone we served with a cup of Red Rose Tea at the Toronto Exhibition last year and giving each one a coupon worth 5c. anywhere when buying a package of Red Rose Tea was declared so successful by merchants generally that we are going to do it again this year.

Will you be good enough to accept these coupons again this year as part payment for a package of Red Rose Tea. They will be redeemed at their face value by any Red Rose Tea traveller or when sent to our Toronto Office.

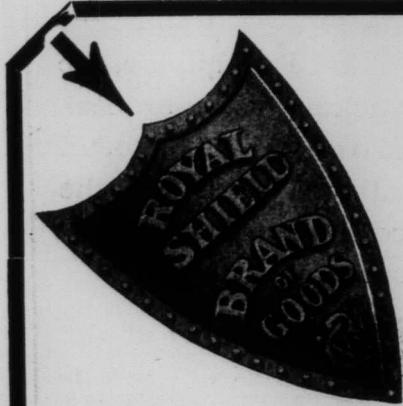
If you are in Toronto during the Fair we will be very pleased to have you call at our new warehouse, 7 Front St. East, or at the Red Rose Tea Booth at the Exhibition, and if we can extend you any courtesy or serve you in any way the pleasure will be ours. At the booth just make yourself known to the traveller in charge. A corner and a couple of tables will be reserved for grocers, their wives and friends, and you will enjoy the tea too.

Red Rose Tea

7 Front Street East,
Toronto, Ont. } Branches
315 William Ave.
Winnipeg, Man. }

"is good tea."

T. H. ESTABROOKS
ST. JOHN, N.B.



"ROYAL SHIELD" BRAND BAKING POWDER

Meets the requirements of the best Housewives in the country. It stands the test for purity. Stocked by all high class Grocers. "Royal Shield" Brand Goods are on a par with the best. We feature Canned Goods, Salmon, Extracts, Teas, Coffees and Baking Powder. A sample order will please you and prove our claim. Prompt shipment.

Campbell Bros. & Wilson, Limited

Campbell, Wilson & Adams, Limited
Saskatoon

WINNIPEG

Campbell, Wilson & Horne, Limited
Calgary

Campbell, Wilson & Horne, Limited
Lethbridge



Campbell, Wilson, & Smith, Limited
Regina

Flour as an All-the-Year-Round Seller

Another Montreal Dealer Making Special Efforts to Increase Sales During the Summer—Has Flour Put Up in Small-Sized Bags for Pastry Purposes—Clerks Should Suggest It.

Montreal, August 24.—(Special).—Flour remains one of the retail grocer's leading staples. The fact that on all sides they tell you so, should be sufficient evidence, although it is admitted that here and there members of the trade have, for various reasons, allowed flour to descend to a minor position compared to what it used to be.

Wm. Hawthorne, a Montreal grocer at 1155 Mount Royal Ave., east, claims that the demand for flour is as good as ever. There is, of course, quite a falling off during the summer months but with this exception flour holds its own in the grocery store. Mr. Hawthorne is located in a good district, his customers being, to a large extent, tradesmen and mechanics. Their wives are bread bakers from the time the cool weather begins to tint the autumn leaves until the following June, and consequently they are buyers of flour. There are some exceptions, but the demand is of such a

healthy character that he cannot help but express his satisfaction.

The Summer Trade.

Just now, Mr. Hawthorne is selling quite a quantity of flour for pastry purposes although there is still some demand for bread purposes. The favorite summer method of buying flour is in small quantities.

Mr. Hawthorne sells "seven pound cotton bags" for twenty-five cents and disposes of quite a number every week. He carries several of the best blends and in this manner the satisfaction of his customers is easily gained.

Easy to Handle.

One favorable feature about flour in the grocery business is that it presents no difficulty in being handled. It is put up in barrels and bags and requires only a little of the grocer's attention. Window arrangements that will prove interesting are easily made. A counter display of the small bags may be made now

and then and can be arranged in a short time. And as far as suggesting flour goes it simply comes natural to the clerk. On the whole, flour should not be overlooked. The ordinary slip-shod methods will only bring a very ordinary trade.

Manufacturers Will Help.

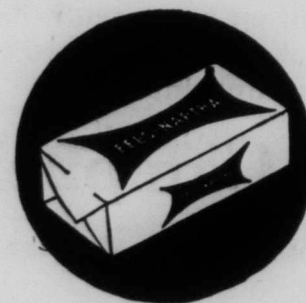
Grocers may receive certain assistance from manufacturers. Their advertising campaigns are helpful and they have various methods of lending an aid to the grocer in order to gain the customers' attention and direct purchases toward flour.

The DEMAND is

growing for Fels-Naptha soap, packed (10 bars) in the green-and-red-cartons (cardboard boxes).

Like its quality, the packing is the best, most modern and adapted alike for the convenience of consumer and dealer.

Your supply of the green-and-red-carton-soap should be kept plentiful.



Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and **PUSH IT, IT WILL PAY YOU.**

J. H. Wethey, Limited

ST. CATHARINES,

ONTARIO

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

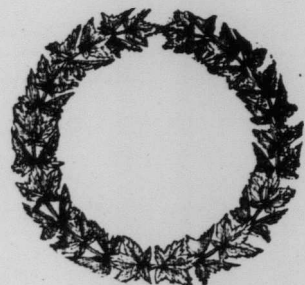
EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto.
J. W. GORHAM & CO. Halifax, N.S.

Manitoba: BUCHANAN & GORDON, Winnipeg.
C. A. MUNRO, St. John, N.B.

BUILD UP YOUR WESTERN SALES



The most rapidly developing market in all the world is that of Western Canada.

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

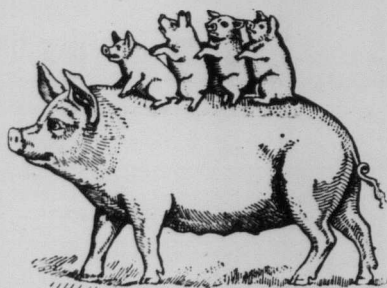
We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

Write to-day

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.
 HEAD OFFICE - WINNIPEG, MAN.
 Winnipeg, Regina, Saskatoon, Edmonton, Calgary



Your Troubles Will All Be Little Ones

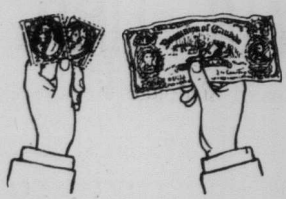
and easy to carry if you put in a good stock of fish and counteract with the large returns from same, any losses you have in your grocery department.

LINES OF SUSTAINED PROFIT

Canada Tablets,	- - - - -	20 1-lb. Tablets
Canada Crate,	- - - - -	12 2-lb. Boxes
Canada Strip,	- - - - -	30-lb. boxes, whole pieces
Cod Bits,	- - - - -	25-lb. Boxes, Bulk

and
SKINLESS FISH

Mariner Brand,	- - - - -	25-lb. Boxes, Bulk
----------------	-----------	--------------------



There will be a goodly number of these bills come your way if you show your customers some of our KIPPERS. We are curing them now in large quantities, using only the choicest and largest of herring. N.B.—As in former years, we will have regular supplies of SALT HERRING and SALT MACKEREL, also BONELESS FISH.

Halifax Cold Storage Co., Selling Branch, 47 William St., MONTREAL


 The House of Quality The House of Quality
 Quality Quality


SPECIAL PRICE
 ON
Breakfast Bacon
(New Cure)
 AND
Cottage Hams
Quality unexcelled. Order to-day.

GUNNS PORK & BEEF PACKERS
 TORONTO, ONT.
LIMITED. CANADA

SHORT ROLLS

These are very nice goods, Mild, Sugar Cured, Boneless and Smoked. Just the thing for your Slicer. We have them also Cooked, a very good substitute for Hams in the present scarcity.


F. W. Fearman Co.
 HAMILTON LIMITED



Reindeer Brand Milk

has thirty years of experience behind it. Produced from selected, healthy cows carefully handled, government inspected, and fed on the richest grazing lands in the world, which helps to give REINDEER CONDENSED MILK a richness and flavor all its own. Reindeer is freer (than other brands) from that cooked taste.

Your customers expect REINDEER BRAND when they order Condensed Milk.


REINDEER
LIMITED
 TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED.
 AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants
 Packing Houses 70-72 Front St. East
 FERGUS TORONTO

Lard and Provision Prices are Firmer

Lard is Higher and Provisions Stronger Under Good Demand and Higher Hog Market—Offerings of Porkers Small—Cheese is Higher and in Precarious Position—Prices Considered Unwarranted by Many Dealers—Butter is Stronger.

The general provision market shows signs of greater strength. With live hogs on all markets higher in price, pork products are naturally exhibiting a similar tendency. Lard is among the lines that are strong, and advances have occurred on several markets, Montreal reporting an upward movement of 3/4 cents in pure, while compound is also stronger. As the fall approaches and the weather becomes cooler, the demand for this line is heavier, and the anticipation of this, combined with higher hogs, is no doubt accountable. A good trade at most centres is reported, the demand for hams and bacon being at an appreciable figure.

Stinted offerings of the porkers, backed by a strong English bacon, has been responsible for the recent advances in live hogs. Farmers are no doubt too busy with the harvest to make deliveries. The prospects for feed will no doubt have a certain influence in determining future hog values.

There is also a stronger tendency in butter, although production keeps well up with last year. Western Canada has relieved the Eastern markets somewhat, while there has also been considerable export demand. Advances have taken place on some of the Eastern Canadian markets. General conditions in eggs are unchanged but steady. Select stocks are limited, and in good demand.

The cheese market is higher again, and its position precarious. Ever since early in June, there has been a steadily increasing tendency, and the market is regarded as being higher than is warranted. With the production nearly equalling last year, prices on the Toronto market are 13 3/4c, as compared with 11 3/4c one year ago. The market has been following Old Country prices, which are somewhat unreliable just now on account of the strike.

MONTREAL.

Provisions.—Pure lard is reported up 3/4 cent., and compound up 1/4 cent. The demand for hams and bacon is improved, and a good trade is passing. Live and dressed hogs are considerably firmer.

Pure Lard—	
Boxes, 50 lbs. net, per lb.	0 11 1/2
Cases, tins, each 10 lbs., per lb.	0 11 1/2
" " " " " " " "	0 11 1/2
" " " " " " " "	0 12
Falls wood, 20 lbs. net, per lb.	0 11 1/2
Falls, tin, 20 lbs. gross, per lb.	0 11
Tubs, 50 lbs. net, per lb.	0 11 1/2
Tierces, 5 lbs. per lb.	0 11 1/2
One pound bricks	0 12 1/2

Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09 1/2
" " " " " " " "	0 09 1/2
" " " " " " " "	0 10
Falls, wood, 20 lbs. net, per lb.	0 09
Falls, tin, 20 lbs. gross, per lb.	0 09 1/2
Tubs, 50 lbs. net, per lb.	0 9 1/2
Tierces, 5 lbs. per lb.	0 09
One pound bricks	0 10 1/2
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	22 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 70
" " " " " "	14 50
" " " " " "	21 50
Boiled ham, small, skinned, boneless	0 30
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 09 1/2
Long clear bacon, light, lb	0 11 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 13
Large sizes, 18 to 25 lbs., per lb.	0 12 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 12 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 12
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 19
" " " " " " " "	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 14
Hogs, live, per cwt	7 50
dressed, per cwt	10 50 11 00

Butter.—Quebec farmers received 25 1-6 cents for butter on Wednesday. Butter is higher, and is close to the New York price at the present figures.

Creamery	0 26 1/2
Dairy, tubs, lb.	0 20 0 22

Eggs.—The market is higher. Select stocks are limited, with a healthy demand. General conditions are practically unchanged.

New laid	0 28 0 30
Selects	0 25
No. 1	0 21

Cheese.—Following the higher price for cheese in the Old Country, local values are higher. The strike is mentioned as one of the causes, but in any case the market is regarded as being higher than is warranted, or at any rate that a reaction is about due. It has been high during the past three months.

Quebec, large	0 12 1/2
Western, large	0 13 1/2
" " " " " " " "	0 13 1/2
" " " " " " " "	0 13 1/2
Old cheese, large	0 13 0 16

TORONTO.

Provisions—There is a general stronger feeling in the provision market this week. Since our last report live hogs have advanced a total of 35 cents, bringing quotations at country points up to \$7.70. The range for short cut in barrel has been advanced to \$21 to \$22. Lard is also stronger, under a fair movement, and some firms are quoting it at higher prices. The general feeling in this line is at any rate steadier, and demand will no doubt be larger as the weather becomes cooler. Long clear is higher at 12c, while other lines of pork products are steadier, breakfast bacon being one of the prominent lines. An active trade is in evidence this week and good prospects for business during the fall.

Smoked meats—	
Light hams, per lb.	0 17 1/2 0 18
Medium hams, per lb.	0 17 0 18
Large hams, per lb.	0 15 1/2 0 16
Backs, plain, per lb.	0 19 0 20
" " " " " "	0 20
Breakfast bacon, per lb.	0 16 0 18
Roll bacon, per lb.	0 11 1/2 0 12
Shoulders	0 11 0 11 1/2
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb.	0 11 1/2 0 12
Heavy mess pork, per bbl.	19 0 20 00
Short cut, per bbl.	21 00 22 00
Cooked hams	0 26 0 28
Lard, tierces, per lb.	0 10 0 1 1/2
" " " " " "	0 10 1/2 0 10 1/2
" " " " " "	0 10 1/2 0 10 1/2
" " " " " "	0 10 1/2 0 10 1/2
" " " " " "	0 08 1/2 0 09
Live hogs, at country points	7 35
Live hogs, local	7 70
Dressed hogs	9 75 10 50

Butter—The tendency in butter is one of steadiness, although prices show no change. The production is fairly large, with a good steady demand. The quality of some lots of dairy butter is not all to be desired.

Fresh creamery print	
Creamery solids	0 25 0 26
Farmers separator butter	0 23 0 24
Dairy prints, choice	0 21 0 22
No. 1 tubs or boxes	0 20 0 22
No. 2 tubs or boxes	0 17 0 19
	0 15 0 16

Eggs—Prices of eggs are unchanged, with no special features present just now. The tendency is one of continued steadiness.

Fresh gathered eggs	0 18 0 20
New laid eggs	0 22 0 23

Cheese—There has been a steady advancing tendency in cheese for some time now, a sharp advance to 13 3/4c for large having taken place in the past week. While the English market for this commodity is firm, and a good export trade is in evidence, still the market has been steadily advancing since the first of June, and some conservative dealers believe that the limit has been reached and hint at a reaction.

New cheese—	
Large	0 13 1/2
Old cheese	0 15 0 16
New twins	
Old Stiltons	0 15 0 16 1/2

Poultry—There is no special briskness in poultry trade just now. Prices are unchanged and do not exhibit any features of firmness. Deliveries are not large as farmers are now busy with the harvest, and will be for a little time yet.

Fowl, live	0 11 0 12
Spring chicken	0 14 0 16
Duckling, live	0 11 0 12

Honey—The high price for honey is well maintained and those in touch with the situation can discern no signs of weakness in the outlook, believing that the shortage in clover honey will hold prices up. The probable outcome of buckwheat and other dark varieties is not known, but it is believed that it will afford little or no relief to the general situation.

Clover honey, strained, 60-lb. tins	0 11 1/2 0 12
Clover honey, No. 1 comb, doz.	2 25 2 50

STORE HINTS.

When business is dull, then is the busy season for the good salesman.

A good orator is not necessarily a good salesman.

A Big Oyster Season is Anticipated

Warm Weather Has Been Conducive to Good Supply—Lobster and Salmon Fairly Plentiful in the East, but Mackerel and Herring are Light—A Good Fish Season in View.

Montreal, Aug. 24 (Special).—The outlook for the fish industry in the Maritime Provinces is encouraging.

The catch of mackerel, herrings and eels has been below the average, but lobsters and salmon, have been plentiful and good prices have been obtained. In regard to lobsters there is not likely to be any price changes, as the normal for business has practically been reached. The codfish market has been active, the catch being above the average this year and export trade is brisk.

During the past few years a number of cold storage plants have been installed along the coast, receiving financial assistance from the government. This is

WANTED.

FOR JUNIOR PARTNER, young man, Protestant, with about \$2,000, to extend established departmental store business in growing suburb in Montreal. Good chance to eventually own business. Address, "Partner," CANADIAN GROCER, Montreal.

WANTED—Salesman in retail grocery and china store. One who thoroughly understands the business. Send references and state salary wanted. Apply to J. E. BEATON, Oshawa, Ont.

bound to develop the fish trade, but up to the present no striking practical results have accrued.

The Oyster Crop.

This should be a big oyster year on account of the warm weather, unless the overfishing of previous years by people on the coast has a bad effect. Malpeques are scarce and it seems that the time is not far distant when they will be extinct. In the United States

oyster districts planters and packers are looking for a big year. Canada imports large supplies annually. If the present expectations are realized there should be no scarcity of bulk oysters during the approaching season and prices should be reasonable.

Preparations are under way for the handling of smokers, kippers and bloaters which are expected to come in by September first.

The new season is about to open up and there are reasons for expecting increased activity and a greater volume of business. Each retailer who deals in fish should make his plans early for the fall and winter trade.



As Like as Two Peas.

The chef makes up a Jell-O dessert and the butler serves it. The young housewife makes one and serves it herself. She is no cook, but the dessert she has prepared is as like the chef's as two peas are alike. Both were probably made in a minute.

JELL-O

desserts can be made by anybody without practice.

A package of Jell-O and a pint of boiling water are all that is needed for the plain Jell-O desserts.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name Jell-O is on every package in big red letters. If it isn't, it isn't Jell-O

Alimentary Pastes of the "Swallow" Brand

(Hirondelle)

Manufactured with the best quality of Canadian Flour—the best in the world—with the most up-to-date machinery, in the most modern mill, under the management of an expert, thus fearing no competition as to quality and freshness from the imported article.

Vermicelli, Macaroni, Spaghetti,
Macaroni Short Cut, Small Pastes

Assorted Egg Noodles of the "Swallow"
Brand are great favorites. TRY THEM,
You will appreciate their exquisite taste.

SOLD EVERYWHERE

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

THE CANADIAN GROCER

Grocers: The manufacturer that has built up a reputation by the production of goods of the recognized standard of quality is under obligations to the consumers to maintain the quality of his goods. To do this it is sometimes necessary to adjust prices to meet the increased cost of labor and material.

MAGIC BAKING POWDER

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



WINNIPEG

E. H. W. GILLETT COMPANY LIMITED,
TORONTO, ONT.

MONTREAL



HAVE YOU GOT ACQUAINTED
 WITH

St. Lawrence Flour?

If not, waste no time. It is the new flour made by experts in the most modern and best equipped mills of America.



**St. Lawrence Flour Mills
 Company, Limited**

1110 Notre Dame St. West
 MONTREAL

"St Lawrence Flour is as Pure and as White as the Lily"



**Anchor
 Brand
 Flour**

ANCHOR Brand Flour is made in the belief that there are enough discriminating people, who want something extra good, to warrant special efforts in manufacturing it.

This belief has been justified by increased demand from those who like good Bread.

Manfd. by
Leitch Brothers Flour Mills
 Oak Lake, Man.

OPPORTUNITY—We have a few more agencies to allot in Nova Scotia and New Brunswick and will be pleased to consider the applications of first class dealers open for a line free from price-cutting and other disadvantages.

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

"Elite"

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

Diamond

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

Ask your jobber.

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

SELLING AGENTS:

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



Carr & Co's Carlisle Biscuits

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

ORDER FROM YOUR NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

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

What's Good For Royalty Is Good For Your Customers

Royalty has for years appreciated the pleasing, palate-tickling taste which has created a pronounced demand for this famous Sauce.

BRAND'S

What has held the fancy of Royal households should be a good article for you to build up a business on, and should give class to your store with people who know a meritorious relish when they taste it. The absolutely clean conditions under which this sauce is made and the superior ingredients used in its manufacture, insure its very fine flavor and purity.

BRAND & CO.,

H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER, B.C.



A1 SAUCE

When you make a display of provisions, either on your counter or in the windows, the addition of a bottle or two of Brand's A1 Sauce will give a touch and bring direct results in sales. Where Brand's A1 is shown there is an air of quality which no other sauce can give. It has a reputation which places it as the standard condiment of the age.

Limited Purveyors to H.M. the Late King Edward VII.

MAYFAIR, LONDON, ENGLAND

NEWTON A. HILL, 25 Front St. East, TORONTO

How Will Wheat Yield Affect Flour ?

A Total Yield of Close on 200 Million Bushels Estimated for Canadian West—Much Larger Production Than Last Year—United States Crop is Short.

Trade in flour and cereals from millers to retailers with the crops just about at the critical point is naturally on a hand-to-mouth basis. Dealers in all parts of the country are holding off, trying to discern in the distance the probable manner in which the flour market will turn when something definite regarding the Canadian cereal output has been ascertained. The consumption of these lines, however, is well maintained, retailers being well satisfied with the trade being done in these lines considering the season.

From present prospects, barring any drawbacks, it seems as if the Canadian West will produce an enormous crop of wheat this year. One estimate sent out from Winnipeg sets the total yield of the three Western Provinces at 200 million bushels from a total acreage of 9,925,000 acres. Of this, according to this estimate, Manitoba will give 52,400,000 bushel, Saskatchewan, 128,700,000 bushels and Alberta 17,600,000 bushels. Other more conservative estimates set it around 175,000,000 bushels, and opinions and ideas regarding the crop are not at all scarce. The total United States crop will, however, be short close on 30 millions of wheat, while the Russian crop is not good.

One miller in speaking of the outlook said: "With this yield and under the present conditions, prices on flour would no doubt be considerably lower. However, if the reciprocity agreement goes through, Canadian wheat would be in good demand by North Western United States millers and the overplus will no doubt be taken care of and the same effect on flour prices will not be felt."

An idea of the big yield was given by this dealer: "If we have a crop of from 180 to 200 million bushels, after allowing for seed and the needs of the Canadian people, it will still mean that from 400 to 500 cars of wheat will have to be exported every day during the season to care for the wheat supply."

In regard to oats another miller stated that if reciprocity goes through, it will mean a higher figure for oats as prices are at present about 7 cents higher on United States markets. One report says there is a shortage of 300 million bushels of oats in the States as compared with last year.

Flour at the present time is 90 cents per barrel lower than a year ago when it was quoted on the Toronto market at \$6.20. On Sept. 9, it declined 30 cents \$6.20. On Sept. 23rd by a 20-cent

drop, bringing it down to \$5.70 per barrel.

MONTREAL.

Flour.—The market is fairly active with enquiries from home and foreign quarters. Prices although unchanged are steady.

Winter wheat patents, in bags.....	4 80
Straight rollers, in bags.....	4 30
Manitoba 1st Spring wheat patents, barrel.....	5 40
" straight patents, barrel.....	4 90
" strong bakers.....	70
" second.....	20

Cereals.—The rolled oats market has been well maintained. Prices remain unchanged. The demand at this season is not heavy, but there is a fair amount of business being done.

Fine oatmeal, bags.....	2 58½
Standard oatmeal, bags.....	2 58½
Granulated oatmeal, bags.....	2 58½
Bolled cornmeal, 100 bags.....	1 75
Rollod oats, jute bags, 90 lb.....	2 35
Rollod oats, cotton bags, 90 lb.....	2 40
Rollod oats, barrels.....	4 75

TORONTO.

Flour.—The flour market is steady, more so than last week. Fear of frost in the West, backed by bullish reports from the States, pushed wheat quotations 2½ cents higher at the beginning of the week. Trade at the moment is of a routine character, but next month should witness a good improvement.

Manitoba Wheat.

1st patent, in car lots.....	5 30
2nd patents, in car lots.....	4 80
Strong bakers, in car lots.....	4 60
Feed flour, in car lots.....	3 00 3 20

Winter Wheat.

Straight roller.....	4 15
Patents.....	4 50
Blended.....	4 50

Cereals....There is no change in cereal prices. Markets, however, are steady. Oats continue quite strong, reflecting a certain strength in the rolled oats market. Trade is on a hand-to-mouth basis but fair for the season of the year.

Rollod oats, small lots, 90-lb. sacks.....	2 35
Rollod oats, 25 bags to car lots.....	2 25
Standard and granulated oatmeal, 98-lb. sacks.....	2 70
Rollod wheat, small lots, 100-lb. barrels.....	2 90
Rollod wheat, 5 barrels to car lots.....	2 75
Cornmeal, 100-lb. bags.....	1 90
Rollod oats in cotton sacks, 5 cents more.	

The Port Huron grocers held their annual picnic to London, Ont., on Aug. 23. About 3,000 excursionists took in the event. The London Grocers' Association entertained the visitors.

"My grocer's the maddest man you ever saw. The inspector of weights and measures gave him a call this morning."

"Ha! Caught him giving fourteen ounces for a pound, eh?"

"Worse than that! Found a mistake in his scales, and he'd been giving seventeen!"

PERFECTION

as a name means the state of being perfect, but as a biscuit it means infinitely more to the merchant. "Perfection

Cream Sodas

embody the first qualities of our absolutely perfect biscuit with their own crisp, palatable lightness and rich, creamy flavor. You, to be right with your customers, must give them the best value for their money. In doing this you are making a lasting name for yourself and giving your business a sure foundation.

MOONEY'S PERFECTION CREAM SODAS

will bring trade and keep it. Look to your stock now and order your Fall supply.



The MOONEY

Biscuit & Candy Co. LIMITED
Factories at

Stratford, Ont., Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C.B., Halifax, N.S., Fort William, Calgary, Vancouver, St. John's, Nfld



MR. GROCER-MAN!
Your Interests Are Ours, Too. Sell
MAPLEINE
A DISTINCTIVE FLAVORING
BETTER THAN REAL MAPLE

Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil—mountain air and ocean breeze. Many flavors blended and mellowed into the delicious flavoring—that's Mapleine.

Makes home-made sugar syrup better than real maple at a cost of 50c. per gallon. Can be used anywhere a flavoring is desired.

Advertised everywhere—Nice profit—demand steady and growing.

Order to-day from your grocer

Selling Agent: Frederick E. Robson
Co., 26 Front St. East,
Crescent Mfg. Co., Seattle, Wash

When writing advertisers kindly mention this paper.

Ask Your Wholesaler
for
KO-KO-BUT
The Perfect Cooking Butter

**ECONOMICAL
DIGESTIBLE
WHOLESOME
100%**

Pure Vegetable Butter

N.B.—We are spending thousands of dollars telling your customers about these goods. Are you taking advantage of your chances to make big sales?

**Dominion Coconut Butters
LIMITED
MONTREAL**

**PICKLES and
MALT VINEGAR**

The very highest quality of English manufacture can be had at most reasonable prices.

Talk Quality

to your customers and you will always have them ask for

CHIVERS

A Trial is enough,

WRITE

S. CHIVERS & CO., Limited
CARDIFF WALES
CANADA:
112 St. Francois Xavier St., Montreal

**We Can Supply You
With Small Fruits**

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

**CHIVERS' CLOTH SOAP
FOR CLEANING SUITS AND DRESSES**

Where one garment is satisfactorily cleaned, two are ruined by using an inferior grade of soap or cleaning preparation.

Chivers' Cloth Soap is of British origin and has had the praise of people who know and have appreciated its qualities for many years. No grocer can afford to sell an inferior imitation, for his future business is at stake with every sale.

Write for particulars to the Canadian Agents

Harrison & Son, St. Nicholas Building, **Montreal**

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

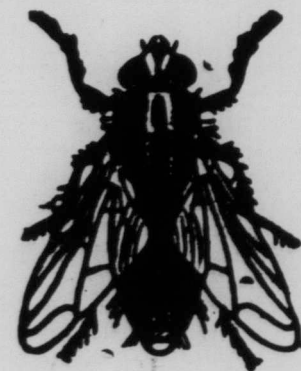
Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

TRY A

Condensed Ad.

IN

Canadian Grocer

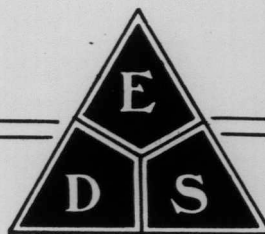
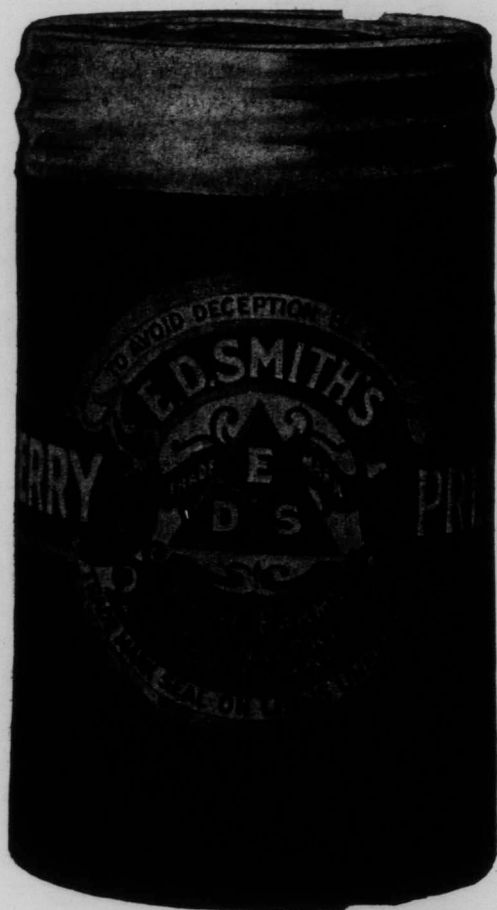


SEPTEMBER IS THE BEST
OF THE YEAR FOR
THE SALE OF

**Wilson's
FLY PADS**

AVOID UNSATISFACTORY
IMITATIONS.

Mention this paper when writing
Advertisers.



Quality Preserves

WITH THE "FRESH - FROM - THE - BUSH" FLAVOR

No other brand is as pure and free from preservatives as the E.D.S. Brand. It contains absolutely no coloring or preservative, which accounts for its true fresh fruit flavor and its popularity with careful people. Insure your business, and incidentally good profits, by stocking this brand.

Made only by

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

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

"The Slip between the Cup and the Lip"

OFTEN IS

WHAT TEA IS THIS?

"IT'S RED CLOVER" means only a small thing at first.

WHAT MAKES IT SO ATTRACTIVE? causes further answer. Such as
"It is real tea; blended from the choicest grown teas, so as to give that copious, satisfying flavor, deliciously mellowed by the right proportions. That is convincing truth."

Tell your tea customers where tea satisfaction lives always. You'll sell plenty of Red Clover brand. Give them a trial cup for the next meal.

IT WILL PAY

CHAS. H. McDONALD,
TEA IMPORTER AND BLENDER.

ST. JOHN, N. B.

**Canadian
Early St. John Peaches**

GOOD SHIPPERS

BARTLETT PEARS (Good Sample)

Plums, Early Varieties

ALSO

Fancy Tomatoes and Cucumbers.

Apples in Baskets. Egg Plant.

Gherkins. Pickling Onions.

Oranges, Lemons, Bananas

Full Lines

CALIFORNIA FRUITS



25-27 CHURCH ST. TORONTO
are Largest Receivers

When Quality
is a
consideration
Buy

"ST. NICHOLAS"

OR

"HOME GUARD"

The Extra Fancy Lemons

J. J. McCABE

AGENT

TORONTO, : : ONT.

Brisk Trade in Domestic Fruits

Dealers Busy With Home Grown Fruits—Big Supplies Now
Coming Forward—Imported Lines Are Naturally Quiet—
Trade in Lemons is Not Brisk—Potatoes Are Lower—Can-
adian Product Supplying Demand.

Briskness rules on Canadian fruit markets at the present time. Domestic fruits are occupying the position of prominence, with imported lines inclined to quietness, although on some markets there is a considerable trade in California peaches, pears and plums for table use. However, trade on the whole is good, and dealers are well satisfied with the business that is being done.

Freestone peaches are on the market, and are the cause of increased trade, being especially desirable for preserving purposes. Peaches generally look like a fair crop. Grapes are coming forward and promise to be a full crop, although in some sections of the Niagara District it is reported that the hail storms caused considerable loss.

The big sale of domestic fruits has naturally caused a lull in the demand for oranges. Still, shipments from the coast are not heavy and the easiness in prices is but slight as yet.

Trade in lemons is not any too brisk just at the present. While spot stocks are fairly large, still present supplies will have to last until the middle of November when the new crop begins to arrive from Italy. "There is close on three months yet before new supplies will arrive, and even with only medium warm weather stocks won't last," said one dealer.

Prices on potatoes are generally easier under increased supplies. The Canadian trade is practically being supplied with the home-grown article now. New Brunswick has sent some shipments of potatoes westward.

MONTREAL.

Green Fruits.—California plums, pears and peaches are in good demand, but even with that condition it is understood that there are prices quoted lower than those in the appended list. It depends of course on conditions existing on particular days. Blueberries of fine quality are being offered at liberal prices. The new apples are also in good demand. Grape fruit are high owing to the scarcity of supplies.

Apples, bbl.....	2 75 3 25	Oranges—	
Apricots, Califor-		Valencia.....	4 75 5 00
nia, box.....	2 25 2 50	Sorrento.....	3 25 3 50
Bananas, bunch..	1 75 2 25	Mexican.....	2 75 3 00
Bananas, crated.	2 00 2 50	Peaches, Califor-	
Blueberries, Can.		nia, crate.....	1 75 2 00
basket.....	0 75 0 80	Pears, Cal., crate	2 50 3 00
Cantaloupes.....	2 50 3 00	Pineapples—	
Cocoanuts, bags.	3 75	Floridas, case..	3 25 3 50
Grape fruit, Flo.	6 50 7 00	Plums, California	
Lemons.....	5 00	box.....	1 50 2 50
Limes, a box ...	1 25 1 50	Watermelons,	
		each.....	0 50

Vegetables.—There is a big trade in

new home grown vegetables most of which pass from the grower through the retail grocer's hands to the consumer. They are brought in from the country side and are selling at low prices. The wholesale fruitmen get a share of the trade but it is not heavy. The demand for tomatoes and potatoes is good with prices ruling steady.

Carrots, doz.....	0 25	Canadian lettuce	
Cabbage, doz....	0 40 0 80	per doz.....	0 45 0 50
Corn, per doz... 0 10	12 1/2	Onions—	
Cucumbers, doz.	0 10 0 15	Spanish, crate..	2 75 3 00
Garlic, 2 bunches	0 25	Montreal pota-	
Green Peppers,		toe, new, bag..	1 50 1 75
bushel basket	1 75 2 25	per barrel....	4 50 5 00
Leeks, doz.....	1 50 1 75	Tomatoes, Cana-	
		dian, basket..	0 25 0 30
		Turnips, bunch.	0 40

TORONTO.

Green Fruits.—Every day is a busy day at the Toronto fruit market now, a good brisk trade being done in domestic fruits. Supplies of the different fruits are large and retailers are pushing them for preserving. Peaches are receiving a good deal of attention. Yellow St. John, a good freestone variety is now on the market. Grapes in our last list were 75 cents, but large supplies have reduced prices to 25 to 35 cents. Bartlett pears have also arrived.

Trade in imported lines under the rush of domestic fruits is naturally quiet. The demand for oranges has slackened off while lemons are also quiet. Some small dealers are evidently afraid they are going to be left with stocks of lemons and prices in some cases have been shaded slightly. One dealer, however, in touch with the situation, declared that if the weather continues warm, he believes stocks will be short as present supplies will have to last until the new crop arrives in November.

Tomatoes are higher under scantier supplies, while sugar melons are lower.

Bananas.....	1 00 1 75	Canadian sugar	
Cocoanuts, sack	4 75	melons, basket	0 30 0 40
Lemons—		California	
Verdelli.....	4 50 5 00	Peaches, box....	1 0 1 25
Limes, box.....	1 25 1 50	Plums.....	1 00 1 50
Oranges—		Pears.....	2 00 2 75
Late valencias..	4 25 4 75	Watermelons...	0 35 0 50
Lawton berries.	0 08 0 10	Canadian plums,	
Blueberries, bak	1 00 1 50	small basket..	0 20 0 22 1/2
Can. tomatoes,		11-qt. basket..	0 30 0 50
11-qt. baskets.	0 30 0 40	Can. peaches—	
Rhubarb, doz... 0 25	0 40	small basket..	0 40 0 50
Can canteloupes		11-qt. basket..	0 90 1 10
basket.....	0 50 0 65	Can. pears, small	
Canadian sugar		basket.....	0 20
melons, case..	0 75 1 25	11-qt. basket..	0 40 0 60
		Grapes.....	0 25 0 35

Vegetables.—As expected, new potatoes are lower in price, \$3.75 per barrel being the ruling figure. Canadian markets are practically being supplied by the home-grown products now. Some shipments have been received from New Brunswick this week. Cabbage, green

corn and green peppers are slightly lower.

Canadian beet, basket..... 0 30 0 40	Cauliflowers, dz. 1 25
Cabbage, Canadian, crate.... 2 00 2 25	Green peppers, basket 0 50 0 60
Carrots, new, basket..... 0 40 0 50	Canadian beans, 11 qt. basket 0 25 0 35
Cucumbers, Canadian, bk. . . 0 15 0 25	Onions—
Lettuce, Canadian, head. . . 0 25 0 30	American cooking, 70 lb. bag. 1 40
Green corn, doz 0 45 0 07	Spanish 2 50 3 00
Egg plants, bk. . . 0 50 0 40	Potatoes, new, barrels..... 3 75 4 00
Celery, per doz. heads..... 0 25 0 40	Potatoes, Canadian bushel.. 1 25
	New turnips, per 11-qt. basket. . 0 15 0 20

GUILD MINUTES IN BOOK FORM.

Hamilton, Ont., Aug. 24.—The complete minutes of the convention of the Ontario Wholesale Grocers' Guild, held at the King Edward Hotel, Toronto, on July 4, 5 and 6, have been issued in book form. It is the desire of the Guild to place these in the hands of every grocery traveler in Ontario, and they should be of special interest and value to every manufacturer, wholesaler and traveling salesman.

PLUMS

are now at their best. All the fancy varieties. Now is the time to buy.

**Peaches Pears
Tomatoes**

We are receiving very fine stock.

**Muskmelons, Rocky Fords,
Peppers, Egg Plants, Etc.**

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS
OF CANADIAN FRUITS

HAMILTON, ONT.

California Peaches

We are headquarters for California Fruits — handling many cars weekly. This coming week we offer finest **ELBERTA PEACHES**, good size; sound.

Per Box, - \$1.50

This price is reasonable and will show a good profit to retailer.

WHITE & CO., LTD.

FANCY FRUITS

TORONTO & HAMILTON.

THE TWO BANNER BRANDS

"GOLDEN ORANGE"

BRAND

LATE VALENCIA ORANGES

"BUSTER BROWN"

BRAND

NEW VERDILLI LEMONS

Only the very finest Oranges and Lemons grown are selected to be packed under these dependable Brands.

Send along your orders for anything in fruit.

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

LEMON LEAGUE—Season 1911

Final Game:

BUSTER BROWN
JUSTUS GOOD

	1	2	3	4	5	6	7	8	9	10	R.	H.	E.
BUSTER BROWN	1	0	1	0	3	0	2	0	1		8	11	0
JUSTUS GOOD	1	0	0	0	0	0	0	0	0		1	2	5

Confidence and Quality

Chance and Risk

BUSTER BROWNS AGAIN WIN THE LEMON LEAGUE

The League was again made up of the same teams, among whom were the Justus Goods, Secundus, Irregulars, Short Counts and the Cheap Goods. Great credit can be given to Quality of the Buster Browns for his splendid work throughout the season. The race was made easier on account of some of the teams not showing up to the form represented. The Buster Browns wish to thank their supporters for their faithfulness, and wish to assure them that nothing will be spared to keep the team up to Winning Form.

W. B. STRINGER, Sales Agent

Order Only Buster Brown Lemons

FOLLINA BROS, Packers



Fish - Oysters



General Trade in Fish is Quite Fair

Improvement Already Noted at Some Centres—Oyster Fishing Has Commenced—Oysters Will Begin to Arrive on Markets in Another Week—With Cooler Weather Increased Business is Expected—How Fishing is Progressing on the Eastern Coast.

Dealers state they have already felt an improvement in business. This is encouraging as September is still a week distant, and it may be considered a foretaste of what the fall is likely to bring. There was a fair trade last week and it has continued to manifest itself again during the past few days. The fresh fish trade has been active but owing to the warm weather the demand for prepared and salted lines has been slow. However, with the cool weather that will soon be felt, increased business is expected, and a good season is being anticipated.

Along the Nova Scotian Coast, mackerel have struck in in small quantities. Bankers have of late been able to secure ample supplies of bait in Newfoundland, which should help a great deal in the catch. So far, the fishery on the Gaspé coast has been fair. On the north side of Newfoundland, it is particularly good but does not come up to the average on the south and south-west. News from Labrador is both good and bad.

QUEBEC.

Montreal—Haddock and cod are not quite as plentiful this week and prices are a little firmer. Brook trout and fresh doree are still scarce, but a better supply is expected for next month. Fresh herring are beginning to arrive. They are a nice large fish. Supplies of halibut and salmon are arriving from the west. The opening of the oyster season is being talked of and pretty soon this end of the trade will be in full swing.

FRESH	
Alewives (shad herring) per 100 fish.....	2 00
Bluefish, per lb.....	0 13
Dressed perch, per lb.....	2 10
Dressed bull-heads, per lb.....	0 10
Eels, fresh, each.....	0 25
Flounders, per lb.....	0 10
Mackerel.....	0 12
Haddock, per lb.....	0 04
Herring, each.....	0 03
Steak cod headless, per lb.....	0 05
Halibut, express per lb.....	0 10
Salmon, B.C., lb.....	0 15
Salmon, Gaspé.....	0 16
Shad, buck, each.....	0 30
Shad, roe, each.....	0 60
Sea trout.....	0 13
Sea bass, per lb.....	0 11
Trout, brook.....	0 25
Lake trout, lb.....	0 11
Pike, per lb.....	0 08
Pickrel or dore.....	0 14
Whitefish, lb.....	0 11

FROZEN	
Haddock.....	0 03
Halibut, per lb.....	0 09
Pike round lb.....	0 05
Pike, dressed & headless, ca-es 150 lbs., per lb.....	0 07
Tras pike.....	0 05
Steak cod.....	0 04
Mackerel.....	0 11 0 12
Salmon, B.C., red.....	0 10
Gaspé salmon.....	0 18
per lb.....	0 09
Qualla salmon.....	0 09
No. 1 Smelta, boxes, 10 and 15 lbs. each.....	0 07
Whitefish, large, lb.....	0 08
Whitefish, small.....	0 06

SALTED AND PICKLED	
Labrador sea trout, bbls.....	12 00
Labrador sea trout, half bbls.....	6 10
No. 1 mackerel, pail.....	2 10
No. 1 mackerel & bbls.....	8 00
Scotia herring, No. 2 bbl.....	12 00
Lake trout, half bbl.....	6 00
Choice mackerel, half pail.....	2 00
Salmon, B.C., red, bbl.....	14 00
Salmon, B.C., pink, bl.....	12 00
Salmon, Labrador, bl.....	16 00
Salmon, Labrador, half bl.....	8 50
Salmon, Labrador, tics, 300 lbs.....	21 00
Salt eels, per lb.....	0 07
Sea trout, & lrl.....	6 50
Sea trout, bbls.....	12 00
Scotch herring.....	6 00
Scotch herring, keg.....	1 00
Holland herring, & bl.....	5 40
Holland herring, keg.....	6 75

SMOKED	
Smoked eels, per lb.....	0 11
Bloaters, large, per box.....	1 10
Haddies.....	0 08
Herring, new smoked, per box.....	0 24
Ripped herring, new, & in box.....	1 25
New fillets, per lb.....	0 10

SHELL FISH	
Shell oysters, choice, barrel.....	12 00 13 00
XXX shell oysters.....	10 00
Lobsters, live, per lb.....	0 35
Oysters, choice, bulk, Imp. gallon.....	1 40
Oysters, bulk, selects.....	1 60
Solid meats—Standards, gal., \$1.75; selects, gal., \$3.	

PREPARED FISH	
Boneless cod, in blocks or packages, per lb.....	8, 10, 11
Shredded cod, 2 doz. in box, per box.....	2 00
Skinless cod, 100 lb. case.....	6 50

NEW BRUNSWICK.

St. John.—One of the worst seasons for salmon fishing, both netting and fly, on the St. John river closed this week. On the Miramichi river the season was up to the average, but on the St. John and in the harbor of the St. John the catch was not at all encouraging. Fisheries Inspector Harrison, of Fredericton, said this week that there was a probability that the fall run would be heavy, as this was usually the case when the summer catch was poor. Fishermen and dealers entertain different opinions as regards the cause of the falling off in the supply, some contending that the dredging operations at the mouth of the St. John harbor, made necessary in its development, were responsible for the decrease, while others claim that poor fishing seasons come in cycles, and that this was the off season in and about St. John.

ONTARIO.

Toronto.—Oysters will be on the market in another week and should prove a stimulant to trade in general. Business in fish locally is quiet and this impetus will be welcomed. Dealers should consider the possibilities in oysters at the present time when appetites after the period of non-supply are good. Prices on fish show no alteration from the values that have ruled for the past month.

FRESH CAUGHT FISH	
Steak cod.....	0 07
Fresh halibut.....	0 10
Ferch.....	0 06
Fresh trout.....	0 11
Fresh caught white.....	0 12
Fresh caught herring.....	0 05
Haddock.....	0 06 0 07
Pickrel.....	0 10
FROZEN FISH	
Gold eyes.....	0 05
Pike.....	0 05
Pink sea salmon.....	0 08 0 09
Round red salmon.....	0 09
White fish, winter caught.....	0 08
Yellow pickrel.....	0 08
Mullets.....	0 04
Bluefish.....	0 12

NOVA SCOTIA.

Halifax.—Mackerel struck in along the coast this week in small quantities, some of the fishermen getting from 50 to 100 in their nets. The fish are large and when they reached the market they found a ready sale. These are the first of the fall run. Herring are also becoming more plentiful and some fairly large catches have been made.

Owing to the unfavorable weather for curing, the arrivals of cured codfish have been small. There has been no important change in prices since last week. The indications are for lower prices, but at the present time it is difficult to estimate what the normal price will be. It depends altogether on the catch which is still in progress.

There is not much doing in pickled fish at present. The catches are light and the demand good. Salmon is easing off slightly in price. On alewives there is little or nothing doing. The market is almost bare of the new cure, and some exporters are now leaving this article off their price list.

RE-SELLING SALMON.

Of the 300,000 cases of red Alaska salmon sent to England last season, it is estimated that fully 50,000 cases have been returned to America and sold at a profit to the English sellers.

READY-MADE CARD PHRASES.

Don't run any risk by using poor sugar in preserving. Get the best from us.

It pays to buy the best—especially in sugar.

Cooling drinks for summer weather.

Prepared foods for summer meals.

We sell only reliable fruit jars.

These pickles please the palate of particular people.

"Odd-Job" Boy is Advanced to Manager's Seat

Ambition and determination were the chief factors in helping one young man in the Maritime Provinces from the lowest rung in the grocery trade up to a position of manager of a large retail grocery concern. The story of his success is unique in the fact that he started at the lowest position possible and continued with the same store without changing until he was at last placed in charge of the store.

No better name can be applied to the first position he held in this establishment than "chore-boy." He was not allowed the honor of delivering, as most boys are on the start, but spent his time in cleaning up the store-house, running messages and other odd jobs that fell to his lot.

Even while in this position he had dreams of the day when he would be manager of the business. They were not idle dreams either, but genuine ambition backed by determination that he would one day hold that position. This determination was of great help to him while he traveled to the top.

If a person sets his heart on some par-

ticular ideal and decides to attain that ideal, it is wonderful how such determination will help in the desired object.

He set out with an ideal and worked continually with it in view. When he cleaned up the store-house it was well done and when he delivered a message, it was done as quickly as possible. It was not long until he was promoted to the position of deliverer—the first mile post on his march upward.

Here, he had a better chance to prove his worth. The delivering for that store was never done better. Every parcel was laid down at the customer's home in the best condition. He was obliging and all the customers liked him. He picked up many additional orders while on his rounds and when he had any spare time he spent it in helping the clerks to serve customers instead of loafing.

When he was serving customers, he put forth a genuine effort to sell and the employer began to recognize his salesmanship ability, and he was soon promoted to junior clerk. He still had his ideals and worked with them in view. His sales soon began to exceed those of older clerks because he made a study of selling goods. He studied every line in stock, what it was used for and how prepared.

Being a good salesman and interested

in the business, the employer was soon entrusting other important parts of the business to him. He was made buyer in a short time and last year when the proprietor decided to give up active business life, he was appointed manager, the goal upon which he had set his eyes when he first entered the store.

SCUM ON PICKLES.

A recipe given by one grocer to remove the scum from bulk pickles is as follows:—"When scum appears on the top of bulk pickles skim off the scum and then dip out vinegar until the pickles are reached. Then add sufficient distilled vinegar of about 40 grain to make up the loss of liquid removed. Stir the contents of the cask occasionally so that mould will not collect."

JAMAICA'S SUGAR REVIVAL.

There is promise of a considerable revival of the sugar industry in Jamaica, as a result of a scheme now being put forward by English capitalists. The proposal is to establish a big central sugar factory on the St. Catherines Plains and just as soon as landowners in lower St. Catherines will guarantee to put in at least 1,500 acres of cane, a factory will be erected at Sredenham pen, about two miles out of Spanish town.

CONCORD CANNING CO.

We guarantee

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

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied

The above is an exact reproduction of our guarantee appearing on every tin of

Concord Norwegian Sardines

Their delicate and distinctive flavour is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

They leave a good profit for the retailer, See to your stocks.

Order from Your Wholesaler

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

The Brunswick Hotel

LEADING HOTEL OF

Moncton, N. B.

CATERS SPECIALLY TO
COMMERCIAL TRAVELLERS

Large sample rooms and
first class accommodation

IT WAS THE HEADQUARTERS OF
THE DELEGATES TO THE MARITIME
BOARD OF TRADE.

GEORGE McSWEENEY

PROPRIETOR

HARRY TWIGGER

Manager

An Oyster Proposition—No Strings Attached



SECTIONAL VIEW SHOWING VACUUM INSULATION SPACE AND POSITION OF TRAYS

THIS Vacuum Insulated Oyster Display Cabinet has the double merit of being the handsomest and most practical Display Cabinet made.

It stands 27 inches high, with a diameter of 15½ inches, and holds 5 gallons of oysters. The ice tank sits in the centre, with three gallons of oysters in the tank below and two gallons in the one above. The vacuum between the inner and outer walls causes it to need only **one-eighth of the ice** consumed in any other cabinet and to maintain an **even temperature** all the time.

Independent Grocers—Note This

We sell you these Cabinets **outright at \$17.00 each**, f.o.b. Toronto. While we are anxious for you to handle our "Coast Sealed" Oysters, we do not try to **coerce** you by **leasing** or **loaning** our Display Cabinets. We sell our

"Coast Sealed" Oysters

purely upon their own merits.

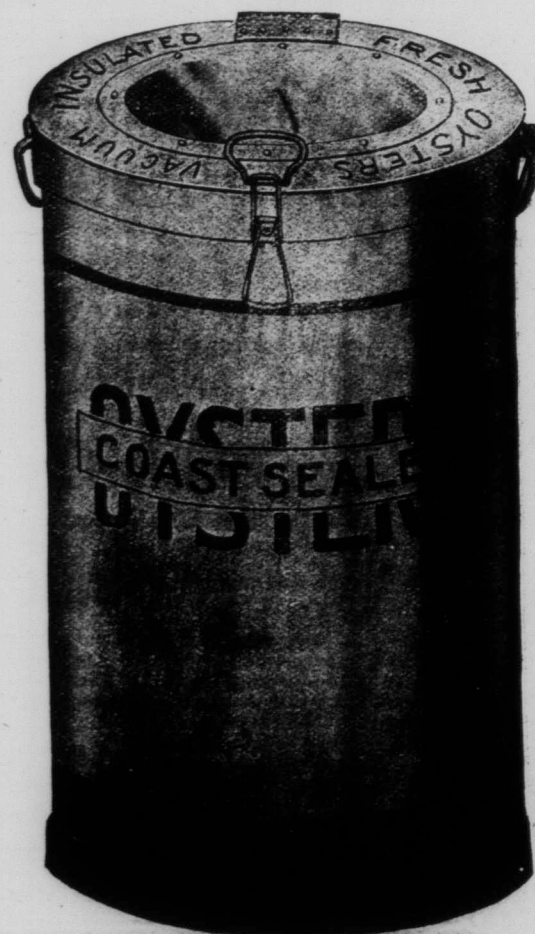
"Coast Sealed" Oysters

are all Northern grown in our own grounds in Rhode Island, Connecticut and New York. We open no oysters until they are 4 years old and every carrier is packed and **sealed at the Coast**. The seal remains unbroken until you break it yourself and every oyster is **clean, fat and fresh** with the delectable **sea tang unimpaired**.

You will handle "Coast Sealed" Oysters this season because they are the highest in quality and our cabinet proposition will please your independent spirit. Write us now for prices and particulars.

Connecticut Oyster Company

88 Colborne Street, . . . Toronto



CLOSED VIEW AS CABINET APPEARS ON DISPLAY.

The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous



Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made

Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

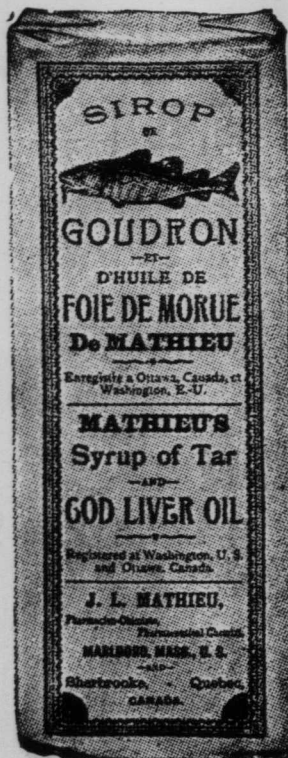
Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros., Limited

Black's Harbour, N. B.

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

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

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver
L. Chaput Fils & Cie., Wholesale Depot, Montreal

GASPE LOBSTERS

Quaker Brand

The Brand that guarantees Purity and the Highest of Quality.

What about your supplies? You want some of these choice goods.

WRITE FOR QUOTATIONS.

MATHEWSON'S SONS
MONTREAL.

Some Work Being Accomplished by Bright Salesmen

The clerk with a certain amount of initiative is the one most likely to succeed. Such a clerk will not depend wholly on his employer for directions in regard to carrying out the work but will himself devise ways and means not only of looking after the business already coming but of attracting a larger amount of trade.

There are many clerks throughout the Dominion who are doing this and are thus increasing their value as a salesman. Here is an instance. In an Ontario town visited one day this summer by the writer, business was slack and several of the clerks in a particular store were loitering behind the counter. One of these, however, is a hustler, and decided to make use of his time. He took a bottle of pickles off the shelf and started out to drum up business. He visited two of the nearby hotels and succeeded in selling a quantity of the pickles as well as some fresh fruit that had been received that day. He then went to several private houses which were not regular customers, but bought occasionally. He told them exactly what he was doing, that things were quiet in the store and he had decided to get some orders to work on. He DID get them too.

A young man engaged in delivering in a Manitoba town, where the writer spent a week recently, told of his experiences in selling new lines of goods to customers.

"Sometimes," he said, "I take the article along with me and introduce it directly, but other times I do not. I go into a house with perhaps a new brand of meat sauce in the basket. When I have delivered the parcels, I casually mention how many bottles of this sauce we have sold, telling the housewife about the quality, but not actually mentioning anything about selling it to her. Often she told me to send a bottle. I never leave the one I have as this would spoil the effect of my selling plan. Sometimes I refer to articles which I have not with me, and then when I call next time I say: 'Here is the marmalade I was telling you about, Mrs. Customer. Would you like to try a jar?'"

Another clerk in that same town found that a number of new families were moving there where the men were to be employed in a certain factory. He went to this factory, secured their names and addresses, called on them before any of the other grocers had a chance and as a result secured them all but two as regular customers.

The clerk would do well to be on the lookout for any way in which he may secure more customers and more business for his store. This is the kind of work that the proprietor appreciates.

FARRINGTON PHILOSOPHY.

See that your delivery vehicle or your errand boy present such an appearance that no one will be ashamed to have the neighbors see goods come in from your store.

The clerk who welcomes a customer with a smile is an addition to the store. The clerk who welcomes her with a smirk can easily be dispensed with.

Don't let a leak in your business go on because it seems too small to be worth stopping. The little leaks are the ones that swamp the ship.

Criticism of our methods is usually more unpleasant to hear than compliments about them, but as a rule we can make more money by listening to it.

Deliveryman in the Capacity of a Salesman

The deliveryman is an important factor in the selling force of every store, and particularly the delivery man of a village or country town business. Besides the many ways by which he contributes indirectly to the increasing of sales by giving the best service possible in delivering, there is also a way in which he may do some direct work along this line by showing some real salesmanship in selling goods while delivering. Coming in contact with so many customers, he has a splendid chance to sell goods.

One of the chief methods is in getting orders for goods that the housewife has

forgotten when she called at the store and more especially when she gave her order by phone. He should always be on the lookout for such orders and should not neglect to mention the subject to her frequently. Name the articles over to her whenever advisable, and she will quite often think of some which she needs. Take one thing at a time and handle it well. For instance say: "How is your stock of currants and raisins to-day? We have just opened up a fresh shipment and they are of excellent quality."

Then there is a good chance to introduce new lines. Let the delivery man take some new line along with him. He should be well acquainted with its use and quality and be able to talk intelligently about it. If he diligently applies himself he will be able to sell a good deal of goods in this way.

Never Run Short of

SHAMROCK

BIG PLUG

SMOKING TOBACCO

Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.

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

You cannot too highly praise it—

Black Watch

**The Biggest and Best
Plug Chewing Tobacco**

Is now a favorite amongst tobacco
chewers. Keep it to the front and
watch your profits increase.



MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg

7-20-4

Know what these figures represent?
It will be to your interest to consider
them, as they represent a proposition
which will surely make money for you.

YOUR TOBACCO DEPARTMENT

should always be up-to-date. It cannot
be so without the

7-20-4 CIGAR

which is a dandy smoke, at a reasonable
figure.

ASK US FOR QUOTATIONS

The Sherbrooke Cigar Co.
SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA

TUCKETT LIMITED

Hamilton,

Ont.



CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—Wholesale Grocery Business in a good growing Ontario city. No better located warehouse in Canada. Apply Box 397, THE CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Allee Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not so good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

MISCELLANEOUS.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 322 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

TRY A CONDENSED AD. IN THE CANADIAN GROCER

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.
Technical Book Department
143-149 University Avenue, Toronto



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

You Must Realize

that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1
The World's Best Shoe Polish

must be a profitable and quick selling line to handle.

But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long



time; does not soil the clothes or clog the brush and is just now in increasing demand.

You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.
LIMITED
Hamilton, Canada, and Buffalo, N.Y.

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

TEA LEAD

(Best Inocorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London.

LIMEHOUSE,

A.B.C. Codes used 4th and 5th Editions

LONDON, E., ENG.

Canadian Agents

HUGH LAMBE & CO., TORONTO

J. HUNTER WHITE, ST. JOHN, N.B.

CECIL T. GORDON, MONTREAL

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

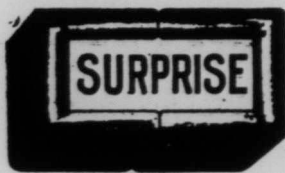
W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

THE CANADIAN GROCER

Soap and Washing Powders



For sale by all grocers.

A. F. TIFFET & CO., AGENTS

Maypole soap, colors, per gross	\$10 30
Maypole soap, black, per gross	15 30
Crisol soap, per gross	10 30
Florida soap, per gross	12 00
Straw hat polish, per gross	18 30



3 doz. to box..... \$3 60
6 doz. to box..... \$7 30
30 days.



5-case lots (delivered), \$4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE Packed 100 bars to case.



From—Quebec and Quebec:
Less than 5 cases..... \$5 00
Five cases or more..... 4 35

Starch

EDWARDSBURG STARCH CO., LIMITED	
Boxes contain	Cents per lb.
40 lbs. Canada Laundry	0 05
40 lbs. Canada white gloss, 1 lb. pkgs.	0 05
48 lbs. No. 1 white or blue, 4 lb. cart's	0 08
48 lbs. No. 1 white or blue, 3 lb. cart's	0 08
100 lbs. kegs, No. 1 white	0 06
200 lbs. bbls., No. 1 white	0 06
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs. Silver gloss, in 6 lb. canisters	0 07
36 lbs. Silver gloss, 6 lb. draw lid boxes	0 07
100 lbs. kegs, Si ver gloss, large crystals	0 06
28 lbs. Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs. Benson's enamel (cold water) per case	3 00
20 lbs Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 48 cart's, per case	3 60
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs. Canada pure corn starch (20 lb. boxes 1c higher)	0 04

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06
Barrels, 200 lb.	0 06
Kegs, 100 lb.	0 06

Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy drums, 8 in case	0 08
6-lb. toy drums, with drumsticks	0 07
8 in case	0 06
Kegs, ex. crystals, 100 lb.	0 06
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



Ocean borax, 48 8-oz., \$1.50; Ocean cough syrup, 36 6-oz., \$8.00; 36 8 oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

OCEAN MILLS

Montreal
Chinese starch, 48 1-lb., per case \$4.00;
Ocean Baking Powder, 3-oz. tins, 4 doz per case, \$1.60; 4-oz tins, 4 doz per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz per case, \$6.75; 5-lb tins 10 tins a case, \$7.60; 1-lb. bulk, per 25, 56 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., \$4;

SOUPS

CHATEAU BRAND

CONCENTRATED SOUPS

Vegetable Mutton Broth
Mulligatawny Chicken
Ox Tail Pea
Scotch Broth Julienne
Mock Turtle
Vermicelli Tomato
Consomme Tomato
No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

GOAT BRAND



Case of 1-lb. containing 60 packages per box \$3.00.
Case of 1/2-lb. containing 120 packages per box \$3.00.
Case of 1-lb. and 1/2-lb containing 30 1-lb. and 60 1/2-lb packages per box \$3.00.

Case of 50. packages, containing 96 packages, per box \$3.00.

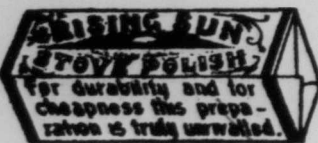
MAGIC SODA

Ontario and Quebec Prices. Per case

No. 1, cases 60 1-lb. packages	1 case \$2 85
No. 2, " 120 1/2-lb. "	5 " 2 75
No. 3, " 30 1-lb. "	5 " 2 75
No. 4, " 60 1/2-lb. "	5 " 2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	1 case 2 90
5 cases	2 80

Stove Polish

Rising Sun, No. 1 cakes, 1/2 doz. bxs. \$8 50
Rising Sun, No. 3 cakes, gross boxes..... 4 50
No. 5 Sun Paste, 1/2 gross boxes..... 5 40
No. 10 Sun Paste, 1/2 gross boxes..... 9 00



JAMES DOME BLACK LEAD
6a size, gross, \$3.40. 2a size, gross, \$3.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup
Barrels, 700 lbs. 0 03 per lb.
Half-barrels, 350 lbs. 0 03 " "
1-barrels, 175 lbs. 0 03 " "
Pails, 25 lbs. 1 30 each
38 1/2 lbs. 1 70 " "

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case..... 2 40
5-lb. tins, 1 doz. in case, per case..... 2 75
10-lb. tins, 1/2 doz. in case, per case..... 2 65
20-lb. tins, 1/4 doz. in case, per case..... 2 60
Barrels, 700 lbs. 0 03
Half barrels, 350 lbs. 0 03
Quarter barrels, 175 lbs. 0 03
Pails, 38 1/2 lbs. 1 75
Pails, 25 lbs., each 1 25

Lily White Corn Syrup.

Plain tins, with label— Per case
2 lb. tins, 2 doz. in case..... 2 65
5 " 1 " " "..... 3 00
10 " " " "..... 2 80
20 " " " "..... 2 55
5, 10 and 20 lb. tins have wire handles)
Beaver Brand Maple Syrup. Case
2 lb. tins 2 doz. in case..... \$3 50
5 " 1 " " "..... 4 00
10 " " " "..... 3 96
20 " " " "..... 3 90
(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. F. TIFFET & CO., AGENTS

Cases 4 doz. each, flat, per case..... \$5 00
Cases 4 doz. each oval, per case..... 5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

1-lb. paper pkgs., 4 doz. in case..... \$1 00
1-lb. paper pkgs., 4 doz. in case..... 3 00
Per case
4 doz. 1/2-lb. paper pkgs. assorted..... \$3 00
2 doz. 1-lb. paper pkgs. Per doz
1-lb. cans with screw covers, 4 doz. in case..... \$2 20
1-lb. cans with screw covers, 3 doz. in case..... 4 10
Per lb
5-lb. sq. canisters, 1 doz. in case..... 0 33
10-lb. wooden boxes..... 0 30
25-lb. wooden pails..... 0 30
100-lb. kegs..... 0 28
350-lb. barrels..... 0 25

Gum



Milk.

CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

Per case

Canada First Evap. Cream family size..... 3 50
Canada First Evap. Cream medium size..... 4 80
Canada First Evaporated Cream, hotel size..... 3 70
Canada First Evaporated Cream, baby size..... 2 00
Canada First Condensed Milk..... 4 55
Beaver Condensed Milk..... 4 00
Rosebud Condensed Milk..... 4 25

Sauces

PATERSON'S WORCESTER SAUCE

1-pint bottles, 3 and 6 dozen cases, doz. \$ 30
Pint bottles, 3 dozen cases doz. 1 75



H.P. Sauce, packed in cases of 3 doz. \$1 90
H.P. Pickle, packed in cases 2 doz. pts. 3 35
H.P. Pickle, packed in cases 3 doz 1-pt. 2 35

HOLBROOK'S IMPORTED PUNCH SAUCE
Large, packed in 3-doz. case, per doz. 2 25
Medium, packed in 3-doz. case, per doz. 1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE
Rep. 1/2 pints, packed in 6-doz. case..... 2 25
Imp. 1/2 pints, packed in 4-doz. case..... 3 15
Rep. quarts, packed in 2-doz. case..... 6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.
Chewing—Black Watch, 6s..... 44
Black Watch, 12s..... 45
Bobs, 6s and 12s..... 46
Bully, 6s..... 44
Currency, 6s and 12s..... 46
Stage, 6 1/2s..... 44
Old Fox, 12s..... 44
Pay Roll Bars, 7s..... 56
War Horse, 6s..... 42

Plug Smoking—Shamrock, 6s., plug or bar. 5
Rosebud Bars, 6s..... 44
Empire, 6s and 12s..... 44
17, 7s..... 46
Starlight, 7s..... 46
Out Smoking—Great West Fouches, 6s..... 49



Blue Label, 1/2s..... 0 21 0 26
Blue Label, 1s..... 0 20 0 25
Orange Label, 1s and 1/2s..... 0 23 0 30
Brown Label, 1s and 1/2s..... 0 28 0 40
Brown Label, 1s..... 0 30 0 40
Green Label, 1s and 1/2s..... 0 35 0 50
Red Label, 1/2s..... 0 40 0 60

MELAGAMA TEA

MINTO BROS.,
45 Front St. East
We pack in 60 and 100 lb. cases. All delivered prices.

Wholesale Retail
Blue Label, 1 lb. or 1/2 lb. or 1/4 lb. or 1/8 lb. or 1/16 lb. or 1/32 lb. or 1/64 lb. or 1/128 lb. or 1/256 lb. or 1/512 lb. or 1/1024 lb. or 1/2048 lb. or 1/4096 lb. or 1/8192 lb. or 1/16384 lb. or 1/32768 lb. or 1/65536 lb. or 1/131072 lb. or 1/262144 lb. or 1/524288 lb. or 1/1048576 lb. or 1/2097152 lb. or 1/4194304 lb. or 1/8388608 lb. or 1/16777216 lb. or 1/33554432 lb. or 1/67108864 lb. or 1/134217728 lb. or 1/268435456 lb. or 1/536870912 lb. or 1/1073741824 lb. or 1/2147483648 lb. or 1/4294967296 lb. or 1/8589934592 lb. or 1/17179869184 lb. or 1/34359738368 lb. or 1/68719476736 lb. or 1/137438953472 lb. or 1/274877906944 lb. or 1/549755813888 lb. or 1/1099511627776 lb. or 1/2199023255552 lb. or 1/4398046511104 lb. or 1/8796093022208 lb. or 1/17592186044416 lb. or 1/35184372088832 lb. or 1/70368744177664 lb. or 1/140737488355328 lb. or 1/281474976710656 lb. or 1/562949953421312 lb. or 1/1125899906842624 lb. or 1/2251799813685248 lb. or 1/4503599627370496 lb. or 1/9007199254740992 lb. or 1/18014398509481984 lb. or 1/36028797018963968 lb. or 1/72057594037927936 lb. or 1/144115188075855872 lb. or 1/288230376151711744 lb. or 1/576460752303423488 lb. or 1/1152921504606846976 lb. or 1/2305843009213693952 lb. or 1/4611686018427387904 lb. or 1/9223372036854775808 lb. or 1/18446744073709551616 lb. or 1/36893488147419103232 lb. or 1/73786976294838206464 lb. or 1/147573952589676412928 lb. or 1/295147905179352825856 lb. or 1/590295810358705651712 lb. or 1/1180591620717411303424 lb. or 1/2361183241434822606848 lb. or 1/4722366482869645213696 lb. or 1/9444732965739290427392 lb. or 1/18889465931478580854784 lb. or 1/37778931862957161709568 lb. or 1/75557863725914323419136 lb. or 1/151115727451828646838272 lb. or 1/302231454903657293676544 lb. or 1/604462909807314587353088 lb. or 1/1208925819614629174706176 lb. or 1/2417851639229258349412352 lb. or 1/4835703278458516698824704 lb. or 1/9671406556917033397649408 lb. or 1/19342813113834066795298816 lb. or 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SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

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BRUSHES and BROOMS FOR FALL TRADE

It is worth your while to be certain that you place in the hands of your customers only goods which are absolutely reliable. You can do this if you handle the Keystone Brand, as no brush or broom is allowed to leave the factory unless perfect in every respect.

Manufactured by

Stevens-Hepner Co., Limited
PORT ELGIN ONTARIO

DWIGHT'S



BAKING SODA

We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is THE BEST, and as such should always be found on your shelves.

Church & Dwight, Limited
MANUFACTURERS
MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
HALIFAX, N.S.



OAKLEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Cansisters.

WELLINGTON

KNIFE POLISH

JOHN OAKLEY & SONS, Limited

Manufacturers of Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME

GET PRICES

OCEAN MILLS
MONTREAL

Keep in Mind—
Your
SALT
Requirements

and order in good season from

Verret, Stewart & Co., Limited
THE SALT SELLERS : : : : MONTREAL

**Oatmeal Crackers Good for
Healthy or Weak Digestion**

Telfer's Oatmeal Crackers are most wholesome and appetizing. Their flavor and crisp, fresh condition will touch the cord of satisfaction in every user, and will agree with either the weakest or the most healthy digestion alike.

When you sell a box of



Telfer's Oatmeal Crackers

you are making a steady customer for them as well as a satisfied patron for your store. Every box opens up dainty and fresh and is most inviting. Keep Telfer's Biscuits in stock always. They will pay you well.

TELFER BROS., Ltd., Collingwood, Ont.

Branches: Toronto Winnipeg Hamilton Fort William

Puddington-Wetmore-Morrison
St. John, N.B. Limited

Importers and
Distributors of

Staple and Fancy Groceries

Manufacturers
of

"SIGNET" Brand
Grocers' Specialties

*Their quality brings repeat
orders.*

CONNECTIONS:

D. A. Morrison. : : : Amherst, N.S.
McCulloch, Creelman & Morrison, : Truro, N.S.

Yet Another Tea!

—One with such unusually fine flavor that you can well afford to make room for it.

One delightful sip of King Cole Tea, then even what your customers thought their favorite brands must take second place for ever. Such rich fullness of flavor, such delicate smoothness, were never before quite so skillfully concentrated in a tea-cup as in a cup of King Cole Tea.

In frank sincerity we say it should be well worth your while to be the first to introduce such tea joy as King Cole to the people in your neighborhood.

For King Cole Tea is really good enough for customers to go out of one store and into another for. It can be the means of earning quite a few extra sales for you if you will give it the chance.

At any rate, a try-out only means investing in a few packages to start with. King Cole Tea will win its own way after that.

In the meantime, any responsible Maritime merchant who would like to make sure that we are not over-enthusiastic about the flavor of King Cole Tea can have a package for his family to try, if he will kindly ask us.

G. E. Barbour Co., Limited

St. John, N.B.

Please remember, too, that you can always get quick action from us in shipping small or large orders for good groceries of all kinds. As importers, manufacturers and jobbers, our prices are very close. But quality is never sacrificed to price.