

CANADIAN GROCER

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

Montreal: 26-28 Bonaventure Street, Bldg.
London, Eng.: 25 Fleet St., E.C.

Toronto: 15-19 University Ave.

Winnipeg: 21 Union Bank Building

New York: Rooms 110-111, 20 Broadway.

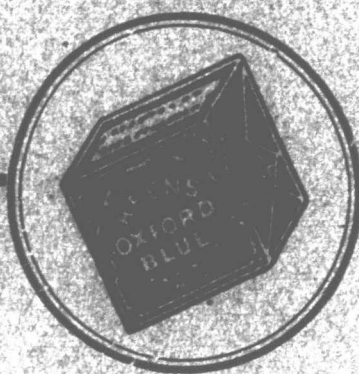
VOL. XXIV.

PUBLICATION OFFICE: TORONTO, NOVEMBER 18, 1910

NO 45.

OXFORD

Keen's



Blue

At home and abroad
enjoys a unique re-
putation for purity

It is the most perfect
and satisfactory Blue
made

It's money to you, Mr. Grocer, to make it your leading laundry blue

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

Canada's Leading Starches

Edwardsburg

"Silver Gloss" Starch

(for laundry purposes has no equal)

Benson's "Prepared" Corn

most perfect for cooking, puddings, desserts, etc.

These brands are found in every up-to-date grocery store. They
make satisfied trade.

Demand them of your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

THE CANADIAN GROCER

1910

MACONOCHIE'S

TURNED DOWN and CHOICE CANDIED

LEMON
ORANGE
AND
CITRON

PEELS

have been acknowledged by all first class jobbers, this season, to be of an exceptionally fine quality.

If you wish confirmation of the above acknowledgment you are sure to be fully convinced if you have your jobber send you a small order and examine and compare it yourself.

It will also be to your advantage to see that you have a complete stock of Maconochie's—Pickles, Pan Yan Sauce, Pan Yan Pickles, Worcester Sauce, Canned Fish, etc.

YOUR JOBBER HAS THEM—YOU SHOULD HAVE THEM

CANADIAN REPRESENTATIVES

MacLaren Imperial Cheese Co., Limited

Manufacturers and Importers Grocers' Specialties

TORONTO

CANADA

M
V
S

Order M

Macaroni Vermicelli Spaghetti

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

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

Look for the Name **"CODOU"**

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

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

8 Place Royale, Montreal
84 Victoria St., Toronto

Made in France

Order Now



Montreal Office

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.



Winnipeg Office

R. B. Colwell
BROKER HALIFAX, N.S.
REPRESENTING LEADING
MANUFACTURERS, SUCH AS
E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery
Brokers
WAREHOUSEMEN
can give close attention to few more first-class
agencies. Highest references.

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. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Green Cod, Skinless Cod, Herrings, Seal
and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

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

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried
Fruit and Nuts, Grain, Mill Feed,
Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

M. Allan Deans
GROCERY BROKER AND
MANUFACTURERS' AGENT
Bank of Hamilton Chambers, 34 Yonge St., Toronto
Domestic and Foreign Agencies Solicited,

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery
Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

When you want a right
price on Good Currants
for import, wire or
write us.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful at-
tention to all business. Highest Canadian and foreign
references. Cable address: "Macnab," St. John's.
Codes: A.B.C. 5th edition, and private.

G. G. 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 1885

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.

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale
Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

ON SPOT. Finest 4 and 5 Crown Table
Figs, 10 lb. boxes.
New Selected 3 Crown Shelled Almonds.
Prices Right.
Lind Brokerage Company
73 Front St. E., Toronto

The HARRY HORNE CO.
Grocery Brokers, Manufacturers' Agents
and Importers
309-311 King St. West. - - - Toronto
At the moment we are open to represent one or
two leading Canadian Manufacturers.
P.S.—We carry the stock (and we sell it.)

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and
Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
United Kingdom 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.
We sell direct from the Manufacturer to the Retail
Track connection with all Railroads.

A. Francois Turcotte
COMMISSION MERCHANT
Room 16 Morin Block
Quebec City, - Canada
Open for one or two more Agencies
Black Tea Agency Wanted.
Good openings here for LARD,
OATS, BOILING PEAS.
HAVE YOU ANY TO OFFER?

The world's breakfast
"MEAT OF WHEAT"

Do your customers
a good turn by in-
troducing to them

"MEAT OF WHEAT"

It's a money maker for you

The Western Milling Co.
TORONTO

Are you interested in

RICE

CAROLINA

JAVA

JAPAN

PATNA

RANGOON

SIAM

Send us your orders---

EBY-BLAIN, LIMITED

Wholesale Grocers, TORONTO

Ram Lal's Pure Tea

wins its way easily with high-class trade

BECAUSE

It is carefully grown, expertly blended,
and sealed in lead packets, to retain all
its natural fragrance.

Ram Lal's Pure Tea Co., Limited

MONTREAL, CANADA



No. 1, 10 Tray Bag, Closed

eler to carry samples, therefore we issue a very complete and comprehensive catalog with full detailed information, and will gladly mail same, together with prices, if requested.

We either have in stock, or can make to order, anything whatsoever in a case, bag, scope pocket, etc., required for salesmen or travelers.

Knickerbocker Case Co.

Specialists and Original Designers

Knickerbocker Bldg., Fulton & Clinton Sts.

CHICAGO, U.S.A.

ONE OF OUR SPECIALTIES

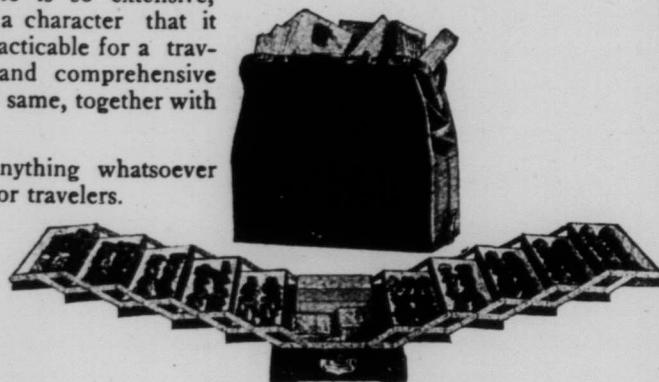
96 other different kinds

SAMPLE CASES, TAGS, ETC.

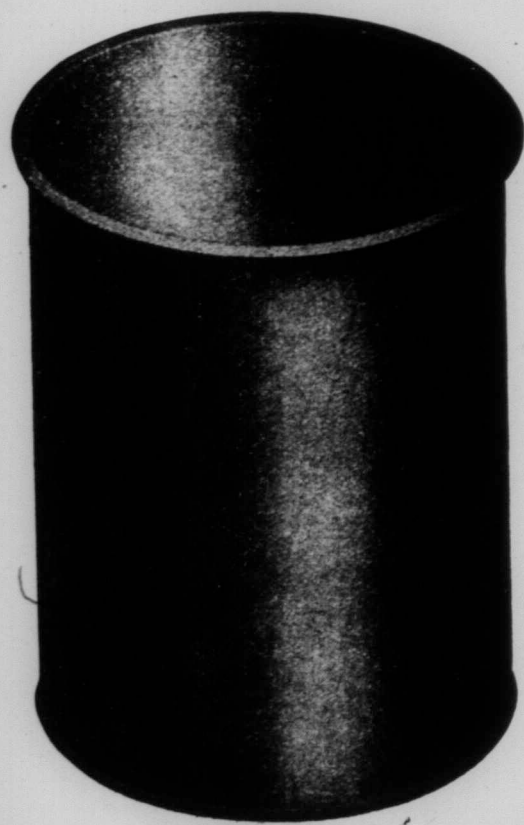
To conveniently carry in a practical manner and attractively display Groceries, Crackers, Cakes and Biscuits, Confectionery, Teas and Coffees, Extracts, Spices, Soaps, Toilet Goods, etc.

Trays in this No. 1. Bag quickly extended, and as instantly covered up, one at a time or all together. Wearing apparel or large samples can be carried in the top, independent compartment, and samples in the bottom, thus combining a **Traveling Grip and Sample Case.**

Our line is so extensive, and of such a character that it would be impracticable for a traveler to carry samples, therefore we issue a very complete and comprehensive catalog with full detailed information, and will gladly mail same, together with prices, if requested.



No. 1, 10 Tray Bag, Open



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatces.

Adapt the **Opening** to the size of the **Tomato**, not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes**, not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ame Patent

Give your customers better value for their money

Show them how to reduce the cost of living by making a dollar go the longest way possible in the purchase of food supplies.

That's the one sure way to build up permanent business.

You can help do this by selling

"QUAKER" **BAKED BEANS** *IN THE NEW STYLE OF CAN*



Quaker Beans (3's, family size) are lower in price and contain more beans to the can than the 3's flat style of can.

Every Quaker can is filled with the choicest, handpicked Beans, grown in the neighborhood of our factories.

All the sauces and spices used in processing Quaker Beans are selected with especial care; and the beans are cooked by the most scientific methods known.

You can greatly increase your sales of Quaker Baked Beans by constantly reminding your customers that beans are among the cheapest and most wholesome vegetables obtainable.

Your jobber sells Quaker Baked Beans. Ask him.

Dominion Cannery, Limited

Hamilton, : : : Canada

Now sold to retail
at 5c. straight
with more profit
to the merchant.



Prices for **ONTARIO AND QUEBEC ONLY**

5 Cases	- - -	\$4 15	Freight Pr-paid
10 "	- - -	\$4.05	" "

With extra cakes Quick Naphtha Soap as a special discount instead of Ammonia Powder, Lye or other merchandise.

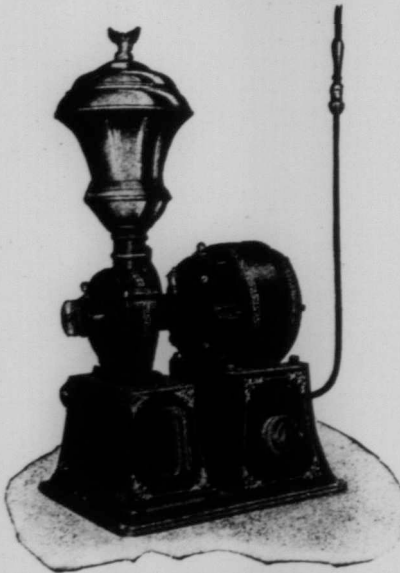
Advantage should be taken of this opportunity to realize the additional profit on present stocks.

WRITE FOR OUR SPECIAL PROPOSITION

Richards Pure Soap Co, Ltd., Woodstock, Ont.

A. HUTCHINSON, Agent for Toronto, Ont. Tel. Main 415.

The Mill They All Want
AND THE REASON WHY



Because it represents the greatest real Value of Material, Quality and Workmanship at the Lowest Price.

Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

No. 40—D.C.—\$65.00
No. 45—A.C.—\$75.00

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.

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

JAMS



JAMS

Purity and Flavor

are two features which have raised "Sterling" Jams to the zenith of public favor.

Nothing but the freshest fruit and purest cane sugar is used in the manufacture of these Jams, and they leave a very excellent profit margin for the wise retailer handling them. Are you wise to their virtues? See to your stocks.

THE T. A. LYTLER CO., LIMITED

STERLING ROAD, TORONTO, ONT.

WHAT ARE GOOD CURRANTS?

These are bald facts YOU can prove them

The different growths of Currants from different producing districts differ in color, in size, in flavor, in the amount of saccharine matter they contain. These differences are attributable to climatic conditions and the soil. But good and bad of their kind are produced in all the districts, be it the lowest grade from the Provinces, or the aristocrat variety from Vostizza.

Just as in Canada, there are in Greece, skilled and unskilled farmers. Some growers take pains in curing the Currant grape and produce sound, sweet fruit; others, who care only to turn their crop into cash, carelessly allow the grapes to ferment on the drying grounds, resulting in sour, ill-flavored Currants.

Now, we want to tell you that when you buy "Meyer's" Currants you get the very best, sound, well-cured fruit from the district marked on the case—the best that money can buy. The growers come to us with the best, because we pay the highest price. We select the good fruit, we turn away any that are not up to our high standard of quality.

We start with good fruit. Next we screen it twice—to remove the small, withered, berries—to remove the very large berries, which often contain stones. This good, sound fruit, twice screened, we carefully pack *loose* in the cases and thus "Meyer's" Currants reach you uncrushed, and unbroken. We spoil not the fruit to save the price of a few cases.

MEYER'S CLEANED CURRANTS

are dry cleaned—our electric brush machines remove all stems, stones, and dirt *without the use of water*—nor does the fruit at any time come in contact with the human hand.

You would not hesitate to eat "Meyer's" Currants just as they are, then you can safely recommend them to your most fastidious customer. Yes.

MEYER'S CURRANTS ARE GOOD CURRANTS

they may cost you a small fraction more than some others, *but*, your customers will appreciate the difference in quality, and appreciation is the parent of profit. Once you have bought "MEYER'S" you will realize how much this means.

Very many jobbers import Meyer's Currants—nearly all of them—if you find one who wants to substitute, analyze his reasons.

W. MEYER & CO. PATRAS

Packers and exporters of high grade Currants

Alimentary Pastes

Macaroni, Vermicelli, Spaghetti,
Noodles, Coquillettes, Alphabets,
Coudes, Assorted Pastes



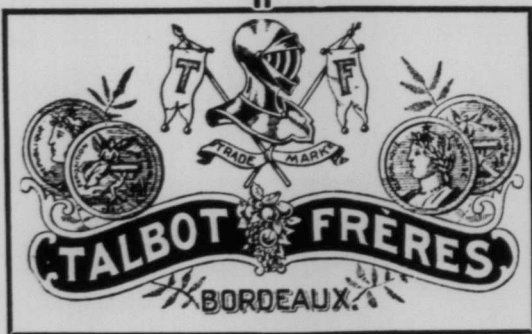
Pound Packages } 25-lb. boxes
Loose

Gazelle Brand

Pound Packages, 6 1/2 c.

Talbot Freres

Pound Packages, 7 1/2 c. Loose, 7 c.



A. Courtine & Co.

Pound Packages, 8 c. Loose, 7 1/2 c.

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

Hudon, Hebert & Co., Limited

Wholesale Grocers and Wine Merchants

MONTREAL

ESTABLISHED A.D. 1839.

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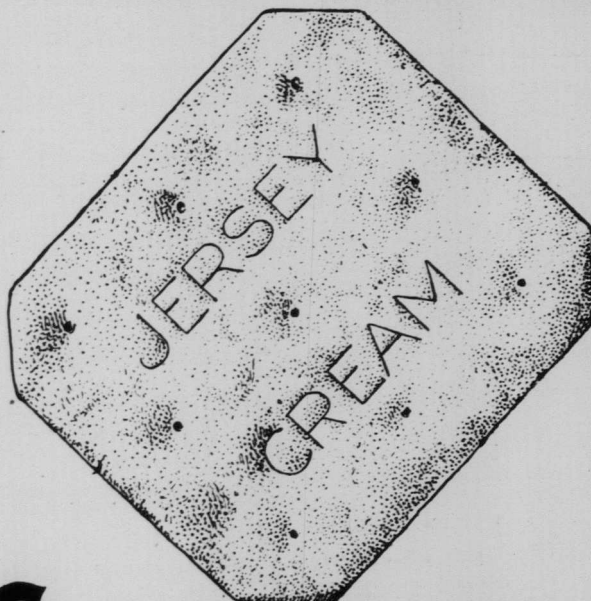
The Soda Biscuit Worth Selling

The kind you can sincerely recommend to your most exacting customer--the kind you can truthfully assert is made of the purest materials, in the most cleanly and sanitary bakery modern skill can contrive.

Sell the kind of sodas that literally

Tie Your Trade To You!

These superfine soda biscuits are well and widely advertised as QUALITY goods. They make good all that is claimed for them; and grocers all over Canada know how easy it is to sell them, or any other McCormick product. The QUALITY is there--and the publicity tells everybody about that QUALITY.



MCCORMICKS OF LONDON

PROMPT DELIVERY FROM OUR
WAREHOUSES AT
Montreal Ottawa Kingston
Hamilton Winnipeg Calgary

THE LARGEST SAUCE FACTORY IN THE WORLD

Holbrook's

Worcestershire

Sauce

Punch
Sauce

Pure
Malt
Vinegar

Pure
Pickles

HOLBROOKS LIMITED



Canadian-American Branch
40 Scott St., Toronto, Canada.

Manager

H. GILBERT NOBBS

Local Agents

Quebec
J.R. Renaud & Co.
Montreal
F. L. Benedict & Co.
Winnipeg
Richards & Brown
Regina
Caphill Bros. & Wilson
Calgary
Campbell, Wilson & Horn
Vancouver
Kelly, Douglas & Co.
Victoria
Wilson Bros.
Halifax
Bauld Bros.
St. John, N.B.
Barbour & Co.
Fredericton, N.B.
Randolph & Son
Charlottetown, P.E.I.
Carvell Bros.

THE CONDENSED ADS of This Paper are what you should use if you wish to secure a clerk, a traveler or a situation.

YOUR PROFIT AND REPUTATION

alike demand that you should handle "quality" preserves, and

"KOOTENAY" BRAND

Jams and Jellies, in Bottles and Tins,

answer every requirement in respect to 'quality.' They are made solely from the ripest, freshest and choicest luscious British Columbia Fruits, and pure Cane Sugar, and are handled in an up-to-date, sanitary factory.

Our pure
MINCEMEAT

is a sure winner!

Packed in glass
jars and pails.

There's a 'worth-while' profit for YOU in selling "KOOTENAY" BRAND! Our jams are packed in individual size in glass, as well as the regular 16-ounce.

Our 5-lb. tins are just the thing for your family trade.

WRITE FOR PRICES

Donnelly, Watson & Brown, Limited

Agents,

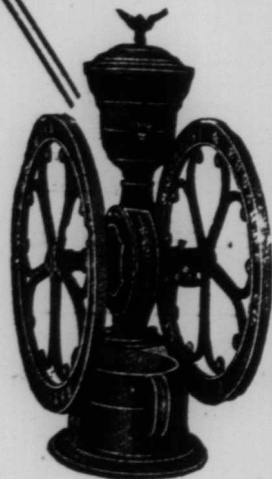
CALGARY and VANCOUVER

You are the man we want

—that is, if we haven't yet had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish.



Equipped with special adjuster device and the new style force feed steel-cutting grinders

Ask any of the following jobbers for our illustrated catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Giassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL—The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards

CO.

ELGIN, ILL., U.S.A.

Pure
Wholesome



Sweet
Well Packed

You can obtain and hold the best of the family trade by featuring the quality brand of canned fish

"King Oscar" Sardines

They are packed from the freshest, mild cured selected fish, are attractively gotten up and never fail to satisfy. Feature "King Oscar." It's a trade winner.

CANADIAN AGENTS

JOHN W. BICKLE & GREENING

J. A. HENDERSON

Hamilton

Ontario.

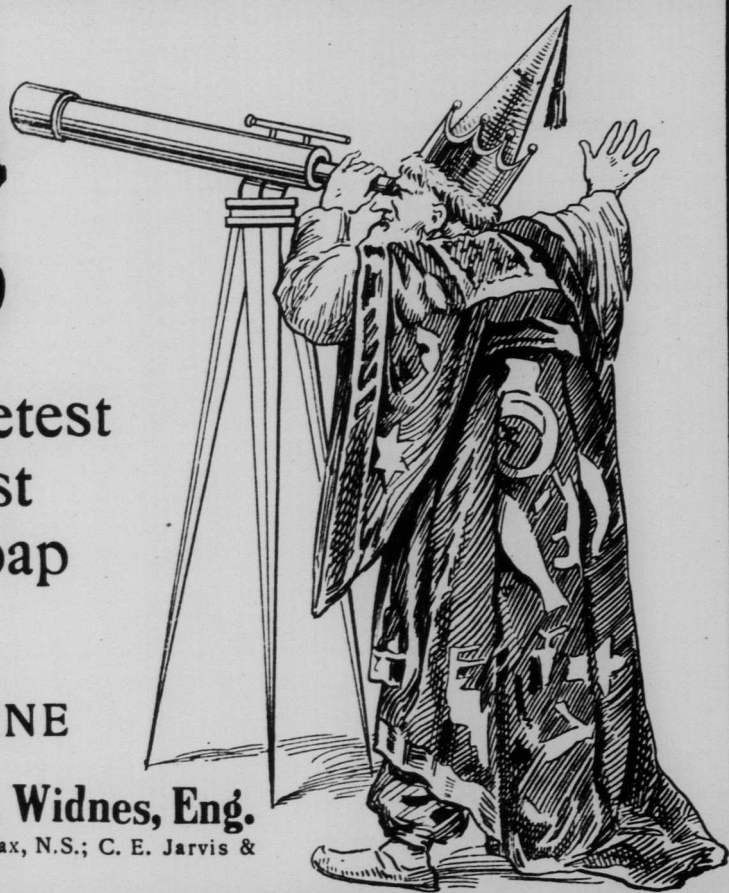
Gossages' Magical Soap

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

GUARANTEED GENUINE

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

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



The Original

"Leaders of Quality"

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

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

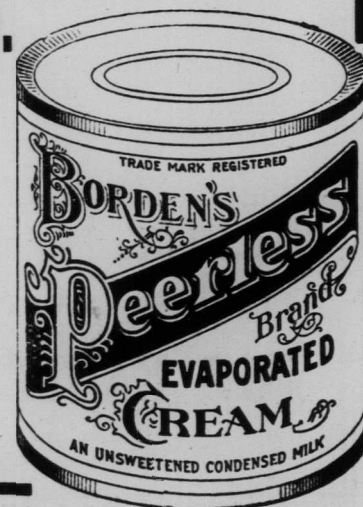
Merit and Integrity

Have sustained the
High reputation of

BORDEN'S BRANDS

For over 50 years

Borden's Condensed Milk Co.



Canada's Best Soap

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

MAKE YOUR SALES HUM

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

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

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

United Soap Company
Montreal

Century SALT
"The Salt of Salts"

MR. GROCER—This is the salt that is winning public attention and favor. Best for table. Best for dairy. Stock it and see it sell! First, get our price list. We ship promptly.

DOMINION SALT COMPANY, Limited
Manufacturers and Shippers
SARNIA, ONT.



You are always ready for increased business.

BALAKLAVA BRAND BAKED BEANS

are trade bringers. To stock them means to ensure satisfied customers.

WRITE US FOR PRICES AND INFORMATION.

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

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

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



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

GORMAN, ECKERT & CO.,

Ltd., London, Winnipeg

**Wake Up!!!
and Sell
Baird's Sauce**



"The Best of All Sauce"

Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto
—604 Lindsay Building, Montreal; W. L. McKenzie & Co., Winnipeg; R. Robertson & Co., Vancouver and Victoria.

**DID YOU
EVER**

come across a woman who wasn't glad to save labor on wash day? Sell her

ASEPTO
Soap Powder The Enemy of Dirt

Asepto will lighten her labor and earn for you the housewife's goodwill.

Order to-day through your wholesaler

Agents: **Rose & Laflamme, Ltd.**
MONTREAL

Asepto Mfg. Co. - St. John, N.B.

**Grocers
of Northern Ontario!**

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our customers are doing so,
Why not you?

**The Young Company
LIMITED
North Bay and Sudbury**

GORGONZOLA CHEESE

One of the choicest of Italian makes of cheese.

Our first consignment just in.

Our cheese is made by GIOVANNI COLOMBO, who was awarded the Grand Prix at the Brussels Exhibition, as well as the Gold Medal for Gorgonzola Cheese.

This brand is different from others in that it is *new*. It has not been in cold storage all Summer. Absolutely fresh, and in perfect condition.

**TO
JOBBER:**

We can quote you very special prices, owing to the size of our consignment.

Obtainable in tubs, one 20 lb. loaf to each tub.

INQUIRIES.—From Ontario, to our Toronto Office.
From rest of Canada, to our Montreal Office.



Cameron & Heap, Limited

Importers and Wholesale Grocers

REGINA,
Sask.

FORT WILLIAM,
Ont.

KENORA,
Ont.

PRINCE ALBERT,
Sask.

Prompt Attention to all Orders at Best Prices

Triant Brand Goods

Purity Guaranteed

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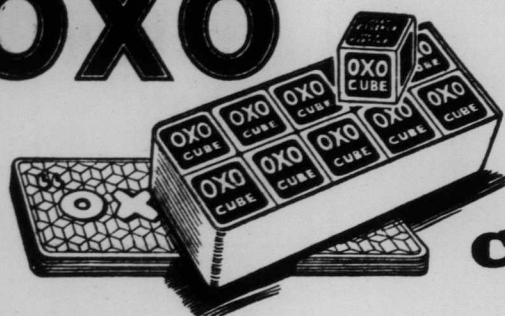
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THE CANADIAN GROCER

OXO



**in
cubes**

We invented OXO Cubes to make a new big trade, and our advertising campaign is making this trade fast. Let us help you to get your share of it.

CORNEILLE DAVID & CO.

25 Lombard Street
TORONTO

334 Clarence Street
LONDON, ONT

52 Nicholas Street
OTTAWA

41 Common Street
MONTREAL

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO MONTREAL

Phone Main 2511

Phone Uptown 5962

**Is Your Coffee Trade
Large and Profitable?**

IF NOT

You Can Make it So

BY SERVING YOUR
CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade
Grow Quickly

IT IS
THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

**KITCHEN
BRAND
MOLASSES**

**Don't handle
Molasses in bulk!**

It's a dirty and waste-
ful way. Sell

**KITCHEN BRAND
MOLASSES**

the best on earth for cooking purposes.

"Kitchen Brand" is put up in tin pails,
which are most attractive in appearance.
The pails, when empty, are very handy for
the housekeeper.

If you are handling "Kitchen Brand," you
save waiting for jars to be filled, you save
waste by leakage, and you make good profit.

OUR TRADE MARK PROTECTS YOU

Imperial Syrup Company
Montreal, Que.

The Demand for **SAUERKRAUT**
is daily increasing

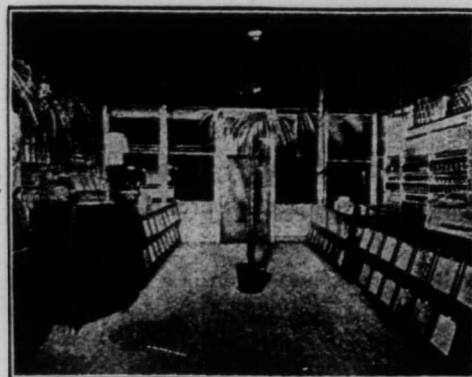
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FOR
QUOTATIONS



SHIPMENT
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TILL
SPRING

Place your order early

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



A Strong Combination:

UTILITY CLEANLINESS
ATTRACTIVENESS

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

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario

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"Edinburgh's Pride"

EVERY BOTTLE OF

Symington's "Edinburgh" Coffee Essence



does credit to the makers and the city of production. Every bottle gives satisfaction and helps to create further demand.

Our ESSENCE OF COFFEE AND CHICORY gives wonderful value. One bottle makes 40 cups of delicious coffee, fit for any connoisseur.

Recommend it for camping parties and Summer outings. It always pleases.

Thos. Symington & Co.

EDINBURGH

AGENTS FOR ONTARIO—

Messrs. W. B. Bayley & Co., Toronto

AGENTS FOR QUEBEC—

Messrs. F. L. Benedict & Co., Montreal

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE,
ONT.



Rowat's Pickles

The
Connoisseur's
Choice.

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

Paterson's Sauce

Rowat & Co.

Canadian Distributors :

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Real Favorites
at
10c.
package



A Dainty, Tender
Biscuit of
Delightful Flavour!

We also make all kinds of dainty and high-grade biscuits.

There's something seductive and different about Telfer's VANILLA WAFERS that cannot fail to please the housewife and her guests. Try these dainty biscuits yourself and you will feel more competent to recommend them. Always reach you fresh and crisp.

TELFER BROS., Limited, COLLINGWOOD, ONT.

BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

Sell More Tapioca!

You can Greatly Increase Your Sales of Tapioca by pushing



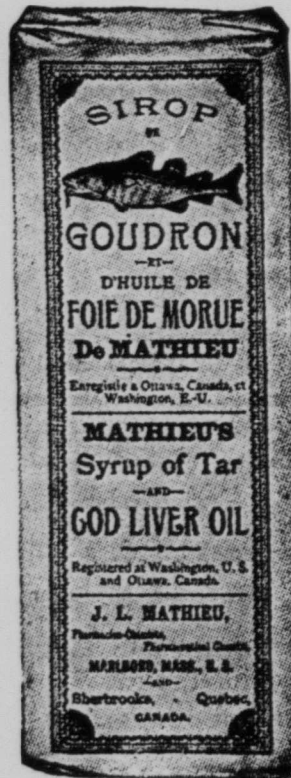
Minute Tapioca

This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

Order now from your Jobber.

Minute Tapioca Co., Orange, Mass.

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



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.

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"Canada First"

is the finest known substitute in detail of its preparation the serve absolute cleanliness and teed pure and fully sterilised.



Evaporated Cream

for Fresh Cow's Milk. In every greatest care is given to purity, and each can is guaran-

See to your stocks. Order from your jobber.

The Aylmer Condensed Milk Company, Limited, Aylmer, Ontario

Head Offices: Hamilton, Ontario

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You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

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

W. H. GILLARD & CO., Hamilton, Ont.

BRANCH—SAULT STE. MARIE



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.,
Montreal, Can. Limited**

Established in 1854 by John Redpath

Cut this out for Reference

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We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C.,
Edmonton and Calgary, Alta., and Winnipeg, Man.

JAPAN TEAS

We have now a full range of lines in stock at different points. Jobbers please write for samples.

S. T. NISHIMURA & COMPANY
MONTREAL and JAPAN

THE CANADIAN GROCER

There is a Saving to You in Handling
ST. LAWRENCE EXTRA STANDARD GRANULATED

in 20-lb. cotton bags

by giving your customers just the right weight and perfect satisfaction.

The St. Lawrence Sugar Refining Co., Limited, Montreal

**Quaker Brand
Salmon**

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on **QUAKER BRAND**.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

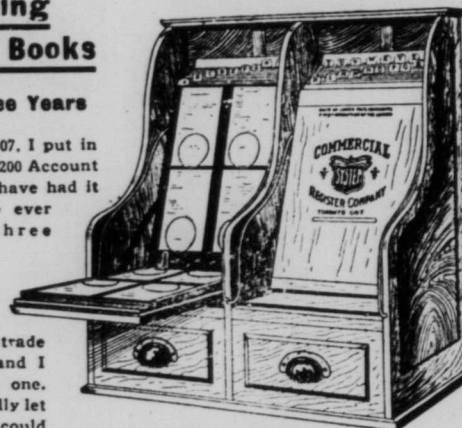
Commercial Account Register

**Bookkeeping
Without Books**

Used It Three Years

"In August, 1907, I put in one of your No. 200 Account Registers, and have had it in constant use ever since—over three years.

The Register is in first-class condition now, but trade has increased and I need a larger one. Would you kindly let me know if you could make any kind of exchange with me?



Sheets lift out and fit any safe.

After examining several systems, I satisfied myself that yours is the best, and I would not care to do business without it."

Yours truly,

G. E. COON, Groceries, Flour and Feed.

Eglinton, Ont., Oct. 1st, 1910.

**INDISPENSABLE TO ANY MERCHANT
DOING CREDIT BUSINESS.**

Send us postal for Catalogue and full information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

HAVE YOU

SHIRRIFF'S

FLAVOURING ESSENCES

on your shelves? They are unequalled for strength and purity, and are specially in demand at the Xmas Season.

IMPERIAL EXTRACT CO., 8-10-12 Matilda St., Toronto, Can.

If your Jobber can't supply you, write us direct.





Business Insurance

A grocer is known by the goods he sells. If he makes sure that each line stocked is the best in its class he is buying business insurance as well as merchandise. These goods are not excelled for quality, attractive packing, and price. For sale by most wholesalers.



GOODWILLIE'S FRUITS IN GLASS

Put up in a modern factory, situate in the heart of the fruit growing district, they easily lead all other brands. No detail tending to make the line most perfect has been overlooked. A trade builder and a trade holder.

JOSÉ SEGALERVA

Malaga, Spain

TABLE RAISINS

of the right type. His Malaga Table Raisins, or "Blue Fruit," must be always select quality and packed neatly. Specify Segalerva's when you order, and secure such fruit.

MEATS IN GLASS



Have you remarked the growing demand for these goods? Rolled Ox Tongues, Galantines, Chicken, and a variety of other meats, may be secured in various packages. They're specialties which yield a profit above the average, and require little attention!



Rose & Laflamme
Limited
Montreal - Toronto



13 EGGS TO THE DOZEN

Miscounts either way cost money.

Over 200,000 dealers get all their egg profits by using

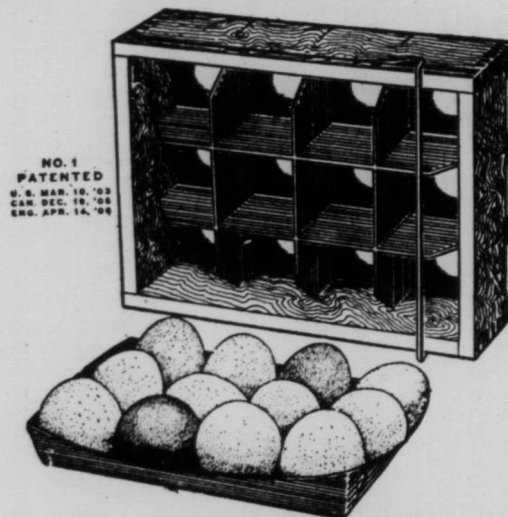
STAR EGG CARRIERS AND TRAYS

FOR EXACT EGG DELIVERY

THE STAR SYSTEM also—

SAVES BREAKAGE — SAVES TIME — SAVES CUSTOMERS—
and costs one cent less to use per dozen eggs delivered than paper bags or boxes. Let us show you. Ask your jobber, and write for our booklet "NO BROKEN EGGS"—it will be worth your while.

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



NO. 1
PATENTED
U. S. MAR. 10, '03
CAN. DEC. 10, '08
ENG. APR. 14, '04

MADE IN ONE AND TWO DOZEN SIZES



Read how a "Classik"
ceiling in your store
will sell goods—

It brightens up the whole interior, gives your displays a chance, and makes the work of the sales-people easier. Then, too, it stamps you as a man with some regard for the beauty and sanitation of your surroundings and for your customers' taste.

Every one who is a patron of yours, and many more that ought to be, will visit your store during the next few weeks. Moral—Prepare to make them "stick," by making your store attractive.

A post card brings Catalog "A-23" and full particulars of cost. Write now. You haven't a day to waste.

The Galt Art Metal Co., Limited

Galt, . . . Ontario

GINGERBREAD — BRAND — MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

- No. 1—A Strong Baker
- No. 2—Body
- No. 3—Flavor

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

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses
Co., Limited

HALIFAX

NOVA SCOTIA

We have enlarged our assortment of dishes in

Quaker Oats

(family size)

and are now packing all of these articles



Grocers located at points where large family packages are popular will welcome this opportunity of giving their customers the greatest possible value for the money.

The new Quaker Oats assortment of dishes is unusual and it will sell goods for you.

Order Quaker Oats To-day. Be the first grocer in your neighborhood to put out the new assortment.

Pile the packages (plenty of them) in your store or window as a reminder to your customers---it will increase your business and your profits.

The Quaker Oats Company,
Peterborough



When a customer asks for the best

COCOANUT

see that you have for her

WHITE DOVE

It cannot be improved on for the price.

W. P. Downey

MONTREAL

Are Your Credit Customers Safe?

No! They'll run you into bankruptcy in a jiffy if you let them. And still you can't afford to get "independent" with this class of trade---it is good money when it does come.

Allison Coupon Books

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

HOW THEY WORK



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

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

SPICE

trade is at its height during the Christmas season. We are sure to be rushed from now on. Already orders are pouring in. Is yours among them? It should be in early this year for there will be difficulty filling late orders on time.

All standard spices.

WRITE AT ONCE TO

S. H. EWING & SONS
Montreal and Toronto

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



It dries them up **Common Sense** KILLS (Roaches and Bed-Bugs Rats and Mice)

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

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

KINGSTON, JAMAICA

WARMINTO'NS

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON

207 St. James St., - MONTREAL

A Great Selling Team

Buyers must be moved through several steps to be brought to the buying point.

They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.



CHINESE STARCH

Quick Sales. Satisfaction. Large Profit. No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

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

THE CANADIAN GROCER

LARGEST SALE IN CANADA

Greatest Profit
to the
Dealer!

(See List of Salable Premiums)

COMFORT SOAP

"It's all right"

Why not push the soap that is
best and most favorably known—
the soap that gives the greatest
profit to the Dealer?

Send for Illustrated Price List

Pugsley, Dingman Co., Ltd.
Toronto

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CANADIAN LAWS

now require that Cream must contain not less than 18 per cent. of milk fat; it must be entirely free from gelatine, succrate of lime, germs or other substances, and must contain no preservatives of any kind nor any coloring matter other than is natural to milk.

STOCK ONLY

FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

which complies in every way with these requirements and is THE ONLY ABSOLUTELY PURE CREAM on the market. It contains from 25 per cent. to 30 per cent. milk fat.

Packed in key-opening solderless tins to sell at attractive prices with good profit to the trade. Keeps good unopened for any time in any climate. Order of your Wholesaler

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

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

"OXVIL"

Best of all Beef Preparations

Sole Agents for Canada:

The HARRY HORNE CO.

309 King Street West - TORONTO

Your biggest asset

THE drawing power of a well-lighted store is acknowledged, and by no method can your store be made so attractive as by lighting it with our

GASOLINE LIGHT

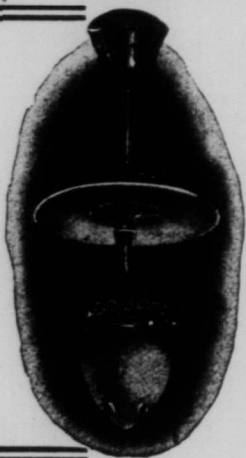
It is absolutely safe, better and cheaper than electricity or gas and safer than coal oil and candles.

Special prices direct to merchants.

Get our circular.

MacLaren & Co., Merrickville, Ont.

AGENTS WANTED.



CEYLINDO TEA

SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.

This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.

Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.

W. D. MIDMER & CO., "Canada," LIMITED

New Glasgow, N.S., and London, Eng.

MILLAR'S PURE JAM

1-lb. and 2-lb. Stone Pots

Strawberry
Raspberry
Black Currant
Assorted

4-doz. and 2-doz. Cases

Warren Bros. & Co.

Wholesale Grocers

TORONTO



The kind that will give satisfaction

FROM BEST
FIRE CLAY

CROCKS,
CHURNS
FLOWER POTS,
FIRE BRICK, Etc.

WRITE US FOR PRICES

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COMPANY

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Andrews & Nun
Aspetto Mfg. Co.
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Belleville Potte
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Blue Ribbon Tea
Borden Condens
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Buchanan & Aht
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Canada Sugar R
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Eggs-Blain Limited



Three Packages for each of the 7,000,000 people in Canada :

Over 21,000,000 packages of "SALADA" this year—

Ten years ago the output was 6,103,760 packages—

Nineteen years ago, 63,290 packages.

The package idea is growing. The housekeeper of to-day wants good goods—and in packages. It is the modern method of merchandising. *It standardizes quality.* It makes possible small stocks—quick turnovers. Goods can be sold quickly—conveniently—economically.

But the package *must* contain reputable and reliable goods.

With "SALADA" Tea you have the advantage of certainty. The name is your guarantee. You know just what you are selling. Every tea purchaser is ensured plantation goodness and freshness.

Your money is not tied up in an unproductive stock of bulk tea. It keeps on the move. It earns more money for you.

Display "SALADA" and you'll soon be buying more. It won't stay on your shelves. The freight is prepaid—the sale is guaranteed—you can return it any time if you're not satisfied.

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Dominion Salt Co.....	12	Kootenay Jam Co.....	10	Quaker Oats Co.....	23	R	
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Eastern Canning Co.....	12						
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Standards for Meat and Meat Products

These are Now Established in Canada, and Come Into Effect on November 22—Different Kinds of Meat Explained in Detail—No Water Can be Added to Oysters—What Mince Meat, Lard, etc., Must Consist of—Important Move in Pure Food Direction.

The Food Standards for Meat and Meat Products will come into force on November 22. While they are now in the hands of the King's Printer at Ottawa, The Canadian Grocer has secured a draft copy and is, therefore, able to supply its readers with the established standards in advance.

The memorandum issued by W. J. Gerald, Deputy Minister, Department of Inland Revenue, giving these Standards is as follows:

"Under the authority of an Order of His Excellency in Council bearing date the 14th instant, and in virtue of the provisions of the twenty-sixth section of the "Adulteration Act," the following standards of quality have been established for "Meats and the principal Meat Products:"

A.—Meats

1. Meat, flesh is any clean, sound, dressed, and properly prepared edible part of animals in good health at the time of slaughter, and if it bears a name descriptive of its kind, composition, or origin, it corresponds thereto. The term "animals," as herein used, includes not only mammals, but fish, fowls, crustaceans, mollusks, and all other animals used as food.

2. Fresh meat is meat from animals recently slaughtered and properly cooled until delivered to the consumer.

3. Cold-storage meat is meat from animals recently slaughtered and preserved by refrigeration until delivered to the consumer.

4. Salted, pickled, and smoked meats are unmixed meats preserved by salt, sugar, vinegar, spices, or other harmless substances, or smoke, singly or in combination, whether in bulk or in suitable containers.

Note.—Suitable containers for keeping moist food products such as syrups, honey, condensed milk, soups, meat extracts, meats, manufactured meats and undried fruits and vegetables, and wrappers in contact with food products, contain on their surfaces, in contact with the food product, no lead, antimony, arsenic, zinc, or copper or any compounds thereof or any other poisonous or injurious substances. If the containers are made of tin plate, they are outside soldered, or if soldered inside, the solder used shall consist of pure tin only; and the plate in no place contains less than 113 milligrams of tin on a piece 5 centimeters square or one and eight-tenths grains on a piece two inches square.

This is equivalent to two pounds of tin per base box; but it must be noted that the regulation requires not only a minimum weight of tin per base box, but that this tin shall be evenly distributed over the surfaces of the plate.

The inner coating of the containers is free from pin holes, blisters and cracks.

If the tin plate is lacquered, the lacquer completely covers the tinned surface within the container and yields to the contents of the container no lead,

antimony, arsenic, zinc, or copper or any compounds thereof, or any other poisonous or injurious substance.

5. Oysters—Water must not be added directly either as such, or in the form of ice, to shucked oysters.

B.—Manufactured Meats.

1. Manufactured meats are meats not included in paragraphs 2, 3 and 4, of section A, whether simple or mixed, whole or comminuted, in bulk or in suitable containers, with or without the addition of salt, sugar, vinegar, spices, or other harmless substances, smoke, oils, or rendered fat. If they bear names descriptive of kind, composition, or origin, they correspond thereto, and when bearing such descriptive names, if force or flavoring meats are used the kind and quantity thereof are made known.

2. Sausage, sausage meat, is a comminuted meat from swine or neat cattle or a mixture of such meats, either fresh, salted, pickled or smoked, with added salt and spices and with or without the addition of edible animal fats, cereals, blood and sugar, or subsequent smoking. It contains no larger amount of water than the meats from which it is prepared contain when in their fresh condition, and not more than ten per cent. of its weight of cereals; and if it bears a name descriptive of kind, composition, or origin, it corresponds to such descriptive name. All animal tissues used as containers, such as casings, stomachs, etc., are clean and sound and impart to the contents no other substance than salt.

3. Blood sausage is sausage to which has been added clean fresh blood from neat cattle or swine in good health at the time of slaughter.

4. Canned meat is the cooked meat of fowls, neat cattle or swine, preserved in hermetically sealed packages, and fulfils the conditions defined by the Meat and Canned Foods Act of 1907.

5. Corned or cured meat is meat cured or pickled with dry salt or in brine, with or without the addition of sugar or other harmless substances.

6. Potted meat is comminuted and cooked meat from those parts of the animal ordinarily used for food in the fresh state, with or without salt and spices, and enclosed in suitable containers hermetically sealed.

Cereals, when present, must not exceed ten per cent. by weight, unless declared.

7. Meat loaf is a mixture of comminuted cooked meat, with or without spices, cereals, milk and eggs, and pressed into a loaf. If it bears a descriptive name, it corresponds thereto.

8. Mince, mince meat is a mixture of chopped suet, apple and other fruit, salt, and spices, with sugar, syrup, or molasses, and with or without vinegar, fresh, concentrated, or fermented fruit juices, or spirituous liquors, or cooked, comminuted meat.

C.—Meat Extracts, Meat Peptones, Gelatin, etc.

1. Meat extract is the product obtained by extracting fresh meat with water and concentrating the liquid portion by evaporation after the removal of fat, and contains not less than seventy-five per cent. of total solids, of which not over twenty-seven per cent. is ash, and not over twelve per cent. is sodium chloride (calculated from the total chlorine present), not over six-tenths per cent. is fat and not less than eight per cent. is nitrogen. The nitrogenous compounds contain not less than forty per cent. of meat bases and not less than ten per cent. of kreatin and kreatinin.

2. Fluid meat extract is identical with meat extract except that it is concentrated to a lower degree and contains not more than seventy-five and not less than fifty per cent. of total solids.

3. Bone extract or stock is the product obtained by extracting clean, fresh, trimmed bones, of animals in good health at the time of slaughter, with boiling water and concentrating the liquid portion by evaporation, after removal of the fat, and contains not less than seventy-five per cent. of total solids.

4. Fluid bone extract is identical with bone extract except that it is concentrated to a lower degree and contains not more than seventy-five and not less than fifty per cent. of total solids.

5. Meat juice is the fluid portion of muscle fibre, obtained by pressure or otherwise, and may be concentrated by evaporation at a temperature below the coagulating point of the soluble proteids. The solids contain not more than fifteen per cent. of ash, not more than two and five-tenths per cent. of sodium chloride (calculated from the total chlorine present), not more than four nor less than two per cent. of phosphoric acid and not less than twelve per cent. of nitrogen. The nitrogenous bodies contain not less than thirty-five per cent. of coagulable proteids and not more than forty per cent. of meat bases.

6. Peptones are products prepared by the digestion of proteid material by means of enzymes or otherwise, and contain not less than ninety per cent. of proteoses and peptones.

7. Gelatin (edible gelatin) is the purified, dried, inodorous product of the hydrolysis, by treatment with boiling water, of certain tissues, as skin, ligaments, and bones, from sound animals, and contains not more than two per cent. of ash and not less than fifteen per cent. of nitrogen.

D.—Lard.

1. Lard is the rendered fresh fat from hogs in good health at the time of slaughter, is clean, free from rancidity, and contains, necessarily incorporated in the process of rendering, not more than one per cent. of substances other than fatty acids and fat.

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2. Leaf lard is lard rendered at moderately high temperatures from the internal fat of the abdomen of the hog, excluding that adherent to the intestines, and has an iodine number not greater than sixty-five and contains not more than one per cent. of substances other than fatty acids and fat.

3. Compound lard, lard compound, etc., is a mixture of animal and vegetable fats and oils. It must be free from rancidity, be made from sound and pure materials, and contain not more than one per cent. of substances other than fatty acids and fat.

The standards above defined take effect on the 22nd day of November.

4. Cream must contain no preservatives of any kind, nor any coloring matter, other than is natural to milk.

5. Evaporated cream, clotted cream, condensed cream or any other preparation purporting to be a special cream, except ice-cream, must conform to the definition of cream, and must contain at least twenty-five per cent. of milk fat.

Milk Fat or Butter Fat.

1. Milk fat, butter fat, is the fat of milk and has a Reichert-Moissl number not less than twenty-four and a specific gravity not less than 0.905.

Butter.

1. Butter is the clean non-rancid product made by gathering in any manner the fat of fresh or ripened milk or cream into a mass, which also contains a small portion of the other milk constituents, with or without salt, and contains not less than eighty-two and five-tenths per cent. milk fat, and not more than sixteen per cent. of water. Butter may also contain added coloring matter of harmless character.

Cheese.

1. Cheese is the sound, solid and ripened product made from milk or cream by coagulating the casein thereof with rennet or lactic acid, with or without the addition of ripening ferments and seasoning, and contains, in the water-free substance, not less than forty-five per cent. of milk fat. Cheese may also contain added coloring matter of harmless character.

2. Skim milk cheese is the sound, solid and ripened product made from skim milk by coagulating the casein thereof with rennet or lactic acid, with or without the addition of ripening ferments and seasoning.

3. Goat's milk cheese, ewe's milk cheese, etc., are the sound, ripened products made from the milks of the animals specified, by coagulating the casein thereof with rennet or lactic acid with or without the addition of ripening ferments and seasoning.

Ice Cream.

Those retailers who handle ice cream, etc., will be interested in the following:

1. Ice cream is a frozen product, made from cream and sugar, with or without harmless flavoring and coloring materials; and with or without gelatin, gum tragacanth, or other harmless stiffening materials, in amount less than two per cent.; and contains not less than fourteen per cent. of milk fat.

2. Fruit ice cream is a frozen product, made as described under ice cream, but containing sound, clean and mature fruit. It must contain not less than twelve per cent. of milk fat.

3. Nut ice cream is a frozen product, made as described under ice cream, but containing sound, non-rancid nuts. It must contain not less than twelve per cent. of milk fat.

Miscellaneous Milk Products.

1. Whey is the product remaining after the removal of fat and casein from milk in the process of cheese-making.

2. Kumiss is the product made by the dregs. Hitherto, owing to the lack of adequately defined Canadian food standards, there has been doubt as to just what constituted adulteration, and there have been few prosecutions under the act.

Milk and Its Products Defined by Law

Food Standards Now Legalized by Dominion Government—What Condensed and Evaporated Milk Will Consist of—Evaporated Cream Must Contain 25 per Cent. of Milk Fat—Prosecutions Can Now be Followed Up by a Definite Course.

On the opposite page is given the Food Standards for Meat and Meat Products, just legalized by the Dominion Government.

Below will be found the standards for milk and milk products, which have also been legalized, but which have not appeared up to the present time in the regular government circular. So far as the grocery trade is concerned the Standards respecting condensed and evaporated milk, evaporated cream, milk powder, and butter and cheese are the most important.

Milk and Its Products.

1. Milk, unless otherwise specified, is the fresh, clean and unaltered product, obtained by the complete, uninterrupted milking, under proper sanitary conditions, of one or more healthy cows, properly fed and kept, excluding that obtained within two weeks before and one week after calving, and contains not less than three and one quarter per cent. of milk fat, and not less than eight and one half per cent. of milk solids, other than fat.

2. Skim milk is milk from which a part or all of the cream has been removed, and contains not less than eight and one-half per cent. of non-fat, milk solids.

3. Pasterized milk is milk that has been heated below boiling, but sufficiently to kill most of the active organisms present, and immediately cooled to 45 deg. F., or lower, and kept at a temperature not higher than 45 deg. F., until delivered to the consumer, at which time it shall not contain more than 10,000 bacteria per cubic centimetre.

4. Sterilized milk is milk that has been heated at the temperature of boiling water, or higher, for a length of time sufficient to kill all organisms present; and must be delivered to the consumer in a sterile condition. Sterilized milk shall not be sold or offered for sale, except in hermetically closed containers, bearing the words "This milk should be used within twelve hours after opening the container."

5. Certified Milk. Milk sold as certified milk, shall comply with the following requirements:

(a) It shall be taken from cows semi-annually subjected to the tuberculin test, and found without reaction.

(b) It shall contain not more than 10,000 bacteria per cubic centimetre from June to September; and not more than 5,000 bacteria per cubic centimetre from October to May, inclusive.

(c) It shall be free from blood, pus, or disease producing organisms.

(d) It shall be free from disagreeable odor or taste.

(e) It shall have undergone no pasteurization or sterilization, and be free from chemical preservatives.

(f) It shall have been cooled to 45 deg. F. within half an hour after milking, and kept at that temperature until delivered to the consumer.

(g) It shall contain 13 to 13 per cent. of milk solids, of which, at least 3.5 per cent. is fat.

(h) It shall be from a farm whose herd is inspected monthly by the veterinarian, and whose employes are examined monthly by a physician.

6. Evaporated milk is milk from which a considerable portion of water has been evaporated, and contains not less than 26 per cent. of milk solids, and not less than 7.20 per cent. of milk fat.

7. Condensed milk is milk from which a considerable portion of water has been evaporated, and to which sugar has been added. It contains not less than 28 per cent. of milk solids, and not less than 7.7 per cent. of milk fat.

8. Condensed skim milk is skim milk from which a considerable portion of water has been evaporated, with or without the addition of sugar.

9. Buttermilk is the product that remains when butter is separated from ripened cream, by the usual churning processes; or a similar product, made by the appropriate treatment of skimmed milk.

10. Goat's milk, ewe's milk, etc., are the fresh, clean, lacteal secretions, free from colostrum, obtained by the complete milking of healthy animals other than cows, properly fed and kept, and conform in name to the species of animals from which they are obtained.

Cream.

1. Cream is that portion of milk, rich in milk fat, which rises to the surface of milk on standing, or is separated from it by centrifugal force, is fresh and clean, and contains (unless otherwise specified) not less than eighteen per cent. of milk fat.

2. When guaranteed to contain another percentage of milk fat than eighteen per cent., it must conform to such guarantee.

3. Cream must be entirely free from gelatine, sulcrate of lime, gums or other substances aided with a view to give density, consistency or apparent thickness to the article.

alcoholic fermentation of mare's milk or cow's milk.

3. Milk powder is the soluble powder product made from milk and contains unless otherwise specified, not less than ninety-five per cent. of milk solids, and not less than twenty-six per cent. of milk fat.

4. Skim milk powder, separated milk powder is the soluble powder product made from skim milk, and contains not

less than ninety-five per cent. of milk solids.

These new standards, together with those recently promulgated for meat and grain products, will become operative after the necessary advertisement for thirty days in The Canada Gazette, and will enable the department hereafter to proceed on a well-defined legal basis with the prosecution of any firms found guilty of adulterating food products.

New Customers Gained by Advertising

Series of Short Ads. Showing How the Attention of the Housewife Can be Gradually Secured and Held—Talks Should be of a 'Leading Out' Character so as to Produce Some Thinking—Information in the Ads. Desirable.

By Henry Johnson, Jr.

That this matter of advertising is really serious business may be very clearly indicated by the following statement the magnitude of the task of establishing a trade-mark:

It requires a vast amount of education to establish the value of a trade-mark. Education is needed to fasten securely in the public mind the peculiar merit of a certain commodity, and education, mind you, does not mean forcing in, but drawing out. You cannot truly educate the mind in the way an advertiser seeks to do it by hammering in a few facts, undigested, or predigested, and letting it go at that. Rather must you lay the facts before the public in a manner that stimulates thought and mental debate, so that people may arrive, by the usual educational processes, at conclusions of their own, which, being reached by their own reasoning powers, they will regard as irresistible and settled for good and all.—Advertising and Selling.

I do not know when I have read anything more concentrated in its acute delineation of solid facts. It can be read over many times, and then gone back to for re-readings, with cumulative profit to the reader.

The Public Thinks for Itself.

For look where it leads us:

We, in our supposedly superior wisdom but really in our shallow ignorance, often hold that "the public" does not know or, better still, "does not appreciate" certain service, or qualities, or values; while, as a matter of fact, not only is the public doing its own thinking all the time but, as indicated in my last, it is sitting in judgment on us every day—and deciding rightly. If this were not so, the public could be deceived, but do not undertake such deception, for you will end in disaster. If you have any idea that you can "cut the cost" on your fifty cent tea through the sacrifice of any shade of value, you will learn of your mistake to your last-

ing loss. For, while nothing is more uncertain than the taste or judgment of an individual, nothing is more stable, certain and omniscient than the judgment of the aforesaid public. Otherwise, goodness, merit and quality would languish while error, adulteration and deceit would flourish.

You have a trade-mark to establish on a value-producing basis. That trade-mark is Smith's store. If you think of the impression you make on the public, through conscious or unconscious advertising, in this way, you will not be apt to underestimate the magnitude of the work on which you are engaged. On the contrary, you will be likely to give the subject of advertising much more serious and sustained thought than you may have given it hitherto.

Appeal of a Neat Store.

"A drawing out." That is the idea. I indicated last week how certain impressions about your store might readily "draw out" comment and establish conclusions in the public mind which would be very disadvantageous to you. It seems to me that what I wrote then would carry conviction as being elementary at best. Thus the suggestions I made for the internal improvement of the store should be accepted without argument; for I think you will say at once: "Of course, a neat store will appeal to people more forcibly than a disorderly store."

Very well; seeing we have felt that tidiness was desirable and have cleaned up so that we might "draw out" the right impression, why not go a step farther? Dozens, or hundreds, pass our windows every day, and we are now prepared to make the right impression on them; so we are so far going right. Then let us prepare to TELL OTHERS who as yet do not come our way about some of the good points of our store, which really ARE good points to-day and can therefore safely be dwelt upon—because we can now MAKE GOOD.

The Newspaper Medium.

But remember that it is a "Drawing Out," and let us therefore work slowly

and with painstaking care. The best medium in any fairly live town is the evening newspaper. This because it is the medium which reaches the family when the day's work is done, when "the folks" are altogether for the short hour or two which is their own to pass in mutual talk and the enjoyment of the quiet exchange of ideas.

The "Old Man" gets in first on the paper and reads about politics and business news. "Mother" reads the little, intimate gossip about the neighbors to learn who is sick, or getting well, or to be married or buried; and both mother and daughter read about "society." Here is the accepted medium and now the golden opportunity to get in a few remarks which will "draw out" the right thoughts and impressions about Smith's store.

But the highest advertising art is called for, for you must make your little talks harmonize with the family mood if you are to convey the right impression. You must not strain or twist; you must not be flippant or "funny": you must not talk long, tedious sermons. You must fall in with the "atmosphere" and talk in the same "good-easy-reading-for-the-people" tone, or you will not get the right audience. Get space in the "local news" or "society" section, a few lines every other evening, and tell a little every time, in gentle, conversation manner.

Gets the Mother's Attention.

For instance:

They have a nice way about them at Smith's store—goods so neatly arranged and classified. It is a pleasure to buy there. Deliveries accurate and really quite prompt.

The two or three lines are so unobtrusive and short that they are read without conscious thought or effort. Probably all but "Mother" will have passed them over. But "Mother" passes very little that even remotely affects her household, so when she reads she will likely say: "Did you see this about Smith's? If things are neat there I certainly never noticed it." Father is dozing, but rouses sufficiently to mutter: "Dirtish plaesh in town!" and drops off again. And so it passes—you cannot expect too much the first time; the point is that you have got the family's attention. The best of it is, that you have gone on record as promising good deliveries and having obligated yourself that way, you will see that goods go out promptly tomorrow. Then you will get the habit, and another great forward step will be made.

Next ad:

Those cranberries at Smith's store are beauties—a whole window full of them, too—make your mouth water to look at them. Sixteen cents a quart—and worth the price. "Mother" sees that ad with both eyes and full appreciation of its meaning. She "wonders what they are up to at Smith's; seems almost like a new man had taken hold," for you see, she has

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The Dried Fruit and Nut Situation

Prices of 1910 When Compared With Those of 1909 Show Some Big Advances—Short Crops and Heavy Demands are Stated to be the Reasons—Prune Market Exceptionally Strong.

in mind you, store as she saw it last week, before you put your Louse in order. But you can bank on it that she will see those cranberries to-morrow, even if she does not want any of them; and, having visited you, she will not fail to note the change for the better, for you cannot fool "Mother"—bless her heart!—very much. Then, if you have been busy perfecting your organization with the spirit of the plan you have inaugurated so that you give her good service, your store will take on new meaning as far as "Mother" is concerned; and you could make no better investment in a thousand years.

Advices Giving Information.

Next ad.:

Aside from freshness, the true value in prunes consists in getting the right sizes—minimum proportion of stone. Best sizes are 30s and 40s—thirty and forty to the pound—most economical. 15 and 12½ cents at Smith's store—finest California fruit.

Give a little real information in each ad. The public sits in judgment, but you are the technical man and, if you give the right information the verdict will be that you are right, sincere and can be trusted—which is 90 per cent. of the battle.

Next ad.:

Things are carefully done at Smith's store. Telephone orders carefully taken; articles carefully wrapped; goods carefully delivered—and on time, too, if the time allowed be not too short. Smith does his full share for your satisfaction.

By this time you have impressed not only "Mother" but the "Old Man" in such a way that they look for your talks and sometimes remark on what you have to say. And there are others besides this particular "Mother"—others who are looking for unusual neatness, accuracy and obliging service. They will all pay the prices needful to secure such service; and if your experience has been different, look within and maybe you will discover the cause.

COCOA BEAN CROP.

Production Has Increased Rapidly and Surplus is Now Registered.

Within fifteen years the world's crop of raw cocoa beans has increased from 75,000 to 205,000 tons. Should the Gold Coast crop continue to increase at its present ratio, and all other crops remain stationary by 1913 the world's crop will have reached 360,000 tons, and hence by that time the Gold Coast singly, with a crop of 180,000 tons will be producing as much raw cocoa as the world now consumes. While the cocoa crop from 1903 to 1909 increased 65 per cent., the nine leading consuming nations advanced their requirements by only about 60 per cent. The United States imported 53,378 tons of beans in 1909, with Germany 40,723, and the United Kingdom, 24,264, following. The indications are according to cocoa men, that prices will ease off for the next few years unless production is limited.

Grocers have doubtless noticed of late, persistent reports of short crops and consequent advancing prices in some lines that are in particular demand during the Christmas season. In cases of this kind it is almost impossible to predict what turn the markets will take because of the numerous influences at work.

Local conditions are generally dependent upon the tendencies in the world's markets. Throughout the winter there is a good demand for prunes, but the supplies this year are much below the normal crop. At present the market is quiet, but the situation appears to be firm. Wholesalers claim that higher prices may be expected, and it is a fact that since the new fruit has been received prices have been advancing. The following figures allow the reader to compare present prices of prunes on a Toronto basis with those ruling in November a year ago:

	1909.	1910.
30-40, in 25 lb. bxs.	.10½	12½-13
40-50 " " "	.09	11½-12
50-60 " " "	.08	11½
60-70 " " "	.07½	11
70-80 " " "	.07	10½
80-90 " " "	.06½	8½-9½
90-100 " " "	.06	.09

According to market news, the supplies of prunes are light. There is no reason to doubt the veracity of the reports and the position wholesalers are assuming is significant. Indications all point to strong market conditions with the likelihood of higher prices.

How Nuts Have Gone Up.

In several lines of nuts the market is also advancing, reference being especially to walnuts and almonds. Again, light crops are mostly responsible and retailers know that prices are higher. The question is will there be any further upward movement. Some wholesalers and importers who study conditions closely say there will and even state that there will not be enough shelled walnuts to meet the demand. Even now the price is pretty high, but wholesalers claim that it will likely go higher. New crops have just arrived, but they are not expected to weaken prices. When in a few weeks the market settles down under the new supplies the retailer should plan his own campaign. If he considers that he will need further supplies before or after Christmas he should decide whether to buy early or to delay. After the new year the demand will not be as heavy in nuts and the market might weaken under that influence, but on the other hand stocks are light and judging from the intelligence from various sources, a decline even then is not likely.

Present prices compare with those in November of a year ago as follows:

	1909.	1910.
Almonds—		
Formigetta	11½	14-15
Tarraona	12	16
Shelled	28-32	35-38
Walnuts—		
Grenoble	13½	15½-16

Bordeaux	11	14
Shelled	23-26	39-40
Filberts	12-12½	12½-13
Pecans	16-18	18-20
Brazils	15	14½-15
Peanuts	8-9	9½-12½

Almonds and walnuts are particularly short and the rest of the market is influenced to a certain extent by that condition.

The Raisin Situation.

The raisin market between now and the first of the new year is not expected to find prices declining. After that it is impossible to tell. Prices compare as follows:

	1909.	1910.
Sultanas	5-5½	9½-15
Valencias	6-6½	8-9

It must be expected that short crops in one line will affect other dried fruits.

Dried apples are dearer and it is generally admitted that evaporators will turn out a quantity much below the average. Dates show but little change in price and in quantity. Apricots are quoted slightly higher than a year ago as:

	1909.	1910.
Standards	15	15-16
Fancy	17	19-20

The whole question is worthy of consideration by the retailer who desires to "get in right." Some consider it a gamble, others declare that they base their buying on experience and knowledge of existing conditions.

From the present outlook, prunes and nuts appear to be good property and several other lines seem to be almost equally as valuable.

TRADE NOTES.

E. H. Ruttan has disposed of his grocery store at Wallaceburg, Ont., to Isaac Lynch, of Detroit. Owing to ill health, Mr. Ruttan has to leave for a drier climate.

A. W. Jackson has opened a general store in Whitby, Ont. He has purchased a \$4,000 bankrupt stock in an eastern Ontario village, which he is selling.

Frank Hutton's grocery store, Ouellette Avenue, Windsor, Ont., was entered by some unknown person the other night through a cellar window, and the till, which fortunately contained only small change to the amount of less than \$1, was rifled.

New York city has some 600 chain stores. There is now a rumor that these are to be combined and that the Standard Oil Co. is one of those behind the scheme.

Before going to press it was learned that the Library scheme mentioned on another page of this issue had reached O-hawa, Ont. It will be remembered that some weeks ago The Grocer described its inception in Ingersoll, Ont. Other towns under consideration at the present time are Newmarket and Burlington.

Plans to Overcome the Egg Shortage

White Plymouth Rock Fowls Imported to Help Meet the Shortage Which Was so Prevalent Last Season—Birds Are Selected Especially for Their Laying Qualities—Working of the Demonstration Station.

Montreal, Nov. 17.—One car, containing one thousand imported, pure bred, White Plymouth Rock fowls and chickens landed at Beaverton Station, Ont., recently.

This shipment comprised a selection of the finest birds procurable, especially selected for their laying qualities, and is of peculiar significance inasmuch as it is the commencement of an educational campaign introduced by large pork-packing and provision houses.

Statistics show that for several years past, although the Federal and Provincial Governments have tried to educate farmers to produce more poultry, still instead of an increase an actual decrease in production is taking place. Only last spring, dealers were forced to import eggs from Russia and China to supply the Canadian needs, and in an effort to overcome conditions of this kind, and to regain for Canada the place that she once held as an exporting country of poultry and eggs, these firms have joined hands in a campaign which some maintain will solve the problem.

Realizing that educational work was necessary, a demonstration station was opened in May, 1910, in Peterboro', Ont., and the services of an expert poultryman engaged, whose duty it was to hold meetings in the neighborhood, at which the benefits of proper methods and their adoption were explained.

Better Price Received.

The result of such efforts was that while the price of ordinary eggs delivered to merchants ran in the neighborhood of 16c to 17c per doz., 20c to 21c was paid for eggs which were marketed according to the new methods. The movement spread, and R. E. Gunn, of Dunrobin Stock Farm, Beaverton, Ont., became interested in the work of his section, but owing to the farmers in the Thorah township not raising any quantity of poultry of the proper breed and type, the progress was not so marked as in the Peterboro' section.

To overcome this difficulty, R. E. Gunn authorized the buying agent of Gunns, Limited, Toronto, and Gunn, Langlois & Co., Montreal, to procure for him a sufficiently large quantity of high-class poultry to warrant him in engaging the services of a poultry expert. MacDonald College, of Ste. Anne's, Que., furnished the man in the person of Thos. A. Benson, who for the past month has been placing the poultry division of Dunrobin Farm in readiness to receive the poultry, the arrival of

which marks the commencement of a new era in Thorah Township, and sets an example to every township in Ontario and Quebec.

How Long Will Salmon be a Staple Food?

Writer on the Pacific Coast Gives His Reasons Why Prices of Canned Salmon Have Gone Up in Recent Years—Increase in Cost of Production He Says—Salmon Below Price of Meats and Other Foods When Food Value is Considered.

By Daniel L. Pratt in Pacific Fisherman.

The gradual increase recently in the price of canned salmon causes someone to ask the question, "How long will canned salmon remain a staple?"

This is a problem which has been bothering the heads of more than one of the packers and brokers of the Coast. It is a question which entered into the naming of the opening prices for the past several years. We think that we can truthfully answer this question by stating that canned salmon will remain a staple just as long as the packers of the Pacific Coast can keep it so.

The increase in price during the past few years has meant little if any more profit to the salmon packer. We doubt that if in the case of most grades it has meant any more profit. It is an increase that has been brought about by the necessities of the business, principally the increased cost of labor, supplies and raw material. One Alaska packer stated to us recently that the price of \$1.35 named on Alaska Reds this year did not mean as much net profit to him in view of the increased cost of production as a price of \$1.10 did five years ago. The only reason, he said, that the price hadn't been increased sooner, to meet these conditions, was that the markets didn't at that time warrant it and that the packers consequently had to be content with what they could get and take a very small profit as a result. As soon as the expansion of the markets placed the packers in a more independent position—that is, as soon as the demand equaled and exceeded the supply, it was only natural that these packers, who had been fighting the game for a dozen years to bring the business to a point where they could make money, should increase the price to a point where this legitimate profit would come to them.

A Business Proposition.

So far as the mere question of supply and demand is concerned, the situation this year and last year warrant a much higher price than was established. But

Already arrangements to supply other sections have been made, thereby creating a growing interest in the work.

Made an Incubator.

To do this, it was necessary not only to be in a position to supply high-class breeding stock, but to enter into all branches of the industry, and already the Gunn Incubator, manufactured, not as a commercial enterprise, but to supply a long-felt want in artificial incubation, is being used.

It will be certainly interesting to watch the development of the industry.

the salmon packers realized that too large an advance would put the retail price of salmon to a point where it would no longer be a staple but would become a fancy food article. So they kept the price within reasonable bounds. This was not done by any means from a purely philanthropic standpoint. It was just a plain business proposition. The secret of the success of the present salmon market lies in the fact that at its price canned salmon is the cheapest and most wholesome food product procurable in the markets. As long as it continues to be, these markets will remain invincible. But when the price is forced up to where the people can no longer buy it as a staple food, then its consumption is bound to be more or less seriously affected.

This will never occur as a voluntary move on the part of the packers. If it should ever come about, it will be because the cost of production forces the price up in order to give the producers a living profit. Sockeyes and Columbia River Chinooks, on account of their scarcity, have already become, in a way, a fancy food, but there is a fixed, legitimate demand for limited supplies of it as such. Even at that, both of these grades remain still in the staple class as compared with meats and other foods. But we hope it will be many years before Red and Pink salmon are forced by reason of the cost of production into the fancy canned goods class, and we believe it is the desire of the packers to keep them staples as long as the economic conditions of the industry will permit.

J. W. Glover, Chatham, Ont., is leaving for Airdrie, Alta., where he will start a general store.

Frank A. Gaitair who has until recently been connected with A. N. Delresay's grocery, Bathurst, N.B., has gone into business for himself in that town.

The C

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AGAINST

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The Canadian Grocer

Established . . . 1896

THE MACLEAN PUBLISHING CO., LIMITED
 JOHN BAYNE MACLEAN PRESIDENT

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AGAINST CO-OPERATIVE MEASURE

If the promoters behind the co-operative store scheme come before parliament again for special privileges as they have done at different times in the past, they will be confronted with a bigger and stronger opposition than ever before.

Last year when the Co-operative Societies' Bill was advanced Eastern Canada and particularly Quebec and Ontario had to bear the brunt of the fight. Now the West has become greatly interested in the agitation and when the time comes, if it does come, the voices of the Western Canadian merchants will be very emphatic.

Special favors to the few will have strong opposition

RICE CROP DAMAGED.

The British commercial attache at Yokohama, Japan, reports that the damage to the Japanese rice crop owing to floods is estimated at \$19,237,000 and to other crops \$7,241,000.

Officially the Japanese government shows a rice crop of 48,725,597 koku (1 koku equals 5,118 bushels). This is 7.1 per cent. less than an average year. The greatest damage occurred in the north and east of Japan from deficient heat and floods.

So far as Japan is concerned therefore the price of rice will be firmly held.

THE DEALER'S PROFITS.

It has been suggested more than once that the prices charged by dealers were so unyielding as to be the cause for the high cost of living. This idea, however, is being combated by jobbers, many of whom openly defend the prices of the retailer.

One well informed jobber recently said that a gross profit of 5 or 6 cents for the retailer on walnuts, for example, was not too large, considering the fact that the season was short. His belief was that a retailer doing a business, say of \$40,000 a year in a large city, ought to get a net profit of 10 per cent. for himself. Taking into account such a retailer's rent, cost of help and horses and wagons, light and heat, this jobber believes that the retailer is justified in adding 25 per cent. to the price he pays for his goods. Figuring the expense of doing business at 15 per cent., this leaves the retailer 10 per cent. clear.

The general public are frequently too rash in laying the blame for some apparently high price. They would be satisfied, for instance, if the retail dealer were to sell them a bag of potatoes or apples as cheaply as they could be purchased in the field or orchard. They forget that the dealer has to pay freight charges, spend his time in buying, assume all risks in storage, pay himself something for his day's work, and bring the goods to a point easy of access to them, causing them no trouble or inconvenience whatever.

These things are often forgotten and the dealer is too frequently branded as an avaricious being stealing the public's money. While any fair minded person will not maintain that a dealer should make an unjust profit, cost, service, expense of doing business, difficulty in getting the goods, length of season and everything else considered, yet he must object to many of the unfair accusations that have been and are being made from time to time.

THE CRAFTY DEAD BEAT

The autumn is again with us and it brings its pleasures and troubles. The crop of dead-beats is represented to be about the average. Old grocers think twice before opening up new accounts, but the inexperienced get caught by the crafty tales of the wily newcomer and you can't warn the new man about dead beats. He only gives you a look of scorn and feels he knows, how to handle them. A year later he comes to his senses after getting a lot of charitable feeling knocked out of his system. Then he goes to his competitors and wants everyone to sell for cash.

The slow pays and dead-beats never stop long in one place. They move from city to city, village to village and thus get fresh starts. Verily the world must owe them a living.

REASONS FOR SELF PRAISE.

British Columbia is congratulating itself on the success of its apple crop this season. It has particular reason for this since the remainder of Canada was rather unfortunate in this respect.

The quality of the fruit is splendid. An instance of this was seen at the apple show, when two carloads of apples competed for a big prize. There were 72,000 apples in each entry, and to make the award the judges had to search for some time to find some point of difference, so perfect and complete was the display. Finally, they found an apple that had a flaw in shape, and strictly speaking could not qualify as No. 1, although in size and color it was all right. This apple, which would have passed under ordinary conditions, decided the prize.

TO TEST FIXED PRICES.

There is to be another judicial test in California of the right of manufacturers of special products to establish a standard price and enforce its observance by contract upon wholesale and retail sellers. It is getting to be a matter of interest and importance in a considerable line of production. Some time ago The Grocer referred to a manufacturer of olive oil in California, who had a special brand of his own, and who brought suit for damages against a retail dealer for cutting the price, the observance of which had been a condition of its sale. He won his case.

The court held that fixing a price to be observed throughout the trade was not an effort at monopoly, as only a particular brand of the goods was affected, which the plaintiff alone produced, and the competition of others was not restrained. The producer was under no obligation to sell to any particular dealer or to anybody at all, and might do so on his own terms. Maintaining a standard price was only a reasonable means of "securing the legitimate benefits of the reputation which his product may have attained."

The new suit is being brought by a company manufacturing a cereal food which has a brand of its own, against a department store in San Francisco. This store offered through its advertisements the article at a price below that fixed by the manufacturer.

The principal contention of the price cutters in such cases is that when they have purchased the goods they have a right to dispose of them at whatever price they see fit to ask. They claim that the manufacturer who gets his own price cannot enforce upon those who buy his product a limit below which they cannot go. He may not be obliged, they say, to sell except upon his own terms, but having once sold he cannot enforce the terms by any contract.

The outcome of this case will be followed with interest by the Canadian trade. Whether the manufacturer will have the assistance of judicial authority in maintaining his price is the question that will be determined.

Railway Men Ask for Bi-monthly System of Wages

St. Thomas, Ont., Nov. 17.—One of the great problems which merchants of this city, particularly grocers, have to wrestle with, is the monthly payment system which governs railway employes. So large a proportion of St. Thomas' population is made up of people concerned in one way or another with railway work that the place is commonly known as the "Railway City." It is of little use for a merchant to press for payment at any other time than around the monthly pay day. The banks keep open during the evenings on these occasions, and the pay cheques are quickly turned into currency and applied on merchants' accounts, after which the railway man's wife is often in a state of chronic financial distress. As in the case of a business with small capital, the advantage of cash buying, or the purchase of goods in large quantities is likely to be lost.

With these disadvantages in mind, an important resolution was included in a number of demands framed on Monday night at a union meeting of railway men, held in Engineers' Hall here. Among reforms which the allied unions will seek to secure from the Dominion Government is a change to bi-monthly payment of wages. The resolution is worded, "so as to allow the employes to pay cash for their goods, and do away altogether with the credit system."

TRAVELERS' NOMINATIONS.

Close Run for the Presidency Expected in Montreal.

Montreal, Nov. 17.—Charles Gurd and J. Bevaus Giles were nominated for president of the Dominion Commercial Travelers' Association in Montreal last Saturday evening, and, as a result, it is likely that the election contest will be a close one.

Mr. Gurd is one of the association's oldest members, having served on the directorate and as treasurer, while Mr. Giles has been vice-president for two years.

A. J. Brown and E. Duckett were nominated for vice-president and Max Murdock was unanimously re-elected treasurer.

Fifteen nominations were made for the five vacancies on the directorate occurring through the retirement of J. N. Picard, H. M. Levine, L. Decelles, A. J. Brown and J. T. McBride. They are: Geo. W. Prescott, M. W. Hackett, L. L. Bernard, Robert Wall, H. M. Levine, John O'Donnell, Geo. L. Bert, W. C. Murray, John T. McBride, Eugene Poitvin, Charles L. Martin, Wm. J. Irving, C. C. Lapierre, C. M. Cameron and J. Fred Featherston.

S. J. Mathewson was made president of the annual dinner committee, composed of the following: W. J. Egan, H. M. Levine, J. T. McBride, R. C.

Wilkins, D. M. Lefebvre, Luke Moore, Geo. A. Mann, Stuart Wotherspoon, Ed. Duckett, T. Gallaher, F. S. Cote, James Robinson, F. N. Picard, E. Poitvin, Max. Murdock, E. J. Terry, John Paterson, J. F. Dubreuil, Ed. Marchand, Mr. Michaud.

A letter was read notifying the association that J. D. Rolland had donated \$2,000 to the Notre Dame Hospital, endowing in perpetuity, a bed for the use of members of the society who might have need of it.

J. K. Wallace, of the Toronto association was present at the meeting. Voting will start immediately, and will be done largely by mail, the closing date being December 16.

C. T. A. NOMINATIONS.

Annual Meeting Set for Dec. 29 in St. George's Hall, Toronto.

Toronto, Nov. 17.—Nominations were made at the meeting of the Commercial Travelers' Association of Canada for Saturday. These nominations were:

President, G. Gemmill, Jas. H. Lumbers; First Vice-President, S. M. Sterling; Second Vice-President, James G. Cane, John H. Wildfong; Treasurer, E. Fielding, William Meen.

For directors the nominees were as follows: Toronto Board—J. W. Charles, Alexander Cook, John Everett, R. G. Hector, George W. Moore, D. H. Mackay, Joseph Pease, A. C. Rogers, W. H. Scott, C. J. Tuthill, W. E. D. Tighe, William Williams, A. Whiting, Joseph Zammers, nine to be elected.

Hamilton Board—E. J. Fenwick, 1st Vice-President; John Stoneman, 2nd Vice-President.

Directors of Hamilton Board—W. H. Dean, W. W. Godard, A. F. Hatch, F. W. Jarvis, S. Male, W. P. Malone, George Matheson, D. C. McKeown, George M. McGregor, Charles C. Smye, P. A. Sommerville, H. G. Wright, E. O. Zimmerman (six to be elected).

Berlin Board—Fred Doering, W. J. Moodv. E. Marrin (two to be elected).

Kingston Board—W. H. Graham, W. S. R. Murch, (elected by acclamation).

Many Chosen by Acclamation.

Guelph Board—Adam Taylor, Vice-President; Alex Thomson, (elected by acclamation).

Brentford Board—J. S. Hamilton, D. J. Waterous (elected by acclamation).

Montreal Board—William Cauldwell, Vice-President; H. Williamson and J. H. Gallagher, directors (one to be elected).

Winnipeg Board—H. Miller, Vice-President; A. C. Merrett (elected by acclamation).

Vancouver Board—Frederick Buscombe, Robert Stewart, directors, (elected by acclamation).

Ottawa Board—J. H. Lawrie (elected by acclamation).

Brockville Board—M. Moore (elected by acclamation).

Scrutineers of the ballot elected—H. Clearhue, Robert Keyes, Walter Madill.

The result of the ballot will be made known at the annual meeting of the association to be held in St. George's Hall on Dec. 29.

Reprimanded for Buying "Big" Stock of Canned Goods

An interesting illustration of how the canned goods trade has developed was casually mentioned a few days ago by a Canadian wholesaler who in a reminiscent mood was dwelling upon the changes that have taken place in later years. In former days when he held a responsible position as chief buyer with another wholesale house, his employer learned at one time that a stock of fifty cases of canned goods were being carried. This he considered extravagant and considered it necessary to give him a little business advice which in some respects might have been considered a slight reprimand.

The buyer is now at the head of a large wholesale business and his order from one canning company alone for this year's pack of canned goods numbered between 32,000 and 33,000 cases. It seems wonderful that the demand for canned goods should have made such an enormous advance as is indicated by these figures.

WHOLESALE CUT OFF.

Flour Manufacturers Claim He Sold Their Product to Price Cutter.

Vancouver, B.C., Nov. 17.—Important developments have taken place in connection with the flour trade in Vancouver. An effort was made some time ago to get the different mills to protect their retail price. Most of the mills agreed, but one large firm held out. One of the grocers in the city offered flour as an attraction at \$1.75 per sack, and displayed some of the product of another mill. This company protested against this, and when a wholesaler sold the offending retailer some more of this firm's flour to be offered at the lower price, the milling firm announced that hereafter it would sell no more to the wholesaler. Now, while several brands are jobbed at \$6.90, the flour over which the trouble was all about is given to the retailer direct at \$6.50. The results to the milling company are the same, as the \$6.50 figure is what the wholesalers got it for before.

TRADE NOTES.

Flucke & Staunton have opened a general store at Carbon, Alta.

Morrison & Bryenton, general merchants, Spring Lake, have sold to Sturdy & Callahan.

P. W. Martin, general merchant, Wawanesa, Man., sold to J. R. Strome.

W. & H. Charles, grocers, Winnipeg, succeeded by John Little.

Landers Bros., grocers, Winnipeg, have dissolved.

E. Downton, general store, Wilcox, Sask., sold to C. F. Becker.

R. A. Newman, general merchant, Desford, Man., has sold to A. A. Howard of Edmonton.

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New Orleans
Antigua ...
Porto Rico.

A Breakfast Food with Genuine Food Value

The question of recommending a breakfast food to your customers is to-day, in view of the many brands on the market, an exceedingly difficult matter.

Don't speculate with any new-fangled foods! Feature

TILLSON'S OATS

A FOOD---NOT A FAD

the well-tried and well-known cereal, which never fails to please the palate, and build up brain and muscle.

Our original, extensive and insistent newspaper and bill-board advertising is creating an unusually large demand for TILLSON'S PAN-DRIED OATS, and the wise grocer will be well prepared to meet this demand.

Put up in TWO SIZES
Premium Family Package
Retailing at 25c.
Pan-Dried Package
Retailing at 10c.

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"Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

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When applying give references and state your qualifications for the appointment.

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The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

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Extra	\$21.00 per case
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Spanish Queen Olives

64 oz. round, cases ½ doz.	\$9.00 per doz.
36 oz. round, cases 1 doz.	5.00 per doz.
20 oz. round, cases 1 doz.	3.60 per doz.
10 oz. round, cases 2 doz.	2.20 per doz.

Olive Oil, Extra Surfine, cracked glass bottles

cases 1 doz. litres	\$8.00 per case
cases 1 doz. half litres	6.00 per case
cases 2 doz. quarter litres	7.00 per case

Olive Oil, Extra Surfine, in cans

cases 48 eight gallon	\$15.75 per case
cases 24 quarter gallon	15.00 per case
cases 12 half gallon	1.10 per can
cases 6 gallon	2.00 per can
cases 2 five gallon	9.00 per can

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Wholesale Grocers and Wine Merchants

MONTREAL

ESTABLISHED A.D. 1839



THE CANADIAN GROCER

CANNED GOODS

MONTREAL.—During the past few days quantities of tomatoes have been bought up and resold at a profit.

Corn is in good demand and the market is likely to remain steady.

Other lines are inactive.

Pears, standard, dozen	\$1 23
Pears, early June, dozen	1 32
Pears, sweet wrinkled, dozen	1 35
Pears, extra sifted, dozen	2 00
Pumpkins—3 lb., 50c.; gallon, \$3.00	
Beans, dozen	0 97
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 35
Strawberries, dozen	1 77
Raspberries, 2s, dozen	1 77
Peaches, 2s, dozen	1 70
Peaches, 3s, dozen	2 65
Pears, 2s, dozen	2 40
Pears, 3s, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard, dozen	1 00
Lawtonberries, 2s, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 00 2 22
1-lb. flats, per dozen	1 40
1-lb. flat, per dozen	2 40
Other salmon—	
Humpbacks, dozen	1 00
Cohoos, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
1-lb. flats, dozen \$4.40; 1-lb. talls, dozen, \$4.25	
1-lb. flats, dozen, \$4.50	
Compressed corned beef, 1s	2 00
Compressed corned beef, 2s	3 35
English brawn, 2s	3 15
Boneless pigs' feet, 2s	3 15
Ready lunch veal loaf 1s	1 50
Ready lunch veal loaf 2s	2 00
Roast beef, 1s	2 60
Roast beef, 2s	3 35
Stewed ox tail, 1s	1 60
Stewed kidney, 1s	1 50
Stewed kidney, 2s	2 65
Minced collops, 1s	1 40
Minced collops, 2s	2 50
Corned beef hash, 1s	1 60
Corned beef hash, 2s	2 80
Jellied hocks, 2s	3 50
Jellied hocks, 6s	12 00
Paragon ox tongue, 1s	7 50
Paragon ox tongue, 2s	8 50
Paragon ox tongue, 3s	9 50
Paragon lunch tongue, 1s	4 00
Tongue lunch, 1s	3 50
Suced smoked beef, 1s	1 50
Sliced smoked beef, 1s	2 50

TORONTO.—Canned goods show continued firmness and there is no likelihood from present aspects that an easier feeling is at hand. It is now learned that practically all stocks are in the wholesalers' hands. This refers to fruit, vegetables and fish. Regarding the latter it is stated that sockeyes have been delivered to the extent of 100 per cent. of orders, while only about 40 per cent. of cohoos and humpbacks were delivered. This is another proof that the pack of first grade salmon was quite up to the average, while the decline was, as has been previously stated in these columns, in the pack of lower grades. Northern River sockeyes are in good demand and as an intermediate fish are receiving a good share of business. Recent changes in prices have all been upward and according to the street that is the general trend of the market.

VEGETABLES

Asparagus tips, 2s	2 50	2 52
" (talls) 2s	2 50	2 52
Beans, Golden Wax, 2s	0 95	0 95
" " " 2s	1 27	1 27
" " " 3s	1 35	1 37
" " " Refugee or Valentine (Green) 2s	0 50	0 52
" " " Refugee Midgets 2s	1 35	1 37
Beets, sliced, blood red, 2s	0 95	0 97
" whole, blood red, 2s	0 95	0 97
" sliced, blood red, 3s	1 30	1 32
" whole, blood red, 3s	1 35	1 37
" whole, Rosebud, 2s	1 25	1 25
" " " 3s	1 50	1 50
Cabbage, 3s	0 95	0 97
Carrots, 2s	0 95	0 74
Corn, 2s	1 95	1 09
" fanov, 2s	4 02	1 05
" on cob gal	4 75	4 75
Pears, Standard size 1, 2s	1 55	1 55
" Early June, size 2, 2s	1 30	1 30
" Sweet Wrinkle, size 2, 2s	1 85	1 85
" Extra fine sifted, size 1, 2s	0 95	0 97
Pumpkin, 3s gal	3 00	3 02
Spinach, table, 2s	1 25	1 27
" " " 3s	1 75	1 77
" " " gal	5 00	5 02
Tomatoes, 2s	1 02	1 0
" " " 3s	1 50	1 50
" " " gal	1 60	1 60
Turnips, 3s	1 10	1 13

FRUITS

Apples, standard, 3s	1 05	1 07
" " gal	3 00	3 02
Blueberries, standard, 2s	1 25	1 27
" " gal	5 25	5 27
Cherries, black, not pitted, heavy syrup, 2s	1 50	1 52
" " " black pitted, heavy syrup, 2s	1 9	1 9
" " " red, not pitted, heavy syrup, 2s	1 9	1 9
" " " red pitted, heavy syrup, 2s	2 15	2 15
" " " white, not pitted, heavy syrup, 2s	1 60	1 62
" " " white pitted, heavy syrup, 2s	2 0	2 0
" " " red pitted, gal	6 50	6 5
Gooseberries, 2s, heavy syrup	1 75	1 77
Lawtonberries, 2s, heavy syrup	1 75	1 77
Peaches, 2s, white, heavy syrup	1 85	1 87
" " " yellow, heavy syrup	1 85	1 87
Raspberries, black, heavy syrup, 2s	1 75	1 77
" " " black standard gal	7 07	7 02
" " " red, heavy syrup 2s	1 75	1 77
" " " red, standard gal	7 00	7 02
" " " red, solid pack, gal	9 25	9 27
Rhubarb, preserved, 2s	1 40	1 42
" " " 3s	2 25	2 27
" " " standard, gal	3 25	3 27
Strawberries, heavy syrup, 2s	1 75	1 77
Clover Leaf and Horseshoe brands salmon:		
1-lb. talls, dozen 2 2 1/2 2 05	Cohoos, per doz	1 75
1-lb. flats, dozen 1 2 1 30	Red Spring, doz	1 85
1-lb. flat, dozen 2 2 2 22	Lobsters, halves, per dozen	2 65 2 75
Other salmon prices are:	Lobsters, quarters, per dozen	1 60
Humpbacks, doz 1 15 1 20	Northern River Sockeye	1 95
Pinks " 1 15 1 30		

WINNIPEG.—The canned goods market here still attracts a good deal of attention with no appreciable changes in prices.

VEGETABLES

Asparagus tips, 2s	2 64	2 66
" (talls) 2s	2 64	2 66
Beans, Golden Wax, 2s	1 04	1 06
" " " 3s	1 41	1 43
" " " Refugee or Valentine (Green) 2s	1 9	1 11
" " " Refugee Midgets 2s	1 39	1 41
" " " 3s	1 57	1 59
Beets, sliced, blood red, 2s	1 09	1 11
" whole, blood red, 2s	1 09	1 11
" sliced, blood red, 3s	1 52	1 54
" whole, blood red, 3s	1 57	1 59
Corn " " 3s	1 06	1 08
Pears, Standard, size 4, 2s	1 09	1 11
" " " Early June, size 3, 2s	1 4	1 26
" " " Sweet Wrinkle, size 2, 2s	1 29	1 31
" " " Extra fine sifted, size 1, 2s	1 86	1 8
Spinach, table, 2s	1 39	1 41
" " " 3s	1 97	1 99
Tomatoes, 2s	1 16	1 1
" " " 3s	1 34	1 37
" " " gal	3 95	3 97

FRUITS

Apples, standard, 3s	1 27	1 29
" " gal	3 55	3 57
Cherries, black, not pitted, 2s	1 97	1 99
" " " black pitted, heavy syrup, 2s	1 64	1 66
" " " red, not pitted, heavy syrup, 2s	1 64	1 66
" " " red pitted, heavy syrup, 2s	2 04	2 06
" " " white, not pitted, heavy syrup, 2s	1 74	1 76
" " " white pitted, heavy syrup, 2s	2 14	2 16
" " " red pitted, gal	9 05	9 07
Peaches, white heavy syrup, 2s	1 99	2 01
" " " yellow heavy syrup, 2s	3 07	3 09
" " " 3s	2 27	2 29
Pineapple, sliced, heavy syrup, 2s	1 89	1 91
Raspberries, black heavy syrup, 2s	1 89	1 91
" " " black standard, gal	7 55	7 57
" " " red, heavy syrup	1 89	1 91
" " " red standard, gal	7 55	7 57
" " " red, solid pack, gal	9 80	9 82
Rhubarb, preserved, 2s	1 64	1 66
" " " 3s	2 47	2 49
" " " standard, gal	3 80	3 82
Strawberries, heavy syrup	1 89	1 91

ONTARIO MARKETS

POINTERS—

Sugar—Decline looked for. Figs.—One half cent drop. Beans.—Somewhat easier. Toronto, Nov. 17.—Markets have not changed materially during the past week. There have been some movements, but there is no particular feature. Sugar has made a temporary stand, but has regained none of the lost ground and it is the general opinion that another decline is not far distant.

Spices are decidedly firm, with cloves, pepper, cassia and cream of tartar furnishing the most of the excitement. Short crops are responsible for the condition now prevailing and, according to those closely connected with the market, future changes will undoubtedly show

increase. Coffee is also occupying a strong position and attention is called to the statistical report that is given in another column.

Nuts and dried fruits are running along steadily and are being delivered by the wholesale trade just now. Dates show a slight decline but otherwise the market is firm.

Canned goods continue to increase their value and with the demand remaining firmly quotations are not likely to be held by figures that are ruling now. It is said of salmon that it is being called for now practically as heavily as in the summer months. Opening prices are for the most part not regarded by the trade now, as the basis of business is being regulated by the conditions of supply and demand.

Syrups and molasses are enjoying a heavy run of business, thanks to the weather and the season.

Sugar.—The sugar market shows a little firmness at present but it is entirely another question how long it will remain in that state. Raws are a little steadier, it seems that for the time being the market has made a stand against the downward movement that has been in progress for some time. It must be remembered that there is still a difference of twenty cents between New York and Canadian refined and while that condition obtains there is no decided feeling about the position of the home market. The opinion prevailing this week is that a decline is liable to come at any minute, although it may not be reported until after the first of the month.

Extra granulated, bags	4 80
" " " 20 lb. bags	4 10
Imperial granulated	4 85
Beaver granulated	4 65
Yellow, bags	4 40
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Best ground, bris	5 20
" " " 50-lb. boxes	5 40
" " " 25-lb. boxes	5 60
" " " 10-lb. boxes	5 80
" " " 5-lb. boxes	5 20
" " " 2-lb. boxes	5 40
Red Seal, cart.	7 10
St. Lawrence Crystal Diamonds	7 00
Paris lumps, in 100-lb. boxes	5 7
" " " in 50-lb. "	5 10
" " " in 25-lb. "	6 10

Syrups and Molasses.—Demand for syrups is good and orders are coming in regularly. The market seems to be cline of five cents, but it is stated that the amount of business that is being transacted, it might be considered a little firmer. Winnipeg reports a decline of five cents but it is stated that that has no effect on the local market.

Syrups—	Per case	Maple Syrup—
2 lb. tins, 2 doz.	2 25	Gallons, 6 to case
" " " in case	2 25	" " " 12 "
5 lb. tins, 1 doz.	2 60	Quarts, 24 "
" " " in case	2 60	Pints, 24 "
10 lb. tins, 1 doz.	2 50	Molasses—
" " " in case	2 50	New Orleans,
20 lb. tins, 1 doz.	2 45	medium
" " " in case	2 45	New Orleans,
Barrels, per lb.	0 03	bbbl.
Half barrels, lb.	0 03	Barbadoes, extra
Quarter "	0 03	fancy
Pails, 3 1/2 lb. ea.	1 70	Porto Rico
" " " 9 1/2 "	1 2	Muscovada

Dried Fruits.—Jobbers are still delivering dried fruits. The market is holding firmly, although, as forecasted last week, new dates are down a half cent owing to the arrival of the second shipments on Friday of this week. The reports from the street indicate a pretty

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Price
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fluenc
tion.

Prunes—
30 to 40
40 to 50
50 to 60
60 to 70
70 to 80
80 to 90
90 to 100
Same
Apricots—
Standa
Choice,
Fancy,
Candied
Lemon
Orange
Pine—
Ele ven
1 1/2 inches
2 1/2 "

Tapnets,
Bag figs
Dried pear
Dried app
Currants—
Fine Filiat
Patras
Uncl
Raisins—
Sultana
" far
" ext
Valencias
Seeded, 1 lb
" 16
" 12
Seeded 2 c
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Full boxes
Half boxes

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Allspice
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Cayenne pepper
Cloves
Cream tartar
Curry powder
Ginger
Mace
Nutmegs
Pepper, black
Pepper, white
Pastry spice
Pickling spice
Turmeric
Mustard seed, pe
Celery seed, per

Rice and
steady befo
no special

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on page 64

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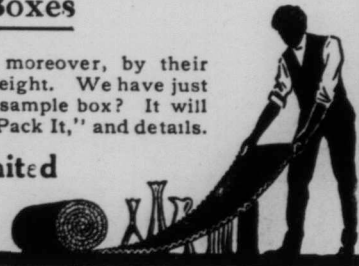
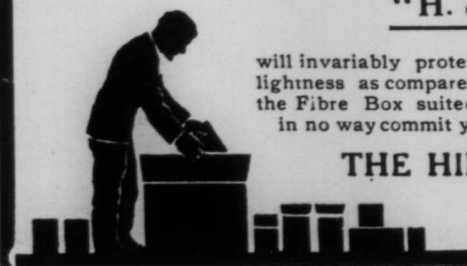
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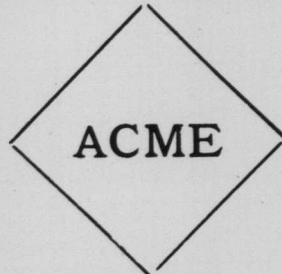
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TORONTO,

ONTARIO

BRITISH COLUMBIA.

Vancouver, Nov. 17.—Following the reduction in the price of sugar comes lower quotations in flour, two staples for which there is much demand. Flour of the standard varieties is now given to the retailer at \$6.90.

Butter being absent for some days, the best bacon is again obtainable at a higher price. The figure is now 32½ cents. There is no increase in the price of hams. There is not yet much bacon on the market, the present small supply being in the nature of a handout to the dealers.

Potatoes are very firm with \$30 a ton quotation for white ones, and Lulu Islands at \$26 and \$27. It looks as if this article will climb high before spring.

Apples range from 90 cents for the lowest grade of cookers, to \$2 and \$2.25 for table varieties. Apples from the show, the fancy kind, are selling from \$2.50 to \$3 per box. Some very fine fruit is obtainable.

Apples, cooking	0 90	2 25	Prunes	0 54	0 07½
Apples, local, urav.	1 75		Currants	0 06½	0 08½
Beans, per lb.	0 03½	0 04½	Dried apricots	0 11	0 13
Butter, Eastern			Eggs, Eastern	0 32	0 33
dairy in tubs	0 25		Eggs, local	0 50	
Butter, Eastern	0 28	0 29½	Flour, Standard		
Alfalfa, choice			Flour		
Butter, local			Cornmeal, p. 100	6 90	
creamy	0 49		Rice	2 60	
Bacon	0 32½		Rice, per ton	68 00	76 00
Canned Goods—			Tapioca, per lb.	0 03½	
Peas, Early June	1 35		Cantaloupes, crate	4 25	
Tomatoes	1 50		Evaporated		
Corn	1 17½		apples	0 08½	
Apples	3 42½		Ham, cooked	0 23	0 23½
Strawberries	1 75		Lard, pure	0 18	
Raspberries	2 02½		Lard, compound	0 17½	
Canned salmon	6 50		Potatoes		
Cheese, Ontario	0 14½	0 15½	Aschrofta, ton	31 00	
" Manitoba	0 14		Potatoes, local	25 00	
Dried Fruit—			Sugar, standard		
Val. raisins, lb.	0 05½		granulated	5 45	
Cal. " "	0 07½		Sugar, Imported	5 25	

ALBERTA MARKETS.

Calgary, Nov. 17.—There were few changes in the market during the last week. The corrected list is as follows:

Apples, per box	1 40	2 00	Evaporated Apples	0 11
Apricots, dried, fancy	0 17		Eggs, local, doz.	0 45
Butter, local, cream-			Eggs, eastern	0 40
ery choice, lb.	0 23		Eggs, Ontario,	
Butter, eastern, dairy			fresh, case	9 50
in tubs	0 28		Flour, standard, per	
Butter, eastern, dairy			bbbl.	6 95
choice	0 29	0 30	Ham, cooked	0 30
Beans per lb.	0 03½	0 04½	Ham, sugar cur'd	0 21
Bacon	0 24		Haddies, per lb.	0 12½
" breakfast	0 24		Halibut, per lb.	0 09
" long clear	0 17		Kippers, per box	2 25
Cantaloupes, crate	4 25		Lard pure	0 18
Currants	0 09½		Lard, compound	0 17½
Cornmeal, 100 lb.	2 70		Lemons, Cal. box	9 00
Cod, per lb.	0 74		Oranges, Val. box	5 25
Cheese, Ont.	0 14½	0 15½	Oranges, Cal.	4 00
" Manitoba	0 14		Onions, American, lb	0 03
" Alberta, l/g	0 14		" Spanish, crate	1 50
twins	0 14½		Potatoes—	
Canned Goods—			Alb. rta per cwt.	1 30
Beans, case	2 12		B.C. new, cwt.	1 65
Peas, Early June	1 50		Prunes	0 07½
Apricots, al. case	0 10		Raisins—	
Apples, cases, none			Valencia, lb.	0 03
gallon	2 10		California	0 04
Tomatoes, 3's, case	2 44		Rice, per ton	68 00
Dried Fruits—			Roll-tots, 80's sack	2 50
Evap. apples, lb.	0 11½		Salmon, Fraser River	
Apricots, lb.	0 17		per case	8 50
Peaches, lb.	0 09½		Sugar, std gran.	5 84
Dees, bulk, lb.	0 07½		" imported	5 00
Figs, natural, choice			Tapioca, per lb.	0 06½
per 25-lb. mat.	1 85		Trout, per lb.	0 16

NOVA SCOTIA MARKETS.

Halifax, Nov. 17.—Fresh laid eggs are scarce and the price shows a marked advance. On the Green market this week they sold at retail as high as fifty cents per dozen. Case eggs are selling at wholesale at 27 cents per dozen. Most of the stock offering is from Prince Edward Island.

There is a great scarcity of butter of good quality on the market. Some large consignments of dairy butter in large tubs were received during the week, but

the stock is poor. Dealers say that farmers have been holding this butter back for fancy prices, and that it has turned bad. This butter is quoted at 23 to 24 cents, but there is little or no demand for this class of stock.

The fruit dealers report business heavy. Canadian grapes are done, but Malagas are now on the market, and they are quoted at \$5.50 per keg. The stock is of good quality. Cocoanuts, which have been rather scarce, are coming on the market in better supply, and are quoted at \$5 per hundred. There is a reduction in the price of lemons, good stock now selling at \$4.50 per count of 420. Apples are unchanged in price, and the supply of first class stock on the market is very limited. Some of the dealers expressed the opinion this week that there would be a probable general reduction in some lines of groceries, but as yet there is nothing definite. Though prices of flour are considered low, they would not be surprised if there was a further reduction.

Apples, bbl.	4 50		Pineapples	4 25	4 50
No. 1 Grav.	4 50		Roll'd oats, bbl.	1 50	4 60
Swags	2 50	3 50	Pork, American		
Butter			per bbl.	25 50	
Creamery prints			Pork, clear bbl	28 00	29 00
per lb.	0 26	0 28	Hams smoked 0 2	0 21	
Creamery solids			Codfish, quintal	5 60	
per lb.	0 24	0 25	Herring, pickled		
Dairy, tubs, lb.	0 23	0 24	per bbl.	5 00	
Bacon	0 21	0 22	Lard	0 17	
Basanas	1 75	2 50	Molasses, fancy		
Beans, per bus.	1 95	2 10	Barbados, bbl.	0 36	
Cornmeal, bag	1 60	1 65	Molasses, fancy		
Cream of tartar	0 30	0 32	Barbados, gal.	0 32	
Canned goods—			Malaga grapes	5 50	
Beans	1 00		Potatoes, bus.	0 55	
Corn	0 97½		Pears, bbl.	3 50	
Tomatoes	1 15	1 25	per bbl.	1 75	
Peas, std.	1 00		Onions, Spanish		
Peas, early June	1 15		per lb.	0 02½	0 02½
Corn beef, 1's.	1 85		Onions, Can. 75		
Corn beef 5's	9 95		lb. bag	1 40	
Cocoanuts 100	5 00		Raisins, Val.	0 08½	
Eggs, case eggs	0 27		Sugars—		
Flour, wheat			Flour h. standard,		
per bbl.	6 35	6 50	granulated	4 75	
Flour, Ontario			Unbranded Yel-		
blends, bbl.	3 90	5 40	low	4 20	
Fruits—			United Empire	4 65	
Lemons, per 42½	4 50		No 1 yellow	4 35	
Oranges—			Tomatoes, 10-qt.		
Valencia	6 25	7 50	basket	0 25	
Mediterranean	4 40	4 75			

NEW BRUNSWICK MARKETS.

St. John, Nov. 17.—Hennery eggs advanced to 35 cents per dozen last week and case eggs are quoted at 28 cents. Yellow eye beans declined to \$3 to \$3.10 per bushel. Hand-picked beans are \$2.15 to \$2.20 bushel.

Beans, hand			" No 2	1 30
picked, bus.	2 15	2 20	" No. 1	1 77½
Beans, yellow			Peaches, 2's,	
eye, bus	3 00	3 10	dozen	1 92½
Flour, Manitoba	6 35	6 45	Peaches, 3's,	
" Ontario	5 25	5 50	dozen	2 97½
Flour			Raspberries,	
Cod, dry	3 00	4 60	dozen	1 84
Herring, salt,			Tomatoes	1 31
bbbl.	5 75		Strawberries	1 82½
Bloaters, box	0 85	0 90	Rice, lb.	0 03½
Cornmeal, bags	1 40	1 45	Cheese, new, lb	0 12½
" bbls.	2 85	2 90	Lard, compound	
Oatmeal, bbls.	4 95	5 00	lb.	0 14
Buckwheat,			Lard, pure, lb.	0 16½
west grey, bag	2 90	3 00	Bacon	0 16
Val. raisins, lb.	0 06½	0 06½	Pork, domestic	
Cal. raisins, seed-			mess.	25 50
ed	0 08½	0 09	Pork, American	
Currants, lb.	0 08	0 08½	clear	
Prunes, lb.	0 05½	0 09	Salmon, case—	
Molasses, fry.			R-d spring	6 75
Barbados, gal	0 30	0 31	Cohoos	6 25
Butter, dairy,			Baked beans,	
lb.	0 22	0 24	dozen	1 20
Butter, cream-			Lemons, Mess-	
ery, lb.	0 24	0 26	na, per box	7 00
Eggs, new laid	0 35		Sugar—	
Eggs, case	0 28		Standard gran.	4 85
Ham	0 16	0 18	Austrian	4 75
Potatoes, new,			Bright yellow	4 65
bbbl.	1 40	1 60	No. 1 yellow	4 35
Canned goods—			Walnuts, lb.	0 46
Peas, No. 4	1 17½			
" No. 3	1 85			

ABOUT BASKET STORES.

Answer to Inquiry Regarding How They Are Conducted.

Editor Canadian Grocer — Can you give us any information re a Basket Grocery? We are informed that there are stores in some United States cities where people take their baskets to these places and have them filled. They go at leisure through the store, selecting the goods themselves, and placing them on a basket counter where they have them checked, and where they pay for them. Any information would be appreciated.

THE ARTHUR BELL CO.

Hamilton, Ont.

Editorial Note—In Lincoln, Neb., there are such stores as referred to above. They are known as the Six Basket Stores, the firm operating them being J. R. Burleigh & Co. The Basket Stores sell for spot cash, and charge 5c for regular deliveries over \$1, and 15c for special deliveries or hurry trips. Everything is C.O.D. or cash on the counter. They advertise by issuing a price list each month, and a copy of this goes into every house in Lincoln.

Two delivery wagons are required, and the town divided into two sections. One wagon takes the east side, and the other the west. The aim of the proprietors is to give the consumer a low price on everything. They do some mail order business, and this, they claim, has been growing rapidly. They have a small factory in which is put up mustard, bluing and ammonia. They pack their own rolled oats, put up pepper in tins and honey in jars. They also grind their own peanut butter. The sales of the 6 stores for September, 1910, amounted to \$15,885.62.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Mr. Van Doesburg, of the firm of the Biscuit Fabrik DeLindeboom, Mydretch, and Amsterdam, Holland, manufacturers of the world's famous wafer, Frou-Frou, was a visitor to Toronto last week. Mr. Van Doesburg was accompanied by H. Hamstra, Grand Rapids, Mich. It was Mr. Van Doesburg's first visit to this continent, where he intends staying for two or three months, and thereby procure a general knowledge of the trade conditions throughout the States, and Canada. Mr. Van Doesburg was much impressed with the manner in which business is carried on, especially in Toronto. The enormous business in the large stores, particularly interested him. The two visitors, were shown around Toronto, by D. Grierson, of the MacGregor Specialty Company.

S. E. Cornell, grocer, Sarnia, Ont., disposed of this business to A. H. Gammon & Son.

Peter Glavey & Son, grocers, of Ottawa, Ont., are succeeded by May & Nevine.

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Practical Methods in Retail Stores

Grocer Prints Price Card and Distributes Them Among the Homes in His District—Another Claims His Success was Due to the Attention He Gave His Accounts—Possibility of Antagonizing the Farmer by Importing Potatoes, Etc.—Complaints Against the Egg—Guelph Grocer Held Formal Opening.

Price Cards For Customers.

Chatham, Ont., Nov. 17.—Jas. A. Mackness, grocer, 68 St. Clair St., since starting in business has made a practice of issuing from time to time convenient cards giving the prices of seasonal articles which he is featuring.

The latest card, for the month of November, contains a list of about two dozen articles, with prices. A leader is a good quality of coal oil at 12½ cents.

These lists are printed on paste-board, thicker than an ordinary post-card and about the same stiffness. They are a little larger than post-card size, and are attractively printed. A boy distributes them to residents within the store's natural radius of business, as well as to regular customers outside, the boy knocking at each door and handing the card to the housewife, instead of merely throwing it on the front steps.

These cards give better results than bills, says Mr. Mackness. Being of a more convenient size, they are in most cases preserved. The careful method of distribution ensures them a degree of attention which an ordinary dodger will not receive.

Collected His Accounts.

Ithaca, N.Y., Nov. 17.—F. H. Atwater, one of the leading grocers of this city, has been in business thirteen years. He began with one man, a boy and a horse. To-day he employs thirty-eight people, and uses eight wagons and one auto.

Mr. Atwater ascribes his success mainly to his collection system. He is very particular about his accounts, having a system of credits which tells who is owing him and how much, all the time. He has a list of weekly accounts and monthly accounts, and strictly cash or c. o. d. customers. He has the city so divided that each driver and collector has his own territory, and the accounts, such as weekly and c. o. d., are charged up each week, and it is up to the men to collect them.

Mr. Atwater has served as president of the Ithaca Retail Grocers' Association.

Antagonizing The Farmer.

Ottawa, Nov. 17.—The grocer with a large number of customers from the country cannot afford to offend them by invading what they call their territory. Such, at least, is the belief of a local grocer who has had some experience in this respect.

It has been a custom of his to bring in potatoes, apples, cabbage, etc., by the car load at times when the market was bare and the opportunities for heavy sales were good. On some occasions

when the farmers were well stocked with potatoes they would quietly hint to this grocer that it was not to his interests to pursue this policy if he hoped to hold their trade. They had plenty of potatoes to sell, they said, and they did not think their grocer should thus go outside for stocks thereby depriving them of a certain amount of business.

Some grocers have a large following among the farm community while others have few people from the country among their customers. The latter can be entirely independent of the farmers and can buy and sell potatoes, etc., as they like, without fear of a farmer threatening to buy his goods elsewhere. At this time of the year hundreds of families are ready to buy their stocks of potatoes for the winter and, of course, the grocer has a good opportunity of getting this trade if he has a tempting offer to make. He generally has to compete with the market in his town and for that reason some have bought in large quantities in order to secure a favorable price.

When buying in car lots this grocer states that he always carefully looks over the ground and never buys unless the market is pretty bare. He has made a number of profitable transactions of this kind by studying conditions and then having sufficient courage to act upon his convictions. But he advises those who have farmers as customers to be careful not to antagonize them.

Complaint Against the Egg.

Guelph, Ont., Nov. 17.—A local grocer protested to your correspondent against the present method of bringing in eggs by the farmers. They are gathered from the nests, he says, until a sufficient amount is secured to make it worth while to drive to the city, and frequently the eggs by this time are not strictly fresh, resulting in an irregular supply and dissatisfied town customers. The onus is thrown on the grocer, when, in reality, it belongs to the farmer. He advocated some system among the farmers of collecting the eggs at shorter periods by one of their number, who would bring them to the city, dispose of them, and retain a commission on the sales. It would prove profitable to both farmer and grocer, he claimed. He also stated that a number of farmers are even bringing in limed eggs and passing them off as fresh.

Formal Chinaware Opening.

Guelph, Ont., Nov. 17.—The annual fall china opening of J. A. McCrea and Son, grocers, was held recently when

the public and the firm's customers were given a hearty invitation to be their guests. An orchestra was present the first evening, and throughout the opening, refreshments consisting of a hot beverage, breakfast food, and cakes were served. In the china department, the feature was a table correctly set with all the necessary cut glass and china for a dinner of twelve, only the cutlery being absent. In addition to this, a fine display of hand painted china was much admired. The whole department was artistically arranged.

The Window as a Salesman.

Edmonton, Alta., Nov. 17.—A well dressed window is considered by a local grocer to have a peculiar selling power which is really worth money when every advantage is taken of it. It possesses much of the selling ability of the clerk and in most cases costs practically nothing to prepare it for use. It is often the case that when a woman enters a store she really does not know what she wants. Often, indeed, does she ask the proprietor or a clerk to advise her or to suggest something, perhaps for luncheon, supper or breakfast, as the case may be.

A window display often gives the idea, says this dealer, or even attracts attention where no thought was held of these goods. It is for this reason that this grocer pays so much attention to his windows and to counter, shelf and special interior displays.

Care of Apples Counted.

St. John, N.B., Nov. 17.—One of the local retail grocers while on a recent trip to Boston was much struck by the fine appearance of some boxes of apples from the state of Washington and ordered a half dozen boxes as an experiment. They were of fine color and flavor and when given a prominent place in one of the windows, sold readily at 35 cents a dozen. It was not so much a case of the apples being better than New Brunswick or Nova Scotia stock, as it was in the selection of the best stock and the careful packing. During the fruit show which was held in St. John last week, there were shown apples just as good in appearance and as carefully packed but as a rule, there is not enough care taken in putting up apples or for that matter, any other fruit, for home consumption. The fancy packages are generally made up for shipment outside the province and for that reason the local fruit growers have not been selling as much of their product at home as they would otherwise.

Cream Exports to United States are Increasing

The enormous increase in the exports of cream to the United States during the past year is best indicated by the following figures: During the four months ending July 31, 1908, the value of the exports of milk and cream was \$24; during the corresponding period, 1909, it was \$519; and 1910, \$450,413. The Grocer has many times pointed out the cause for this. The last time the United States tariff was revised the duty placed on cream was 5 cents per gallon. This is generally recognized to have been a mistake. Everyone thinks it was meant to have been 5 cents per pound which would practically have prohibited cream exports. It is estimated that this year a couple of hundred Quebec factories and 20 or 30 along the Ontario frontier exported cream to the U. S.

In spite of this butter production according to receipts at Montreal has been in excess of last season attributed principally to the splendid pasture and increased attention to dairying in other places.

Present wholesale prices are a shade higher than those at a corresponding period a year ago—a cent in some cases being the difference. One is therefore led to believe that the cause of this firmness is in a great measure due to the increased demand. Wholesale provision exporters say that butter prices are too high for export and that unless prices come down the market will not be placed on an export basis.

Had the cream not been shipped to the United States, the butter production would have been greater and the surplus would have been exported. Men closely connected with the trade would not say that in such a case the price would be lower.

The first shipments of cream from Prince Edward Island to the United States were made this fall, the price being 32 cents per quart f.o.b. Charlottetown, for 50 per cent. butter fat quality. The freight is 3 cents a gallon to Boston.

A. C. LANDRY

ST. FLAVIE STATION, QUE.

Jobber and Wholesaler in

Groceries, Flour Grain and Provisions

Open to buy Beans, Peas and Canned Goods

CAMMEMBERT CHEESE

Le Gaulois Brand

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

CAMMEMBERT — CAMMEMBERT

Le Gaulois

THE ST. LAWRENCE GROCERY

395 St. Lawrence Boulevard Montreal

WINDSOR SALT

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

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. GRIFF, MANAGER

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S



CHOCOLATE & COCOA

Registered,
U. S. Pat. Off.

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

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

THE 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

"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

MAPLE SYRUP!

SWALL'S brands are standard world over. 36 years reputation. Wholesale Brokers carrying stock: Standard Brokerage Co., Vancouver; Nicholson & Bain Winnipeg; Calgary; MacLaren Imperial Cheese Co., Toronto; T. M. Duche & Sons, New York and Manchester, Eng.

Canada Maple Exchange, Limited - Montreal

THE HODGSON GUM CO.

896 St. Lawrence St. MONTREAL

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

We make special brands to order.

The Different Kind

of a soap. That, in a nutshell, is Fels-Naptha!

Different—because Fels-Naptha is more than a soap: it is a different way of washing. Work is done in half the time and without hot water or much rubbing either.



The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

Utilize Now the Living, Fruitful Present Time

To Secure a New and Ready Market for Your Goods!

New towns are springing up every day in the GOLDEN WEST, and we are here to tell you of the prospects, needs, opportunities and demand for any line of wares.

We are represented at each pulsating distributing centre, where we have large track warehouses and ample storage accommodation for all classes of merchandise. May we handle your products for you on a reasonable commission basis? We have the experience, the business ability, and the financial standing to do so successfully. Get in touch with us. We will advise you of the western prospects of your lines.

NICHOLSON & BAIN

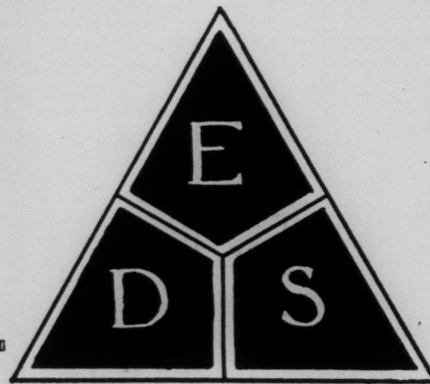
Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY SASKATOON EDMONTON FORT WILLIAM

Storage for all classes of merchandise

Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William

Good Enough
for the
Government



is not good
enough for us!

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

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

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

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

Made only by

E. D. Smith

at his own Fruit Farms,

Winona, Ont.



Agents:

N. A. HILL, TORONTO

W. H. DUNN, MONTREAL

MASON & HICKEY, WINNIPEG

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

J. GIBBS, HAMILTON

Another Decline in Provision Prices

Market Has Been Steadily Dropping Until Now Dressed Hogs Are at \$9 and May Go Lower—Bacon and Ham Lines Are Affected by the Slump—Compound Lard is Down Slightly—Butter is Unchanged and Supplies Are Liberal—New Laid Eggs Are Scarce and Price is Firm—Poultry Supplies Coming in Freely.

The provision market has slumped again, in sympathy with the decided drooping tendencies of the raw market. Live hogs at country points went down to as low as \$6.25 in some places last Saturday and in Toronto they were quoted at \$6.65. Verily, the provision market has been having a merry joy ride and those who have been watching it are expecting it to be brought to a sudden stop one of these days. Once the cheese factory hogs have all been bought up supplies will not be so great. Dealers say they have no idea how long the downward movement will continue.

Dressed hogs at this time last year were quoted at \$10.50 and in 1908 at \$9, or the same figure that is now posted. The demand for some lines of pork has been good, but in others there has been a reasonable falling off. The drop in the price of hogs is a world wide experience and production at present seems to have struck a high mark. Compound lard that has been quoted at a rather firm figure for some time dropped back a little this week.

The butter situation shows but little change. Receipts are liberal and prices have if anything, lost ground, although the feeling is but a slight one. The closing of cheese factories has had the result of turning the surplus milk into butter which finding its way to the markets offers a second grade that is not materially different to the first, but for various reasons does not bring quite as high a price. Butter should hold its position for a time before giving way to the upward tendency that is bound to assert itself.

As far as new laid eggs are concerned they are even scarcer than before. The farmer whose hens have a tendency to lay in the winter months is coining money, but the majority of hens are the ordinary kind that refuse to work about this time of the year. Some jobbers state that 45 cents a dozen is not too high to quote as they are actually receiving it.

Poultry is coming in pretty freely, but on the whole there is no material change in this department of the market.

MONTREAL.

Provisions.—The provision market has been much the same for the past few weeks. There is this week a drop of one dollar per cwt. for dressed hogs. The market for cured meats and lard is steady, but the volume of business passing is not large as the demand is principally for small lots to fill immediate wants.

Pure Lard—	
Bacon, 50 lbs. per lb.	0 14
Cases, tins, each 10 lbs., per lb.	0 15
" " " " " " " "	0 15
" " " " " " " "	0 15
Pails, wood, 30 lbs. net, per lb.	0 15
Pails, tin, 30 lbs. gross, per lb.	0 14
Tubs, 50 lbs. net, per lb.	0 15
Tierces, 37 1/2 lbs., per lb.	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 11

Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 13
" " " " " " " "	0 13
" " " " " " " "	0 13
Pails, wood, 30 lbs. net, per lb.	0 15
Pails, tin, 30 lbs. gross, per lb.	0 14
Tubs, 50 lbs. net, per lb.	0 15
Tierces, 37 1/2 lbs., per lb.	0 15
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	26 50
Lean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" " 500 "	18 00
" " 500 "	36 50
Dry Salt Meats—	
Green onions, 20 lbs., lb.	0 12
Long green onions, heavy, 10 "	0 14
Long green onions, light, 10 "	0 13
Meats—	
Large sizer, 25 lbs. upwards, lb.	0 16
Large sizer, 15 to 20 lbs., per lb.	0 17
Medium sizer, 15 to 18 lbs., per lb.	0 18
Extra small sizer, 10 to 13 lbs., per lb.	0 19
Small sizer, 8 to 12 lbs., per lb.	0 19
Breakfast bacon, 20 lbs., 20 pieces, per lb.	0 13
Windsor bacon, 20 lbs., 20 pieces, per lb.	0 17
Shoulder cut bacon, 20 lbs., 20 pieces, per lb.	0 16
Shoulder cut, per cwt.	7 25
Greenhead, per cwt.	10 25

Butter.—In the butter market the feeling is much better and more confidence is shown. Prices are stationary. The last week's receipts were 6,283 packages; the figures for corresponding week last year, 5,422 packages.

New milk creamery	0 25	0 25 1/2
Dairy, cream, 10 "	0 22	0 22
Fresh dairy milk	0 22	0 23

Cheese.—There are now no factories in operation in Quebec province, while the Maritime ones are nearly all closed down. Prices show a slight increase all round. Last year there was practically no demand in the city for white cheese, but at present local orders almost all call for it, instead of the colored variety.

Receipts for the week are 51,693 boxes, compared with 43,476 boxes same week last year.

Quebec, large	0 13
Western, large	0 13
" " " " " " " "	0 13
" " " " " " " "	0 13
Old cheese, large	0 16

Eggs.—Eggs are going out freely and sales are heavier than last year, though stocks are smaller. Prices rule higher. On the present basis of consumption dealers will be out of their storage stock earlier than they were a year ago. The western shipments from Montreal have been heavier than in previous years. Receipts for the week are larger, there being 2,539 cases received, as against 1,536 cases same week 1909.

New laid	0 45
Selects	0 32
No. 1	0 37

Honey.—There is no change in the honey situation, sales not being very heavy, with supplies short.

White clover comb honey	0 15	0 16
Buckwheat, extracted	0 08 1/2	
Clover, strained, bulk, 30 lb. tins	0 10	
Buckwheat comb	0 19 1/2	

Poultry.—There has been a rise in the market for turkeys and geese owing to the increasing demand. Supplies are coming in plentifully for the holiday season, however, it is likely there will be a decline if shipments continue as at present.

Chickens	0 17	0 18	Ducks	0 18	0 19
Fowl	0 15	0 16	Turkeys	0 19	0 20
Geese	0 13	0 14			

TORONTO

Provisions.—Prices have suffered another decline during the past week and provision men state that they do not know how long this downward movement is going to continue. It seems that it really cannot go much lower although the price of live hogs is certainly at a low figure. On Saturday some farmers, particularly those in the district of Belleville were offering hogs at \$6.65. Pork and pork products having once hit the slide certainly have set up a merry pace. But the end of the ride is surely in sight. Prices are down on hams, bacon, shoulders, and dressed hogs which were quoted at around \$12.50 and \$13.50, not so very long ago are now bringing but \$9 to \$9.25. Compound laeds also show a decline.

Long green onions, per lb.	0 14	
Smoked breakfast bacon, per lb.	0 18	
Pickled shoulder	0 11 1/2	
Roll bacon, per lb.	0 24	
Light hams, per lb.	0 17	
Medium hams, per lb.	0 16 1/2	
Large hams, per lb.	0 16	
Cooked hams	0 23	
Fresh shoulder hams	0 12	
Shoulder butts	0 16	0 17
Bacon, plain, per lb.	0 18 1/2	0 20
" pea meal	25	0 26
Heavy mess pork, per bbl.	27	5 28
Short cut, per bbl.	0 14	0 15
Lard, tierces, per lb.	0 16	0 15 1/2
" tubs "	0 15 1/2	0 15 1/2
" " "	0 12	0 12 1/2
" compounds, per lb.	0 12	0 12 1/2
Live hogs, at country points	6 65	
Live hogs, local	6 90	7 01
Dressed hogs	9 00	9 25

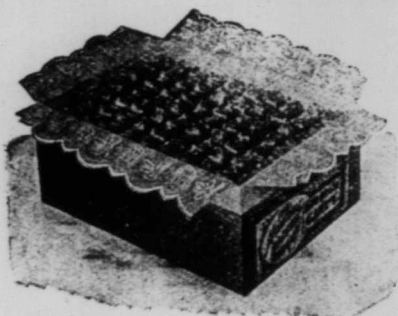
Butter.—The local butter market is about stationary. Few if any cheese factories are now in operation and the result is that the flow of milk is being turned to a good account in swelling the receipts of butter. The result is that prices have shown no advance and for that matter are a little weaker, although they have not been reduced. From what can be learned among the trade no upward movement is expected for awhile. The supplies of creamery have been better recently and it is due to this fact that prices have held steadily.

Fresh creamery print	0 25	0 27
Creamery solids	0 25	0 25 1/2
Farmers separator butter	0 24	0 25
Dairy prints, choice	0 22	0 23
Fresh large rolls	0 24	0 23
No. 1 tubs of boxes	0 2	0 21
No. 2 tubs of boxes	0 19	0 20

Eggs.—Fresh eggs are about as scarce as ox-eye daisies just now and relief is by no means near at hand. As the result of the scanty offerings in new lays the price is ranging anywhere between 40 and 45 cents. On the farmers' market consumers have been paying 50 cents for the real article, and there is no likelihood that prices are going to slump in the near future. One of the local dealers is inclined to be optimistic in his views of the egg market saying that he expects to see new lays more plentiful in December than they are now. He points to the fact that the hens ceased laying earlier this year than usually and he believes they will recommence their work earlier than in former years. One thing is certain, namely that jobbers had to resort to their storage supplies earlier than they expected this fall.

New laid eggs	0 38	0 40
Selects storage	0 31	0 31
Fresh egg, doz, storage	0 7	0 28
Pickled eggs	0 26	0 26 1/2

Cheese.—The market is steady with trade about normal. Cheese has not been much of a money maker of late, according to some of the dealers, but it is believed that more satisfactory conditions will prevail before long and especially that a better price will be ob-



Mr. Merchant:—

Are you satisfied, with your present success?

If you are, nothing that we can say will interest you—

If you are not, we know that our past achievements for others will **COMMAND** attention.

We believe that no merchant has the right, nor can he afford, to be satisfied with present success, no matter how great it may be.

We have devoted many years of thought, energy and ability to securing what we consider the Greatest Specialty in the Candy line ever placed on the Canadian market.

"**CHOCOLATE BORDO**" is its name.

"**BORDO**" is a **SINGLE** line of chocolate (not assorted.) Just one style, **ONE FLAVOR**, but that's where the success lies; the unique filling and flavor that have never been equalled.

Our own success in selling this specialty has come solely as a result of the success that we have ensured for retailers featuring it. Our success has depended on "**CHOCOLATE BORDO**" ability to increase the success of others.

We are pleased to say our success has not been a small one.

Hundreds of merchants all over the Dominion are reaping splendid profits selling "**BORDO**" — They are not satisfied with old general lines of chocolates, handled by everybody. They want a leader.

Now we want a chance to **SHOW YOU** how **YOUR** trade can be increased. This will cost you nothing, and will commit you to nothing.

Unless you are a self-satisfied merchant you cannot afford to pass by this opportunity of investigating a specialty that has proved so profitable to others.

You can't lose on "**BORDO**."

The Montreal Biscuit Co.

"**THE ORIGINATORS**"

and Manufacturers of

"**Sweets that Satisfy**"

MONTREAL



An
all-the-year-round
Success!

Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them*.

Huntley & Palmers, Ltd.
Reading
Eng.

tained. Factories throughout the province have closed down, bringing to an end a season which has been featured by a heavy flow of milk.

New cheese—		New twins.....	0 12 0 12 1/2
Large	0 12 0 12 1/2	Stiltons.....	0 14
Old cheese, ...	0 14 0 15		

Poultry.—In this market supplies have apparently shown an increase and prices remain unchanged. The feeling is a little easier due to the increased arrivals in some lines. There is a good demand in practically all lines and apparently the country is pretty well supplied. It is, however, a little early to begin to consider the next holiday demand and supply.

Chickens, dressed.....	0 12 0 11	Geese, dressed..	0 10 0 11
Chickens, live	0 0 0 11	Geese, live.....	0 08 0 08 1/2
Ducks, dress d.	0 14 0 15	Hens, dressed..	0 10 0 11
Ducks, live	0 11	Hens, liv.....	0 09
		Turkeys dressed	0 16 0 18

Note.—Dressed prices from 11 to 2 cents above live.
Honey.—Trade in honey is steady, but dealers are looking forward to better prices before the winter and spring are passed. They base their hopes on the scarcity of staples in the dried fruit line and believe that more trade will be turned toward honey to fill the gap.

Prices may be slow in going up, but if the conditions expected, materialize the higher basis is likely to be quoted.

Clover honey, extracted, 60 lb. cans.....	0 10 1/2 0 11
" " " 10 lb. pails.....	0 1 1/2 0 12
" " " 5 lb. pails.....	0 12
" " comb, per dozen.....	2 00 2 50
Buckwheat honey, lb.....	0 07 1/2

WINNIPEG.

Eggs.—Fresh eggs are 35 cents per dozen this week, candled stock is 30 cents and the demand is good, supplies are coming from the south as the production is light in the province.

Butter.—Creamery stock is jobbing at 30 cents per pound and considerable advances are expected soon. Dairy butter is 27 cents and a large portion of the supply comes from the east at present.

Cheese.—There is no change in prices but the demand is much better. It is believed here that the consumption will be heavy within the province this winter.

Manitoba large, lb ...	0 11 1/2	Ontario twins, lb. ...	0 13 1/2
" twins, lb. ...	0 12	large, lb.	0 12



Our b
Our no
The ca
DOM
Manufac
Triplica



MAGIC BAKING POWDER

[CONTAINS] NO ALUM

We advise both Jobbers and Retailers to purchase these goods in proper quantity to secure special trade discount. Price list mailed promptly on application.



E. W. Gillett Co. Ltd.,

WINNIPEG

TORONTO, ONT.

MONTREAL

Enlarging Again

Our business has grown so wonderfully fast that we find it difficult to accommodate our facilities to its growth. We have twice moved to larger locations, enlarged our present premises three times this year and are now compelled to move to another location, where we have ample room to grow.

Our new location is

91-98 Ontario Street, Toronto

The cause of this marvellous growth lies in the fact that merchants in every part of the Dominion are awake to the time, money and labor saving possibilities of

The McCaskey Gravity Account Register System

which, with ONE WRITING, will take care of every detail of business from the time goods are purchased until the money for them is in the bank.

Will you write for information to-day? It is free.

DOMINION REGISTER COMPANY

New Location,
90-98 Ontario Street, Toronto

Manufacturers of the famous Surety Non-Smut Duplicating and Triplicating Sales Books, and Single Carbon Pads in all varieties.

Clark's Concentrated Soups

(Chateau Brand)


While the usual retailing price of high class soups is 25 cents for two tins, Clark's Chateau Brand is to be retailed at only 10 cents a tin, giving the dealer a good profit.

Jobbers not yet supplied should write at once.

A campaign of general advertising to the public, in newspapers and street-cars, has been started. There will be a large demand for Clark's Chateau Brand Concentrated Soups.

Wm. Clark - Montreal

Manufacturer




Stick Licorice
AND
Pepsin Chewing Gum
(NOTE THE BRAND)

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

and a full range of
LICORICE SPECIALTIES
for Grocers, Confectioners
and Druggists.

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

CANADA: No better Country



MOTT'S No better Chocolate

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

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

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

SELLING AGENTS:
J. A. Taylor Montreal | R. S. McIndoe Toronto | Jos. E. Huxley Winnipeg | Arthur Nelson Vancouver
Arthur M. Loucks Ottawa | R. G. Bedlington Calgary

**Watch the condition as well
as the quality**

of the biscuits you handle. A soggy, broken
biscuit will quickly kill your trade, and you are
safeguarded if you are featuring


Garr's Biscuits

Frequent shipments reach our agents of these
celebrated English Biscuits, and always in car lots,
so that you can rely on their invariable fresh-
ness and quality.



Carr & Co.
CARLISLE,
ENG.

Agents—Wm. H.
Dunn, Montreal &
Toronto; Hamblin
& Brereton, Win-
nipeg and Van-
couver, B. C.; L. T.
Mewburn & Co.
Ltd., Calgary;
T. A. McNab & Co.,
St. John's, New-
foundland.

By Royal  Letters Patent

NELSON'S
POWDERED GELATINE

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

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WA-WICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg
Geo. A. Stoue, 34 Inns of Court Buildings, Vancouver, B.C.

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Millers Say Wheat Prices are Too High

And That For That Reason If They are Maintained at Their Present Figures An Increase Will Have to be Made in Price of Flour—Wheat Market Has Changed But Little, In Spite of General Bearish Influences—Demand for Wheat and Oat Cereals is Heavy and Steady Trade is Reported — A Resume of Conditions Giving Two Views That are Held.

The wheat market has held its own during the past week in spite of the fact that the general news from the world's markets was of bearish character. Prices fluctuated a certain extent and there was considerable activity on the Winnipeg and U. S. markets, but there is not much change from a week ago. One recent report was as follows: "It was difficult to determine the effect the statistics of supplies and shipments had on values, but the truth remained that it had many times taken less optimistic reports and estimates to produce a result replete with havoc. The vigorous character of trading, on the northwestern marts appeared to be the market's mainstay."

Among millers at the present time there are two opinions. One is that prices of flour are likely to go up before long. They claim that wheat and flour prices are not proportionate and that they are not making money with flour at its present figures.

The others point to the bearish influences from other countries where trading is heavy, such as Russia and the Danubian provinces and also to Australia and the Argentine where the new crops are said to be in excellent condition. Stocks seem to be piling up all over, and the United States and Canada are by no means exceptions. The Canadian visible supply showed an increase of 1,253,000 bus. against a decrease last year of 124,000 bushels. The total visible wheat supply for last week was 48,889,000 bus. the previous week, 40,368,000 bus., and last year 28,787,000 bus.

The following bulletin from the Department of Agriculture, Ottawa, should be of interest:—The ratio of increase of the present year's yield over that of 1909 was 8 per cent. as computed from the data which appeared in the September bulletin. The information available on publication of the present issue reduces that ratio of increase to 3.9 per cent. Chief among the factors contributing to this result is the addition of the figures for France, which exhibit a decrease of 95,256,000 bushels, as compared with last year's yield. This percentage relation will be further modified after inclusion of the figures for Argentina, where harvesting, on an area in wheat over 1,000,000 in excess of that harvested last season, will begin probably towards the close of this month and continue into January. A material difference will also result from the recently issued revised returns from Russia, involving a reduction of 50,000,000 bushels in the yield of the winter wheat crop as compared with

the preliminary figures reported last month.

MONTREAL.

Flour.—Activity in the flour market is not pronounced yet, buyers evidently not having regained confidence in the situation. In consequence, the volume of business is small. The stock of flour in store shows an increase of 7,732 barrels compared with a week ago, and a decrease of 1,313 compared with a year ago.

Winter wheat patents, bbl.	5 45
Straight rollers, bb	5 25
Extra, bbl.	5 25
Manitoba 1st spring wheat patents, bbl.	5 80
" straight patents bbl.	5 30
" strong bakers.	5 10
" second	4 60

Rolled Oats.—There is a steady demand for rolled oats at unchanged prices, while cornmeal is showing more activity at ruling figures.

Fine oatmeal, bags	2 25
Standard oatmeal, bags	2 25
Granulated	2 75
Boiled cornmeal, 100-bags	1 70
Rolled oats, bare, 90 lb.	2 00
" barrels	4 45

TORONTO.

Flour.—Some local millers say that if the wheat market remains at its present figures they will have to advance the price of flour. It is claimed that flour is not bringing sufficient returns to make a fair profit with wheat at its present quotations. Bakers are taking an opposite view of the situation. They are looking for lower prices and there is yet considerable trade to be done in this way. Millers state that they are pretty busy as there is a steady demand for flour. If, as it is claimed, the trend of the flour market is dependent upon wheat prices, as it nearly always is, the question of higher or lower prices will have to be allowed to solve itself. The wheat market has been fluctuating between rather limited figures and stimulated at times by questionable causes. At present, reports convey the information that wheat is plentiful in the Dominion and the long-expected export trade has not materialized to any appreciable extent.

Manitoba Wheat.		
1st Patent, in car lots	5 60	5 70
2nd Patent, in car lots	5 20	5 20
Strong bakers, in car lots	5 00	5 00
Feed flour, in car lots	3 10	3 30
Winter Wheat.		
Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 20

Cereals.—The demand for both oats and wheat cereals is heavy. Prices are remaining firm, but some claim that they should be higher with raw material at present quotations. They state that it may not be long until they raise prices and that in any event the trend of the market is in that direction. Mills are

busy on account of the present heavy demand and its expected continuance through the season.

Rolled oats, small lots, 90 lb. sacks	2 05
" 25 bags to car lots	1 95
Rolled wheat, small lots, 190 lb. bbls.	2 85
" 25 bbls. to car lots	2 5
Standard and granulated oatmeal, 98 lb. sacks	2 25



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day.

The
MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg

MAPLEINE

(Maple Flavor)



This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto



FACTS ABOUT ADVERTISING



By The Advertising Manager

X

Most of you have come in contact, at one time or another, with a case of advertising hysterics.

And it is well to absorb the fact right now that there is never anything hysterical about really good advertising.

Good advertising is a sane, sober, serious proposition.

When advertising will not stand the test of ordinary business logic—in every particular—there's something radically wrong with it.

It's a simple proposition when you come to look at it in the right light.

Nothing at all mysterious about it—not a thing.

Just straight business all through.

As practised in many instances, advertising is a science—not yet an exact science, but pretty nearly so.

As practised in many other instances it is anything but scientific.

I could prove this by some campaigns that are running to-day.

The scientific campaign dovetails snugly into the system by which a line of goods is distributed.

Generally speaking, the object of advertising is to *assist* the sale of goods—

—not to really sell them—

—for it is only mail order advertising that ever actually completes sales.

And mail order advertising is only a small fraction of one per cent. of the total. Therefore, we can eliminate it from our calculations, for the present, at any rate.

Keep that word *assist* in your mind. It's an exaggeration to describe the chief function of advertising in any stronger term,

Now let's start at the beginning.

First of all, we have the system of distribution—the channel down which goods must go from factory to consumer.

That channel has been established a long time, and every manufacturer's product has to follow it.

There is no choice in the matter.

Therefore, finding a new channel of distribution is not one of the functions of advertising.

The work it will perform is that of getting behind the goods and helping to shove them down the channel already established.

Because it is necessary to supply a propelling force, we infer that there must be obstacles to overcome in the marketing of goods.

These obstacles are:

1. Lack of knowledge.
2. Lack of confidence.
3. Competition.
4. Human nature (indifference, if you will).
5. Prejudice.

They begin with the jobber.

They extend to the retailer.

They are found among consumers as well.

Advertising is the most effective method of leveling these obstacles.

It spreads knowledge about the goods.

By doing so it creates confidence in them.

It lifts them out of the rut and makes them conspicuous among competing lines.

It overcomes prejudices.

It reconciles the goods to that human tendency on the part of distributors to follow the line of least resistance.

The scientific campaign recognizes the existence of the above-mentioned obstacles at all points in the channel of distribution, and it applies the remedy *at all points*.

It gets behind the goods at the factory and sees them right through to the consumer.

No point is neglected.

It's a steady shove all the way—
—with the least possible friction.

The first problem presenting itself is that of assisting the goods onto the dealer's shelves.

The second is that of creating demand among the consuming public.

Information requires to be imparted in both cases.

It must be designed to create confidence in the goods, make them conspicuous among competing lines, etc.

The fact that this information takes one form for the dealer and another for the consumer does not affect the general argument I am advancing. The principle is the same.

Therefore, I submit that advertising of a high order is just as essential in the case of the dealer as in the case of the consumer.

It seems inconceivable that there should be the slightest difference of opinion on this point.

I will pursue the subject further in later issues. I purpose going into this matter pretty fully, in what I hope will appeal to manufacturers of food products as a fair-minded, logical way.



*The reason she wants a
"cheaper" flour is because
she wants to "save" money.*

But she certainly is *not* saving money if the flour she buys makes *less* bread per pound, less results for the *same* energy, material, fuel.

If the flour she buys makes her foodstuffs less nutritious, less wholesome, less pure, palatable, appetizing. She is spending just a little less money—true, but she is getting less value for what she is spending.

Another unfortunate victim of False Economy, since in order to save (?) a very insignificant difference she is liable to lower her pride as an AI cook and breadmaker.

Explain to her as you really know how that—

Five Roses is the best buy

Exceptional value, both as to purity in itself and as a uniform producer of desirable breads and pastries.

Throw your sturdy salesmanship into the balance. Brother Grocer, so that every new face may become *your* permanent "call again" customer.

A reliable source of steady profits.

Help her avoid the bitterness of failure—she will repay in gratitude, trade, enthusiastic recommendations. And your name will appear in her successful recipes which every "star" cook distributes among envying friends.

No other flour milled in Canada to-day will give you such returns in satisfaction for your selling efforts.

All the pushing you are devoting to that "cheaper" brand would soon make FIVE ROSES a "buy" word. If others are doubling their sales, why not YOU?

LAKE OF THE WOODS MILLING COMPANY, LTD.

MONTREAL	TORONTO	OTTAWA	LONDON
ST. JOHN	QUEBEC	SUDBURY	PORTAGE
WINNIPEG	KEEWATIN	VANCOUVER	

New Fruits Arrive in Good Condition

Sicily Lemons and Navel Oranges That Arrived Recently Are of Good Color and Are in Fine Condition—Apples Firm and Higher Prices are Quoted in Some Places — Vegetable Prices Are a Little Firmer, Due to Increased Demand, Accompanying the Colder Weather—Grapes are Moving Pretty Freely Yet and Malagas are in Good Demand.

The apple market is decidedly firm, with prices reaching to higher levels on some markets. The scarcity is likely to be more generally felt later on, and the form of relief is not easy to foresee, that is if there is any. In some markets a high price is being asked, and reports say that in all probability they will go higher.

New lemons are on the market, and show pretty good quality. Some of them might be a little better in color, but the most of them look well, and the others will lose what greenness they possess in a short time. New California navels are also being offered by wholesalers this week, and in color and flavor they are splendid for first arrivals.

Grapes are moving out yet, and there is also a good demand for Malagas. The colder weather is improving the demand for vegetables, which here and there show a slight stiffening.

Tomatoes of the home grown variety are off the market, and future supplies will have to be imported. The season prior to Christmas begins to indicate good business, and jobbers look for a realization of their hopes.

MONTREAL.

Green Fruits.—As the season advances the scarcity of apples is becoming more pronounced. There has been a large business done year after year, and a failure in the crop, such as occurred this year, and consequently high prices causes a most undesirable reaction. Some cranberries are being sold at fairly attractive prices. Bananas are moving freely at figures which are well maintained. Holly and evergreen are already being pushed by fruit merchants.

Apples, bbl.	5 00 6 00	Wreaths, bale.	1 65
Bananas crated, bunch	2 00 2 25	Oranges—	
Cranberries, bbl.	7 50 8 00	California, late	
Cocconuts, baze.	4 25	Valencias.....	4 00 5 00
Wild grapes, lb.	0 63 0 05	Pineapples—	
Limes, per box.....	1 25	Floridas, case.....	5 00
Call. Malagas.....	2 00	Plums, crate.....	2 01 2 25
Lemons.....	4 25 5 00	Peaches, American, basket.....	2 00
Holly, case.....	4 00	Pears, bbl.....	7 00 10 00

Vegetables—The coming of the colder weather is responsible for higher prices on several lines this week. Supplies are smaller, and it is only reasonable to expect a falling off in trade, under the circumstances. Tomatoes are up to \$1; cauliflowers have gone up to \$2.50, while

sweet potatoes are higher by 25c. Parsley is not so plentiful, and costs more this week.

Beans, American		Onions—	
basket.....	3 00	Spanish, cases..	2 50 3 00
Beets, bag.....	0 75 0 90	Potatoes, bag... 0 90	1 00
Carrots, bag.....	0 75 0 90	Sweet potatoes,	
Cabbage, new, dz	0 40 0 50	" basket.....	1 75
Celery, doz.....	0 75 0 90	" bbl.....	4 00
Cauliflowers,		Parsley, dozen... 0 20	0 30
Montreal.....	2 50	Parsnips, new, bag	0 75 0 90
Cucumbers, doz.	1 50 2 50	Radishes, dozen	
Garlic, 2 bunches	0 15	bunches.....	0 25 0 30
Green Peppers,		Spinach, bbl.....	3 00 3 50
basket.....	0 75	Tomatoes, crate	4 00 4 00
Leeks, doz.....	1 50	Tomatoes, hot-	
Lettuce—		house, bkt.....	0 25
Montreal, doz....	0 40 0 60	Turnips, new,	
Boston.....	1 00 1 25	bag.....	0 75 0 90

TORONTO.

Green Fruits—New navel oranges and new crop Sicily lemons arrived this week, and are now being offered for sale. The navels are in good condition, being almost uniformly of good color, and a little care will give all of them a good appearance. The new lemons are likewise of good color, and altogether this new fruit is most satisfactory.

There have been heavy sales of apples throughout the country during the past week, in spite of the small crop this year. Of course, the total crop is small compared with the average, but the amount of business passing of late has been heavy. Local wholesalers report a good trade, with prices for the best fruit ruling as high as \$5 and \$5.25. Florida oranges are showing to better advantage recently, and are apparently receiving the bulk of the trade. The new California fruit is expected to gradually creep in on the trade. There has been a fair demand for citrons of late. Grapes are still in demand, and are moving out fairly well. Pines are arriving practically only in express lots, and the demand is but trivial.

Apples, bbl.....	3 50 5 00	Almeria, bbl.....	4 50 6 00
Apples, Canadian, basket..	0 25 0 35	Grape Fruit—	
Apples, St. Lawrence, basket.	0 50 0 65	Florida per case	4 25 4 50
Bananas.....	1 50 2 00	Jamaica, case.....	3 50
Citrons, doz.....	0 60 0 75	Lemons—	
Cocconuts, sack	4 00 4 50	Messina.....	4 00
Cranberries, bbl	8 00 8 50	Limes, box.....	1 25
Cranberries, case.....	3 00	Oranges—	
Grapes, case.....	2 25	Florida.....	3 25 3 50
Canadian,		Navels.....	3 50 4 00
basket.....	0 25 0 30	Pomegranates, doz..	0 75
Malaga, bbl.....	5 00 6 00	Pears, Canadian	
		basket.....	0 30 0 75
		Pineapples, crate	4 00 4 50
		Quince, basket..	0 35 0 50

Vegetables—The trade in vegetables is moving easily. The demand is seasonable and regular. Tomatoes are practically off the boards, and it should not be long now until the hothouse varieties are required. At any rate the home grown kind are done. Potatoes are running along at practically the same prices.

You Can Get

Best Brands
CALIFORNIA NAVELS,
FLORIDA and
MEXICAN ORANGES,
by placing your orders with
us.

Lemons are now arriving
well colored.

Extra Fine

ALMERIA GRAPES,
CRANBERRIES, NUTS,
FIGS, DATES, SWEET
POTATOES, Etc.



25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas Home Guard

PACKER:
FRANC TRACUZZI

Nothing Better

AGENT:
J. J. McCABE, Toronto

Puck

There is
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Canadian beet
bag
Beans, wax p
hamper.....
Cabbage, case
Canadian.....
Cabbage, per i
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Cauliflower, d
Celery, dozen
Lettuce, (1 a n
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Onions—
Spanish, large

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Cabbage, new,
Celery, doz...
Cucumbers, d
Lettuce, doz...
Mint, doz.....
Onions, green
per dozen....

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There is a good demand for celery, cabbage and onions.

Canadian beet, bag..... 0 60 0 75	Spanish, 1-cases 1 50
Beans, wax per hamper..... 2 00 2 25	Yellow, per bag 1 25
Cabbage, case—Canadian..... 0 75 1 50	Domestic..... 0 40
Cabbage, per 160 3 50	Persimmon, case 2 25
Carrots, Canadian, bag..... 0 50	Potatoes, Ontario, new, bag. 0 65 0 75
Cauliflower, dz. 0 75	Sweet, bbl..... 3 50
Celery, dozen... 0 30 0 35	Hamper..... 1 25
Lettuce, Ontario, head..... 0 30	Parsley, per doz bunches..... 0 25 0 30
Onions—Spanish, large..... 2 50	Paranips, bag 0 60
	Red pepper..... 0 50 0 75
	New turnips, p r 11-qt. basket. 0 50

WINNIPEG.

Fresh Fruit—Apples are going off well and the quality is keeping up splendidly. Prices are going up on all apples, northern spys being strong at \$5.50 per barrel. Cranberries are firm and moving well.

Apples—Ames, J. hns thans... 3 25	Cocoanuts, doz. 0 90
Ontario, No. 1, bbl 6 40	Cranberries, Jersey, per bbl..... 10 00
Ontario, Spy, bbl... 5 50	Lemons, Cal..... 8 00
Northern Spy..... 6 00	Pears, case 4 60
Bananas..... 2 50	Oranges, Navel. 5 50

Vegetables—Prices on all lines are advancing, and scarcities are reported on the local market. Potatoes are firm, and may job soon at \$1 a bushel. California tomatoes are strong at \$4 per case.

Cabbage, new, lb.... 0 02	Onions, imported..... 0 02
Celery, doz..... 6 60	Potatoes, new, lb 0 50
Cucumbers, doz 2 00	Parsley, per doz. 0 70
Lettuce, doz..... 0 40	Radish, dozen..... 0 30
Mint, doz..... 0 40	Tomatoes, Cal case..... 4 00
Onions, green, per dozen..... 0 20	

TRADE NOTE.

W. M. Moyer has purchased the general store business of N. E. Honsberger, general merchant, Campden, Ont.

A Dominion charter has been granted the "Eastern Canada Fisheries, Limited," capitalized at \$1,500,000, divided into 1,500 shares of \$100 each, to carry on a general fishing business including catching, curing, salting, smoking, drying, etc. of fish. The head office is in Montreal, Que.

W. H. Dunham, retail grocer, Main street, St. John, N.B., has moved into larger quarters on the corner of Main and Albert streets. The new store has been remodelled and fitted with plate glass windows, two facing on Main street and one on Albert street. A fish department adjoins the grocery, on Main street.

FISH SEASON OPENING

A profitable line to handle is FROZEN FISH. Large variety and the cheapest of meat foods.

**Halibut Qualla Salmon Whitefish
Silverside Salmon Trout
Smelts etc. etc.**

"WHITCO" Brand Haddies: Scotch Cured, Very Finest Quality.

LONG ISLAND NATIVE OYSTERS

Solid Meats—Large—Full Measure

WHITE & CO., Limited

WHOLESALE SUPPLIERS TO THE TRADE
TORONTO

SEASONABLE GOODS

**Fancy Almeria Grapes
Ripe Bananas
Oranges and Lemons
Cranberries
Nuts, Figs, etc.**

NEW CROP DATES DUE EARLY NEXT WEEK.

Send us your orders.

HUGH WALKER & SON
(Established 1860) GUELPH, ONTARIO

**BANNER
BRAND
PARSON
BROWN**

Ask for this brand.

W. B. STRINGER
District Manager, TORONTO

Florida Oranges are the Best Oranges, and Oranges packed under our Banner Brand are the Best Floridas. If you do not think so cut one and compare it with a same size of any other orange. Squeeze the Juice from each and see for yourself that ours contains more Juice and is better flavored. Do not buy sour, immature Oranges. Buy our Banner—the best eating Orange. Sweet, full flavored, ripe and full of juice.

Florida Citrus Exchange



Fish - Oysters



Demand for Fish Shows Improvement

Some Variation in the Reports as to Supplies, and Recent Catches, but Both Inland and Coast Markets Say There is a Better Demand for Fish—Gloucester, Mass., Famous as a Fishing Port, Purchases Supplies From Canadian Fishermen—Frozen Fish are Now Moving Freely—Mackerel Are Practically Done for the Season.

A more active market is generally reported from the large Canadian fish centres. Statements regarding a fish famine are received at times from certain ports, but they are followed by encouraging news from other fishing grounds. However, though, there is a certain amount of uncertainty on this score the general feeling is one of satisfaction.

Wholesalers say the demand for fish is increasing and certainly the oyster dealers are experiencing much improved conditions. With a certain revolution in the oyster trade the new methods should appeal to the public.

There have been reports in some papers of late to the effect that certain persons who had become ill blamed oysters and clams, which they had eaten as the real cause of their illness. These statements going unchallenged are likely to do injury to the trade and it would be in the interests of the retail and wholesale trades if they were to at least consider this question.

QUEBEC.

Montreal, Nov. 17.—Fish trade is active and supplies are not over plentiful. As navigation will be closed in the course of a few weeks, large orders are booked to be shipped during the next few days.

Green cod keeps scarce at good figures, while herrings in pickle are in good demand with the supply large.

Four loads of frozen fish are now in transit from the Pacific Coast and Manitoban Lakes. It is expected that prices will rule much the same as last year, though the large quantities of frozen salmon booked for foreign markets may affect the local market for this product to a certain extent.

In shell and bulk oysters trade is at its best and will probably keep on so till Christmas at least. Prices are unchanged.

FRESH	
Perch.....	0 10
Steak cod.....	0 06
B.C. salmon.....	0 16
Flounders.....	0 10
Market cod.....	0 04 1/2
Sturgeon.....	0 10
Sea trout.....	0 12
Sea bass.....	0 15
Smelts.....	0 12
Haddock.....	0 05
Halibut.....	0 10
Bullheads.....	0 14
FROZEN	
Codfish.....	0 04 1/2
Dore, winter caught, per lb.....	0 09
Haddock.....	0 04 1/2
Halibut, per lb.....	0 09
Herring, per 100.....	1 70
Market cod.....	0 04
Steak cod.....	0 05
Mackerel.....	0 12
Flounders.....	0 08
Pike.....	0 07
Salmon, B.C., red.....	10 13
Gaspe salmon.....	0 20
Smelts, 10 lb. box.....	10 14
Whitefish, large, lb.....	0 09
Whitefish, small.....	0 07

SALTED AND PICKLED

Green cod, No. 1, bbl.....	7 50	8 00	Lake trout, half bbl.....	6 00
Labrador herring, bbl.....	5 50	3 00	Salmon, B.C., red, bbl.....	14 00
Labrador sea trout, bbls.....	10 00	6 00	" " pink, bbl.....	12 00
Labrador sea trout, half bbls.....	6 00	3 00	" " Labrador, bbl.....	16 50
No. 1 mackerel, pack.....	3 00	2 50	" " " bbls.....	8 50
" " bbls.....	2 50	5 00	300 lb.....	22 00
No. 1 pollock, l.....	5 00	5 00	Salt eels, per lb.....	0 08
Scotia herrings, bbl.....	5 00	5 00	Salt sardines, 30 lb. pis.....	1 00
			Scotch herring.....	6 50
			" " keg.....	1 00
			Holland herring, bbl.....	5 50
			" " keg.....	0 75

SMOKED

Bloaters, large, per box, 60s.....	1 10
Haddies.....	0 06 1/2
Boneless haddies.....	0 09
Herring, new smoked, per box.....	0 15
Kipper herring, per box, small.....	1 20
Kipper herring, per box, large.....	1 40

SHELL FISH

Shell oysters, bbl, choice.....	10 00	13 00
XXX Shell Oysters.....	10 00	10 00
Lobsters, live, per lb.....	0 30	0 30
Oysters, choice, bulk, imp. gal.....	1 40	1 40
" " Selects, imp. gal.....	1 60	2 00
" " bulk, selects.....	1 60	1 60

PREPARED FISH

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

NOVA SCOTIA.

Halifax, N.S., Nov. 16.—The local markets are almost bare of fresh fish. The receipts during the past week were the smallest for many months. There is no halibut offering except a few fish taken out of cold storage. Only small quantities of haddock and cod have been marketed. While there is no fish famine the markets are in an extremely bad condition. To make matters worse no smelts were marketed during last week.

There is plenty of salt codfish offering, and also pickled herring. The cod is of good quality, but the herring are poor. Dealers say that the quality of herring during recent years is far below the average, and that it is almost impossible to get any choice Labrador stock. The winter run of herring has struck in at Bay of Islands, Newfoundland, and a dozen U. S. vessels are now there loading up to the hatches. Some Nova Scotia vessels are also taking in cargoes. None of these herring have arrived here as yet, but they will be along in the course of a few days. Usually these fish are of good quality, being fat.

Oysters continue scarce and high. The local demand for P. E. Island stock is

not great, owing to the high prices. The choicest oysters are sent direct from the Islands to the Montreal market, where the demand is heavy.

The mackerel fishing for the season is about over. During the past week a few scattering fish were taken along the western shore, and they brought fancy prices.

BRITISH COLUMBIA.

Vancouver, B.C., Nov. 17.—While the week before last the fleet of one company was in port with fresh halibut from Alaskan waters, last week there was nothing doing. The weather was not so favorable for fishing. November being the bad month. Next week, it is expected, that some more of the boats will be in. Frozen fish of all kinds is moving freely. Shipments are being made to all parts of the United States and Canada, their price here being five cents. In Boston, the frozen fish sell for nine cents, while in Toronto, where competition is not so keen, it is one cent more. The freight rate is the same.

Prices generally rule the same. It was expected that halibut would have advanced a peg ere this, but it is still at four cents.

MANITOBA.

Winnipeg, Nov. 17.—The fish output is heavy and the demand is growing for a wide range of supplies. Oysters are forming the bulk of the trade just now. Whitefish, halibut and smelts are popular.

FRESH

Pike.....	0 09	Whitefish.....	0 02
Salmon, B.C.....	0 14	Halibut.....	0 09
Sturgeon.....	0 12 1/2	Dore.....	0 07
Trout, Lake.....	0 11		

FROZEN

Codfish.....	0 07	Smelts, 10 lb. box.....	0 10
Haddock.....	0 07	Whitefish.....	0 09
Halibut.....	0 08	Salmon, B.C.....	0 19

SMOKED

Bloaters, large, per box 60s.....	1 50	Haddies.....	0 08
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SHELL FISH

Shell Oysters, bbl.....	18 00	Oysters, bulk, imp. gal.....	2 75
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ONTARIO.

Toronto, Nov. 17.—Jobbers report a good trade in fish. Haddie and other smoked lines are in better demand and show a considerable increase in the business done. There is a decided call for frozen halibut, and really the bulk of the trade seems to be in this line. Dealers should remember that with the first of December, Advent begins, a season when the demand for fish is bound to take a leap. The time to prepare for this is now in order to be ready for the extra demand. Oysters are moving out well. Some dealers are quoting their selects at \$1.90 an advance of five cents on the old price. Others state that they have no reason yet for moving their price up another notch.

FRESH CAUGHT FISH

White fish.....	0 12	0 13	Steak cod.....	0 08
Herring.....	0 04	0 04	Perch.....	0 07
Yellow pickerel.....	0 11	0 11	Haddock.....	0 06
				0 07

FROZEN LAKE FISH

Gold eyes.....	0 06	Salmon trout.....	0 12	
Halibut.....	0 09	0 10	White fish, pan frozen.....	0 10
Pike.....	0 07			

OCEAN FISH (FROZEN)

Herring, per 100.....	2 00
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THERE'S GENUINE SATISFACTION IN HANDLING
LINES BACKED WITH A GUARANTEE OF QUALITY AND IN THIS RESPECT



recommends itself to every grocer.

To protect yourself and your customer against fraud and substitution we are attaching a metal tag—reproduced at side—to each fish, and without this tag no Haddie is genuine 'Beacon' Brand.

The fish are all finest selected, Bay of Fundy caught, and are cured by Scotch Experts under perfect sanitary conditions.

It will pay you to sell 'Beacon' Brand and no other.



EXACT SIZE OF TAG

The F. T. JAMES CO., Limited

WRITE US FOR BEACON BRAND HADDIE DISPLAY CARDS.

Points to Consider when Buying Oysters

First, be careful that all the oysters you buy are over four years old.

See that they come from "Communities" (as oyster breeding grounds are called) that are noted for flavor.

Be sure that they are matured sufficiently firm to retain their full flavor for the longest time possible.

Decline all stock that has been water-soaked.

Insist that all the stock you buy be refrigerated at a low temperature, but never frozen.

VERY IMPORTANT

It is of the utmost importance that oysters be refrigerated properly all the way from the point of shipment to your store.

If this is not attended to it may well happen that your stock becomes unsaleable in a very short time.

DISPLAY HINTS

Display is another very important consideration—or rather, display and storage.

The "Coast-Sealed" Cabinet is to be recommended for this purpose. It has a vacuum insulated chamber between the inner and outer walls—a construction that results in great saving of ice. The interior arrangement of this cabinet allows part of the stock to be stored under ice continually, while the other part—for current sales—rests on ice.

We recommend "Coast-Sealed" Oysters, because they conform to every requirement mentioned above, and have never yet been known to disappoint a customer in quality, quantity, or flavor.

We shall be glad to communicate with any merchant regarding constant supply of the best oysters grown and the closest prices going.

Connecticut Oyster Company
88 COLBORNE STREET, - - TORONTO

THE CANADIAN GROCER

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box.....	2 10	Cod steak, per lb.....	0 07
Acadia 1-lb. box, per crate.....	3 60	Cod, Imperial, per lb.....	0 05
Acadia, 2-lb. boxes, per crate.....	2 80	Fillets, per lb.....	0 12
Acadia 3-lb. box, per crate.....	5 40	Herring (Labs.) ha f-barrels.....	3 25
Shr d cod.....	2 25	Haddock, Finnan 0 08; 0 09	
Boneless Digbys, box 1 00		Oysters, extra selects gal.....	2 25
Codfish, Bluenose, " 1 40		Oysters, select, gal.....	1 85
		Oysters, standard, gal.....	1 65
		Quail on tomat, per lb.....	0 06

NEW BRUNSWICK.

St. John, N.B., Nov 17.—There was a slight improvement this week in the fish market. Haddock and cod are coming in more plentifully and a lot of chicken halibut are also being taken. The latter are caught on the trawls along with the cod and haddock.

On the Miramichi river the fishermen are making plans for the expected harvest of smelts. It is stated by those directly interested that there will be more nets set this year than ever before on the Miramichi. Smelt from this district are shipped to points all over Canada. The little fish are reported quite plentiful now, but the best hauls are looked for when the ice forms on the river.

While the sardine catch has been small this season compared with other years, several of the fishermen have made big hauls.

A meeting of representative lobster packers and fishermen at Charlottetown, P.E.I., last week, protested against the new regulations requiring more space between the laths of the traps and larger meshes for head nets.

They declared the enforcement of the regulations means the ruin of the industry, as the factories would have to close down. They recommend shortening the season as the best way of preserving the fishing. A resolution to that effect passed, also another that pending consideration of their request, the government suspend the new regulations for one year.

A correspondent in Digby reports better line fishing in the Bay of Fundy last week. About 250,000 pounds of cod and haddock were landed in Digby.

NEWFOUNDLAND.

S. John's, Nov. 17.—Since last report prices on cod oil have advanced, \$5 on hardwood casks and \$4 on softwood. Tinned salmon is a little easier, but other prices remain the same.

Codfish, large merchantable, per qtl.....	6 29
" small.....	5 27
" large Madeira.....	6 29
" small.....	5 27
" large West India.....	3 23
" small.....	2 10
" Labrador.....	4 00
Haddock.....	2 73
Herring, No. 1, large, barrel.....	2 20
" small.....	2 00
Ling.....	2 70
Lobsters, No. 1 flat, case 48 1-lb. tins.....	15 00
Salmon, No. 1, large, tierce.....	18 00
" No. 2, large.....	16 00
" No. 1, small.....	16 00
" No. 2, small.....	14 00
" N. 3, small.....	12 00
" tinned, case.....	5 51
Cod Oil, hardwood casks, tun.....	86 01
" softwood.....	79 05
Cod Liver Oil, gallon.....	0 50
Refined Oil, gal.....	0 15

Dried Apples

Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SCHMERVILLE Manager

Highest price paid for DRIED APPLES

O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Kippers
Finnan Haddies
Bloaters

OCEAN BRAND FISH

Smoked Fillets
Boneless Cod
(CANADA STRIP)
July Salt Herring

Do you want fish that will **SELL** and be business builders? The above lines are the best that special care and equipment can put up. You cannot afford to leave them out in stocking for your winter trade.

If your wholesaler cannot supply you, write us direct.

HEAD OFFICE: HALIFAX, N.S.

The Halifax Cold Storage Co., Ltd.

45 WILLIAM STREET (Selling Branch) MONTREAL

H
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You want them quickly.
You want reliable quality.
You want right prices.
You want no disappointments.

THEN DEAL WITH US—BECAUSE:

We have fresh shipments by express daily from our own smoke-houses in St. John. Our reputation is your guarantee of quality, price and dependability.

Try us. We feature our ability to please you in filling a standing order for weekly shipment.

LEONARD BROS.

ANYTHING AND EVERYTHING IN FISH AND OYSTERS

ST. JOHN GRAND RIVER GASPE 20-26 Youville Square, MONTREAL



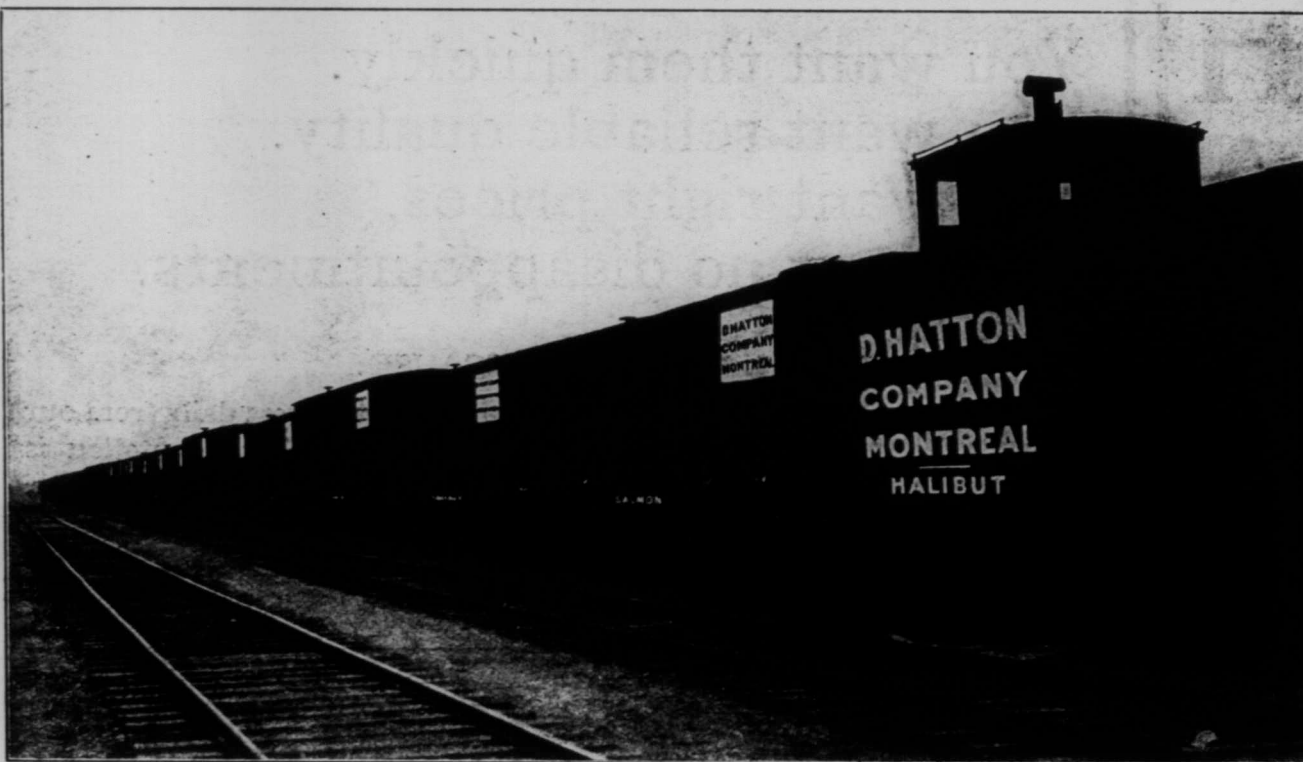
The next time you are wanting Canned Fish, be sure your Jobber has the name right:—

Brunswick Brand

This will be your guarantee that the contents of each can will be such that you can confidently recommend them to your customers. Sea foods, owing to the greater care which is now bestowed on their selection and packing, are growing in favor each season. See that you are fully stocked with BRUNSWICK BRAND to meet the coming demand.

CONNORS BROS., LIMITED
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N. S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



NO SCARCITY OF FISH. WRITE US. WE HAVE
PLENTY OF ALL KINDS, COMING AND IN STOCK.

**Your best customers will buy
"Concord" Norwegian Sardines**

because of their distinctive and delicate flavor,
and because there is an absolute guarantee of
purity of contents given with each tin.

Each tin is provided with a spare lid for use
after the tin has been opened.

"CONCORD" SARDINES will more than
please your better class customers, and will prove
a remunerative line to handle.



LIST OF AGENTS:

R. S. McIndoe, Toronto; A. H. Brittain & Co.,
Montreal; W. A. Simonds, St. John, N.B.;
Watson & Truesdale, Winnipeg; Radigar &
Janion, Vancouver and Victoria, B.C.



**BLUENOSE
BUTTER**

Put up in tins for Hunters and
Prospectors. The hunting season is
now at hand. See that you are fully
stocked. Sells on sight.

PACKED BY

SMITH & PROCTOR
Halifax, N. S.



The
"Sealshiptor"

The best policy of
OYSTER
INSURANCE
is to see that you
get your oysters in a
SEALSHIPTOR
the only way genuine
Sealshipt Oysters
are shipped



Sealshipt
Paper Pail

How Sealshipt Oysters are Transported in Sealshiptors from Bed to Dealer

SEALSHIPT OYSTERS are shucked and packed directly at the beds. The solid meats are packed in **SEALSHIPT** containers, which are air-tight and germ proof, and cannot be opened during transit. The **SEALSHIPTOR** itself is properly insulated and practically air-tight. It will keep oysters in perfect condition. Genuine **SEALSHIPT OYSTERS** are not packed for shipment in any other way—be sure you get yours in a **SEALSHIPTOR**, because then you know they have the real "tang" of the sea, the natural flavor that will delight your customers.

How You Should Sell Them

Since you know you are handling genuine **SEALSHIPT OYSTERS**, advertise the fact to your customers by using **SEALSHIPT PAPER PAILS**. We are making these pails a feature of our magazine advertising, and people look for them, as well as the **SEALSHIPTICASE**, to identify genuine **SEALSHIPT OYSTERS**. These pails are the only ones cut to exact measure, they are made of high-grade waterproof paper, and have wire handles for convenience in carrying. We supply them at small cost to you, including the printing of your advertisement on the top flap.

Our Local Advertising Helps

SEALSHIPT OYSTER AGENTS make money because we help them. We give you attractive blue and white muslin signs, a blue and white steel sign for your store front, a transparent sign for your door, and arrange with you for the installation of a **SEALSHIPTICASE**, the blue and white porcelain fixture for the storage and display of **SEALSHIPT OYSTERS**. People are instantly reminded of our magazine advertising by these means and know you are selling the genuine **SEALSHIPT OYSTERS** they have read about. They will leave a store that sells no oysters, or only ordinary oysters, and go to the store where genuine **SEALSHIPT OYSTERS** are sold. Be the one to secure this trade; it means increased oyster business at a profit that can't be less than 25 per cent. Write for our catalogue and full particulars.



SEALSHIPT OYSTER SYSTEM

Dept. 18

SOUTH NORWALK, CONNECTICUT



Odds and Ends from Here and There

How Peanuts Grow—Selling Groceries by Weight Instead of by Measure—Best Season for Handling Dates and Figs Now Passing—Co-operative Delivery in the United States—Direct Buying Question in New York—France in Need of Potatoes.

The peculiar thing about a peanut is that it grows in two ways—on a bush and like a potato. The first step in the process is the planting of a single peanut. From that a bush grows, lying close to the ground. A branch stretches out close to the earth, and sends up into the air shoots on which are little yellow flowers, like buttercups. Directly beneath these flowers, growing straight downwards, small, sharp pointed shoots appear, like thorns. They are called "pegs," and grow back into the ground. It is at the end of these "pegs" that the peanuts are found.

"The best season for handling dates and figs," said a wholesaler recently, "is from now until after the New Year. The stock is fresh and wholesome and it is at its best in appearance. The retail trade, as a rule, disposes of a large stock during these months, although from that time until the next crop is received the sales continue, but not to the same extent. There is a good demand for both dates and figs and a grocer should not have much difficulty in increasing his sales."

The Guatemala coffee crop is reported exceptionally good this year. The Mexican crop is also heavy. In the state of Chiapas it will be more than 20,000 tons, or more than double the yield of last year.

In numerous small cities throughout the United States, co-operative delivery seems to be working well. With the check system every order costs the grocer to deliver, 5 cents. It does not matter whether it is a bar of soap or two barrels of sugar. By this method the customer gets better service, it is claimed, than the average grocer could give her. By having five deliveries in every part of the city daily the plan has been found to cost less than two-thirds of the former expenses.

Three million pounds of California prunes were recently shipped to France and Germany. One authority remarks that this was necessary because of short crops in Europe, and that the United States fruit packed in French and German boxes with foreign labels will be returned to the United States and sold as genuine French prunes.

Direct buying from manufacturers and packers instead of through ordinary jobbing channels has grown so rapidly in the retail grocery business of Greater New York that it is roughly estimated that at least 10 per cent. of the total number of retailers are getting the bulk of their goods in this way. The chain stores, purchasing exchanges and department stores control a considerable proportion of New York's trade. The total number of stores buying direct is 977. There are approximately 10,000 retail grocery stores in New York city.

The chain stores and buying exchanges have dealt a hard blow to the fixed price policy according to those in favor of it.

"Now is the time for American farmers to ship potatoes to France," says a New York authority. "They are so badly wanted that the French Government, which long ago put a ban on them for supposed hygienic reasons, now admits them free."

Potatoes, which form a staple diet, particularly for the army, now sell in France for a dollar a bushel.

Grocers of Dayton, Ohio, are in favor of selling by weight, but say that it will be hard to accomplish it as the peddlers will continue selling by measure. They favor trying to secure passage of a state law compelling all to sell by weight instead of using the dry measure.

Beginning Nov. 1 and acting under resolution adopted by the Columbus (O.) Retail Grocers' Association, all members sell by weight fruits and vegetables and everything else now sold by measure. This action was taken as a means of fighting the market man, whom the grocers charge with flim-flamming the public by short measure.

The retail grocers of Youngstown, O., are now selling groceries by weight in conformity with a city ordinance recently passed, although the system has been in vogue in some establishments for some time, and is proving satisfactory. But the sale of butter and bread and such other articles as the new ordinance says must have the weight stamped on them, is causing some confusion. As regards butter, it is a ques-

tion whether the retailer should stamp the weight of the print, or the farmer who puts it up.

FIRST HAND INFORMATION.

With the intention of promoting trade relationship between Canada and Holland, Dr. A. Bakhuysen was a visitor recently in Montreal. Dr. Bakhuysen is a member of the Netherlands consular service, and is here in the interests of his country. The Netherlands Foreign Office wished to obtain first hand information with regard to the trade openings there might be with this country and they are taking this means of doing it.

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**

BRANQUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Black Watch

**the Big Black Plug
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade



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Mail Order House Threw Out Baits

A Hundred Pounds of Sugar Sold for \$1.75 — But Purchaser Had to Buy Other Goods on Which the House Made Big Profits—Articles Sold Not Always According to Representation.

The Globe Association of Chicago, a mail-order concern selling groceries direct to consumers through agents has gone the way of all fakes. The president was recently arrested by the post office authorities on the charge of using the mails to defraud.

There was nothing complicated about the Globe Association's scheme. Agents in different States paid \$7.50 for outfits. They in turn sold membership tickets in the association for \$2.50, which gave them the privilege of purchasing groceries or any other article at alleged wholesale cost. Many persons, it is charged by the postal authorities, sent in orders and received goods other than those which they ordered or inferior to those represented. Seldom, it is declared, would the firm make amends.

Baits Were Thrown Out.

All of the advertising was on the "bait" order. The piece de resistance was 100 pounds of sugar at \$1.75, the loss being of course made up by skinning other articles.

Sugar was, however, only one bait. Usually a list of proprietary and other articles marked at a 50 per cent. or more reduction was sent to agents but

consumers, if they wanted one of these bargains had to buy an assortment of other goods. None of the reduced articles could be purchased separately. The assortment besides the bargain article would include spices, coffees, teas, etc., which would make up for the "bargains."

WILL TEST ITS LEGALITY.

Method of Balloting for Library as Operated in Several Ontario Towns is Said to be Contrary to the Law.

Toronto, Nov. 17.—From information received it is evident that steps are about to be taken to test the legality of the coupon system referred to in The Grocer a few weeks ago, as operated in Ingersoll, Ont., and which has found root in one or two other municipalities. The same system has been instituted in Burlington, Ont., and tentative plans were under way to open it in Newmarket, but it is not known whether it is being carried out in the latter town.

The plan as previously explained is something similar to the trading stamp idea of former days. The merchant

buys a number of coupons which he distributes to customers with purchases of a certain amount. The purchasers use these coupons as ballots, casting them in favor of some local institution. The promoters of the scheme offer a library of a certain number of books to the church, or other institution which receives the most ballots at the end of a certain time. The aggregate sum paid by the merchants is \$250 and just what the value of the library may be, is not known.

At any rate, the scheme was declared contrary to law by the town solicitor of Ingersoll. E. M. Trowern, Dominion Secretary of the R. M. A., also declares that it is illegal. Other parties who have considered the question do not agree with these statements. Steps are therefore being taken to test the legality of this method of presenting libraries to public institutions at the expense of the local merchants.

Into a general store of a town in Arkansas there recently came a darkey complaining that a ham which he had purchased there was no good. "The ham is all right, Zeph," insisted the storekeeper.

"No, it ain't, boss," insisted the negro. "Dat ham's shore bad!"

"How can that be?" continued the storekeeper, "when it was cured only last week?"

The darkey scratched his head reflectively, and finally suggested: "Den maybe it's had a relapse."

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 remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postage, etc.

BUSINESS CHANCES.

LIVE GROCERY BUSINESS FOR SALE, \$1,400. In growing part of Hamilton, Ont. Good reasons for selling. Will sell property or rent. Address Box 368, CANADIAN GROCER, Toronto. (47)

FOR SALE—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell property or rent. Address Box 357, CANADIAN GROCER, Toronto. (48p)

REPRESENTATIVES WANTED.

AN old established English house wishes to meet with a firm of wholesale grocers to act as Sole Agents in Canada for the sale of Extract of Meat Fluid Beef and Consomme Cakes. Apply Box 40, CANADIAN GROCER, 83 Fleet St., London, Eng. (46)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Craik, Ltd., Toronto and Ottawa. (tf)

GROCERS EVERYWHERE find it most convenient and economical to remit money by **DOMINION EXPRESS MONEY ORDERS**, or Foreign Draft. Absolutely safe—payable anywhere—no loss or delay—lowest rates. Always remit by Dominion Express Money Orders. Agents all over Canada. Agencies in all Canadian Pacific Railway Stations.

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.

FOR FILING PAPERS, LETTERS and vouchers, fastening bulky envelopes or backing statements the **ACME No. 2 Binder** is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, 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.

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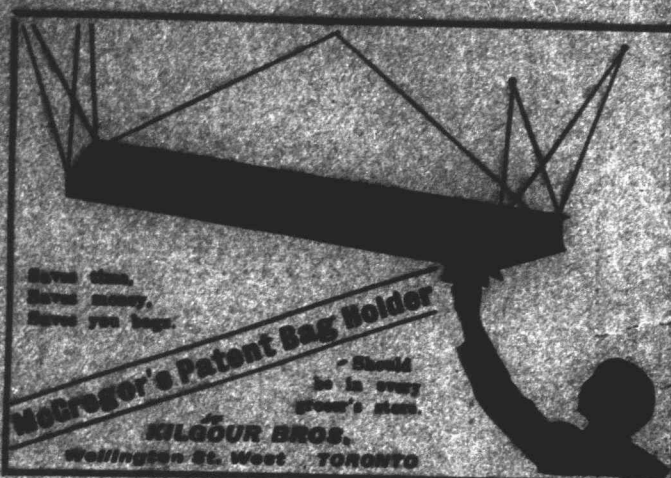
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