

CANADIAN GROCER

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

London: 25-27 Abchurch Lane, E.C. 4.

Toronto: 145-147 University Ave.

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New York: Rooms 120-121, 140 Broadway.

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NO 42.



AT HOME AND ABROAD

KEEN'S OXFORD BLUE

Enjoys the reputation at home and abroad of being the most perfect and satisfactory Blue made. Knowing this, Mr Grocer, it's money to you 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

Meat 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

83 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

A GREAT BRITISH INDUSTRY

In the extreme northeast of Scotland a great business is conducted, about which the general public or the trade have very little real knowledge.

The herring fishing industry employs thousands of men and women and hundreds of thousands of pounds capital, and it has the distinction of being entirely British throughout!

Messrs. Maconochie were pioneers in this herring trade a generation ago, and all through the years between they have maintained their place as the premier house engaged in it.

Their splendid factory is situated at exactly the right spot on the coast where the finest herrings are caught and landed, and so marvellous are the arrangements that herrings which are swimming in the sea in the early morning are safely sealed in the Maconochie tins early in the afternoon.

Such perfection of management and celerity of handling is the result of a whole long life's experience, and the constant employment of all the most modern improvements that science discovers.

Under such circumstances the Maconochie herrings retain all the inimitable freshness of the flavor of the salt sea breezes, and they enable people who live in towns to enjoy fish under the same conditions as the fishermen themselves, who have them straight from the net to the table.



Cleaning and Splitting Herrings at Maconochie's, Fraserburgh

Maconochie's Fresh Herrings and Herrings in Tomato are a very attractive proposition from the retailer's point of view.

There are no articles in grocery stocks which show better results than these herrings, and they provide an excellent and most economical meal, as sustaining as delicious; and again, it is well to bear in mind that the herring holds

pride of place amongst all food products, for, in the opinion of the highest medical and scientific authorities, "there is more nutriment in a pound of herring than in a like weight of sole or turbot, and, value for value, it is very much better than the best beef or mutton."

Maconochie Bros., Limited

139 Gold Medals and Highest Awards

PURVEYORS TO

HIS MAJESTY THE KING

Messrs. Maconochie

Manufacturers of

Preserved Fish,
Pickles, Sauces, Jams,
Potted Meats, Peels.

All particulars, prices, etc., are gladly supplied upon application to Maconochie Bros., Ltd., Head Office, Millwall, London, E., or



300 tons of Herrings are handled in a day at Maconochie's

CANADIAN AGENTS:

MacLaren Imperial Cheese Co., Ltd., Toronto, Ont.

THE CANADIAN GROCER

"Seventy years on the market"



COX'S GELATINE

The Gelatine for the British Empire
Manufactured under the British Flag

COX'S takes less time to prepare than any other Gelatine.

COX'S is of undoubted purity.

COX'S is a certain seller.

COX'S is unique, inimitable, because Messrs. J. & G. Cox control every process in its manufacture, in their splendidly equipped laboratory.

For sale by best dealers everywhere

J. & G. COX, Limited

GORGIE MILLS

EDINBURGH,

SCOTLAND



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

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
Representing Morris Packing Co.
Pork and Lard—Finest Quality

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 Street
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.

Headquarters
New White Beans Arriving.

Get our quotations.

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. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS'
AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

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

**The Irish Grocer, Drug, Provi-
sion and General Trades'
Journal.**

10, Garfield Chambers, Belfast, Ireland

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.

We have on hand 3,000 cases Gallon
Apples, quality No. 1, which we are
offering, subject to not being sold.
Prices on application.

Lind Brokerage Company
73 Front St. E., Toronto

NOTICE TO MANUFACTURERS

We WILL SELL your goods to your satisfaction—write us.

The HARRY HORNE CO.
Grocery Brokers, Manufacturers' Agents
and Importers
309-311 King St. West. - - - Toronto

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.

90,000 People

Think of the amount of PORK
and LARD there is consumed
in this centre. Are you repre-
sented here, Mr. Packer?
I am open to consider a first class
American or Canadian agency.

A. FRANCOIS TURCOTTE
Room 16, Morin Block
QUEBEC, CANADA

In Quebec City

FINEST QUALITY



JELLY POWDER

J. F. EBY, President
HUGH BLAIN, Vice-President

**Send a
Card for
Our
Special
Selling
Scheme**

**FREE SAMPLES
FOR THE ASKING.**

The kind that sells---
that's the kind that will interest you.
They are put up in attractive cartons.
They make a delicious jelly of just the
right consistency.
They are so true to name that each flavor
is a revelation to the user.
They are absolutely pure---of the highest
quality.

EBY-BLAIN, LIMITED

Packers of Pure Food Products - - TORONTO

It's
Pure
Tea

We Cannot Tell You Here

Full
Weight
Packets.

all the reasons why you should
stock and push the sale of

“Blue Ribbon Tea”

Delicious
Flavour and
Fragrance

but, you will find every one of them
in the first case that you order.

Every
Packet sells
another.

THE BLUE RIBBON TEA COMPANY, Limited
MONTREAL, CAN.

A Faultless Product

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

Codou's Macaroni

¶ Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. “Codou's”—that is the name to think of when the best is wanted.

Arthur P. Tippet & Co.
Agents

8 Place Royale, Montreal 84 Victoria St., Toronto

You make better profits on the better grade peas



INSTEAD of selling imported French Peas to supply the demand for better grade peas, sell our Extra Fine Sifted (Petits Pois) Sweet Wrinkle Extra Sifted and Early June Sifted.

Not from sentimental or patriotic reasons, but because they will yield you a better profit, give your customers much greater satisfaction and help to increase the demand for the more profitable higher grade peas.

That vivid green color which makes some lines of imported French Peas look so pretty is produced by Sulphate of Copper—a chemical that is not only very injurious to health, but which kills the true flavor of the peas.

We never use sulphate of copper or any other coloring chemicals in our canned peas.

Extra Fine Sifted (Petit Pois), Sweet Wrinkle Extra Sifted and Early June Sifted are thoroughly sterilized, the very pick of the pack, fine, tender, and of exquisite flavor.

You can materially increase your profits and your reputation by pushing these lines. Try it.

Dominion Canners, Limited
Hamilton, - - - Canada



ROWAT'S PICKLES AND OLIVES

Paterson's Worcestershire Sauce

Every grocer wishes to give his customers something which will make them come back for more. You make no mistake in stocking these lines and featuring them in your advertising.



Canadian Distributors :

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

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

"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

TWO NEW DELIGHTFUL BISCUITS

JACOB & CO.'S BUTTER PUFFS

Resembling puff-paste in character. Delicious plain or served with preserves, stewed fruit, savouries, cheese, etc.

JACOB & CO.'S CURRANT PUFFS

A choice puff-paste variety containing currants. Very appetising.

W. & R. JACOB & COMPANY - - Dublin, Ireland

Agents:—K. H. MUNRO, Coristine Buildings, Montreal. WILSON BROS., Victoria, B.C. C. & J. JONES, Winnipeg. THOS. B. CLIFT, St. John's Newfoundland.

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

BIG DIVIDENDS

ARE you getting a maximum return from your money invested? You probably hear of opportunities to invest your funds advantageously, but you hold back, because you are not sure of the offering.

The Financial Post of Canada

will keep you informed upon stocks, bonds and real estate. Every week articles appear upon from twenty to thirty of the most active stocks, giving reports on the earnings, likely dividend increases, etc. In addition our Investors' Information Bureau will make special reports gratis to subscribers on any matter of investment interest. Send \$3.00 now and we will send you *The Post* until Jan 1st, 1912. You get the paper free from now until Xmas. Please sign and mail the enclosed blank.

The Financial Post, Ltd.
Toronto, Can. _____ 1910

Please send weekly, to address below, one copy of *The Financial Post of Canada* until January 1, 1912, for which I {enclose } three dollars.

Name _____

Address _____

The Financial Post will prove a good investment.



SHIRRIFF'S JELLY POWDERS

Produce delicious jelly.
Retain the natural fruit flavor.
Are easy to handle.
Pure and palatable.
Refreshing and reliable.

Recommend them
for your customers'
holiday festivities!

Are You Stocking Them?

They are sure and profitable sellers.
Order from your Jobber, or write us direct.

Imperial Extract Co., 8, 10, 12 Matilda St., Toronto

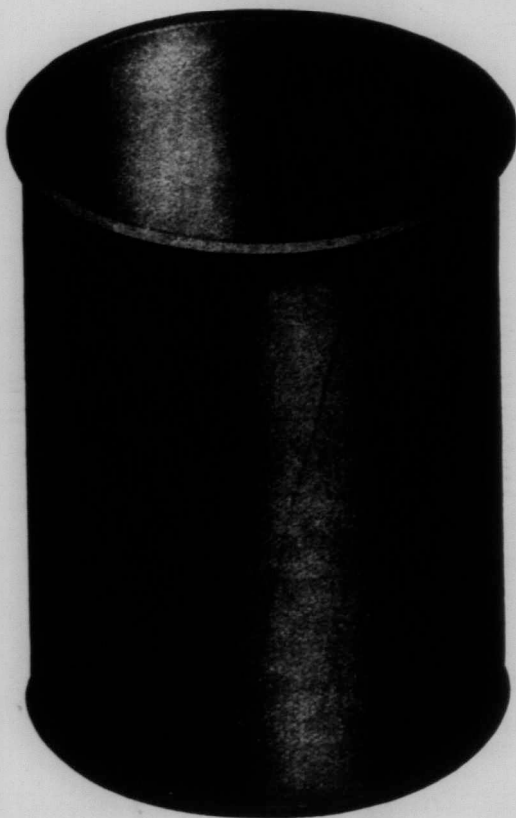
The makers of OXO have always had their
own vast Ranches and Herds of Cattle



Two articles, the best in their line—made from the best beef—in the best fluid beef factories in the world, by the biggest concentrated beef manufacturers in the world. Packed in fluid form in bottles and in handy cube form in handsome tins. OXO brings new custom to the store. Our organization is at your disposal.

CORNEILLE DAVID & CO.

25 Lombard St., Toronto; 334 Clarence Street, London, Ont.;
52 Nicholas Street, Ottawa; 41 Common Street, Montreal



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatoes.

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 Amc Patent

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

Century Salt

IT SELLS!

It's being brightly advertised in Ontario's best dailies. It's got the quality to back up everything we say for it. Just stock "Century Salt"—best for table, best for dairy—and your customers will keep it moving. We deliver quickly.

Write off to-night for our Price List

Dominion Salt Company, Limited
Manufacturers and Shippers SARNIA, ONTARIO

Durability

Finish

Fast Grinding

Easy Adjustment



These are some which recom-

of the features mend the

ELGIN NATIONAL COFFEE MILL

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

Ask any of the following jobbers for Descriptive Catalogue:

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

WOODRUFF & EDWARDS CO., Elgin, Illinois

THE 'QUALITY' SARDINE



When in doubt as to which brand of canned fish you should feature, you are always on the safe side selling

"KING OSCAR" BRAND NORWEGIAN SARDINES THE 'QUALITY' SARDINE

Only the primest autumn-caught fish are canned in our modern sanitary factory, and you'll find this line always uniformly pure, sweet and well packed.

A real profit-earner.

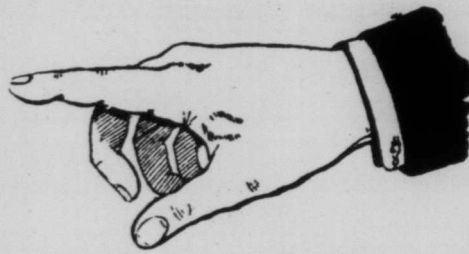
Ask your wholesaler.

JOHN W. BICKLE & GREENING
(J. A. Henderson)

HAMILTON :: :: :: ONTARIO

The next time you are ordering
Jams or Jellies be sure you get
the name right—

“KOOTENAY”



This will be your guarantee that each can contains preserves which you
can candidly recommend to your customers.

“KOOTENAY” BRAND JAMS AND JELLIES

IN BOTTLES AND TINS

are made solely from luscious British Columbia Fruits and the purest
Cane Sugar, and are handled in an up-to-date, sanitary factory.

Just the line to please your best class customer.

FEATURE OUR 5-lb TINS. THEY SELL!

Donnelly, Watson & Brown, Limited

AGENTS

CALGARY and VANCOUVER



**Quality
Goods
hold trade!**



There's a sure volume of good class trade for every Grocer
who is handling

POULTON & NOEL'S

ROLLED OX TONGUES, POTTED MEATS, GALANTINES, ETC,

They are reliable quality goods, attractively packed.
and are put up in both glass and tin.

PRICES ON APPLICATION

PACKED BY:
POULTON & NOEL, LTD.
LONDON, ENG.

CANADIAN AGENTS:
ROSE & LAFLAMME, LTD.
MONTREAL AND TORONTO

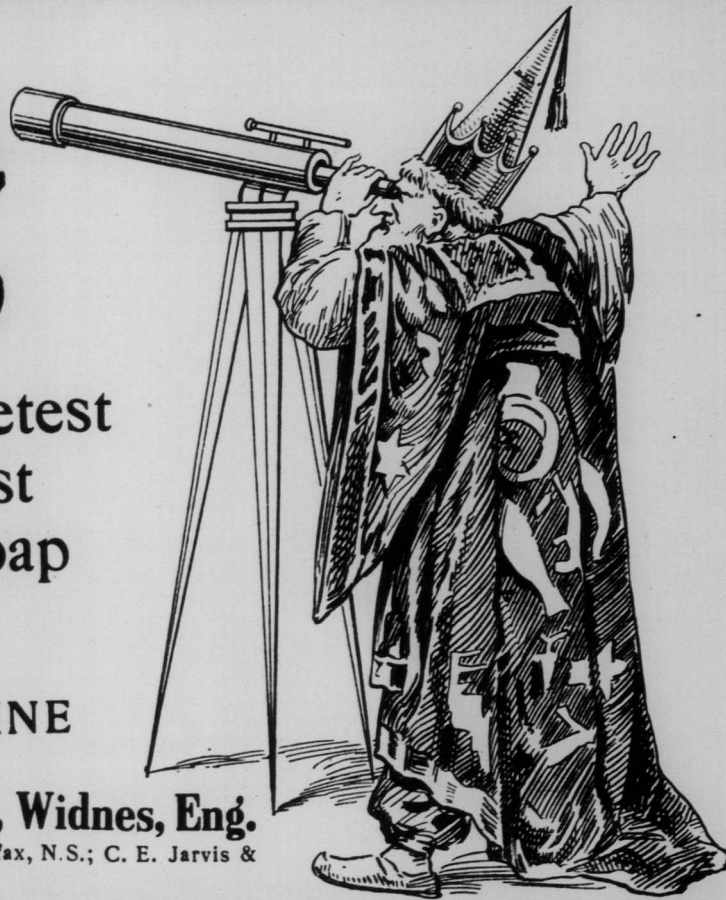
Gossages' Magical Soap

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

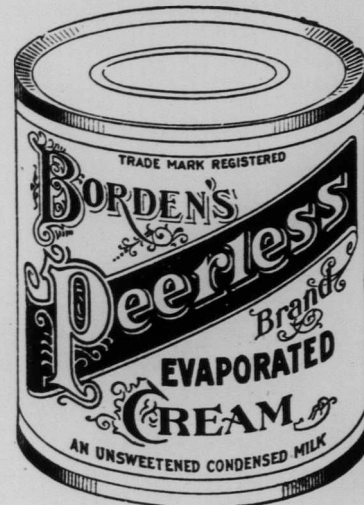
GUARANTEED GENUINE

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

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



If a woman of discrimination goes into your store for the first time, and sees that these two lines are brought prominently to the front, you have gone a long way towards winning her confidence. The successful merchant always features standard goods like . . .



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN - Montreal and Toronto

Mason & Hickey, Winnipeg, Man.

Shallcross, Macaulay & Co, Vancouver, Victoria, Nelson and Calgary

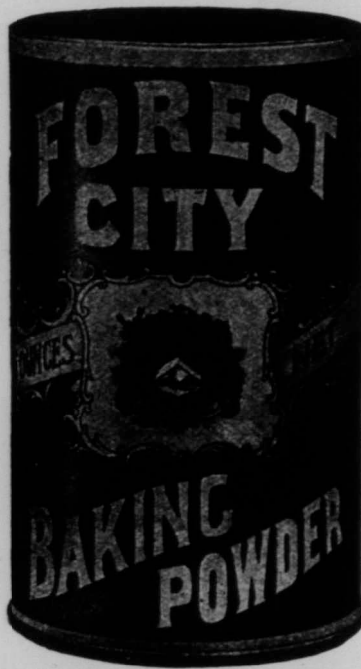
"CANADA'S BEST"
SOAP

Made in a modern factory by experts who know the business thoroughly. The result is a chemically perfect soap free of all dangerous or injurious ingredients and possessing unique excellencies.

**Surely the Laundry Soap
for You to Feature!**

UNITED SOAP CO.
OF CANADA
MONTREAL

**FOREST CITY
BAKING POWDER**



**THE STANDARD
FOR 25 YEARS**

6 oz. tins, 75c. doz.
12 oz. " \$1.25 "
16 oz. " \$1.50 "

Manufactured By
**GORMAN
ECKERT &
CO., Limited**
London & Winnipeg



Balaklava Brand Baked Beans

are recognized as standard. By stocking these you will pave the way for increased future trade. Write NOW for prices and information regarding them.

Satisfied customers are our biggest asset.

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

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

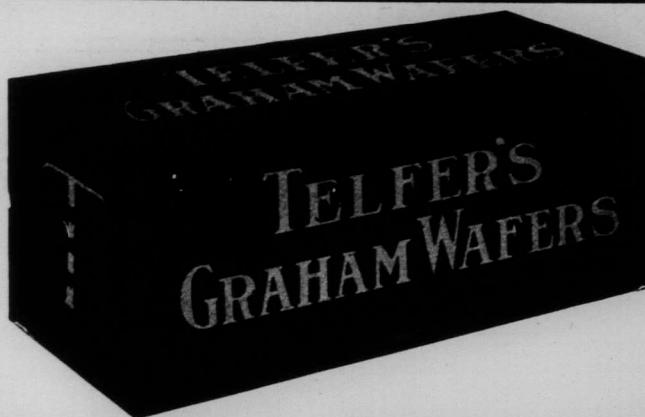
The Package of Quality!

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

Feature this line. It pays!

Telfer Bros., Limited, Collingwood, Ont.

Branches: Toronto, Winnipeg, Hamilton, Fort William



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.

ECONOMICAL
IN USE

EFFECTIVE and
RAPID

"The Enemy of Dirt."
ASEPTO
Soap Powder

House cleaning loses half its terrors when "Asepto" lightens labour. Recommend this splendid soap to your customers. It's the kind that compels the repeat orders.

See to your stocks.

Asepto Mfg. Co.
ST. JOHN, N.B.

Agents—ROSE & LAFLAMME, Ltd., Montreal

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



FACTS ABOUT ADVERTISING



By The Advertising Manager

VII

"Advertising by itself does not pay."

This is the opening sentence in a magazine article written by a well-known advertising agency. It goes on to say:

"You can increase your business by advertising just as certainly as you can increase your chest measurement by exercise; but advertising alone will not do it.

"You can build your body up by exercise, but not if you neglect diet, sleep, fresh air, and the other essentials; and just as exercise is only one of the factors in body-building, so advertising is only one of the factors in business-building. You can't revolutionize your business or make any real progress just by slapping in a few ads."

Let us say that a wholesale grocer advertises through this paper every week, and dwells particularly on his facilities for prompt filling of orders, quick shipments, etc.

He seeks to impress the trade with the fact that his travelers may be relied upon always to co-operate with the dealer, with the constant, earnest desire to look after the dealer's best interests.

The weekly advertisement has the value of a heart-to-heart talk between this wholesaler and the thousands of good dealers he is able to reach through *The Grocer*.

Yes, it will have that value, if every branch of the wholesaler's business is in accord with the spirit of the advertising—

—if the wholesaler himself resolves that his service shall be everything he promises—

—if it is hammered home to the travelers that they are expected to make good on what the advertising says—

—if the shipping department, accounting department—every last man in the whole establishment—is imbued with the idea that the house has set a high standard for the service it is to give, and he must live up to it—

—then the advertising will pay, and pay well.

Then the advertising has a real meaning to every dealer who reads it.

The advertising becomes *institutional*—that is, it really reflects the driving idea that is behind all the operations in every department of this business.

That sort of advertising makes a mighty strong appeal to the dealers whose accounts the wholesaler is after.

The dealers will always give a good reception to the travelers for a house of that kind.

They can't help feeling the personality back of it all—the personality of the man who is trying hard to win their trade—

—by that route which must be traveled by every successful man—the route of service.

They feel that here is a man who will appreciate their business thoroughly—

—and always endeavor to maintain a high standard in the handling of it.

Such a feeling has a big influence in the getting of new accounts—and the holding of old ones.

Always see that your advertising is institutional.

And remember that advertising by itself does not pay.

ST. LAWRENCE GRANULATED

Absolutely pure cane sugar. 100% of sugar. Really the finest sugar that can be made. You will pardon our again drawing to your notice that our granulated is packed in separate bags. A heavy jute bag outside the fine cotton bag. The jute can be taken off separately before using the sugar. Either bag can be used separately or sold for different purposes.

The St. Lawrence Sugar Refining Co'y, Limited
Montreal, Que.



THE COFFEE THAT HAS A
REPUTATION TO BE PROUD OF
WON
SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT
KNOWS ITS WORTH

The Demand for **SAUERKRAUT**
is daily Increasing

ASK
FOR
QUOTATIONS



SHIPMENT
OCT.
TILL
SPRING

Place your order early

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

"Pansy" and "Daphne"
SEEDED RAISINS and
EVAPORATED FRUITS

are fancy and choice brands, and are un-
excelled. Packed by

GUGGENHIME & CO.
California



AGENTS:

- ROSE & LAFLAMME, Ltd.
Montreal
- E. D. ADAMS
Halifax, N.S.
- W. S. CLAWSON & CO.
St. John, N.B.
- H. D. MARSHALL
Ottawa, Ont.
- C. L. MARSHALL
Toronto, Ont.
- GEO. H. GILLESPIE
London, Ont.
- G. B. THOMPSON
Winnipeg, Man.
- SHALLCROSS- MACAULAY
& CO., Calgary, Alta.
- DOMINION BROKERAGE
CO., Edmonton, Alta.
- H. DONKIN & CO.
Victoria, B.C.
- H. DONKIN & CO.
Vancouver, B.C.



A Strong Combination :

UTILITY CLEANLINESS
ATTRACTIVENESS

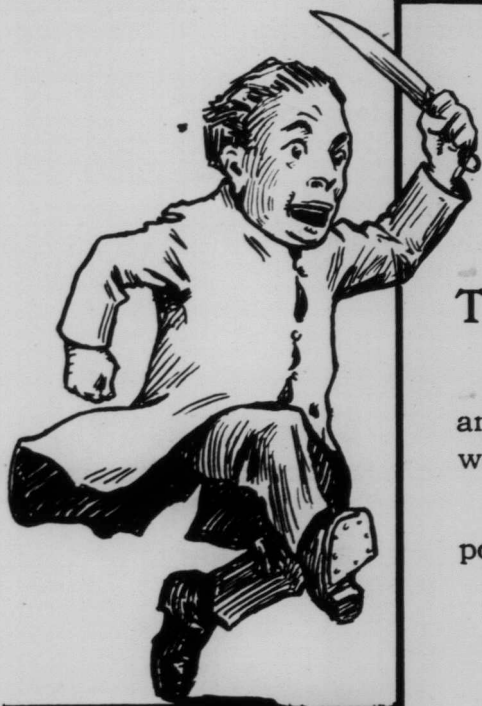
A "Walker Bin" Outfit is a "Necessity" to the
Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

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

Berlin, Ontario



Poultry Wanted!

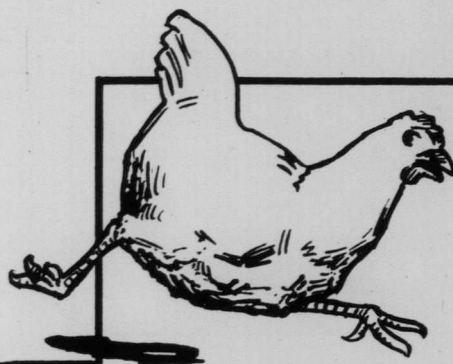
Ship us AT ONCE any supplies you can lay hands on. We want (live or dressed)

**TURKEYS, GEESE, DUCKS,
CHICKENS, FOWLS**

and we will pay CASH, highest market price. We will want a great deal in the next few months.

Have your farmer customers bring to you their poultry. You can make a nice turnover.

Drop us a card TO-DAY telling us you are shipping or that you will have supplies for us later on.



P. POULIN & CO.
BONSECOURS MARKET - MONTREAL

LOOKING AHEAD!

The Wise Grocer, at this time of year, replenishes his stocks of

MINCE MEAT



MINCE MEAT

the line that always gives satisfaction. It is compounded of the purest ingredients only, and is skillfully handled in an up-to-date sanitary factory. See to your stocks! There's a "worth-while" profit in selling

STERLING MINCE MEAT.

GET OUR PRICES

The T. A. LYTTLE CO., Limited
STERLING ROAD, TORONTO

**Really
Pure**

**FUSSELL'S
THICK CREAM**

(GOLDEN BUTTERFLY BRAND)

NOT A SUBSTITUTE

NOT EVAPORATED OR CONDENSED.

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

Samples and particulars of:

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.

C. Fairall Fisher, 22 St. John St., Montreal, for Quebec

W. H. Escott, 141 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.

The Harry Horne Co., 309 King St. West, Toronto, for Ontario.
J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia.

W. A. Simonds, St. John, for New Brunswick, or
FUSSELL & CO., LTD.,
4 Monument St., London, Eng.

Tartan
BRAND

IN STORE:

New Malaga Raisins, Clusters and Loose Muscatels.
New Shelled Almonds, Valencias and Jordans.
New Table Figs.
New Valencia Raisins.
New California Peaches, Apricots and Nectarines.
New Peels, Drained and Candied.
New Labradors and Holland Herrings.
Codfish, all lines.

Ask for Phone 3595—connects you with all our lines.

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

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

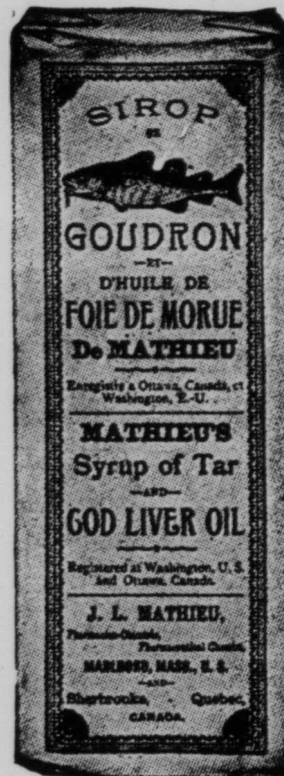
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them:—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

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

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

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

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

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

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

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

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

Have You Seen Government Report?

Inland Revenue Department Bulletin No. 208

Shows

Canada First Evaporated Cream
to be the Richest

Manufactured and Guaranteed by Canadians

THE AYLMEY CONDENSED MILK CO., Limited,

AYLMER, ONT.



You'll Hit the Bull's Eye

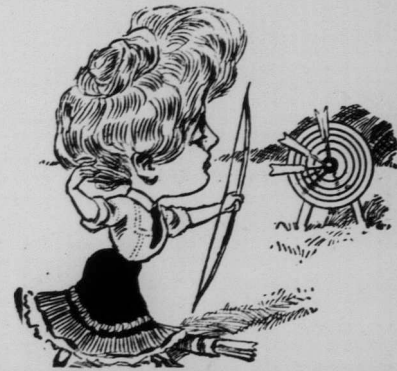
on the "Popular Taste" Target if you are selling

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.,
Limited**
Montreal, Can.

Established in 1854 by John Redpath

Becoming the Housekeeper's Choice

**LYNCH'S
Quality Biscuits**

prove the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.

Here are some of our leaders, which always reach you crisp and fresh:

Creamalt Sodas	Seed Sugar
Family Pilot	Fig Bars
Graham Wafers	Crimp Sugar
Ginger Snaps	Lemon Creams

LYNCH'S LTD.

Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

Stellarton	and at	Halifax
Fred A. Milligan, Manager		Frank A. Gillis, Manager

JAPAN TEAS

FANNINGS and SIFTINGS

JOBBER'S CAN SECURE THE BEST VALUE AT

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN

If it's PROFITS you want, Sir—
Don't overlook the claims of H.P. Sauce

A reliable article, an ever widening demand, and most generous margin for YOU. Get H.P. into stock—quick!

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

H.P. SAUCE

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

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 Regis-
ter is in first-
class condi-
tion now, but trade
has increased and I
need a larger one.
Would you kindly let
me know if you could
make any kind of ex-
change with me?

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.



Sheets lift out and fit any safe.

McLean's COCOANUT

You have particular customers
Satisfy them and yourself and
sell them this brand.

The Canadian Coconut Co.
Sole Makers
MONTREAL



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.





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.

Trian Brand Goods

Purity Guaranteed

A QUICK SELLER AT A GOOD PROFIT

Women prefer using **MINUTE TAPIOCA** because of its obvious advantages as a summer dessert.

It requires no soaking—fifteen minutes' cooking produces a delicious tapioca pudding.

It is extra good value for the money—one package

makes six full quarts of a pudding that is nourishing and delicious, and that presents an unusually smooth and dainty appearance on the table.

And **MINUTE TAPIOCA** is absolutely pure—put up in the world's largest and most sanitary tapioca factory.

Ask your jobber for
MINUTE TAPIOCA

Minute Tapioca Co.
Orange - Mass.



Tea Hints for Retailers

By JOHN H. BLAKE

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

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

(275 pages)

(24 full-page illustrations)

Sent to any address on receipt of \$2.00.

MacLean Publishing Company
Technical Book Department)

143-149 University Ave.,

TORONTO



QUALITY GOODS



"Beaver" Brand
Fancy Quality

"W. Abel" Brand
Standard Quality

Valencia Raisins

Selling these brands will ensure your transactions being quite satisfactory to all concerned.

PACKED BY

Mahiques, Domenech & Co.
Denia, Spain

Bottled a few hours after being picked, and the use of only the choicest fruits, are two of the principal reasons why

Goodwillie's Fruits

In Glass

Have a flavor so distinctly different and superior to many other brands.

Put up by

H. Goodwillie & Son
WELLAND, ONTARIO

Jose Segalerva
MALAGA, SPAIN

Is the well-known brand of

MALAGA TABLE RAISINS

which we recommend. Table Raisins must not only taste good but their appearance is equally important. This brand is carefully graded, and carries a big variety of grades and styles of packing.

Specify Segalerva

We admit that, at times, we talk **QUALITY** to a great extent. We really believe, that as a general rule, our various offerings are of the finest quality and that the prices are right, and we want you all to feel the same way. If you are not already selling these three lines give them a trial next time you order.



Rose & Laflamme
Limited
Montreal - Toronto



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KILL
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customer

A.
S
Groceries
Open to

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GEO
Ship
Dealers
KINGS

White Dove Cocoanut

No
Equal
for
Quality

W. P. Downey
Montreal



No Odor
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.

A. C. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Beans, Peas and Canned Goods

WINES! WINES! WINES!
Port, Sherry, Malaga, Burgundy, Moselle,
Madeira, Native, etc.
DRAUGHT OR CASE GOODS
We are Specialists in Clarets and Sauternes
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey
Wax, Sugar, Rum, etc., etc.
KINGSTON, JAMAICA

Don't worry over "bad debts."

Worry won't avoid the loss. But
THERE IS A WAY to eliminate "bad
debts" and still accommodate and
please your credit customers.

Allison Coupon Books

systematize credit accounts, simplify collections,
and eliminate arguments. They cost but little and
pay for themselves many times over.

HOW THEY WORK



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

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

THE PEOPLE OF JAMAICA

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

KINGSTON "GLENER"

might bring inquiries. Better
write for rates to

I. C. STEWART, Halifax

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

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

PICKLING SPICES

This is the season during
which it is most profitable
for you to push Pickling
Spices, and we strongly re-
commend you to feature

Prince of Wales Brand

The brand that always
gives your customer, as well
as yourself, entire satisfaction.

MINT
THYME
SAVORY
SAGE
MARJORAM

All herbs in $\frac{1}{4}$ lb. open face
cartons.

Send us a trial order.

S. H. EWING & SONS
Montreal and Toronto



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

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

We Will Pay the Freight Don't Miss This Chance!

Between the 15th of October and the 10th of November we will pay the freight on all orders amounting to five cases, assorted or not, to all railway stations or boat landings in the Provinces of Quebec, Ontario, and in the Maritimes.

We limit this special offer to a month, for two reasons: first, because to guarantee you perfect clear wines, in perfect condition, we must effect shipment before the period of great cold; the second reason is that we are now receiving large quantities of merchandise, which we want to ship at once in order to avoid warehouse charges.

Examine our stock of wines, beers, porters, ginger ale, mineral waters, etc., and send us your order for the following brands:—

Johnson English Beer and Porter

“Miller High Life” Lager. “Miller Malt Extract”

Vichy Waters:

“La Capitale,” “Neptune,” “Sanitas.”

Vichy Lemonades:

“La Savoureuse”

Table Water:

“Trayder” English Ginger Ale

“Sun Ray.”

Duffy's Apple and Grape Juice

Port, Sherry, Malaga, Madeira and Muscatel Wines, Table Wines, Claret, Burgundy and Champagne, Mass Wines, Vermouth (in casks or casks or bottles), also Tonic Wines “Bacchus,” “Banyuls.”

For all information, quotations, write, phone or wire at our expense.

Laporte, Martin & Company, Limited

Wholesale Groceries, Wines and Liquors.

MONTREAL

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Allan, Robt.
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Andrews & I
Asepto Mfg.
Aylmer Con

Baker, Walt
Balfour, Sm
Battle Creek

Benedict, F.
Bickle, J. W.
Blue Ribbon
Borden Cond
Buchanan &
Burt, F. N.,

Canada Map
Canada Spic
Canada Stya
Canadian Co
Carman Bro
Carr & Co...
Clark, W...
Clawson & C
Colwell, R. B.
Commercial
Common Sen
Concord Can
Connecticut
Connors Bro
Cox, J. & G.
Crescent Mfg

Dalley, F. F.
Deanes, M. J.
Distributors,
Dominion Ca
Dominion M
Dominion Be
Dominion Sa
Donnelly, W.
Downey, W.
Duncan, W.

Eastern Cann
Sty-Blain Li

Increased His Profits on Many Staple Articles

Some Reasons Given Why Selling is of More Importance Than Buying—There is a Bottom Buying Price to Many Articles and Margin Between Buying and Selling Price is Often too Narrow—Selling Tea, Cereals and Spices to Get Bigger Profits.

By Henry Johnson, Jr.

I seem to hear somebody object to my condemnation of the "well-bought-half-sold" saying, on the ground that the merchant must always look out for his margins. True; but that is an elementary faculty and one to the development of which far too much time and attention is now devoted. It is the most obvious point about any transaction that every cent you can shave off of cost is apt to be added to your margin, and that shaving in this way is very desirable. The trouble is that too much valuable time is devoted to dickering and too much thought is given to a matter of the two-plus-two character. It is so rudimentary a proposition it should be disposed of in a jiffy; and moreover, a quick buyer will dispose of it just that way.

Bottom Prices Established.

As a matter of fact, there are two prime conditions in this buy-and-sell game which are pretty much fixed quantities. One is, that the bottom price on most groceries is quite well established and known. The other is, that the margin between buying and selling is really too narrow. These are the fixed conditions with which we have to cope. And, seeing that the cost is well established on the general run of groceries, our business is to become sellers to the last limit of our capacity, so that the margin which cannot be increased by lower buying can and will be augmented by higher average selling.

There is another feature I want to cover, very briefly, right here. That is, that one danger of trying to become "better buyers" is that the factor of price assumes undue importance; and we are very apt to begin selling at lower prices to give ourselves a fancied advantage over the man who does not buy so closely, thus depriving ourselves of the very margin we had thought to increase by our acumen and ingenuity.

Danger of Overloading.

Another danger is, that we are more than likely to be tempted by the illusive and deceptive reputed advantage of the "quantity purchase," thus overloading ourselves, losing interest, accumulating stale stocks, carrying has-beens, cluttering our shelves with odds and ends, and so on. Johnson & Son buy a certain line of cereals with their neighbors in 25 case lots and thereby get the jobbers' discount; but there is a well-established understanding that the full retail price will be adhered to. That price has not been departed from during upwards of eight consecutive years since the arrangement was made, with the result that each of us gets an additional 10 p.c. and none of us carries more than a normal stock of the goods. Furthermore, the success of this deal has led to our making others equally advantageous; which is a legitimate and worth-while exercise of the buying power.

But to get back to Selling Power. The capacity to buy being limited by certain fixed conditions, the good merchant will continually exercise his faculties on the work of extending the sale of profit-paying lines. He will also study his business from all standpoints to devise ways and means to add to his margins from the Selling end of his problem. And the thoughtful merchant will gather hints and suggestions from everywhere—because his mind will be "running on the problem all the time."

More Money for Extra Work.

The computing scale man wanted to illustrate to me the difficulty of giving proper value to my customers. He used as an illustration the difficulty of giving a customer 10 cents worth of 35 cent tea and felt he had scored a point when he showed that his scale would enable me to give exactly 10 cents worth. But he gave me a very valuable hint which he had no thought of giving. For I came back at him with the statement that no customer who asked for 10 cents worth of 35 cent tea should get it, and in strict justice, could not get it, because he was in no way entitled to it. To do business that way would compel me to do three and a half times the work, with four different transactions, at four times the loss of paper and twine, to sell the same amount that I sold at one time for 35 cents. I told him I had always given $\frac{1}{4}$ pound of that tea for 10 cents and expected to continue to do so.

After he left, however, I thought further along the same line and it occurred to me that the principle that applied to tea should also apply to $\frac{1}{4}$ pound of pepper and all other spices and other bulk goods frequently sold in quantities less than a pound. The result was that I revised all my selling prices on those goods. I marked my whole black pepper 20 cents a pound; 6 ounces for 10 cents and 3 ounces for 5 cents.

Bigger Profit on Pepper.

My ground pepper I marked 35 cents a pound; 4 ounces for 10 cents and $1\frac{1}{4}$ ounces for 5 cents. I had been carrying the old style, round, full weight $\frac{1}{4}$ -pound tin of pepper which was sold for 10 cents. I got rid of that and put in a nice line of $\frac{1}{4}$ -pound tall, square, attractive tins, to sell at 10 cents. I was careful to get the best quality always, knowing that such quality was the kind to sell since that would give greater satisfaction than a larger quantity of a lower grade, and I materially increased my margin. Thus, the computing scale man had done a certain kind of good to one merchant which he had made no conscious effort to do.

Selling Power of Good Goods.

Good goods will win and are always salable at good prices. Note that I

say SALABLE — not purchaseable. Never be afraid of asking a price for the right kind of goods. That is Selling, as opposed to buying. If you are offered some new, but apparently meritorious line, which promises you a margin of 30 p.c.—on sales—which means about 43 p.c. on your delivered cost, study it and, if it is based on right lines, do not be afraid of it simply because you will have to SELL it at a price higher than others are getting.

If the article appeals to you as worthy, you can make it appeal to your trade the same way; and increase your SELLING efficiency thereby. Do not wait until others have tried it out; for, if it is right, then by the time others have proved it, your opportunity will be gone; its sale will no longer give you any particular distinction. Be first; do not fear to lead—there are always plenty of followers; and, like all followers, they end the procession.

Room at the Top.

This is not any "easy" road to travel. No accomplishment worth while is easy. The lines of least resistance are followed by all. It is the enterprising merchant—the SELLER—who makes true progress. And the work ceases to be drudgery almost from the first. It becomes a pleasure, a fascination, a happiness; for it is accomplishment, the greatest thing any man can devote his time to. This line of work makes the business a broadening occupation and puts each merchant into the professional class; up among the skilled workers. The pioneer is the man who sees the primeval country from the mountain tops, "where foot of man has ne'er or rarely been." Make no mistake; there is room at the top.

• • •

A reader in Ridgeway, Ont., asks me how I figure that an article costing \$1.50 per dozen and selling at 15 cents each pays only 16 2-3 p.c. I get my result from the fact that the 30 cents profit is 1-6th of WHAT I RECEIVE for the goods; and 1-6th is 16 2-3 p.c. There is only one kind of "investment" in our business, and that is the SELLING PRICE. Therefore, the question is, what portion of what I GET is profit. To make 20 p.c., 1-5th of WHAT I RECEIVE must be profit. To make 30 p.c. 3-10ths of WHAT I RECEIVE must be my margin. Think it over; digest it. This is the law of the profits.

The retail grocers' association of Norfolk, Vt., has been in existence but four weeks and already they have quelled the peddler nuisance after having stirred the police into activity. They have over sixty members and are about to establish a credit bureau.

The
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A Special Display Suggestion for Hallowe'en

The Pumpkin Recalled to Memory—Other Articles That Might be Used Appropriately—Value of Watching Different Seasons With a View to Special Window Displays—Gives the Store a Distinction—Only One Week Remaining Before Hallowe'en.

The last day of October is always set apart for the celebration of that time-honored occasion known as Hallowe'en. This is always a festive time and since this year Thanksgiving day will be celebrated on the same day, it will be doubly so.

Associated with Hallowe'en is the modest pumpkin. Every one, and particularly the small boy, unites the two in his mind, and the pumpkin can therefore be appropriately used by the grocer in his window trimming operations for this occasion.

In the accompanying illustration therefore is a suggestion for a Hallowe'en

appropriate goods and getting new customers through up-to-the-minute methods.

This should be an aim of all merchants. If dealers who have lost customers will make it a point to get at the base of the trouble, they will frequently find that the cause lies in the fact that their competitors are using more modern methods—enticing displays, better service, better quality, newspaper space a cleaner store—than they themselves are.

To "be up with the times," is a phrase worth studying for it means a great deal in window dressing. If therefore the grocer has not been paying as much attention to this particular method for attracting business, let him begin with Hallowe'en.

If any retailer has any good photographs of Hallowe'en or Thanksgiving windows, The Canadian Grocer would be pleased to enter into negotiations to effect a loan.

CAN ANYTHING BE DONE?

Editor Canadian Grocer.—We think it is not fair to the retail grocer for our daily papers to quote the wholesale price on sugar, as the paper goes direct to the customer and he therefore knows exactly what the sugar costs the retailer.

Can there be any remedy?

FULLER BROS.

Arkona, Ont., Oct. 17, 1910.

PROGRAM MAPPED OUT.

Ottawa Retailers to Make Their Meetings Particularly Instructive.

Ottawa, Oct. 20.—The Retail Grocers' Association, which holds its meetings



Hallowe'en and Thanksgiving Both Fall on Oct. 31 this Year—Suggestion for a Window Trim.

window trim. The pumpkins which suggest the faces of human beings can be placed on posts, the latter being hidden by shocks of corn.

Fruit, vegetables, nuts, etc., are also always associated with the Hallowe'en and Thanksgiving seasons and can be used with good effect. The drawing suggests apples, squash, and chestnuts piled symmetrically between and around the posts holding the pumpkins. It might be termed a Harvest Festival window and undoubtedly would appeal strongly to passers-by.

Watch Cycle of Seasons.

Every merchant who carries on business on a scientific basis realizes the importance of selling, showing and advertising seasonable goods. They pay particular importance to the cycle of seasons and to prominent happenings. They take every opportunity of selling appro-

Windows uniquely dressed all the time give the store a distinction over its competitors. Very soon people notice this and they propagate the news rapidly.

A window such as the one described above will be particularly appropriate in a village, town, or small city in the midst of a good farming community. Nevertheless it is sure to attract interest in a mining section where such goods are seldom seen in any quantity.

One Week Left.

Next week is the time for a Hallowe'en or Thanksgiving window. Any later will denote an unprogressive merchant.

It ought also to be remembered that as soon as Hallowe'en is over the window should come out. If it doesn't, the idea will be conveyed that the merchant is lazy.

on the first and third Mondays of the month, have arranged for the winter to have every second meeting one of particular interest and instruction. On Monday the first of these was held when the meeting was addressed by N. Cauchon, the C. P. R. engineer, on the proposed tunnel scheme of the city, and the benefits it would bring to the merchants. The meeting was open to the Retail Merchants' Association, whose president, Henry Walters, occupied the chair.

H. C. Beckett, of W. H. Gillard & Co., Hamilton, Ont., was in Montreal this week.

Hugh Blain, of Eby-Blain Ltd., Toronto, was in Montreal for a few days recently.

Vancouver Advertisement Out of the Ordinary

Introduction Different From Those Generally Written—If Smaller Type Had Been Used, More Space Could Have Been Utilized in Body of The Ad.—Talk About Peaches Might Have Been Featured—Lines Too Close and Confusing to the Eye—Naming of Prices in Heavy Type a Good Feature.

Retail advertising in the newspapers is becoming more and more general in Canada. There is no reason why it shouldn't, since the big stores which have made outstanding successes have depended for their publicity to a large extent upon this medium. Therefore the only course left for smaller stores which

Spencer's Grocery Bulletin

PEACHES—A few fruit growers in the Okanagan have open orders to supply us with peaches, but with this exception the peach season will end with the disposal of this car—today. So last call for peaches. Perfect condition; per 20-lb. crate \$2.50
PRESERVING PINEAPPLES—These are extra large and in perfect condition; a dozen \$2.50

SWEET POTATOES—7 pounds for 25c
Choice potatoes of good size. A direct importation.

SNOW APPLES—Just perfect; not too large in size; every apple wrapped; boxes average 45 to 50 pounds; per box \$2.00
GRAPES—Per large basket; Tokays 25c
COOKING APPLES—10 pounds 25c
Per box 90c
CRAB APPLES—4 pounds for 25c
LEMONS—Per dozen 20c
GRAPE FRUIT—4 for 25c
RIPE TOMATOES, PLUMS and other fruits in season.
LIPTON'S TEA—40 quality, 3-pound tin 75c
EGG-O BAKING POWDER—16-oz. tin for 25c
KNIFE POLISH—Regular 20c tins, 2 for 25c
MINCE MEAT—Made in our own kitchen and guaranteed to contain nothing but the purest ingredients, 2 pounds for 25c
JARS—1-2 gallons, per dozen 90c
CHOICE ENGLISH BISCUITS—2 pounds 35c
SODA BISCUITS—Per package 10c
ROLLED OATS—Best quality, 8 pounds for 25c
ENGLISH MARMALADE—2-pound tins 25c
CHICKEN AND TONGUE—C. & B., glass jar 15c
TURKEY—C. & B., glass jar 15c
DEVILED HAM—C. & B., glass jar 15c
TONGUE—C. & B., glass jar 15c
GAME—C. & B., glass jar 15c
IMPORTED SAUCE—English; 2 for 25c
TOMATO KETCHUP—3 bottles 25c
ENGLISH MIXED PICKLES—Quart bottles 25c
ENGLISH WHITE ONIONS—Quart bottles 25c
ENGLISH CHOW CHOW—Quart bottles 25c
ENGLISH WALNUTS—Pickled; per bottle 25c
MATCHES—25c package, 2 for 25c
SMALL WHITE BEANS—8 pounds for 25c
TOASTED CORN FLAKES—3 packages for 25c
COCOA—Best quality, per tin 10c
SALT—Finest quality, 7 sacks for 25c
VINEGAR—Malt, quart bottles, 2 for 25c
White wine .2 for 25c

A Newspaper Advertisement From British Columbia.

wish to attain success to any degree seems to be that they should follow the example of the big leaders.

There are those who have attempted advertising in the newspaper and who have not or believe they have not found it to be profitable. The big advertisers will say it's the fault of the copy and the way it is displayed. And they are usually correct.

The accompanying advertisement from a Vancouver paper illustrates somewhat of a departure from the regulation style and it is worthy of attention. The average advertiser might say that the introduction "Spencer's Grocery Bulletin," consuming such a big space was superfluous and that it would have been better to have introduced the ad. with reference to the peaches which as is stated were difficult to obtain.

But if the introduction is used every day it is likely to be sought after by the housewife providing she has learned to expect something of value in the Spencer ad.

Suggestion for Improvement.

But granting this value there is, many will say, too much white space used for this heading. The same effect and the same value, they will maintain, could be secured by smaller type, leaving more space to enlarge on the peach question.

If the advertisement had begun "Last Call for Peaches," in heavy type, followed up by the talk about the ending of the season and the price, there seems no reason why it would not have secured extra good results.

A good feature of the ad. is the quoting of prices, and the short talks about some of the articles named. The list is somewhat confusing to the eye, and if space had been left between the lines, and less used in the heading, a better effect would have been accomplished. The capital letters used in the names of the articles is also rather confusing. But this, of course, is not the fault of the writer of the copy, unless he so directed it.

Editorial Note.—The Canadian Grocer solicits ads. from its readers for criticism, which will always be given according to the honest convictions of the ad. critic.

SUGAR POPULAR IN THE U. S.

During the fiscal year just ended the consumption of sugar in the United States reached the enormous figures of 7,500,000,000 pounds, an average of 82 pounds of sugar for each person. This means that each person was responsible for the consumption of about seven pounds every month which is surely a strong evidence of a national sweet tooth.

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Association Favors Raise in the Price of Soap

Would Prefer This so That It Would Have to be Sold at 5 Cents Straight, Instead of 6 for a Quarter—Toronto Retailers Discuss the Matter—They Decide not to Join With Grocers' Section R. G. A.—Canned Goods Prices Not Uniform—Is the Salmon Supply More Than Adequate?

Toronto, Oct. 20.—Costs and profits were again the subjects before the Toronto Retail Grocers' Association, at their regular meeting on Monday night. Among others, the cost and profit on soap was discussed. President D. McLean was in the chair.

The question arose as to whether it would be better for the retailer if the soap manufacturers raised the price of soap to him so that all retailers would have to sell it at 5 cents per bar straight or whether they should reduce the size of the bar and the price in order that a better profit might be made in selling 6 for a quarter.

Fred Thorn was in favor of an advance in the price to the retailer to say \$4.05 or \$4.10 so that soap would retail at 5 cents straight. At \$4.10 the dealer would receive a profit of 18 p.c. on the selling price or about 22 on cost.

Wanted Reduction in Bar.

J. M. Cork, College St., was opposed to this plan. He claimed that the 6 for a quarter price had now been so well established all over the country that it would be folly to change it. He believed in reducing the size of the bar and the price to the retailer. Jno. Blood suggested that if this were done, some would reduce the retail price to 4 cents, and that the big departmental houses would sell soap 7 bars for a quarter.

Mr. Cork replied that it might be done for a time, but these big stores wouldn't carry it on very far if they knew they were losing money. "It costs them a great deal more to do business than it does one of us," he said, "so they've got to get their profits." He maintained that if the retail price were maintained as it now is that there would be less confusion in dickering with a purchaser telling her that soap had gone up, etc. "I think the public demand 6 for a quarter," he said.

D. W. Clark said not. He maintained he could sell his customers soap at 5 cents straight without any difficulty. He had often sold the large 3 pound bar in preference to the 6 for a quarter. "I don't consider I get enough profit on soap at 6 for a quarter, and I advise my customers to purchase the long bar," he said. "I'm working for myself and not the manufacturer," he declared with emphasis amid applause.

He maintained that he had little difficulty in selling his customers even if prices go up or down. They usually know of declines and advances and if sugar goes down they expect a pound more on the dollar. The same with advances, people know them and he didn't have to argue.

"When a woman telephones you have seldom time to tell her much," said Mr. Cork; but Mr. Clark stated that he would simply fill the soap order with 5 bars and if there was any arguing to be done she would begin it and the matter would be satisfactorily ended.

Mr. Cork—"If we pay \$4 or \$4.10 this

department store will buy a car load cheaper and sell 6 for a quarter still."

Mr. Clark—"There ought to be an understanding that this should not be done."

Mr. Cork—"There'll be less trouble if we sell it 6 for a quarter."

Mr. Clark—"And less money."

Make Sure of No Cutting.

Jno. Blood suggested that the price be raised to the retail trade to say \$4.25 for a while. This he maintained, would be sure to make every retailer get into the habit of selling soap at 5 cents straight. Then in two or three months time reduce it to \$4.10.

R. Van Loan favored reducing the size of the bar and the price.

A vote was finally taken on the question, the majority declaring in favor of the raise in price rather than a cutting down of the size of the bar as well as the price.

Voted Against Amalgamation.

It will be remembered that in the issue of The Grocer of Oct. 7 there was an item re the proposed merger of the Toronto R. G. A. and the Grocers' Section of the R.M.A. Each was left to discuss the matter separately at its own meeting and on Monday night the former threshed the matter out.

D. Bell, J. S. Bond and W. C. Miller, who had attended the joint meeting reported what had been talked over. Several proposals had been made including a complete amalgamation; the Toronto R. G. A. joining the Grocers' Section R. M. A.; the Grocers' Section R. M. A. joining the Toronto R. G. A.; the two uniting at each other's meetings to talk over specific questions, and a joining of forces whenever any legislation matter came up.

The first two mentioned were not considered seriously, but the third and fourth promoted much discussion. It was finally moved by D. Clark and W. C. Miller that the Grocers' Section of the R. M. A. be invited to unite with the Toronto R. G. A.

This was opposed by D. Bell, Thos. Clark, Bailey Snow, R. Van Loan, F. Johnston and others, and upheld by T. Clark, J. S. Bond, W. C. Miller and J. M. Cork, but the motion was defeated which means that so far as amalgamation is concerned, the Toronto R. G. A. has dropped the question. Almost all those who spoke on the question felt that, since their association was older than the other, if there was to be any change the other should come to them.

Wasting Raw Material.

While on the subject of amalgamation, J. S. Bond in referring to the necessity of a strong association intimated that there were manufacturers who were wasting raw material in order that prices might be kept up. "We ought to be strong enough to go to Parliament and have this thing stopped," he declared.

R. Matthews, Yonge St., brought up the canned goods question again. "We

shouldn't have to order canned goods ahead," he said, "and tie up a lot of money."

W. C. Miller stated that salmon, peas and corn were being retailed in the city at several prices. There were some selling salmon at 18, 20, and 22 cents and halves at 11, 12, 13 and 14 cents. Canned peas were retailed at 10 and 12 cents and some at 3 for a quarter. He thought that there ought to be more uniformity in the prices.

R. Van Loan suggested a black board on which costs and selling prices could be figured out.

Is There Plenty of Salmon?

One of the members pointed out that so far as he was concerned there was plenty of salmon on the market and advised carefulness in buying as his order had been duplicated by a wholesale house. He returned it and was afterwards told that he could purchase salmon whenever he wanted to without fear of prices going up. He only took two cases and intends stocking according to his current requirements. It was generally felt that salmon would not advance the 2½ cents on Dec. 21st.

Another retailer advised taking care of boxes. He had had some demands recently from 3 firms wanting to get them.

CUSTOMS AGENT FOR BRITAIN.

H. S. Scott, until lately the representative of the Canadian Customs Department in New York, has been sent to London in the capacity of the same Department's chief agent for Great Britain and the Continent of Europe. On account of the increasing volume of exports from the United Kingdom to Canada, and because of the large Continental element in much of the merchandise coming from the United Kingdom to Canada, it has been deemed necessary to have a special agent of the Canadian Customs Department in London. The question often arises whether a given shipment from the United Kingdom is entitled to admission into Canada at the preferential duty rates. The product that is finished in Britain may have received all but the final touches in Germany, Austria, Belgium or some other country not entitled to the benefit of Canada's preferential tariff. The rule made by the Minister of Customs is that 25 per cent. of an article's value must have been added by fabrication in the United Kingdom or other British possessions entitled to the preference to make it eligible for admission at the preferential rate.

It is asserted that there has been some sharp practice on the part of Continental manufacturers and their British agents in order to get their goods the advantage of admission into Canada as British goods. The new agent is expected to check this form of customs fraud and also to facilitate the entry of genuinely British goods at preferential rates. His duties have also in some measure been made for him by recent commercial treaties between Canada and some other nations, notably France, Germany, Italy, Belgium and Holland. These countries are to get the benefit of the treaty rates not only in goods shipped directly from their own ports to Canadian ports, but also on goods they send by way of the United Kingdom. To watch this class of commerce will be part of the new agent's business.

The Canadian Grocer

Established . . . 1888

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN . . . PRESIDENT

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

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 Great Britain, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY

LEAKING OUT OF TRADE SECRETS.

There is frequently a disposition on the part of business men, and political men as well, to regard the presence of a representative of the press as one of their meetings or conferences with dubious feelings. If they know that there is such a person in their midst he must be ejected before any business whatever is transacted.

This has been proven time and again to be erroneous. For it is just such acts that form the basis of the "big" stories in the newspapers which "allege," "report" and "rumor" that such and such a thing is true or that some person said this or that and which sometimes cause no end of trouble.

Even if these conferences deal with matters which the trade or daily newspaper should know in order that its columns can be more efficiently edited, there is often a disposition on the part of some to secretly conduct proceedings, positive in their own minds that nothing will ever leak out, not even the fact that a conference was being held.

They are generally in error and particularly so in the case of a trade paper whose representatives have usually a hundred and one avenues leading to such information. The result is that the newspaper instinct of the man on the hunt for news is aroused; consequently there is a "story," and naturally a second hand "story."

On the other hand if the paper and its representatives are taken into the confidence of these men, kept informed as to every move, given the proposals and objections and courteously request-

ed to delay the publishing of anything until such time as matters have been brought to a satisfactory conclusion, everything would run along smoothly and no one would be continually in "hot-water" lest something should leak out.

A paper which is kept in touch with these things exhibits more care in the future in editing its columns containing matter which in some way or other may have a bearing on the very points which arose at the meeting behind closed doors. If this were done there would be a tendency to have nothing appear which does not coincide with the facts and which will give no trouble to the particular parties it affects.

OUT-OF-DATE RETAILERS.

An incident has come to our notice showing how a dealer lost a customer for the sake of a cent—not on account of any dispute over the price but because the grocer was in a cranky mood.

This is how it happened. A woman sent her little daughter to the store to purchase a four-cent article giving her a five-cent piece and at the same time telling her that she might have the extra cent.

She gave the merchant the money which he put into the till but he did not hand her back the change. After waiting for a time she asked him for it but the grocer in a gruff tone told her he could not waste time making change for one cent. This sent the little girl home crying. The incident lost a customer.

It is almost beyond belief that such a thing can happen in a store which takes any pride whatever in service; yet it is an actual fact.

We know of another dealer who lost a customer by refusing to change a piece of ham which did not suit the mother when brought home by her daughter, because, as the merchant told her, it was handled in her mother's dirty hands.

These are samples of salesmanship among some of the out-of-date retailers.

THE "BAD EGG" QUESTION.

Is it better to sell fewer eggs at a higher price, or more eggs at a lower price to continually dissatisfied customers? That is the question city merchants and produce men are asking in their endeavor to make it a criminal offence to sell rotten eggs. Knowing the facts the answer is almost self-evident.

There is more profit and general satisfaction to everyone concerned to deal in first class eggs.

Take the farmer. How does he come out? To begin with, he looks after egg collections better, receives a better price for them, and the few rotten ones he loses, if he is careful, are a mere drop in the bucket.

With honest eggs coming in the produce man can get a good price for them, is saved much labor in examination, and sells sound eggs. Similarly is the retailer affected, and even to a greater degree, for a few rotten eggs will often cost him customers. There is no better advertisement than honest eggs.

Does the customer benefit? Suppose he pays 30c for "eggs" and 35c for the perfectly kept article, for that represents about the price difference. Out of a dozen of the former he loses two, which is by no means abnormal. His account stands thus:

10 eggs cost 30c (two bad.)
 12 eggs cost 35c (all good.)

Thus he is more than even in actual cash, besides the peace of mind in knowing, when he opens a boiled egg for his breakfast, that it will be perfectly fresh.

More power to the movement now on foot to make the sale of rotten eggs a criminal offence. Nobody will lose, and there is everything to be gained by such action being taken.

WAGE A COLLECTING CAMPAIGN.

Now is the time when merchants should look to their outstanding accounts. The crops have been good, and from all sections of the country come reports of the freeness of money. Farmers are realizing on their grain, live stock, and fruits, and they ought to be in a good financial standing to meet their accounts.

There is no opportunity for anyone to raise the plea of hard times or money scarcity this autumn.

We do not live in an age when people need no reminder that they owe money for goods purchased, so that the merchant should make it a point to send out his accounts promptly, and if there is no immediate desire to settle, get after the delinquents, either by personal call or by letters. We know that the busy merchant has little time to attend to his accounts, and that if his customers only treated him fairly there would be no need to have to add to his work by collecting what is owing to him. But as it is necessary, then the only thing to do is to go after the money systematically.

The merchant should not let the idea that he may offend a customer affect his getting after his accounts promptly. The man who means to pay does not mind a gentle reminder that he is behind time with his money. He realizes that the merchant has to live, and when it is pointed out firmly but courteously that the money is wanted, then there is little fear that umbrage will be taken.

Collecting accounts is one of the most important parts of a credit business, and should receive the close attention of

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every dealer. The accounts should not be put off for a few spare moments, as is often done. They should receive first attention, for by them alone can he live.

The sending out of invoices, and the close scrutiny of the books, with a consequent close tab on those who are not settling, should be a regular part of the business system of a merchant. There should be no hesitation in getting after a long winded customer. Keep hammering and there are very few who will withstand the process for long.

A SUBTLE FORM OF DISHONESTY.

From time to time there is in evidence a peculiar form of dishonesty which is the more dangerous in that it does not involve an indictable offence. This particular breach of probity consists in accepting a salary for filling one position while surreptitiously using a part of the time which should be devoted to the interests of the one employer to do work for and receive payment from another.

A case in point is brought to mind by the newspaper notices respecting the firm of C. D. Sheldon. This man was accustomed to employ as stool-pigeons, men in responsible positions in various businesses, from government departmental employes in Ottawa, it is said, to men in financial institutions in various financial centres. It is entirely unnecessary to comment upon the ethics of the tempter. The serious question is with respect to the lack of business honor which permits a man to sell his whole time to an employer, accepting a substantial yearly salary for same and then to steal part of this time for the purpose of increasing his income.

Where a man can, without lessening his value to his employer, devote his evenings to extra work, one cannot take exception to this method. The point in question involves a form of dishonesty which is often practised by men whose integrity so far as actual cash or even finer points of honesty are concerned, is unexceptional. Cases of this sort come up more often than is generally realized and it is indeed time that steps were taken to protect an employer against petty and sometimes serious thefts of this sort, as against the more overt forms which involve the actual handling of cash. The government at Ottawa is endeavoring to prevent it, but the law is not yet of sufficient breadth to cover the ground.

A divided attention means lessened power of concentration and the opportunities of taking off a few minutes, or hours, of course increases with the responsibility of an employe's position. Should a man realize that by thus dividing his time and attention he is serious-

ly lessening his earning power and consequently his value to his employer, selfish reasons alone would doubtless prevent much of such action.

AVOID DEAD STOCKS.

There are many things in the trade that the retailer should avoid. One of them is the carrying of dead stock and particularly when the merchant cannot afford it. It always represents a loss because there's money invested in it.

Many dealers when offered a quantity price on some goods, snatch at it and tie up a lot of money. They never stop to figure out the interest on their money invested which would often more than repay them if they bought as necessity demanded.

There is still another way to look at the question. If a small dealer ties up considerable money in two or three articles he has not the means of getting a good assortment. Lack of assortment is often the cause of diverting trade to the mail order houses and in the end he loses more than he had gained by getting this quantity price.

Dead stocks are not relished by any merchant. The sooner he turns over his stock the better he likes it. Therefore it ought to be the aim of every dealer to see that all goods are disposed of in season. Summer goods should be moved out before too late and the same applies to the other seasons.

Avoid as much as possible the carrying of dead stock.

If you have any trouble in getting enthusiastic get out and rub up against people who are not built on the cold storage plan. Enthusiasm is contagious and you might catch a little of it.

Ideas are what count. If you cannot evolve your own, make haste to adopt some good ones from another source. Ideas you must have.

Don't stop with just being honest enough to refrain from picking a man's pocket. Be so honest that you would not think of keeping quiet about a purse you found on the street.

You can't get along with people unless you have tact. You can't develop your business far unless you can get along with people. With all your getting, get tact.

WHERE CREDIT IS NECESSARY.

The most successful merchants who do a credit business have a distinct understanding with the customer at the beginning of the account. Either the bills are to be paid weekly, monthly or at a certain stipulated time, and if the accounts are not paid when the customer agrees to pay them, the line of credit is cut off.

When to stop extending credit to a customer is one of the most serious problems that the country merchant has to face. It is at once productive of more bad accounts and of the loss of more good accounts than any other item in the list of store management problems that the retailer has to contend with.

Credit is a necessary evil in merchandising. Some one merchant in a town may make a go of cash business, and some merchants cannot do it. There must be some credit business, and the man who gives credit must do so under a well established and thoroughly understood system or he will soon find his bills receivable eating up his profits and wearing a big hole in his reserve capital. Of course there are extraordinary circumstances, such as crop failure, deaths, loss of work and things of that nature, where exceptions are made, but even then, great care should be exercised, in the extension of credit, and notes should be taken, bearing interest, for the merchant is as much entitled to interest on money that he may have tied up in merchandise sold on credit, as is the banker on money that he loans.

The only sure rule is to have a system, make a personal study of each customer and his ability to pay, be strict and prompt about collections, require notes on overdue accounts and close up those that appear hopeless. It is better to lose a customer and a small amount of money than to lose a large amount of money and the customer too.

IMPORTANT LEGAL DECISION.

Although the insurance policy of the Brooks-Sanford Hardware Company, Toronto, in the Rochester-German Fire Insurance Company had a clause in it reading, "If the property assured is assigned without the express permission of the company the policy shall be void, but the condition does not apply to a change of title by succession or by the operation of law or by death," and, although that company did assign without the express permission of the insurance company, Justice Middleton, recently held that the policy was not void. The question arose in the action of Osler Wade, assignee for the Brooks-Sanford Company, to recover \$2,402 insurance. The company assigned on October 9, 1908, and the fire broke out on October 20. The Judge held that the assignee is entitled to the money on behalf of the creditors.

Grocers are meeting with opposition from druggists in the sale of spices, which, during the last 600 years have been associated in the public's mind with grocery stores. It is up to the trade to hold its own.

FRIENDLY ADVICE FROM THE
BATTLE CREEK TOASTED CORN FLAKE CO., Ltd.

LONDON, - - ONTARIO

Manufacturers of

KELLOGG'S

TOASTED CORN FLAKES

To the Retail Grocers of Ontario and Quebec:---

Beware of free
of schemes to
brightest minds in
are strongly op-
practices. It is
trade demoralization



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overload you. The
the trade to-day
posed to all such
the worst form of

Beware of free of schemes to brightest minds in are strongly op-practices. It is trade demoralization.



deals and all sorts overload you. The the trade to-day posed to all such the worst form of

Buy only as your trade requires. Keep your stock fresh and palatable---thus retaining the confidence of your customers.

In our **Coupon Deal**, you have all the advantages of a free deal all the year round without the disadvantages of overstocking. Thousands of grocers throughout Ontario and Quebec are delighted at the returns our coupon deal has given them, and are pushing **Kellogg's Toasted Corn Flakes** in preference to all other Flake Foods.

Kellogg's is the original, and only genuine Toasted Corn Flake---others are imitations and altogether lacking in its delicious flavor.

Push Kellogg's--- Save your coupons, sending them in for redemption at time stated.

The Markets—Canned Tomatoes Sold at Advance

Price Raised in Montreal and in Toronto—Buying is at an Increase Over Opening Figures—Sugar Market Weaker—New Beans Quoted at Lower Price—Dried Fruit Market Maintains High Prices—Coffee is Up as Result of Crop Conditions in Brazil—Spices and Nuts are Steady and Firm.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS—

Valencia Raisins— $1\frac{1}{2}$ c higher.
Shelled Almonds— $\frac{1}{2}$ c higher.
Tapioca—1c higher.
Salmon—20c advance in Clover Leaf and Horseshoe.

Montreal, Oct. 20.—The sugar situation still continues to occupy the spotlight as far as local affairs are concerned. Whether or not the alleged large German crop will still further weaken the raw market and force another decline in refined is what is puzzling local men. Reports of recent storms in Cuba have changed matters slightly and it is thought this may counteract the German crop effect, at least sufficiently to keep refined prices at their present level.

The Steamer Bellona arrived last Tuesday a.m. with a cargo of dried fruits and nuts from Mediterranean ports. The new prices are on a higher level than the old and bear reports on crops keep coming to the fore.

Coffees in Brazil are worthy of some notice. Apparently there is going to be a crop failure this year, which will put prices at a high level and enable the Brazilian Government to rid itself of more of the surplus it took up three years ago.

Generally trade is good on an advancing market. Sugar is about the only feature showing weakness.

Sugar.—Apparently sugar men are hardly certain what their next move will be. The undoubtedly large German crop has been having a very bearish influence on the raw market, and unless something occurs to alter the situation there seems a certainty of a further decline in the refined article. However, refiners look at the recent storms in Cuba as the means of bolstering up the raw market. Two severe hurricanes are reported in the past few days, as having ravaged the cane fields. How serious the damage has been is not certain, but there must have been a great deal, if the reports received are anywhere near true. If it is as bad as reported there will be sufficient effect to offset a great deal of the German situation.

Local jobbers report heavy sales lately at the recent declines.

Granulated, bags	4 85
20-lb. bags	4 95
Imperial	4 71
Beaver	4 70
Paris lump, boxes, 100 lbs.	5 65
50 lb.	5 75
25 lb.	5 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 55
100 lb. boxes	5 65
50 lb.	5 75
25 lb.	5 85
5 lb. cartons, each	0 37 $\frac{1}{2}$
Crystal Diamond Dominoes, 5-lb. cartons, each	5 30
Extra ground, bbls.	5 40
50-lb. boxes	5 70
25-lb. boxes	5 10
Powdered, bbls.	5 30
50-lb. boxes	5 30
Phoenix	5 30
Bright coffee	4 80
No. 3 yellow	4 70
No. 2	4 60
No. 1	4 45
Bbls. granulated and yellow may be had at 5c above bag prices.	

Syrups and Molasses.—Dealers and jobbers are preparing for the November business. It is in November that the bulk of the deliveries are made, owing to the cheaper rates for heavy goods at that time.

Sales of molasses are brisk this week as compared with last. They are still short of what might be expected at this time of year.

Syrups on the contrary are having an especially good sale for the season. Country buyers seem to be finding out that it is a cheap and healthy sweetener, and are buying accordingly.

Tea.—The season in Japan is practically over now, and only the fag ends are being cleaned up.

Locally the demand for all grades of Japans and the cheaper grades of Ceylons is the feature. Other lines are in fair demand. Prices are very steady and firm at former quotations.

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

Coffee.—Although the visible supply of coffee is plenty for the world's requirements, there is, nevertheless, a firm opinion that coffees, Brazilian in particular, are going to be high for at least another year.

In support of this a recent dispatch from Brazil sources via New York has been made public. In part it says: "The coffee trees are sick. Frost did not do much damage, but the drought and steady cold weather stunted the sap life of the trees. They have lost their leaves the same way trees do in the severity of European winters. The twigs appear exceedingly dry and withered, and there are no flowering buds in sight. If this continues it looks like a crop failure, and on top of a small crop this season Brazil is in for two years of high prices."

As to whether this is an exaggeration or not, time will tell. At present the market holds high and firm in all lines.

Spices.—Peppers are holding more firmly than last week, and the reports from New York tend to strengthen the situation. Apparently grinders are replenishing for the winter season. In other lines demand remains good, at prices held fairly firm. Pickling spices are still having a constant and brisk sale, and seem likely to do so, well on into the colder weather.

Allspice	Per lb. 0 13 0 18	Ginger, whole	Per lb. 0 15 0 20
Cinnamon, whole	0 16 0 18	Cochin	0 17 0 20
ground	0 15 0 19	Mace	0 75
Cloves, whole	0 18 0 30	Nutmegs	0 30 0 40
ground	0 20 0 25	Peppers, black	0 16 0 18
Cream of tartar	0 23 0 30	white	0 20 0 25

Dried Fruits.—The steamer Bellona, first fruit boat from the Mediterranean to arrive here this fall, arrived in port last Tuesday morning. She carried a large and well-assorted cargo of nuts and dried fruits. There has been rather more interest taken than in former years, owing to the bare state of both market here.

There has been an advance of $1\frac{1}{2}$ c in Valencia raisins this week. This is due to reports regarding the new crop, which is said to be light. As a result there has been a small slackening in demand, dealers evidently thinking that the waiting game is the best. Prices may be lower, but so far there is no good evidence to show it.

Figs also show an advance, and are selling well at the new figures.

Currants, fine filistras, per lb., not cleaned	0 06 $\frac{1}{2}$		
" " cleaned	0 07 $\frac{1}{2}$		
" Patras, per lb.	0 08	0 06 $\frac{1}{2}$	
" Vostizza, per lb.	0 09	0 06 $\frac{1}{2}$	
Dates	0 05 $\frac{1}{2}$		
Figs, 4 crown	0 69	Figs, 6 crown	0 11 0 12
5 crown	0 10 0 11	9 crown	0 13 0 14
Prunes—			
40-50	0 09		
50-60	0 08		
60-70	0 07		
70-80	0 06 $\frac{1}{2}$		
80-90	0 06		
90-100	0 06 $\frac{1}{2}$		
Raisins—			
Australian, per lb., (to arrive)	0 08 $\frac{1}{2}$	0 09	
Old seeded raisins	0 90		
fancy seeded, 1-lb. pkgs.	0 09		
loose muscatels, 3-crown, per lb.	0 07 $\frac{1}{2}$	0 08	
" 4-crown, per lb.	0 06 $\frac{1}{2}$	0 09	
sultana, per lb.	0 07 $\frac{1}{2}$	0 10	
Malaga table raisins, clusters, per box	2 40	5 60	
Valencia, fine off stalk, per lb.	0 07 $\frac{1}{2}$		
select, per lb.	0 08		
4-crown layers, per lb.	0 08 $\frac{1}{2}$		

Nuts.—The nut scarcity is now somewhat relieved by the arrival of the Bellona, the first Mediterranean boat, which came on Tuesday. Still prices are even a shade firmer than formerly, particularly almonds (shelled) which show a slight advance. It is said that new crop prices will be higher in almost all the European lines, even when the second steamer arrives.

There has been so little stock held here that trade has been very light, and what appeared was snapped up at once. This week has marked an improvement, owing to new arrivals and some of the new quotations.

In shell—	
Brazil	0 13 $\frac{1}{2}$ 0 14 $\frac{1}{2}$
Filberts, Sicily, per lb.	0 11 0 13
Barcelona, per lb.	0 10 $\frac{1}{2}$
Tarragona Almonds, per lb.	0 16 0 16
Walnuts, Grenoble, per lb.	0 13 0 14 $\frac{1}{2}$
Marbots, per lb.	0 15 0 16
Cornes, per lb.	0 11 $\frac{1}{2}$
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
3-crown	0 32 $\frac{1}{2}$ 0 35
2-crown	0 31
(in bags), standards per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb.	0 65
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Broken	0 30 0 32

Evaporated Apples.—There are a few of the early apples left on the market, but they are inactive at present. None of the winter stock to speak of has come on the market as yet, so naturally the market is simply beating time.

THE CANADIAN GROCER

has had the tendency of weakening the market and on that account it is felt that the next move will be another drop. Spices are firm as also are nuts and dried fruits. The general markets have not materially changed since a week ago.

Sugar—Reports of the European beet crop indicate an immense crop, heavier in fact than ever before and it has been stated that even if the Cuban crop were wiped out there would be enough of the beet crop to meet the demand. This report has had the tendency of weakening the tone of the market. Other influences are at work. A fierce wind-storm in the tropics has worked havoc with the sugar cane crop according to press reports which, however, have not been substantiated. It will likely be some time before the exact news is received, but the majority of the trade opinions is that the despatches have borne exaggerated reports. Therefore, but little strength has yet come to the market as the result of the storm news. The demand for sugar is also beginning to weaken. The fruit season has about spent itself and already a falling off is noticeable. Thus the principal character of the sugar market is weakness and the next movement in prices should be downward.

Extra granulated, bags.....	4 90
" " 20 lb. bags.....	5 05
Imperial granulated.....	4 80
Beaver granulated.....	4 80
Yellow, bags.....	4 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bris.....	5 35
" " 50-lb. boxes.....	5 55
" " 25-lb. boxes.....	5 75
Powdered, bris.....	5 15
" " 50-lb. boxes.....	5 35
" " 25-lb. boxes.....	5 55
Red Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	5 85
" " in 50-lb. ".....	5 95
" " in 25-lb. ".....	6 15

Syrup and Molasses—Following the recent reduction in the price of syrups there has been an active demand with every prospect of heavy business during November.

Dried Fruits—The situation in dried fruits has not changed materially since last week. The feeling that there is a general scarcity of dried fruits this year is holding and is pretty well substantiated by recent reports bearing out the statements that were received earlier in the season and upon the strength of which some of the wholesale trade bought at prices which were much lower than those now demanded for the same goods. New figs have arrived, and a shipment of currants and raisins, but receipts of the latter have been coming pretty freely. Prunes hold their firm position which, indeed, is common of all the fruits.

runes—	Per lb.
30 to 40, in 25-lb. boxes.....	0 11 1/2 0 12 1/2
40 to 50 " ".....	0 10 1/2 0 11 1/2
50 to 60 " ".....	0 09 1/2 0 11
60 to 70 " ".....	0 08 1/2 0 10 1/2
70 to 80 " ".....	0 08 0 10
80 to 90 " ".....	0 07 1/2 0 08 1/2
90 to 100 " ".....	0 06 0 07 1/2
Same fruit in 50-lb. boxes 1/2 cent less.	
Apricots—	
Standard.....	0 15 0 16
Choice, 25 lb boxes.....	0 14 0 17
Fancy.....	0 19 0 20
Candied and Drained Peels—	
Lemon.....	0 09 0 11 Citron..... 0 14 0 17
Orange.....	0 11 1/2 0 12 1/2

Figs—			
Elemes, per lb.....	2 1/2	"	0 12 1/2
1 1/2 inches.....	0 10	2 1/2	0 13 1/2
2 ".....	0 10 1/2	Umbrella boxes.....	0 13 1/2
2 1/2 ".....	0 12		
Figlets, ".....	0 04	0 04 1/2	
Bag figs.....	0 04	0 04 1/2	
Dried peaches.....	0 09 1/2	0 10	
Dried apples.....	0 10	0 10	
Currants—			
Fine Filistras.....	0 07 1/2 0 08	Vostizas.....	0 10 0 12
Patras.....	0 08 0 08 1/2		
Uncleaned to less			
Raisins—			
Sultans.....	0 09 1/2 0 10		
" fancy.....	0 10 0 11		
" extra fancy.....	0 12 0 15		
Valencias selected.....	0 08 1/2 0 09		
Seeded, 1 lb packets, fancy.....	0 09 1/2 0 10		
" 16 oz. packets, choice.....	0 09 0 09 1/2		
" 12 oz. ".....	0 07 1/2 0 08		
Seeded 2 oz. packets fancy.....	0 08 0 08 1/2		
Dates—			
Hallowees.....	0 05 0 05 1/2	Pards choicest.....	0 10
Sais.....	0 05	Natural, from 4) up.	

Coffee—The increased price of Rios and Santos has had the effect of strengthening up the other coffees. It is now practically assured that there is a short crop in Brazil and this knowledge was not general until the old stock was pretty well cleaned out. The bareness of the market contributes to the strength of the prices.

Rio, roasted.....	0 14 0 16	Java, roasted.....	0 27 0 33
Santos, roasted.....	0 18	Rio green.....	0 11 0 12
Marrasibo.....	0 20	Mexican.....	0 25
Rogotas.....	0 18 0 15	Gautemole.....	0 18
Mocha, roasted.....	0 25 0 28	Jamaica.....	0 20

Spices—Again is the word "firm" to be applied in referring to this market. Peppers are high in price and are likely to go higher. Increased consumption is responsible for the strength of some prices and short crop conditions is the reason in other lines.

	Bbls.	Pails or Boxes	Tins	1-lb. pkgs. doz	1/2-lb. tins doz
Allspice.....	0 14	0 15	0 17	0 75	0 80
Cinnamon.....	0 34	0 25	0 27	0 90	0 90
Cayenne pepper.....	0 23	0 24	0 26	0 90	0 9 1/2
Cloves.....	0 23	0 24	0 26	0 90	0 90
Cream tartar.....	0 21 1/2	0 23	0 25	0 90	
Curry powder.....			0 25		
Ginger.....	0 20	0 22	0 24	0 80	0 90
Mace.....			0 75		2 75
Nutmegs.....			0 30	1 90	2 00
Pepper, black.....	0 15	0 16	0 17 1/2	0 75	0 90
Pepper, white.....	0 24	0 25	0 26 1/2	1 00	1 10
Pastry spice.....	0 23	0 24	0 26	0 80	0 90
Pickling spice.....	0 15	0 16	0 18	0 75	0 75
Turmeric.....			0 15		
Mustard seed, per lb. in bulk.....					0 12
Celery seed, per lb. in bulk.....					0 20

Rice and Tapioca—There is firmness to the tapioca situation, but most of the local jobbers are keeping within the outside price. Demand for both rice and tapioca is steady.

Rice, stand. B.....	Per lb.
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal.....	0 03 0 03 1/2
Rangoon.....	0 03 0 03 1/2
Patna.....	0 05 1/2 0 06 1/2
Japan.....	0 04 1/2 0 05
Java.....	0 06 0 07
Carolina.....	0 10 0 11
Sago.....	0 06 1/2 0 06
Seed tapioca.....	0 06
Tapioca, medium pearl.....	0 05 1/2 0 06 1/2

Evaporated Apples—A local jobber says the present apple crop is the lightest in 19 years. It is difficult to secure apples and those in the evaporating business are not holding forth bright prospects of heavy stocks. The situation will be quite the reverse judging from the present aspect of the apple yield.

Nuts—This market continues with decided firmness. A crop of walnuts in France, larger than was expected, is now in prospect. Prices of nuts are generally high and there is not much likeli-

hood of easier prices for the Christmas and fall trade. The arrival of steamers may relieve the situation, but the price is not likely to be affected for, according to the general reports, the supply of nuts sufficient to meet a heavy demand cannot be secured. Short crops in this market are creating the same stiff prices that are found in some of the other markets.

Almonds, Formigette.....	0 14
" Tarragons.....	0 16
" shelled.....	0 35 0 37
Walnuts, Grenoble.....	0 14 1/2 0 14 1/2
" Bordeaux.....	0 11
" Marbota.....	0 12 0 13
" shelled.....	0 37 0 38
Filberts.....	0 12 1/2 0 13
Pecans.....	0 15 0 20
Brazil.....	0 13 0 14
Peanut, roasted.....	0 08 0 12 1/2

Beans—New beans have been delivered and are selling freely. There is a heavy demand throughout the country. Prices slightly lower than the old ones are asked.

Prime beans, per bushel.....	2 10
Hand-picked beans, per bushel.....	2 10

MANITOBA MARKETS

POINTERS—
Dried Fruits—Strong but unchanged. Sugar—Declining.
Winnipeg, Oct. 20.—The same condition prevails on the general market that has been evidenced for some time. With the exception of sugar and syrup, the market is fairly strong. The output is large on a wide range of stuff, and merchants are stocking heavily in many lines that cannot be quoted. Wholesalers everywhere are well satisfied with the fall trade, and anticipate an excellent winter's run. They are preparing for an unprecedented holiday trade and it would seem that they will not be disappointed, as already merchants are doing the same.
Business conditions throughout the west were never better than at the present time. The increased population by those who are in good financial condition, and the great number of stores that have been opened up in every corner of the west have created a lively atmosphere throughout the whole of the country. It is a recognized fact that all business fluctuates with the real estate condition everywhere in the country, and as there is great activity in real estate investments at the present time, business in every branch has taken on a brisk tone.

Sugar.—The sugar market has been going down everywhere on the continent, and although refiners in many cases have been trying to create the impression that the sugar market as a whole shows signs of strength, there seems to have been no foundation for such a report. The fact is that in Montreal and New York, where the sugar market is controlled, declines of twenty cents altogether have been reported in the past two or three weeks. A local jobber stated that a future decline would be improbable here, but nothing definite could be ascertained. The following list is the quotation to date.

Montreal and E.C. granulated, in bbls.....	5 45
" " in sacks.....	5 40
" yellow, in bbls.....	5 05
" " in sacks.....	5 05
Ice sugar, in bbls.....	6 05
" " in boxes.....	6 25
" " in small quantities.....	6 25

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TORONTO, CANADA

Travelers Get Letter from Wholesalers' Guild

Asking Them to Remember the Secret Commissions Act—Selling, Buying and Settling Departments of the Trade Unsatisfactory, it says—Advises the Taking of Declarations—Penalties Attached to the Act.

Recently the Dominion Wholesale Grocers' Guild sent a letter to commercial salesmen throughout Canada referring to the Secret Commissions Act. It read:

"You are aware of the unsatisfactory condition of the grocery trade in every department, the Buying department, the Selling and Settling department. To you, representing the Selling department, we would say that you are the custodians of this, perhaps the most important branch of our business. To you is entrusted the reputation of the house—its honour—its integrity—its capabilities—its success. It largely depends upon you what the commercial standing of the House shall be. We select you to represent us for the honesty—the intelligence—the ability which we believe you possess and we ask you to consider seriously the inherent responsibilities which you have assumed as representatives of the House. You must elevate the standard of business morals and the character of your House or you must debase the standard of business morals and the character of your House. Each salesman, therefore, whether he is in the sample room or on the road, carries with him the good name of his House, and it behooves him that it shall be kept by him unsullied.

"The members of the Dominion Wholesale Grocers' Guild feel it to be their duty to make this task as easy as possible for you to perform, and have used their best efforts to make such arrangements and adopt such methods as will enable you to do a clean, straightforward, honest business. To enable you to exercise that sterling business ability characteristic of the genuine salesman without the fear of competition from unfair and dishonorable means, we desire to ask your special attention to the "Contract Selling Plan" in connection with the voluntary "Declaration" supported by the Secret Commission Act now embodied in the Canadian Criminal Code.

The Penalties Attached.

"This section of the Criminal Code provides among other things a penalty upon conviction on indictment, of two years' imprisonment or a fine not exceeding \$2,500, or to both and upon summary conviction, to imprisonment for six months with or without hard labor, or a fine not exceeding \$100, or to both who

(b) Corruptly gives or agrees to give or offers any gift or consideration to any agent as an inducement or reward or consideration to such agent for doing or forbearing to do or for having after the passing of this act, done or forborne to do any

act relating to his principal's affairs or business or for showing or for forbearing to show favor or disfavor to any person with relation to his principal's affairs or business or

(c) Knowingly gives to an agent, or being an agent knowingly uses with intent to deceive his principal, any receipt, account or other document in respect of which the principal is interested and which contains any statement which is false or erroneous or defective in any material particular and which to his knowledge is intended to mislead the principal."

"You will observe the sub-section "b" provides against a salesman or traveler giving a clerk or agent without the knowledge of the clerk or agent's principal any rebate or consideration and sub-section "c" provides against a salesman or traveler giving a rebate or consideration to any person without the knowledge of his, the salesman or traveler's principal. The seller, therefore, being an agent cannot give a bribe or inducement of any kind to anyone without his principal's knowledge without being criminally liable and even with the consent of his own principal, cannot give a clerk a bribe or inducement without the knowledge of the clerk's principal without being criminally liable. It is equally clear that a principal cannot give a clerk a bribe or consideration either without the knowledge of the clerk's principal without being criminally liable.

Hard to Obtain Evidence.

"This construction of the Act by the Dominion Wholesale Grocers' Guild is upheld by the opinion of E. F. B. Johnston, who enjoys the highest reputation as a criminal lawyer. This view of the Act has never been seriously questioned by the grocery trade. The trouble has been to get evidence of these illegal acts. It is here, therefore, where the usefulness of the Declaration comes in, and which in accordance with the recommendation of the Guild must be taken by the seller when called upon in case of a violation or a supposed violation of the Act. It is, of course, the right of anyone to refuse to give this Declaration, either from a sense of being guilty of the offence or from any other cause; but you must remember that your principal is under contract with the manufacturer that your or himself or both will take the Declaration when called upon, and if you or he refuses, the manufacturer is pledged to the trade not to sell his products to your principal, or impose an agreed penalty for breach of contract. It is therefore im-

perative, if you remain a grocery salesman, that you should take this Declaration. "There is no shuffling, there the action lies in his true nature; and we ourselves compelled even to the teeth and forehead of our faults, to give in evidence," as Shakespeare puts it.

"It is, therefore, clearly established that our contracts with the manufacturers must be observed if we wish to remain in the grocery business. Both you and ourselves must adhere rigidly to the prices and terms stipulated, and you will also observe that in the form of declaration recommended, you have to swear that you have not sold sugar, tobacco or other proprietary goods at less than the established prices, nor given more discount off for cash on any class of goods than provided for by the established rules of the trade.

"These arrangements we are pledged to adhere to, and all of us, both principals and employes, are in honor bound to faithfully carry out.

Relationship with Retailers.

"Gentlemen:—We want you to be honorable business men. We want to be honorable business men ourselves. We want you to keep the interests of your house in view. We want you to keep the interests of your customers in view. We want your relationship with the retail trade to be dignified and fair. We want you to assure the retail merchant that the wholesale merchant will be ever watchful of his welfare. We want you to discourage the sale of any but goods that will afford the retailer a reasonable profit. We want you to assure him that his competitor cannot buy proprietary articles at less than he can. The retail merchants are honorable business men. We want you with their assistance and with our assistance to place the trade, both wholesale and retail, on a satisfactory basis so that we may all be able to make a reasonable profit and raise the grocery business to a position that will be the emulation of all other branches of trade."

BIG DECREASE IN EXPORTS.

The amount of butter exported from Canada to England this year up to the end of August was 18,385 packages as against 67,891 packages during the same time last year. Exporting cream to the United States explains this condition, the duty being only five cents a gallon. One port in Vermont received 700 gallons daily.

Light catches of sardines are reported from both Norway and France.

Practically all grades of India and Ceylon teas show a higher price than at this time last year.

SITUATION WANTED.

YOUNG MAN with eight years' experience in grocery business wishes position as traveler or manager of grocery department. Address Box 455, Owen Sound. (42p)



Will you work with us in the Hustling, Booming West?

May we handle your goods for you on a reasonable commission basis? There's a large and urgent demand for all descriptions of manufactured articles, and the man that gets in on the "ground floor" is going to have the biggest "Say"! We have an intimate knowledge of the commercial conditions and requirements, and will render you thorough and conscientious service. Our large track warehouses at all the important business centres offer you facilities unequalled by any other firm.

Write us fully, advising what you have to sell. Our wide experience is at your service.

WRITE US TO-DAY.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY SASKATOON EDMONTON FORT WILLIAM

Storage for all classes of merchandise.

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



Purity

BE LOGICAL!

Flavor

You wouldn't try to sell base metal for gold to a jeweller! Then, why try to palm off second-rate foodstuffs on the experienced housewife? You may sell other brands to her once, but you must handle

"E.D.S." BRAND

Jams, Jellies and Catsup

if you want to give satisfaction, and obtain the 'repeats.'

"E.D.S." BRAND Goods are perfectly pure (the Government Analyst has certified them to be 100% pure), they are skillfully preserved in an up-to-date sanitary factory, and they retain to a remarkable degree the natural flavor of the fruit.

See to your Stocks. It pays to feature pure foodstuffs.



Made by **E. D. SMITH** at his own Fruit Farms
WINONA, ONT.

AGENTS—N. A. Hill, 25 Front St. E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.

Gunns Quality

The following letter speaks for itself:

HACKENSACK, N.J.
October 10th, 1910

Gunns Limited,
West Toronto.

Gentlemen:—

When the writer was up in Canada last summer, used some of your Bacon, Hams, etc. Kindly advise if your goods are obtainable anywhere in this vicinity. If not, I shall have you send me some down direct.

Kindly give me the information.

MR. GROCER, have you personally tried our Maple Leaf Brand Hams and Bacon?

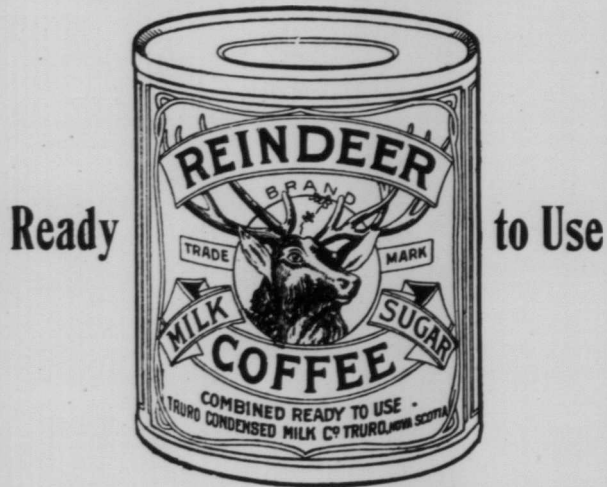
GUNNS PORK AND BEEF PACKERS
LIMITED WEST TORONTO

Fresh Pork Sausage

The Season for this line comes in with the 1st of October. Your customers will appreciate them if you have them on your counters and we shall be glad to have your orders for daily or weekly shipments.

F.W. Fearman Co.
LIMITED
Hamilton

REINDEER Coffee With Milk and Sugar



No trouble to prepare
Just add Boiling Water

The Truro Condensed Milk Co., Limited, Truro, N.S.

We want your regular shipments of

POULTRY BUTTER EGGS

AND ALL FARM PRODUCE

We have a large trade to take care of and must have the goods. We are in a position to give your shipments prompt attention and realize full market value. If not already shipping to us start at once, it will pay you.

WILLIAM RYAN, LIMITED

Packing Houses
FERCUS

70 Front St. East
TORONTO

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Poultry.—Business is maintained in a healthy condition. Receipts of chickens and hens are especially heavy and are in good demand. The number of geese reaching the market lately has been larger. Turkeys are also beginning to come pretty freely and it is stated on the street that there will be a liberal supply for Thanksgiving. The demand at that time should be considerable although it is believed that chickens and ducks will receive the heaviest call.

Spring chickens, live.....	0 11
Hens, per lb. live.....	0 09
Turkeys, per lb., large, dressed.....	0 16 0 18
Spring duck, lb., live.....	0 10
Geese, live.....	0 08 0 09

Honey.—Honey is moving along steadily but with no particular feature. Demand keeps good and supplies seem to be sufficient for present business.

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

WINNIPEG.

Lard.—The market has been growing stronger on lard for some days following the hog prices. The following jobbers' prices rule.

Pure, 20-lb. pails.....	each 3 20
" 3-lb. tins, 60-lb. cases.....	10 10
" 5-lb. tins, 60-lb. cases.....	10 05
" 10-lb. tins, 60-lb. cases.....	10 00
" 60-lb. tubs, each.....	8 5
Compound, 20-lb. pails, per pail.....	2 75
" 3-lb. tins, 60-lb. cases.....	8 35
" 5-lb. tins, 60-lb. cases.....	8 30
" 10-lb. tins.....	8 25
" 50-lb. tubs, each.....	6 75

Butter.—The creamery supply is not heavy just now and jobbers have been forced to enter into storage stocks which sells for 26 cents per pound. Creamery is 28 cents to the retailer.

Eggs.—The supply is weak and storage eggs are jobbing at 28 cents per pound.

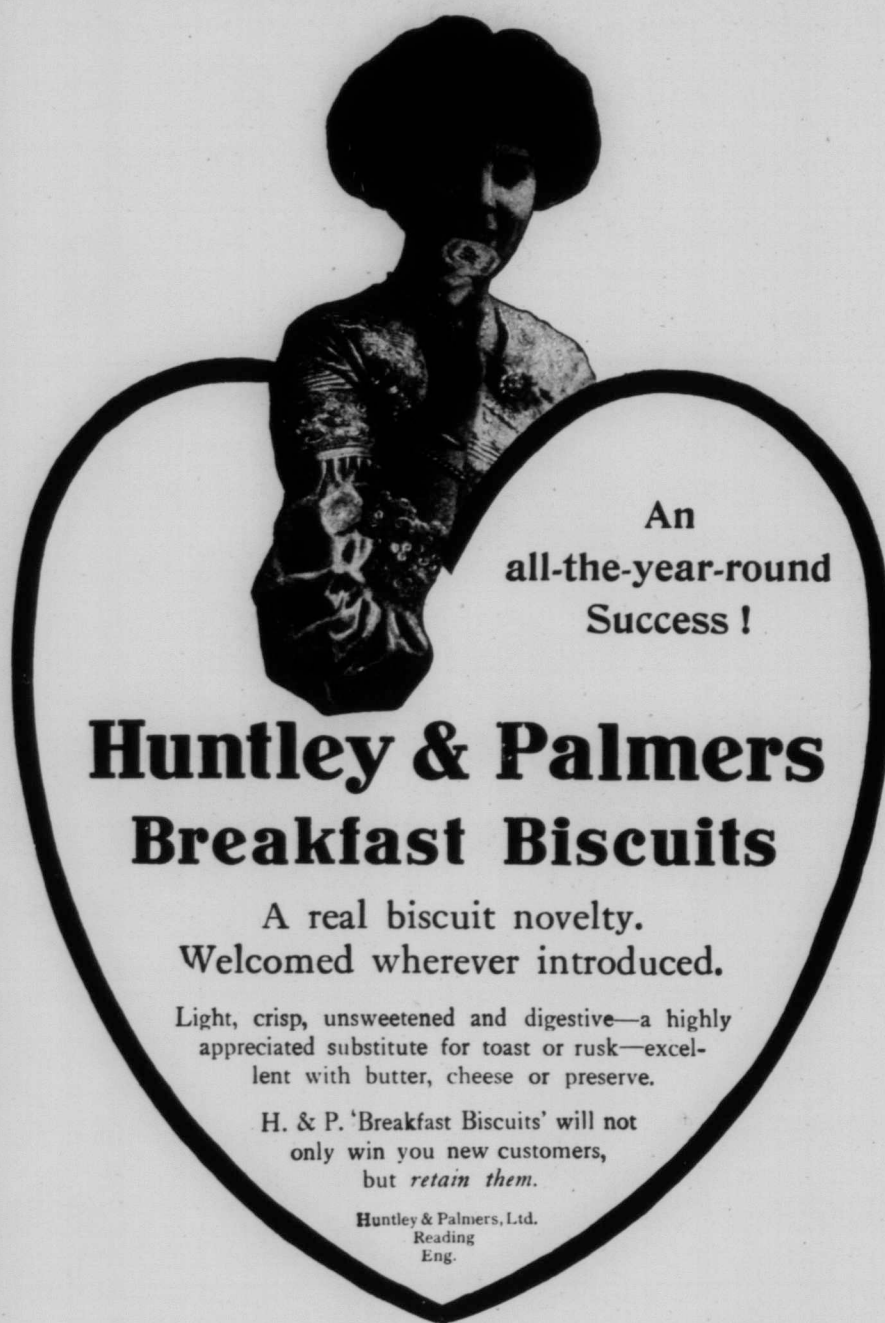
Cheese.—Ontario cheese is being marketed here at a reduced price just now. The trade is heavy and the quality of all stock is reported excellent.

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

Social Value of the Association is Enlarged Upon

The following is the report of an address on association work delivered by a Bournemouth grocer at the recent big congress in London, Eng. The objects of the organization he said were to promote cordial relations among the grocers; to organize combined action for the furtherance and protection of their mutual interests; to co-operate with other bodies having similar objects and generally to assist its members in defending their rights as traders. They have therefore set out on a four-fold purpose and he was persuaded the first was rightly placed in the forefront, for the reason that the attainment of the other three objects depended almost entirely upon the successful working of the first.

The almost invariable test put to determining the utility of an association was involved in the question frequently put by individual grocers: "What good do I get from it in return for my money?" It was exceedingly difficult, though very often essential, to convince a man that the cash return was not the truest test to determine the value even of a trade association. Every secretary,



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.

as was perfectly natural, tried to show that his association was there to put money in the members' pockets. But he questioned whether this aspect denoted more valuable work than that relating to the tactful settlement of misunderstandings and the creation of cordial relationships between grocers in a given district.

The speaker advocated the judicious use of social functions as a means of altering the disposition of many grocers towards the associations who thought that having willingly paid their annual subscriptions their duties and responsibilities as members were discharged. The cultivation of the social side would result in their desiring to contribute to their association's prosperity, as well as obtain direct financial advantage from it. "My advice," he concluded, "is get all the members together as frequently as possible and advisable. Get everyone speaking to everyone else, and recognize that whether members be big grocers or

little grocers, they are all fellow members, being entitled to their opinions, and having equal rights and common duties."

THE JONAS CASE.

A case has just been dismissed from Montreal courts in reference to trade marks. This was the suit brought by Henri Jonas asking that Samuel Laporte be restrained from selling or offering for sale imitations of Jonas' Vanilla, in the form of Jones concentrated extract of vanilla.

As the trademark had not been registered at the time the sale was made on which the action was brought, the case was dismissed without costs.

F. Smye, of Balfour, Smye & Co., Hamilton, spent a few days in Montreal, this week.

MAGIC BAKING POWDER



Contains No Alum.

Special trade discount allowed to both Jobbers
and Retailers when these goods are purchased in proper quantities.

E. W. GILLETT CO. LTD.

WINNIPEG

TORONTO, ONT.

MONTREAL

THERE IS NO PROFIT IN KEEPING BOOKS

Handling accounts is the worrisome part of every business. It is mental drudgery. The easiest, simplest, safest, cheapest, and yet most efficient way to handle accounts of goods, money, labor, anything, is by the use of

The McCaskey Gravity Account Register System

which with **One Writing** handles every detail of business from the time goods are bought until the money for them is in the bank.

Over Sixty Thousand in use. Ask any user or write

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating
Sales Books in all varieties.

96-104 Spadina Avenue - Toronto, Can.

FIRST
AND
STILL
THE
BEST



MADE IN CANADA

ACTIVE STOCK

A frequent turnover is the rule
with CLARK'S MEATS, especially

Clark's Pork and Beans

It is a pure, wholesome and popular food product, and is sure to keep moving. Do you carry a good supply?

Your Jobber will supply you

Wm. Clark - Montreal

Manufacturer of High-Grade
Food Specialties

CANADA: No better Country

DIAMOND CHOCOLATE

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	R. S. McIndoe	Joe. E. Huxley	Arthur Nelson
Montreal	Toronto	Winnipeg	Vancouver
Arthur M. Loucks	Ottawa	R. G. Bedlington	Calgary

Ye right olde English Dainty

CARR'S Superior CHRISTMAS PLUM PUDDINGS

These Plum Puddings are manufactured with selected fruits from a carefully tested recipe. Their quality and excellent flavor will be appreciated by all lovers of this old English dainty.

They are supplied in hermetically sealed tins with tear-off lids. 1, 2, 3, 4 and 6 lb. each.

IN CUMBERLAND CAKE TINS

CARR & CO., LTD.

Biscuit Manufacturers

CARLISLE, - - ENGLAND

Canadian made Licorice

Y&S BRAND

All Druggists.



Manufactured by

NATIONAL LICORICE CO.

Montreal.

Grocers Confectioners and Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

Delicious Y&S Licorice Pepsin Gum

Soft Mints, 5c. boxes | M.&R. Wafers 5c. bags

Acme Pellets, 5-lb. tins | Lozenges, etc.

Write for price lists and illustrated catalogue

Send To-day

AGENTS

ONTARIO, R. S. McIndoe, 54 Wellington St.-E., Toronto


PROVINCE OF QUEBEC and MARITIME PROVINCES, W. H. Dunn, 394 St. Paul St., MONTREAL

MANITOBA and SASKATCHEWAN, O. F. Lightcap, 214 Princess St., Winnipeg

BRITISH COLUMBIA, Shallcross, Macaulay & Co., Vancouver

PROVINCE OF ALBERTA, Tees & Perse, Calgary and Edmonton

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 Licorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

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

The Smith Brokerage Co., Ltd., St. John, N.B.
 Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
 J. L. Watt & Scott, 27 Wellington Street East, Toronto.
 W. E. Ashley, Winnipeg.
 Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

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No Scarcity in World's Supply of Food Stuffs

Estimates From the Big Granaries of the World Show More Wheat and Oats Than Were Expected—Ontario Farmers Are Busy With the Land and Grain Deliveries are Light—No Price Changes—Total Oat Yield Greatly Exceeds That of Last Year in Canada—Dealer Says Wheat Must be Reduced Somewhat Before Canadian Grain Trade Amounts to Much.

Recent weather conditions have been welcomed by the farmer who has taken advantage of it to prepare the land for the next crops. One result has been that he has not had the time to draw grain to the mills and in some instances millers report that they have had hardly sufficient receipts to warrant the continued operation of the mills. This has been the experience particularly of the smaller mills scattered throughout the country. In general the larger firms state that deliveries have been heavy although to a certain extent they have felt the effect of the farmer's land activity at this season. But as above stated this bears more upon the deliveries of Ontario grain.

The bullish reports that have been circulated from time to time since the crop just harvested began to reach maturity are rendered absurd in the face of the last estimates showing not only a heavy yield in North America, but throughout the entire world. The October report of the United States government places the wheat crop of that country at 700,000,000 bushels and from all appearances the quantity of wheat in both Canada and her near neighbor is far greater than was expected but a short time ago. It is not so long ago that the cry was heard from bull quarters that there was going to be a shortage in the world's supplies of wheat and now Russia, America, the Danubian provinces, Argentine and other lesser wheat growing countries are reporting crops which compiled, indicate an over-supply rather than the reverse.

Canadian wheat stocks are still being held awaiting better prices, while European countries are disposing their supplies in immense quantities. It is held by prominent grain men that there will have to be some recession in price before business in Canadian wheat can amount to anything. At present there is a good business in flour.

Statistics of wheat stocks at Fort Williams and Port Arthur show an increase of 729,712 bushels for the week, while the figures for a similar period ending on the 10th of October indicated an increase of over a million and a half bushels. There is little difference between this and last year's totals. Total stocks are now placed at 7,900,687 bushels, as compared with 7,170,974 a year ago. The Canadian visible supply was estimated at the beginning of the week at nine and a half million bushels as compared with nine millions a week ago and slightly over ten million bushels a year ago. The oat supply is estimated at eight million bushels as compared with two million bushels a year ago. The crop killers seem to have overshot the mark this year.

MONTREAL.

Flour.—There is no change in the situation of last week, except the decided-

ly better state of the export business. Millers pronounce the outlook satisfactory, as compared with last year. It looks as if people were not going to wait till the last minute to get their goods out by boat.

Local trade has been fairly good, though nothing to boast about. There has been talk of weaker markets, but so far they have failed to materialize.

Winter wheat patents, bbl.....	5 45
Straight rollers, bb.....	5 25
Extra, bbl.....	5 25
Manitoba spring wheat patents, bbl.....	5 80
" strong bakers, bbl.....	5 30

Rolled Oats.—The rolled oat situation is improving somewhat with the approach of colder weather. This is only the normal increase of business at this time of year. Apparently there is little likelihood of any immediate change in the quotations.

Local trade is about the same as last week, rather light, while the improvement is shown in export demand.

Fine oatmeal, bags.....	2 45
Standard oatmeal, bags.....	2 45
Crupulated ".....	2 45
Rolled oatmeal, 100-bags.....	1 70
Rolled oats, bags, 90 lb.....	2 20
" barrels.....	4 65

TORONTO.

Flour.—Reports from the millers are mostly satisfactory. The wheat market has been rather wobbly of late, but on the whole it does not seem to be losing much ground. There were no significant indications of any price changes. Receipts have been fairly large. The price of Ontario export flour is below what millers are willing to accept with the result that the export trade is limited.

Manitoba Wheat.	
1st Patent, in car lots.....	5 70
2nd Patent, in car lots.....	5 20
Strong bakers, in car lots.....	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.—Good business is reported from the cereal manufacturers and the wholesalers also state that a large volume of business in the heavier cereals is now passing. The rolled oat market is firm and steady, but does not in the primary market possess any outstanding firmness.

Rolled oats, small lots, 90 lb. sacks.....	2 25
" 25 bags to car lots.....	2 15
Rolled wheat, small lots, 100 lb. bris.....	2 85
" 25 bris. to car lots.....	2 75
Standard and granulated oatmeal, 58 lb. sacks.....	2 47

Two English grocers were recently prosecuted for selling Gorgonzola cheese with a rind containing a large percentage of barytes and tallow. They vainly pointed out that they did not make the cheese, that the rind is a custom of the trade, and that no one could possibly think of eating it. It was no use; the inevitable fine followed. Conditions seem to be similar the world over.



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.

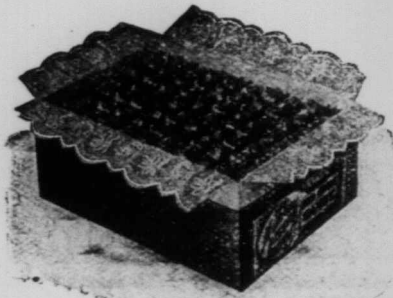
One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

**Frederick E. Robson
& Co.**

26 Front St. E., Toronto

Michigan has a record bean crop. Estimates rate the output as in excess of 7,000,000 bushels.



Mr. Merchant

You should embrace this opportunity.

Just stop and think.

If anyone has something that he says will help you to boost your sales, or beat a competitor, or make more customers, if he offers you something to make you better off than you are now, the shrewd business man's plan is to find out about it.

We offer you Chocolate "Bordo," the Chocolate with the flavor that is different to all others. Mr. Dealer, you simply cannot afford to sit tight and try to sell your customers the ordinary kind of Chocolate when we offer you the greatest Chocolate ever produced--bar none.

Find out about it--you cannot afford to overlook this. "Bordo" wasn't born twins, nor has it any near relatives, Naturally imitators are always sounding the old familiar "Just as good," others, "Just the same," but "Bordo" success has never been equalled.

Whether you are a Confectioner, General Merchant, Grocer or Druggist, it will pay you to know what we can offer you. Find out.

Don't wait, you'll forget it.

Request samples and particulars at once.

The Montreal Biscuit Co.
MONTREAL

"We Originate — No: Imitate."

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

TRY A
CONDENSED AD.
IN THE
CANADIAN GROCER.

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. Limited
Established 1780, Dorchester, Mass.
Branch House, 86 St. Peter St.
MONTREAL, CANADA

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
141 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKACHEWAN
CORRESPONDENCE SOLICITED

**It is a
Selfish Grocer**

that commends Fels-Naptha soap to customers, and tells not his own home folks the good things that women speak of it.

If used right, Fels-Naptha will save your own people lots of time and trouble; no boiling water needed at all.



MAPLE SYRUP!

Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
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.

Who's Your Competitor ?

IS it that you are afraid of every man who sells flour?

Then, Brother Grocer, your fears are groundless.

For very often your most dreaded competitor is selling to a class of trade you don't want at all.

Did you ever consider that he may even be busily engaged in developing customers who some day will demand *your* better goods and service?

Why, Brother Grocer, he's working for *you* for nothing!

Then, *who* is your really dangerous competitor?

Surely only the man who sells better flour.

Lower price, Brother Grocer, never yet excused stingy quality. Mrs. Housewife readily forgets what she has paid out, for that is *past*.

She remembers the *present* bitterness of failure, and that is the *last* impression she has of cheap flour.

And every disappointment makes

her all the more ready to hearken to your selling talk of *good* quality at a *fair* price.

You who sell FIVE ROSES need not meet competition—you can rise above it with a quality of flour and service for which you can claim—and receive—just compensation.

And when you have developed a strong nucleus of appreciative, discriminating, loyal customers of the *permanent* type—then, Brother Grocer, you will no longer spend valuable time and grey matter worrying over what "that rascal Smith" may do.

For FIVE ROSES prevents your falling a prey to those baseless fears of possible loss of trade which inevitably lead to short-sighted policies, profitless prices, and suicidal competition.

But all this is useless, Brother Grocer, unless *you* ACT.

**LAKE OF THE WOODS
MILLING COMPANY, LIMITED**

MONTREAL

FIVE ROSES FLOUR





Markets

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..... 0 07
B.C., red, 0 09
lmon..... 8 16
10 lb. boxes.. 0 10
h, large,..... 0 09
h, small..... 0 07

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ut, half bbl. 6 00
B.C., red, bbl 14 00
" pink, bbl 12 00
Labrador, bbl 16 50
" 1/2 bbls 8 50
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" keg 1 00
herring, bbl 5 50
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s, extra..... 2 25
s, selectd, gal... 1 85
s, standard, gal 1 65
n toast, per lb. 0 06



Try
Our
Lines

Herring
Bloaters
Kippers

Canada Strip Brand Boneless Cod is not the ordinary kind of cod. Only selected fish are used, and they are prepared with the utmost care. You cannot do better than to ask your wholesale house for any of the above lines, or

WRITE US DIRECT.

The Halifax Cold Storage Co., Limited
45 William Street (Selling Branch) MONTREAL

Connecticut Oyster Co.

Growers and Shippers of "Coast Sealed" Oysters
88 COLBORNE STREET, TORONTO

MR. RETAIL GROCER,
Everywhere,
Canada.

Oct. 20, 1910

Dear Sir,—

Among other false impressions once current regarding the handling and sale of oysters was the notion that oysters should be watersoaked. But this notion is now obsolete. These are the things you should be careful about in connection with your oyster business: That your oysters come from communities that produce oysters with the *best flavor* and that mature them sufficiently *firm to retain their flavor* for the longest time possible. That shipment is made in the *most sanitary package* obtainable. That the oysters are *refrigerated* at a low temperature, and also protected *from freezing*. And that they are displayed attractively.

Remember that the frequency with which your customers use oysters depends entirely upon the satisfaction they obtain.

We would call your attention to the fact that "Coast Sealed" Oysters are grown on the most desirable ground—ground that is famous for the flavor of its oysters; and shipped to you in the "Coast Sealed" Carrier—the acknowledged peer of all packages. If you desire it we can supply you with a Vacuum Insulated Cabinet that will protect your oysters from freezing and save at least 75 per cent. of ice. There are no hampering restrictions connected with any of our propositions.

Soliciting an early inquiry,

We remain,
Yours faithfully,

FATTENING GROUNDS AT:
Greenport, L.I.; Peconic Bay, N.Y.; Rockaway,
N.Y.; Sakonnett River, R.I.; Narragansett Bay, R.I.;
Warwick's Point, R.I.

Connecticut Oyster Co.

MANITOBA.

Winnipeg, Oct. 20.—Fish—The fish market is active locally and the output is heavy. No changes have been recorded this week. Halibut, whitefish, salmon and oysters form the bulk of the trade just now.

FRESH			
Pike.....	0 09	Whitefish.....	0 03
Salmon, B.C.....	0 14	Halibut.....	0 09
Sturgeon.....	0 12½	Dore.....	0 07
Trout, Lake.....	0 11		
FROZEN			
Codfish.....	0 07	Smelts, 10 lb bxs.....	0 10
Haddock.....	0 07	Whitefish.....	0 09
Halibut.....	0 09		
SMOKED			
Bloaters, large,		Haddies.....	0 18
per box 60s.....	1 50	Gold Eyes.....	0 45
SHELL FISH			
Shell Oysters,		Oysters, bulk,	
bbt.....	18 00	inp. gal.....	2 75

NEW BRUNSWICK.

St. John, N.B., Oct. 20.—Conditions affecting the fish market have thus far shown no improvement and the scarcity that has been the rule for the last month continues. Shall shipments arrive each week, but hardly more than enough to supply the local demand. Prices hold about the same. Some good catches of mackerel have been made lately on the Nova Scotia coast, but in most cases they were shipped to the Boston market where better prices can be secured. One shipment of 729 barrels, valued at \$12,000, was sent forward last week.

In Moncton last week at a meeting of the board of trade Ex-Governor McClelan, of Riverside, Albert county, gave an address in which he urged that in view of the marked falling off in the shad fisheries, the boards of trade should take the matter up with the government. One man present volunteered the information that the scarcity was caused through the fishermen in St. John harbor catching the fish on their way to the spawning ground. It was decided to ask the co-operation of other boards of trade in trying to better the conditions.

Dry salt cod are higher than for some time past. The quotations now are: large, \$4.40; medium, \$4.15 to \$4.25; small, \$3 to \$3.25. Pollock are \$2.75 to \$2.80. Grand Manan herring are selling at \$5.25 per barrel and \$2.75 per half barrel. Pickled shad are quoted at \$8 per half barrel.

NOVA SCOTIA.

Halifax, N.S., Oct. 20.—The receipts of fish, both scale and cured, have been lighter than the average since last report. The run of mackerel along the coast continues, but stormy weather hampers the operations of the fishermen.

During the past ten days nearly one thousand barrels of mackerel have been shipped from Nova Scotia ports to the Boston market. Fish are reported plentiful on the coast, but there is a scarcity of bait and the stormy weather continues to hamper operations. Mackerel are retailing here at 25 cents each. There is no fresh halibut on the market, only frozen fish offering. Heavy shipments of lobsters continue to be made to European ports, over three thousand cases having been exported recently. Last season's pack is now pretty well cleaned up. Some small shipments of oysters have

been received here, but the bulk of the Island stock is going to Toronto and Montreal. There is a better market in those cities and the prices are higher. In consequence they are getting the best stock produced.

The fishing on the Labrador this season being almost a total failure, it will have a tendency to stiffen prices. The aggregate catch totals only 44,000 quintals, as against 161,000 quintals last season.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

To avoid warehousing charges and at the same time to press the delivery of goods liable to suffer from cold temperature, Laporte, Martin & Co., Montreal, are quoting special prices on wines, mineral waters, tonic wines, etc., for shipment in lots of five cases or more from to-day to the 10th of November. This firm will pay the freight by railway or boat, to all stations or landings in the provinces of Quebec, Ontario and east of Canada.

Bovril was served to contestants in La Patrie's road race in Montreal last Saturday.

Owing to the increasing demand for Purnell & Panter's, Ltd., sauces, pickles, and pure malt vinegar, this firm had to recently enlarge their extensive factory again. They have just received a repeat order for 600 packages of their world-famed specialties.

It's a disappointed and surprised housewife who, upon telephoning her grocer for a good silver cleaner, finds that he does not stock a cleaning preparation of that nature. Window-cleaners, washing powders he has in plenty; but a silver cleaner—well, he says he does not carry silverware. The grocer does not carry window-glass, chinaware, etc., but he has the cleaning preparations. Then why not a silver cleaner. The Household Convenience Co., manufacturers of Wonder-Shine, the new silver cleaner, are offering a very attractive proposition to the trade. Through an extensive advertising campaign, the Canadian housewife is being instructed in the "Wonder-Shine way" of cleaning silver—simply dip in Wonder-Shine, rinse and dry. Each advertisement ends with a direct solicitation to buy from her dealer. Furthermore, a bill-board display is under way to back up the newspaper advertising. These combined should mean nice business for the grocer handling Wonder-Shine, and a liberal profit is guaranteed.

BUSINESS CHANGES.

Recent Events Among Canadian Grocery Trade.

Ontario.—T. A. Kennedy & Son, grocers, Fort William, Ont., have sold to Russell Bros.

Western Canada.—N. Whitford has opened a general store at Rhein, Sask.

P. Gerhelm has opened a general store at Morse, Sask.

J. S. Foran, grocer, Vancouver, B.C., has suffered loss by fire.

J. M. Vandal has opened a general store at Bedford, Man.

Geo. Armitage has opened a general store at Wauchope, Sask.

Pike & Crozier have opened a grocery in Saskatoon, Sask.

Chas. H. Moran has opened a general store at Piapot, Sask.

H. B. Curran, general merchant, Moyie, B.C., are retiring

Herbert Moore, grocer, New Westminster, B.C., has assigned.

J. S. Dixon & Son have opened a general store at Strome, Alta.

J. G. Brooks, grocer, Vancouver, B.C., has sold to Blount & White.

A. H. Daniels, grocer, Cowichan Station, B.C., has sold to Geo. Mitchell.

C. F. Marshall has opened a grocery and fruit business at Edmonton, Alta.

R. Dochterman has opened a grocery and provision business in Saskatoon, Sask.

John W. Caswell, general merchant, Kenaston, Sask., has sold to Hawse Bros.

R. D. Hobbs, general merchant, Beau-sejour, Man., has been succeeded by H. D. Shaw.

Flemming & Son, grocers, Nelson, B.C., have been succeeded by Flemming & Ramsden.

MacLeod, Hamelin & Co., general merchants with stores at several places, are removing their headquarters to Moose Jaw, Man.

Maritime Provinces.—Fred C. Gillingwater, grocer, Halifax, N.S., has assigned.

The catch of Norway mackerel has been about 70,000 barrels as compared with 40,000 last year.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

Lemon Bros.

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

Dried Apples

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

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Fish and Oysters

Haddies **FRESH**
Kippers **FISH**
Bloaters

It pays you best to deal with the largest Fish and Oyster Warehouse in Canada because you always have a larger choice of stock and you receive the benefit of our many years' experience in buying and handling Fish and Oysters.

The completion of our new cold storage warehouse places us in a better position than ever to look after your interests.

Use our 5 Long Distance Telephones or write for Price List.

Boneless **Bulk and Shell**
Prepared **OYSTERS**
Dried **FISH**
Malpeques
"Sealshipt"

P. O. Box 639
Leonard Bros.
 20-26 Youville Square : Montreal
 Also St. John, Grand River, Gaspe.



Fortify Your Position as a Grocer

by adding a line of Canned Fish Goods that has "made good." There is nothing you handle that will add to your reputation for good or ill like the canned goods you stock. Your outlook is bright and your future is assured if you stock

Brunswick Brand Sea Foods

the brand that spells "quality." See that you have a full range on your shelves.

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hilloat, 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.



Frauds Alleged Against Two Mail Order Houses

The Principals Arrested—Great Bargains Claimed to be Given as Blinds by One in Order That it Might Reap Rich Profits on Other Goods—Never Sold an Individual Article — Customers Had to Take Assortments—Discouraging to the Mail Order Idea.

Two Chicago mail order houses have been placed under the ban and the heads of these houses have been arrested charged with using the mails to defraud. One of these, the Globe Association, established an extensive business, the list of victims extending from Maine to Texas and from New York to California.

To increase the field of their operations they secured agents in towns and cities who sought orders in their different localities and turned these in to the Chicago office. The inducements as they appeared to these agents seemed very rosy, but it was not until the agents cashed in that they found they had misconstrued the contract and thus according to reports even the agents who were working for this house were buncoed.

Single Articles Not Sold.

Orders were sent out only in assortments. That is, if a customer bought at all, it had to be a list of goods. Many attempts were made to buy separate articles, but this was contrary

to one of the company's first principles. In these assortments, according to those who are conversant with the facts, there were some exceptional offerings of which 100 pounds of "fine white granulated sugar valued at \$6.50 for \$1.75."

Bargains Were Blinds.

These great bargains were nothing more than blinds, the policy of the company being like that of the Italian peddler who explained that what he lost on the peanut he made up on the "banan." It is claimed against the company that the goods were of an inferior quality and that the entire method was a plan to defraud. In some places the agents were driven from the neighborhood by those who had given orders only to be bitterly disappointed.

Knock to Mail Order Idea.

The other mail order house had an entirely different system. It did not fill all the orders it seems, and people began enquiring as to the character of the house. At any rate the head of this concern did not appear in court, having disappeared after being granted bail.

Cases of this kind will not cast much credit upon the mail order idea.

WHO ARE RETAILERS?

The retail grocers of the state of Washington have defined "retail grocers" as all those who sell to consumers whether the latter be hotels, individuals, restaurants, railways, steam boats, etc. The wholesaler is recognized in those who sell to the retailer and should receive goods at a lower price. It was resolved that wholesalers who distribute to the consuming public shall be recognized as retailers and charged the retailer's price by manufacturers.

OPPOSES FIXED PRICES.

Duke C. Bowers, a Tennessee opponent of the fixed price selling plan says: "I have always held that when I bought an article of merchandize that I had a right to sell it at whatever price suited me, regardless of what my competitor or the man of whom I buy has to say about it. I believe the fixed price plan will compel every grocer to either join the combines or seek other fields. It will make grocers agents for the manufacturers instead of buyers for their customers."

The production of tea in India last year was 262,560,668 lbs. from 555,000 acres, against 246,906,079 lbs. from 548,000 acres, in the previous year. Since 1885 the area under cultivation has increased by 95 per cent. and the production by 267 per cent.

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 & Trussdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.



It Stands Alone!

There is no butter in tins which can surpass our famous

BLUENOSE BUTTER

It keeps indefinitely in any clime, and, being of highest quality, always pleases.

Keep some in stock for special trade.

Smith & Proctor

SOLE PACKERS
HALIFAX, N.S.

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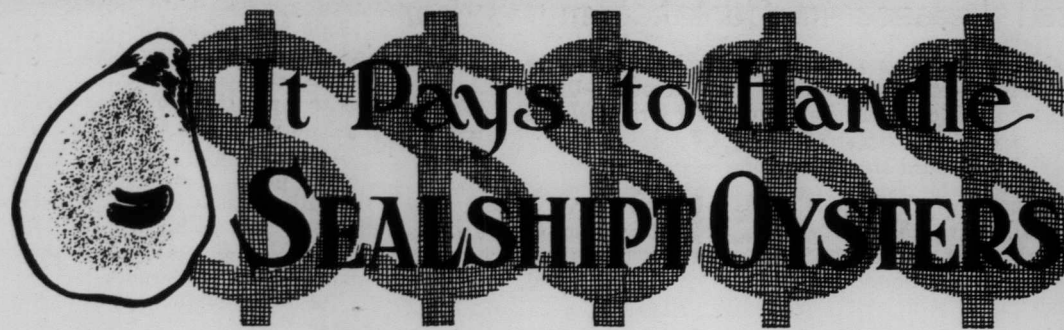
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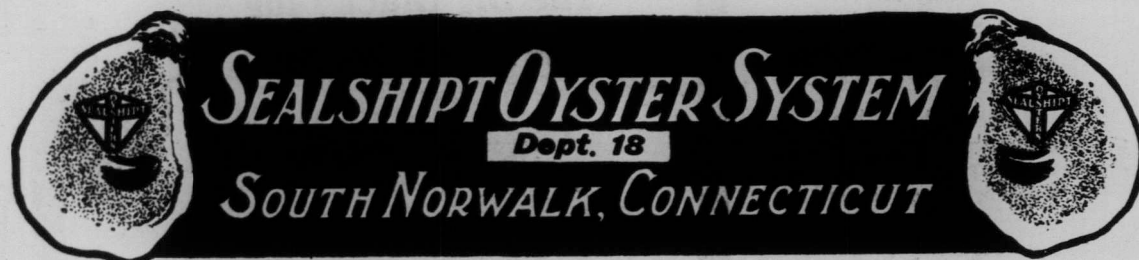
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Why Not Sell REAL Fresh Oysters and Get Real Profits From Pleased Customers?

Four points make a success of the **Sealshipt Oyster System**. **FIRST**—the fine quality of **Sealshipt Oysters** and their perfect sea-fresh condition, including the sea tang preserved by our **Sealshiptors**. **SECOND**—Publicity, consisting of our extensive magazine advertising, reinforced by the wide discussion of food purity in newspapers. **THIRD**—Our co-operation with the grocer—the local advertising helps we give him to draw to his store the sales we create by our general advertising. **FOURTH**—Oysters handled under any but the **Sealshipt System** of outside icing and air-tight containers are so generally inferior that people leave the stores where they are sold and go to the ones which sell **Sealshipt Oysters**. If you secure the **Sealshipt Agency**, you'll get the trade of the merchant who handles the other kind of oysters. If you let a competitor get the **Sealshipt Agency**, **your** customers will go to **him** for their oysters and you'll be lucky if he doesn't sell them all their groceries. Don't delay until the active season before investigating, but write us at once for our general catalogue, terms and full particulars.



What the Trial Balance in Book-keeping is For

In Many Businesses Balances are Taken Off Monthly—Hints for Locating Errors—Importance of the Cash Account—Use of the Check Figure—Different Books Popular for Practical Purposes.

By Howard R. Wellington.

It is a fact that seldom, even with the most expert bookkeeper, will a trial balance result with equal debit and credit on the first trial. An error in addition, an omission, a transposition, or a hundred and one other possible differences will prevent a bookkeeper from "striking" a balance first time.

Date for Trial Balance.

It is possible in some businesses to arrange the office work so that the bookkeeper is free to take off a trial balance on the first, or not later than the second of the month. If such a course is practicable, a rule should be made to have the balance off on that date. In such a case the bookkeeper is in an excellent position to make up estimated statements of the firm's standing in regard to purchases, sales and expenses and comparative statements for the purpose of comparing with last year's records. Then, again, the posting may be resumed immediately, so that any entry for the current month may be readily referred to in the ledger, which is the final resting place for all amounts on the books.

Hints for Locating Errors.

One of the first steps to take is to look through the sheets carefully to ascertain if any balance of account has been omitted or entered on the wrong side of the trial balance.

As a rule, the difference is made up of two or more amounts so that it is not always advisable to check back looking for the exact amount.

Differences such as, \$42.00 posted as \$24.00, \$64.00 posted as \$46.00, are amongst the most common errors, and when the difference in the trial balance is \$18.00, an error of this nature may be looked for.

An account ruled off, which is not in actual balance is one of the most difficult errors to locate, or to contrast with this, an account not ruled off, and an old balance added in the present month's trial balance.

The Cash Account.

Very few bookkeepers carry "A Cash Account," in the ledger, relying on their memory to enter the cash balance in the trial balance sheet. Frequently the cash balance is omitted, and a great deal of unnecessary work could be avoided by posting debit and credit totals of the cash book in the ledger.

Ascertain that all items have been posted for the month, and besides this, the totals of sales, bills receivable, columnar totals in cash book and all impersonal accounts.

The Cheque Figure.

The use of the check figure with all postings, while not infallible, will prevent most errors if thoroughly carried

out. It will also prove an excellent check on all posting, forcing the bookkeeper to use the utmost care in posting.

The trial balance is a proof of the correctness of the work for the period. By grouping and arranging accounts, a comparative statement may be prepared each month without extra work, showing accounts receivable, accounts payable, bills receivable and payable, purchases, sales, etc., so that a close watch may be kept on every detail of the business.

Comparing the three ledgers in use today, the card ledger, loose leaf and bound book, the loose leaf is undoubtedly the most popular.

A large number of firms are still using the bound ledgers, and would not change for any new system, but this style now appears very cumbersome as compared with either of the other two systems. It is impossible to gauge the necessary space for each account, or divide the ledger so that all accounts of a similar nature appear in one section of the book.

When an account is filled, it is necessary to open a new page, probably in some other part of the account.

It is absolutely necessary to have an index, and this takes considerable more time for the posting.

As compared with the former, the loose leaf ledger has a great many advantages, in that any number of filled sheets may be taken out and filed in a transfer, while new sheets are inserted, bearing the same number with which the bookkeeper has become familiar.

The accounts may be re-arranged in any way and grouped for statement purposes.

The Card Ledger.

This form of ledger is not very popular, unless for doctors' or dentists' accounts, etc.

The operation of first selecting the card desired, taking it from the drawer, posting the entry, and replacing in the proper order, takes considerable more time than would a similar process with the loose leaf system.

Then, again, for checking purposes, it would take considerably longer, as the operation of removing the card takes longer.

The card ledger may be suitable for accounts which are not very active, but does not compare at all favorably with the loose leaf.

Never Run Short of
SHAMROCK

**BIG PLUG
SMOKING TOBACCO**

Your client will buy his
groceries where he buys
his SHAMROCK tobacco

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW,
SCOTLAND

SPRAGUE

GANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Black Watch

The Big Black Plug
Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



YOU LOSE MONEY BY NOT WRITING FOR SAMPLES OF "WONDER-SHINE"

A ten-thousand-dollar advertising campaign is now under way telling your customers all about "WONDER-SHINE."

"WONDER-SHINE" is the really wonderful silver cleaner that removes tarnish without rubbing.

EVERY SALE YOU MAKE NETS YOU 50% PROFIT?

The one way for you to get in touch with this line is to write us for samples and prices because we are not sending out any traveling salesmen.

If you have not yet written us it is to your interest to write us at once. Every day's delay means that you are losing easily-earned profit—that your competitors are getting your share.

A postal card will do—write QUICK. Better "DO IT NOW."

The Household Convenience Co., Ltd.

14 King Street East, Toronto

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.

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)

FOR SALE—General grocery and china in best town in Western Ontario. Doing good business. A bargain. Box 366, Ridgeway, Ont. (41p)

FOR SALE—Grocery and provision business in a good town in south-western Ontario. Stock new; good stand; rent very reasonable. Easy terms to good man. Box 636, CANADIAN GROCER, Toronto. (43)

FOR SALE—Grocery, crockery and provision business. Established since 1864. Annual turnover about \$30,000. Splendid connection; large farming district. Must be sold at once. Good reasons for selling. Apply JAS. R. LOCKHART, Pembroke, Ont.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover \$20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

FOR SALE—Splendid grocery business, well located, Bloor West. Fixtures at a price, and stock at invoice price. Apply 668 Bloor W., Toronto. (42)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

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.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Beaumont "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, 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.

MISCELLANEOUS.

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.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fire-proof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

MISCELLANEOUS.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

WITH an eye to stock-taking but two months away, we offer some especially attractive bargains in rebuilt Typewriters. All makes are represented and all are shown in our finely illustrated catalogue, a copy of which will be mailed on request. THE MONARCH TYPEWRITER CO., Limited, No. 88 King Street West, Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General Offices, Woodstock, Ont. (tf)

AGENCIES WANTED.

TRAVELLER, with first class grocery connection in Ontario, wants special line on commission. Box 364, CANADIAN GROCER, Toronto. (43p)

SALESMEN WANTED.

SPECIALTY SALESMEN WANTED FOR GROCERY AND MARKET TRADE.—A knowledge of the grocery business is necessary. You must be enthusiastic, convincing, continuous worker and push a manufactured article in the Canadian Provinces that is absolutely needed by delivering merchants. Give reference from last employer. Box 365, CANADIAN GROCER, Toronto. (42)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 335 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

Diamond
1 lb. tins, 3 doz
1 lb. tins, 5
1 lb. tins, 4

Cases
4 dozen.....
3 dozen.....
1 dozen.....
1 dozen.....
1 dozen.....



Special discount cases or more



CANADIAN
Aylmer J

Strawberry....
Raspberry....
Black currant...
Red currant...
Raspberry & r...
currant...
Raspberry and...
gooseberry...
Plum jam....
Greenage plur...
stoneless...
Gooseberry...
Pur

5

Strawberry...
Black currant...
Raspberry...
Freight allow

WHITE SWAN
White Swan
doz in case, \$
1/2 tins, 80c d



Cartoons—E
No. 1, 1-lb., 4 d
No. 1, 1-lb., 2 d
No. 2, 5-oz., 6 d
No. 4, 5-oz., 3 d
No. 3, 2 1/2-oz., 4 c
No. 10, 12-oz., 4 c
No. 10, 12-oz., 2 c



QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	\$2 00
1-lb. tins, 4 " "	1 25
1-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases	Sizes	Per doz.
4 dozen	10c.	\$0 85
3 dozen	6-oz.	1 75
3 dozen	12-oz.	3 50
3 dozen	12-oz.	3 40
3 dozen	2 1/2 lb.	10 50
3 dozen	5-lb.	19 80

MAGIC BAKING POWDER

Cases	Sizes	Per doz.
6 dozen	5c.	\$0 50
4 " "	4-oz.	0 75
4 " "	6 " "	1 00
4 " "	8 " "	1 30
4 " "	12 " "	1 80
2 " "	16 " "	2 25
2 " "	16 " "	2 30
1 " "	2 1/2-lb.	5 00
1 " "	5-lb.	9 50
1 " "	12 " "	12 00
1 " "	16 " "	\$6 00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Cases	Sizes	Per doz.
6 dozen	5c.	\$0 50
4 " "	4-oz.	0 75
4 " "	6 " "	1 00
4 " "	8 " "	1 30
4 " "	12 " "	1 80
2 " "	16 " "	2 25
2 " "	16 " "	2 30
1 " "	2 1/2-lb.	5 00
1 " "	5-lb.	9 50
1 " "	12 " "	12 00
1 " "	16 " "	\$6 00

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aymer Jams	Per doz.	Peach	1 80
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig.	2 25
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

5 lbs.	7 lbs.	14's & 30's per lb.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Baking Powder—1-lb. tins, 3-doz. in case, \$2 doz.; 1-lb. tins, \$1.25 doz.; 1-lb. tins, 80c doz.



FOREST CITY BAKING POWDER

6 oz. tins	Dozen	0 75
12 oz. tins	Dozen	1 25
16 oz. tins	Dozen	1 50

Cereals

White Swan Breakfast Food	3 doz. in case, per case	\$3.00
The King's Food	2-doz. in case, per case	\$4.80
White Swan Barley Crisps	per doz.	\$1.40
White Swan Self-rising Buckwheat Flour	per doz.	\$1.40
White Swan Self-rising Pancake Flour	per doz.	\$1.40
White Swan Wheat Kernels	per doz.	\$1.40
White Swan Flaked Rice	per doz.	\$1.00
White Swan Flaked Peas	per doz.	\$1.00

White Swan Flaked Rice

15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Per lb.	
White moss, fine strip	0 12	0 21
Best Shredded	0 18	0 17
Special Shred	0 17	0 16
Elbbon	0 19	0 15
Macaroon	0 17	0 17
Decoated	16	0 6
White Moss in 5 and 10 lb. square tins.	11a.	

White Swan Flaked Peas

15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Per lb.	
White moss, fine strip	0 12	0 21
Best Shredded	0 18	0 17
Special Shred	0 17	0 16
Elbbon	0 19	0 15
Macaroon	0 17	0 17
Decoated	16	0 6
White Moss in 5 and 10 lb. square tins.	11a.	

White Swan Flaked Peas

15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Per lb.	
White moss, fine strip	0 12	0 21
Best Shredded	0 18	0 17
Special Shred	0 17	0 16
Elbbon	0 19	0 15
Macaroon	0 17	0 17
Decoated	16	0 6
White Moss in 5 and 10 lb. square tins.	11a.	

White Swan Flaked Peas

15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Per lb.	
White moss, fine strip	0 12	0 21
Best Shredded	0 18	0 17
Special Shred	0 17	0 16
Elbbon	0 19	0 15
Macaroon	0 17	0 17
Decoated	16	0 6
White Moss in 5 and 10 lb. square tins.	11a.	

White Swan Flaked Peas

15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Per lb.	
White moss, fine strip	0 12	0 21
Best Shredded	0 18	0 17
Special Shred	0 17	0 16
Elbbon	0 19	0 15
Macaroon	0 17	0 17
Decoated	16	0 6
White Moss in 5 and 10 lb. square tins.	11a.	

Blue

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, 1/2-cross box	2 00

Chocolates and Cocoas
THE OOWAN CO., LIMITED

Cocoa—	
Perfection, 1-lb. tins, per doz.	\$4 50
Perfection, 1/2-lb. per doz.	2 40
Perfection, 1/4-lb. per doz.	1 30
Perfection, 10c size 5-lb. tins	0 90
Soluble, bulk, No. 1, per lb.	0 37
Soluble, bulk, No. 2, per lb.	0 20
London Pearl, per lb.	0 22
Special quotations or Cocoa in bbls. kegs, etc.	



Unsweetened Chocolate

Plain Book, 1/2 & 1/4 cakes, 12-lb. bxs	Per lb.	0 56
Perfection chocolate, 20c size, 2 dozen boxes, per dozen		1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen		0 90

Sweet Chocolate

Queen's Dessert, 1/2 and 1/4, 12-lb. bxs., per lb.	0 40
Queen's Dessert, 5's, 12-lb. boxes	0 35
Vanilla, 1/2-lb., 12-lb. boxes, per lb.	0 30
Parisian, 5's, 12-lb. boxes, per lb.	0 30
Royal Navy, 1/4, boxes, per lb.	0 34
Diamond, 1/4, 12-lb. boxes, per lb.	0 25
" " " " " "	0 25
" " " " " "	0 28

Loings for cake

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in 1-lb. pkgs., 2-doz. in box, per dozen	0 90
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Confections

Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, " "	0 30
Nonpareil wafers, No. 1, " "	0 25
Nonpareil wafers, No. 2, " "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 50 bundles, per box	1 35
Milk chocolate, 50 cakes, per box	1 35

EPK'S
Agents, C. E. Colson & Son, Montreal.
In 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'S
R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Hurley, Winnipeg; Tees & Perse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.



Mott's breakfast cocoa, 10c. size

breakfast cocoa, 1/2 doz.	0 38
" " " " " "	0 38
No. 1 chocolate, 1/2 doz.	0 32
Navy " " " "	0 29
Vanilla sticks, per gross	1 00
Diamond chocolate, 1/2 doz.	0 24
Plain choice chocolate liquors	0 33
Sweet Chocolate Coatings	0 20

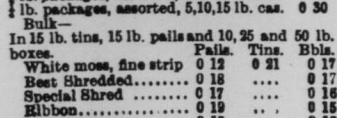
WALTER BAKER & CO., LIMITED
Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. bxs., 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, 1/2 lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 38c. lb.; Cracked cocoa, 1-lb. pkgs., 6-lb. bags, 32c. lb.; Caracas tablets, 100 bbls., tied 5a, per box \$3.00. The above quotations are f.o.b. Montreal.

COCOANUT
CANADIAN COCOANUT CO., MONTREAL.
Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb.

1-lb. packages	0 26
1-lb. packages	0 27
1-lb. packages	0 28
1-lb. packages, assorted	0 26 1/2
1/2 and 1-lb. packages, assorted	0 27 1/2
1-lb. packages, assorted, in 5 lb. boxes	0 28
1-lb. packages, assorted, in 5 lb. boxes	0 29
1-lb. packages, assorted, 5, 10, 15 lb. cas.	0 30

CONDENSED MILK
BORDEN'S CONDENSED MILK CO.
Wm. H. Dunn, Agent, Montreal & Toronto.

Eagle Brand Condensed Milk	48 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85



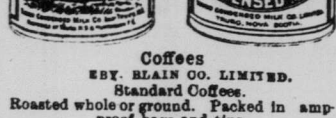
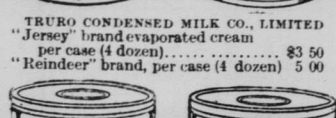
TRURO CONDENSED MILK CO., LIMITED
"Jersey" brand evaporated cream per case (4 dozen) \$3 50
"Reindeer" brand, per case (4 dozen) 5 00

MADEIRA BRAND
"MADEIRA BRAND" CONDENSED MILK

Large size, doz.	12 00
Med. size, doz.	17 00
Small size, doz.	12 00

CONDENSED MILK
BORDEN'S CONDENSED MILK CO.
Wm. H. Dunn, Agent, Montreal & Toronto.

Eagle Brand Condensed Milk	48 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85



Coffees
EBY BLAIN CO. LIMITED.
Standard Coffees.

Roasted whole or ground. Packed in amp-pront bags and tins	
Club House	\$0 32
Nectar	0 30
Empress	0 28
Duchess	0 26
Crushed Java and Mocha, whole	0 17
Golden Rio	0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gournet's, 1 lb. Fancy Glass Jar, ground	0 30
German Dandelion, 1 and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Blend.



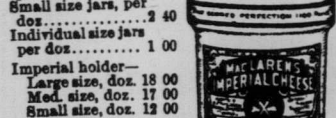
Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.60
Cafe l'Aromatique—1-lb. amber glass jars, per doz. \$4
Presentation (with 3 tumblers) \$10 per doz

THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	\$0 35
"Gilt Edge" in 2 lb. tins	0 30
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese—Imperial

Large size jars, doz.	\$ 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40

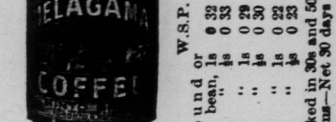


Canada Cream Cheese

In carbons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40

W.S.P. Ref. E.

Ground or	0 32	0 50
1/2 lb. tins	0 32	0 50
1 lb. tins	0 32	0 50
2 1/2 lb. tins	0 32	0 50
5-lb. tins	0 32	0 50



Confections
THE OOWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box	1 25
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 28
Maple Buds, 5-lb. boxes, lb.	0 36
Nut Milk Chocolate, 1/2-lb. cakes, 12-lb. box, lb.	0 40

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95
Medium, cases 2 dozen	1 80
Large, cases 2 dozen	2 75
Tumblers, cases 2 dozen	0 15
25-lb. pails	0 15

Coupon Books—Allison
For sale in Canada by The Eby Blain Co. Ltd. Toronto, O. O. Beauchemin & Fils, Montreal \$2, \$3, \$5, \$10, \$15 and \$20.
All same price one size or assorted.

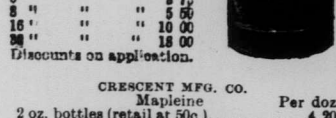
UN-NUMBERED

Under 100 books	each 04
100 books and over	each 05 1/2
500 books to 1000 books	03

Infants' Food
Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.

Flavoring Extracts
SHIRREFF'S

1 oz. (all flavors), doz.	1 00
2 " " " "	1 75
3 " " " "	2 50
4 " " " "	3 00
5 " " " "	3 75
6 " " " "	5 00
16 " " " "	10 00
30 " " " "	18 00



CRESCENT MFG. CO.

2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3.)	24 00
Gal. bottles (retail at \$20.)	14 50

Jams and Jellies



ALWAYS RIGHT. SUN RIGHT Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

You Must Realize!

that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1

The World's Best Shoe Polish

must be a profitable and quick selling line to handle.

But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long



time; does not soil the clothes or clog the brush, and is just now in increasing demand.

You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.
LIMITED
Hamilton, Canada, and Buffalo, N.Y.

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London.
A.B.C. Codes used 4th and 5th Editions.

**LIMEHOUSE,
LONDON, E., ENG.**

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.E.
CECIL T. GORDON, MONTREAL

"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.

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
81 YOVILLE SQUARE, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co.

Hamilton and Winnipeg

Opening New Accounts

Your business will not grow unless you do add new customers constantly. The old ones will drop out with surprising regularity and those that remain will not increase their purchases materially.

Have a good live talk about your goods in THE GROCER every week. All the best grocers in Canada will read it, and if what you say is worth while, they'll steadily be influenced in your favor.

You will find THE GROCER the most powerful agent at your disposal in the cultivation of new accounts.



OCEAN MILLS
Montreal
Chinese starch, 48 1-lb., per case \$4.00;
Ocean Baking Powder, 48 3-oz., \$1.40;
48 4-oz., \$1.80; 60 8-oz., \$4.50; 36 1-lb., \$3.75; 48 1-lb. pkg., \$4; 10 1-lb. tins, \$5; loose 25 lbs., \$1.75;
Ocean blancmange, 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$3.00;
36 6-ounce, \$7.20;

Ocean corn starch, 48 1-lb. \$3.60. Per lb.
30-lb. wood pails..... 0 62
Pure assorted jam, 1-lb. glass jars, two dozen in case..... 1 75

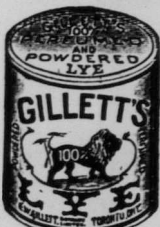


List price.
"Shirriff's" (all flavors), per doz
Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD
White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



"Purity" licorice, 10 sticks..... 1 45
" " " " 100 sticks..... 0 73
Dule, large cent sticks, 100 in box.....
Lye (Concentrated)



GILLETT'S PERFUMED LYE
Per case
1 case of 4 doz \$3 50
3 cases of 4 doz 3 40
5 cases or more 3 35



ST. CHARLES CONDENSING CO
PRICES:
St. Charles Cream, family size, per case..... \$3.50
Baby size, per case..... 2.00
Ditto, hotel, 3.70
Silver Cow Milk..... 4.50
Purity Milk..... 4.25
Good Luck..... 4.00

Mustard

COLMAN'S OR KEEN'S
Per doz. Per doz.
D.S.F., 1-lb. tins 1 40 F.D., 1-lb. tins. 1 45
" " 1-lb. tins 2 50 Per jar
" " 1-lb. tins 5 00 Durham, 4-lb. jar 0 75
F.D., 1-lb. tins. 0 85 " 1-lb. jar 0 25
IMPERIAL PREPARED MUSTARD
Small, cases 4 dozen..... 0 45 dozen
Medium, cases 2 dozen..... 0 90
Large, cases 1 dozen..... 1 35 "

Sauces

H.P. SAUCE
H.P. Sauce, packed in cases of 3 doz. \$1 90
H.P. Pickle, packed in cases 2 doz. pts. 3 35
H.P. Pickle, packed in cases 3 doz 1-pt. 2 25
PATERSON'S WORCESTER SAUCE
1-pint bottles, 3 and 6 dozen cases, doz 0 90
Pint bottles, 3 dozen cases, doz. 1 75



Marmalade.

T. UPTON & CO.
12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.
SHIRRIFF BRAND
"Imperial Scotch" —
1-lb. glass, doz. ... 1 55
2-lb. " " " 2 80
4-lb. tins, " " 4 85
7-lb. " " " 7 85
"Shredded" —
1-lb. glass, doz. 1 90
2-lb. " " " 3 10
7-lb. tins, " " " 8 25

Jelly Powders

IMPERIAL PURE AND DELICIOUS
TRUE FRUIT FLAVORS
CARTONS EACH 1 DOZ

Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:
Less than 5 cases..... \$5 00
Five cases or more..... 4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.
Tierces.... \$0 13
1-bbls. 0 14
Tubs, 60 lbs. 0 14
20-lb. Pails. 2 85
20-lb. tins .. 2 75
Cases 2-lb. 0 14
" 5-lb. 0 14
" 10-lb. 0 14



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces.... 0 13
Tubs..... 0 13
20-lb. pails. 0 13
20-lb. tins. 0 13
10-lb. " 0 13
5-lb. " 0 14
3-lb. " 0 14
1-lb. cartons 14¢

Licorice

NATIONAL LICORICE CO.
5-lb. boxes, wood or paper, per lb. \$0 40
Fancy boxes (36 or 50 sticks), per box... 1 25
"Binged" 5-lb. boxes, per lb. 0 40
"Acme" pellets, 5-lb. cans, per can ... 2 00
(fancy box, 60), per box 1 00
Tar licorice and tolu waters, 5-lb. cans, per can..... 2 00
Licorice lozenges, 1-lb. glass jars..... 1 75
" " " 70 5-lb. cans..... 1 00

Cereals.

Post Toasties
Grape Nuts

Grape Nuts—No. 23, \$2.00; No. 25, \$4.50.
Post Toasties—No. 27, \$2.50.



DWIGHT'S SODA
Case of 1-lb. containing 60 packages, per box \$3.00.
Case of 1/2-lb. containing 120 packages per box \$3.00.
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00.
Case of 5c. packages, containing 36 packages, per box \$3.00.
MAGIC BRAND Per case
No. 1, cases 60 1-lb. packages..... \$3 00
No. 2, " " 120 1-lb. " " " 3 00
No. 3, " " 60 1-lb. " " " 3 00
No. 4, " " 60 1-lb. " " " 3 00
No. 5 Magic soda—cases 100—10-oz. pkg. 1 case..... 2 00
3 cases..... 5 00

'SURE!

to be right

SALT

Order from

Verret, Stewart & Co.

Limited
Montreal

We have

Mince Meat

in any package you may wish
and a quality to suit your trade.

also

We have

65-lb. tubs

28-lb. pails

12½-lb. pails

7-lb. pails

**WETHEY'S
MINCE MEAT**

in Cartons

"Home made" mince meat
in lithographed, enamelled
cans. 2-lb., 5-lb. and 7-lb.
packages.

Write us for prices.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

Retailer made \$600 on one deal because he followed The Canadian Grocer's market quotations closely.

The above refers to a Kingston, Ont., merchant. His profit on this single transaction would pay a subscription to The Grocer for 300 years.

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dows, fair profits and being posted on the markets. I consider myself your pupil, and would as quickly pay \$10 as \$2 for a year's subscription if it were necessary."

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