

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.
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New York: 115 Broadway

Winnipeg: 34 Royal Bank Building

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No. 40



Toronto Office:
30 Church St.

For Years in the Lead

—Still Leading

is the unparalleled record of these two brands of staple condiment.



COLMAN'S MUSTARD KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St. :: MONTREAL

TELL MRS. SMITH THAT HER CHILDREN

can have all the creams, custards, puddings, ices and other light and dainty desserts that they want if they are made with

Benson's Prepared Corn

The wholesomeness of Benson's Prepared Corn and the ease with which it is assimilated, makes it more desirable than flour in dishes prepared for the very young, the very old and the delicate.

THE EDWARDSBURG STARCH CO.
LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

THE CANADIAN GROCER

MacLAREN'S IMPERIAL PRODUCTS



MacLaren's Imperial Cheese
MacLaren's Canada Cream Cheese
MacLaren's Pimento Cheese
Imperial Dessert Jelly Powder

MacLaren's Imperial Peanut Butter
MacLaren's Imperial Prepared Mustard
MacLaren's Imperial Olives
Imperial Sterilized Gelatine

Have enjoyed the support of the public of every civilized country on the face of the Globe, as well as the support of the Canadian public for over twenty years.

The Reason

is no secret. It has always been our policy to give to the consumer a sound and pure product at a fair and just price.

Our Aim

in manufacturing has been to make each package sell the next one.

Your Aim

should be to see that MacLaren's Imperial Products receive the same position on your shelves as they have in the homes of the millions of consumers throughout the world.

For Sale by all First Class Jobbers.

For Full Particulars Write

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

OFFICES:—NEW YORK CHICAGO DETROIT MONTREAL TORONTO
FACTORIES:—WELLESLEY, ONT. WOODSTOCK, ONT. BANCROFT, MICH.

Young Housewives
Appreciate

COX'S Gelatine



Quality Never Varies.
Absolutely Pure.
Most Quickly
Prepared.



Over Seventy Years the Leader, because its
equal has not yet been manufactured.

Sold by Leading Dealers Everywhere

MADE ONLY BY J. & G. COX, Limited, Edinburgh.

Mince Meat Talk

¶ If there is any article that people should be able to pass judgment on as to quality, it is Mince Meat.

It must be therefore to the great advantage of every store to sell only the best.

¶ Beyond a shadow of doubt
Clark's English Mince Meat
IS ABSOLUTELY THE FINEST
PROCURABLE.

Only the very best of Selected Fruits and Spices are used, and, to sum up the whole question of Mince Meat quality, Clark's is equal at least to any home make.

CLARK'S ENGLISH MINCE MEAT IS PUT UP IN

5, 10, 25, 45 and 85 lb. Pails.

1, 2, 3, 4 and 5 lb. Cans

and 1 lb. "Inglass" Brand.

Make a point of getting your supply of CLARK'S MINCE MEAT early.
It's better to be a little in front than behind.



W. CLARK :: Montreal

MANUFACTURER of the

CELEBRATED "CHATEAU" BRAND SOUPS





SANITARY CANS

FOR

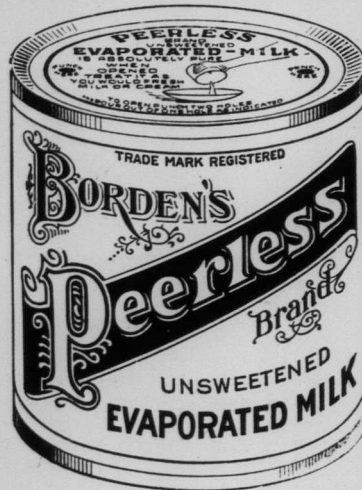
Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk ❁ ❁

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

**BORDEN'S
EVAP-
ORATED
MILK**

PEERLESS BRAND



**Makes
Your
Customers
Satisfied**

BORDEN'S CONDENSED MILK CO.

'Leaders of Quality'

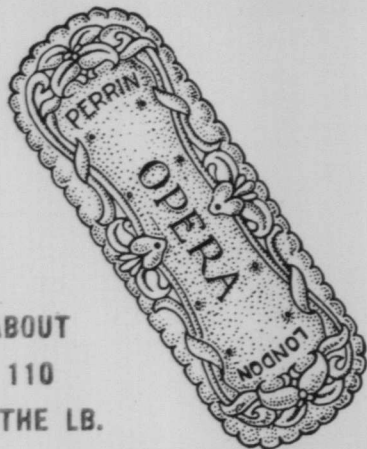
Established 1857

Sales Offices and Agencies:—

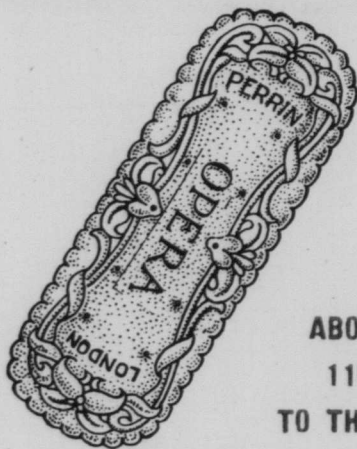
Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,

Montreal, Toronto and Vancouver



ABOUT
110
TO THE LB.



ABOUT
110
TO THE LB.

PERRIN'S OPERA FINGERS

Our latest Biscuit
delicacy



TRADE MARK REGISTERED

Dainty design, unique
and rich in flavor



A SOURCE OF PROFIT IN ARROWROOT

One of the best gifts of the New World has only recently come to its own in a large way. For a century or more St. Vincent has shipped the bulk of the world's supply because St. Vincent Arrowroot is the best.

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

There is a large profit for the dealer in handling Arrowroot as it rapidly makes its way among the consumers.



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

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

St. Vincent Arrowroot Growers' and Exporters' Association
KINGSTOWN, - ST. VINCENT, B.W.I.



**AS WHOLESOME AS
THEY ARE DELICIOUS**

You cannot find a staple stock that is more attractive and meets the requirements of your customers more satisfactorily than

SIMCOE BRAND

BAKED

BEANS

THE COOKING METHODS

are much superior to those of the home cook, and the materials used in Simcoe Brand Baked Beans are the best to be had on the market.

It's Gilt Edged Stock for high grade grocers. The profits will meet your expectations and surpass them.

*TIME TO STOCK FOR
WINTER TRADE*



DOMINION CANNERS, Limited
HAMILTON, CANADA

Comfort Soap Sealing Machine



Wetting the Tape

Free with 25 Cases Comfort Soap
Or with 10 Cases Comfort Soap and \$2.00
Or with 5 Cases Comfort Soap and \$2.50

ADVANTAGES

SAVES TIME
SAVES TWINE

Parcels are securely fastened and cannot be tampered with as is the case with twine.

Advertisement of Grocer enters each customer's house on one or more parcels daily.

Each roll of tape is 9,600 inches long and capable of sealing 2,400 parcels.

Rolls of tape with our advertisement only are supplied by us absolutely FREE.

Rolls of tape with CUSTOMER'S ADVERTISEMENT alternating with ours are supplied at 25c. per roll or given free as premiums. No orders taken for less than 20 rolls of tape.

DIRECTIONS:—Draw required length of tape across the roller, pressing it on roller to moisten, then lift upward and press it against cutter and seal parcel. When roll of tape becomes smaller, tighten thumb-screw which is located under the cutter to prevent tape sliding too freely. Always keep plenty of water in the pan.



Tearing Off the Tape

ADDRESS

PUGSLEY, DINGMAN & CO., Limited
TORONTO



Contractors To The Admiralty
**British-Made Pickles
 Sauces and Vinegars**

are making a stand for first place the world over. They are recognized the standard by which others are judged.

PURNELL'S

are the favorite British-made goods and are first in point of purity, flavor and quality.

We are large contractors to the admiralty, which should be a good selling point with discriminating customers.

You will find quick sale for Purnell's goods. Order now.

Our Canadian Agents

Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

PURNELL & PANTER, LIMITED
 Bristol, Eng. - - - Est. 1750

The Reputation of Your Store

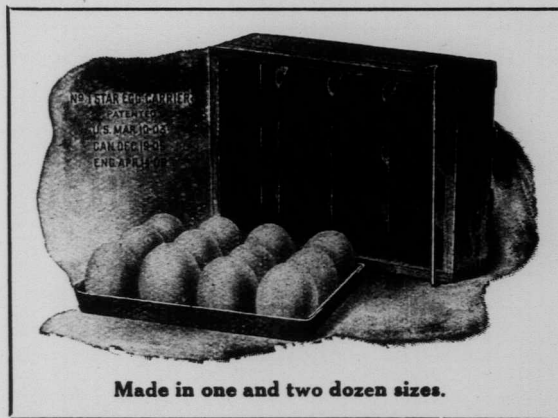
Depends on the accuracy, speed and carefulness of your delivery system.

**STAR EGG CARRIERS AND TRAYS
 FOR SAFE EGG DELIVERY**

This perfect egg delivery system stops all breakage and miscounts. Saves time and money.

Ordinarily egg delivery is the cause of much delay and trouble. STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

Write for our two interesting books "Safe Egg Delivery" and "Advertising Suggestions." They show how to make a fine reputation better.



Made in one and two dozen sizes.

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

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

E. & T. PINK'S

OLD ENGLISH Xmas Puddings

and

Mincemeat

Famed throughout the world for their Purity and Flavor.

Care in the selection of ingredients and skill in their preparation are the secrets of the popularity of these "Home Delights."

ORDER YOUR SUPPLIES EARLY
FROM OUR SOLE CANADIAN
DISTRIBUTORS.

THE MANUFACTURERS' AGENCY CO.

MONTREAL, - J. W. Windsor, 22 St. John St.
ST. JOHN, N.B., S. Cecil Irvine, 48 Princess St.
HALIFAX, N.S., C. E. Creighton, Bedford Chambers.
BOSTON, U.S.A., General Sales Office, 330 Board of
Trade Building.

Rowat's Goods Sell!

The Connoisseur's
Choice!

Cater for your particular customer by featuring

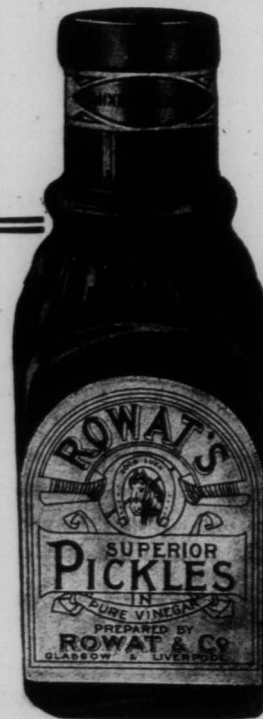


Rowat's Pickles AND Paterson's Sauce

They are 'quality goods which never fail to satisfy.

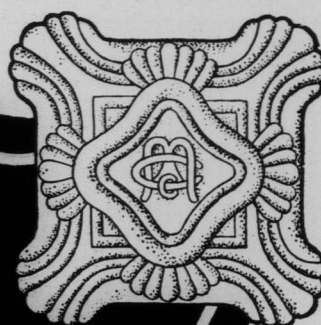
ROWAT & CO.,
Glasgow, Scotland.

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





As full of fine quality and as dainty in design as the finest imported Biscuits—and at one-third less cost. Almost as rich as short bread.



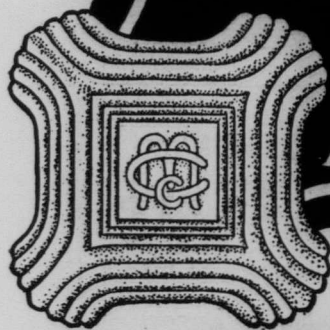
This line is being advertised extensively in the Daily and Weekly Newspapers.

M'CORMICK'S "ARISTOCRAT"

BISCUITS

ABOUT 80 TO THE POUND

35



We are confident of a large demand and advise that you get in an ample supply.

McCormick
Mfg. Co.
Limited
LONDON
ONT.

London, Montreal, Ottawa, Calgary
Hamilton, Kingston, Winnipeg



Lawrason's
Snowflake
Ammonia

equals in power any similar powder on the market selling for twice its price.

5c. PER GIANT PACKAGE 5c.

5c.

LAWRASON'S SNOWFLAKE AMMONIA

A Canadian Product of
Highest Merit

All the materials used are obtained in Canada and Canadian labor is employed in every process of its manufacture.

HENCE ITS EXTRA LOW PRICE

Housewives know "Snowflake" as the purest washing powder and the one sold at half the price of its competitors.



THE ONLY MINCE MEAT YOU CAN SELL IS
MINCE MEAT YOU CAN GUARANTEE
LYTLE'S MINCE MEAT

has established a reputation for the best flavor, most clean preparation, selection of ingredients and general goodness.

You can push Lytle's Mince Meat for use in cakes and pies with a certainty of repeat orders.

A large size package for the price.

Other Lytle Products are Sterling Brand Pickles, Catsup, Relishes and Fruit Flavors.

EVERY ONE GIVES A PROFIT FOR YOU

THE T. A. LYTLE CO., LIMITED, Sterling Road, TORONTO



YOU CAN HOLD YOUR ORDER

if you wish, but don't you think it would be better to get it in now rather than have to rush to catch the post and perhaps disappoint your customers?

"L'ETOILE"

MACARONI VERMICELLI SPAGHETTI

are the goods that have come to stay. They are what your most particular customers will be delighted with.

Our Prices are Right.

Our Goods are Fine.

Our Guarantee is O.K.

WRITE

Gie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL

"CANADA'S BEST"
SOAP

**A Winner
Every Time**

Prevail upon your customers to take a sample cake of all your best laundry soaps home with them, including a cake of "Canada's Best." You will find that our soap will be, as usual, *a winner*. It is a moderate priced soap of high grade quality and a good profit attached to it for you.

The kind of soap it pays to keep—the satisfactory kind.

When writing, ask about our special quotations on "direct-to-office" orders.

UNITED SOAP CO.

OF CANADA, Ltd.

MONTREAL, P.Q.

Tartan
BRAND
THE SIGN OF PURITY

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

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

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

Phone 3595. Exchange to all departments.

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

Sweetheart Brand Coffee



Trade Mark of Quality

With the fall evenings, comes the demand for Coffee. Your customers will be delighted with our appetizing and refreshing

QUEEN OF BLENDS

QUALITY GUARANTEED AND INCREASED SALES ASSURED. In bulk, 8 oz. and 16 oz. tins.

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

Grocery Profit Insurance

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

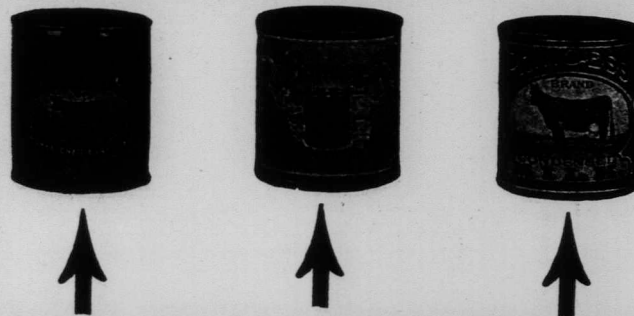
☐ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

☐ 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 Pittsburg Chicago London



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

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

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

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

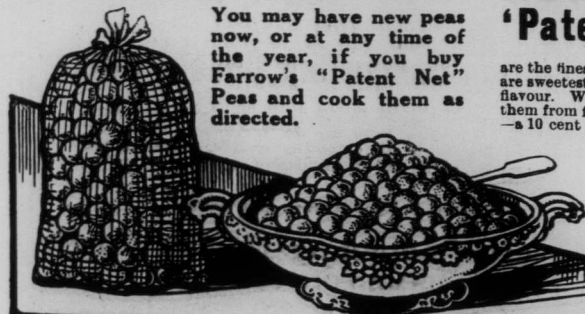
Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE

ONT

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



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

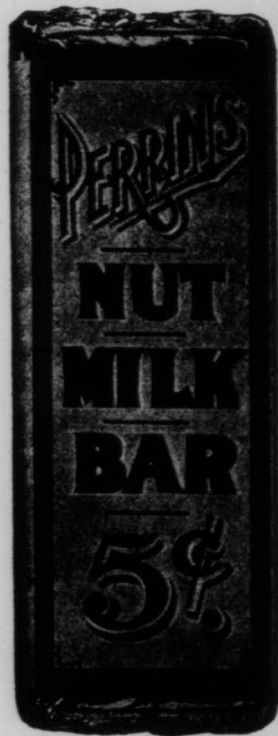
FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap — a 10 cent Net provides liberal portions for 3 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

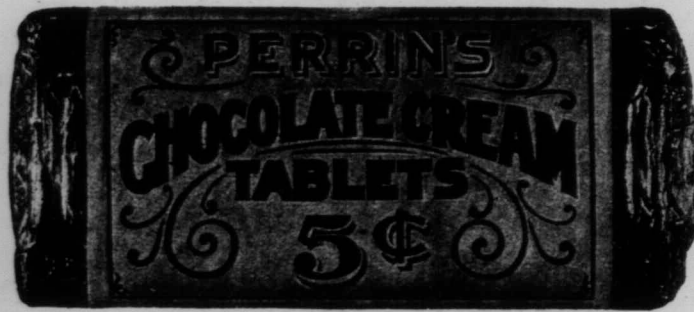
The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

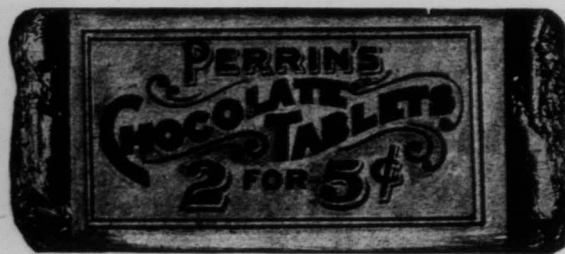
W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Lafamme, 400 St. Paul St., Montreal.
C. E. Cheate & Co., Pickford & Black's Wharf, Halifax



30 Bars to Box \$1.00



30 Bars to Box \$1.00



60 Bars to Box \$1.00

**Quality
and
Profit**

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

Manufactured by

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

SURE

STRIKE

**EVERY
MATCH A
LIGHT**

Your customers will refuse to be without them once they have used **DOMINION SILENT MATCHES**. They are safe because they cannot be accidentally set off, yet when struck purposely, they light easily. The heads never break off or fly wild to the endangerment of curtains and clothing. Stock them and prove it.

**THE
OR
Canada
Co., Limited**

**DOMINION MATCH
LIMITED
DESERONTO,
ONT**

CO.

**Brokerage
Toronto**



**NO
GUESS
WORK**



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

**THE
Perfection Computing Cheese Cutter**

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

Write us asking for particulars and prices.

**American Computing Co. of Canada
HAMILTON, ONT.**

BE CAREFUL

Weather conditions were bad during harvest and in consequence much of the Currant crop is rain damaged.

Your Safeguard is the Packer's Name

Ask for

Meyer's Currants

Do not stop at asking—there is too much at stake—see that you get Meyer's.

Pay no attention to high sounding brands. It is the name of the packer, "Meyer," that insures your getting Currants that are sound and the best grade of the growth, indicated on the case, obtainable. Not only this, but "Meyer's" Currants are packed loose in the case and reach you unbroken and unbruised.

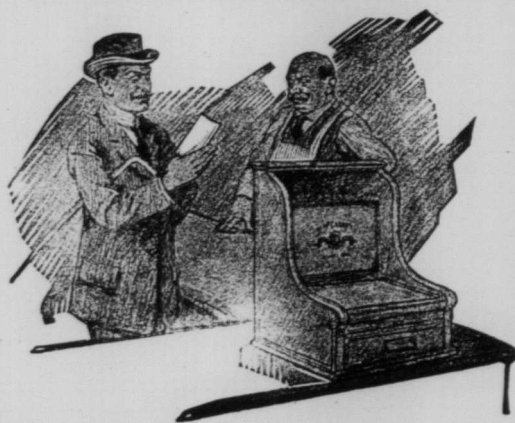
For high grade fruit—bold and bloomy with that rich wine flavor—we commend to you—

Meyer's "Ideal" Gulf

W. MEYER & COMPANY

Patras, Greece

Packers of high-grade Currants and Ripe Olives.



A Statement in Full

That is what the user of a McCaskey Account Register gives his customers after each purchase.

At the time of the sale the merchant who uses the McCaskey Gravity Account Register System posts and totals each account to date. He cuts out all useless bookkeeping (posting and copying from one book to another), prevents errors in his accounts and disputes with customers, because each patron has the same record of his account and in the same handwriting as he has, prevents forged charges, that is, goods sold but never charged, collects his money automatically and faster than any human agency could collect it, has an automatic credit limit and is protected against loss of insurance in case of fire because with the McCaskey System proof of loss can be furnished in an hour's time to the satisfaction of any insurance adjuster.

Seventy thousand retail merchants are using the McCaskey System and tell us that it pays for itself several times in the course of the first year it is installed.

Only
One Writing

The McCASKEY SYSTEM

First and Still
the best

You don't have to wait until the man next door or on the corner has installed the McCaskey. Then it will be too late. Act now! Please your trade by giving them a statement in full with each purchase, cut out useless bookkeeping and get more information about your business with less expenditure of time, labor and money.

A letter or postal card will bring you information without obligation on your part to purchase.

Or, tear out this advertisement, sign your name and address, and we'll know you want information.

THE DOMINION REGISTER CO., Limited - 90-98 Ontario St., Toronto, Can

Manufacturers of Surety Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties

519-521 CORN AND PRODUCE EXCHANGE
Manchester, Eng.

BRANCHES:
New York, Boston, Pittsburg, Chicago, Minneapolis,
Kansas City, San Francisco, Atlanta,
Memphis, Washington

THE McCASKEY REGISTER CO
Alliance, Ohio, U.S.A.

TO THE WHOLESALE TRADE!

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

SUGARS MOLASSES

and all West Indian Produce

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

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

West India Co., Limited

COLES MILLS

Ask yourself what you want in and of a coffee mill. Write out your own specifications. Then compare what you want with what COLES MILLS offer.

The more particular you are the more COLES MILLS will appeal to you. They meet your every desire. They qualify on every requisite.



COLES MFG. CO.,

PHILA., PA.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

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

**Dried Fruit For
Particular People**

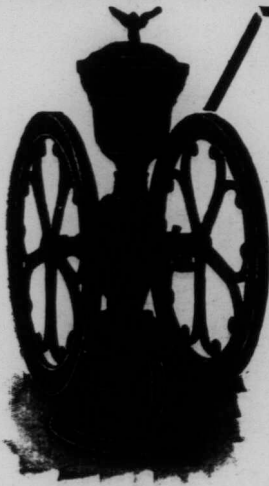


Will Satisfy

This Mark on Every Box

Place Order Now for
Fall Delivery

All First-Class Jobbers Handle



Built on Merit

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

**ELGIN
National Coffee Mill**

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

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Ewert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

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

By Royal



Letters Patent.

**NELSON'S
Powdered
GELATINE**

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

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

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound

W. G. Patrick & Co., Tor., Mont. and Van., B.C.
 Donnelly, Watson & Brown, Ltd., Calgary, Alta.
 W. H. Escott, Winnipeg, Man.
 R. B. Seaton & Co., Halifax, N.S.
 The Midland Vinegar Co., Birmingham, Eng.

H.P. SAUCE



THE "WALKER BIN" SYSTEM



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

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

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

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

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario



THEY ALWAYS ASK FOR MORE



Club House QUEEN OLIVES

because of the exquisite flavor that is preserved in them.

The fruit is carefully selected for size, shape and color and preserved by our process which turns them out solid and luscious.

Try for the best trade in your town by handling Gorman, Eckert goods.

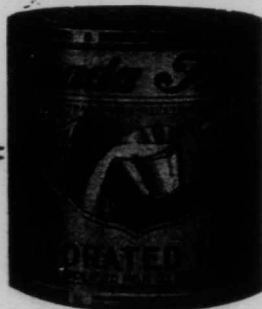
Write your jobber for lists.

Gorman, Eckert & Co., LIMITED

LONDON, Ont.

WINNIPEG, Man.

Canada First



Evaporated Milk

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

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

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

Order from your jobber.

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

Head Offices: Hamilton, Ontario

Clean Washboards



No Dirt
Can Lodge
in the
"All-Metal"

MEAKINS' SANITARY WASHBOARDS

keep out dirt and the germs
that lodge in it.

They are made in one
piece without any cracks or
wood to absorb the filth and
disease that always lodge in
the ordinary kind.

They are everlasting. The
heavy metal cannot be worn
and become rugged, tearing
the clothes, as does the ordin-
ary zinc covering.

Women buy them on sight.
Excellent profits assured.

WRITE TO

Meakins & Sons
Hamilton, Ont.

Don't Depreciate Your Store

in the eyes of your customers, by selling an inferior grade of goods. No matter what your customer asks for, from clothes-pins to caviare, let it be a superior line.

You must realize what effect this policy will have in the long run. We are interested, among other things, in supplying you with the finest line of extracts.



More
Than
Ninety
Flavors

More
Than
Ninety
Flavors

Sell this line to your most discriminating customer and the result will be one of two things. Either she will know the goods and tell you she is "so glad you have them," or she will make their acquaintance and thank you afterwards.

Like to test that statement? We'll send you a sample of our

Shirriff's TRUE VANILLA

and you can test that and the statement at one and the same time.

It's made of real Mexican vanilla beans, not from any of the artificial bases which make most of the so-called "vanillas" offered you to-day. To most people it is a **new experience**—tasting genuine extract of vanilla.

WE GIVE YOU A GOOD PROFIT ON
EACH SALE *WITHOUT* LOWERING
OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

THE CANADIAN GROCER

MAKE NO MISTAKE JAPAN TEAS are absolutely PURE. JAPAN only permits the manufacture of really pure TEAS.

WE HAVE A COMPLETE ASSORTMENT OF NEW CROPS ON SPOT AND TO ARRIVE.

FURUYA & NISHIMURA

NEW YORK CHICAGO MONTREAL JAPAN

"For Old Acquaintance Sake"

is all right sometimes

BUT NOT IN BUSINESS

"FOR PROFIT SAKE"

WILL SUIT YOU BETTER

WHITE SWAN LYE

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

and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and
flavor of

GINGERBREAD BRAND Molasses

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

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

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

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED

HALIFAX

NOVA SCOTIA



For Your Profit and Reputation!

Common sense demands particular care in the Brands of Canned Fish
you handle, and your best interests are safeguarded by featuring

"KING OSCAR" BRAND

They will be found uniformly pure, sweet, tasty, wholesome and
well packed; and they are ready sellers and good profit producers.

Order a trial case from your wholesaler.

CANADIAN AGENTS

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

HAMILTON

ONTARIO

YOUR PARTICULAR TRADE

may prefer a certain grain in Sugar

FINE, MEDIUM, OR COARSE.

ST. LAWRENCE GRANULATED

may be had from your jobber in any sized grain that suits your special requirements.

This is an important feature for you to know

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.



IT IS NEW

Different, Better,

one of the handsomest packages you have ever seen and yet retails at

10c. Per Package

giving you a fine profit.

MEADOW-SWEET CHEESE

Its own peculiar nip and appetising flavor, combined with an ever fresh appearance, readily win it friends.

Rightly styled

"The King of all Package Cheese"

WRITE FOR SAMPLE

The Meadow-Sweet Cheese Co.

21 Bonsecours Street, : MONTREAL

AGENTS:

LANG BROS., 307-309 Elgin Avenue, Winnipeg.
FRED COWARD, 402 Spadina Avenue, Toronto.

'CAMP'

COFFEE

Stands on its

It Appeals
to the Public

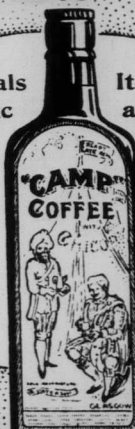
because of its exquisite flavour and the ease and swiftness with which it can be perfectly prepared.

R. Paterson & Sons
Coffee Specialists
Glasgow

It should
appeal to you

because it is the most popular of all coffee essences; because it means quick sales, big sales, and good profits.

Ask your
Wholesale
House



MERITS

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. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.

Canadian Agents

HUGH LAMBE & CO. TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



Cocoanut

THAT SELLS

McLean's

"WHITE MOSS"

sells because of its rich, nutritious flavor, its long fine cut shreds.

Canadian Cocoanut Co., SOLE MAKERS,
MONTREAL

WHITE DOVE Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.



W. P. Downey
MONTREAL, QUE.

THE PEOPLE OF JAMAICA

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

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

If you want to buy or sell any store equipment article, to buy or sell a business, engage as clerk or manager, etc.,

TRY A

Condensed Ad.

IN

The Canadian Grocer

For two cents a word you can talk across the continent.

FINEST ENGLISH KIPPERS AND EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.

23 GT. CHARLOTTE ST.
LIVERPOOL, England



it drives 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.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocos 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

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

WINDSOR SALT

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

ALUMINUM ADVERTISING NOVELTIES CHRISTMAS SPECIALITIES

Write me for Artistic, Useful and Everlasting Articles. Cheapest and Best.
H. H. Chambers, 29 Queen Cl'y Chambers
TORONTO
Write, or Phone M. 6126

THERE ARE GOOD

JELLY POWDERS

and bad, nice packages and ugly. Ours are neither middling nor poor, but

Absolutely Superior

to anything you handle to-day. That is saying a lot, but we can back it up and want you to test such a statement by sending a small order.

Package contains both
JELLY and
CUSTARD POWDER

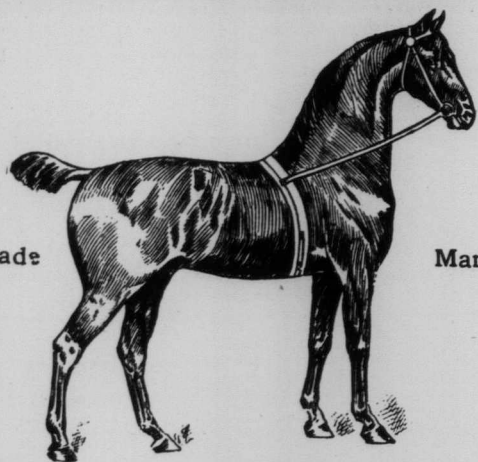
and consumers frequently testify in writing to the great value contained in our fancy carton.

The "DOUBLE EVENT" Package
?

S. H. Ewing & Sons
MONTREAL, Branch TORONTO

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.

QUINQUINOL



Trade

Mark

A Stock Food for Horses, Cattle, Sheep, Hogs, Dogs, Poultry, etc., etc., offering you a good opportunity to build up a strong "Stock Food" business with your country patrons.

50% Profit Guaranteed

\$4.00 per doz. gall. tins Retail \$6.00

*Packed in tins to prevent loss against vermin and moisture
Recommended by the Minister of Agriculture.*

Only Stock Food awarded a diploma at the Exhibition of Three Rivers, Sherbrooke and Ottawa.

Your Sales are Safeguarded

If you desire to stock we will write you and state in black and white that any tin sold and not proving satisfactory after being used as directed can be taken back by you and the money refunded. In fact, we will pay \$500 to any person who proves that the goods are not all we claim for them.

One Dealer in Each Town Wanted

You have exclusive sales. Advertising matter provided. Write immediately.

The American Pure Food Co.
MONTREAL

THE RIGHT THING

Confidence is **THE POINT** in all trade.



bring you both—confidence of your customers and the thing you want---more trade.

"ESKIMO" Sardines

are packed from finest selected fish in pure French olive oil.

ORDER TO-DAY FROM YOUR
WHOLESALE OR WRITE TO

MONTREAL—J. W. Windsor.	LONDON, ONT.—Geo. L. Gillespie
QUEBEC—Albert Dunn,	
HALIFAX—A. B. Mitchell.	WINNIPEG—W. H. Escott Co.
ST. JOHN, N.B.—	CALGARY—H. Donkin & Co.
W. S. Clawson & Co.	EDMONTON—
TORONTO—A. E. Richards & Co.	Dominion Brokerage Co.
HAMILTON—	VANCOUVER—H. Donkin & Co.
A. E. Richards & Co.	

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES

**THE
W.H. ESCOTT CO.**

Wholesale
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING

Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

— WINNIPEG —

H. G. SPURGEON

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

230 Chambers of Commerce. P.O. Box 1812

WINNIPEG

TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS

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

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

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

— MOOSE JAW —

WHITLOCK & MARLATT

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

G. C. WARREN

Box 1036, Regina

**IMPORTER, WHOLESALE
BROKER, and MANUFACTURERS
AGENT**

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED

F. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Track connection with all Railroads.

— TORONTO —

HEADQUARTERS FOR

Evaporated Apples

When wanting, wire us
for quotations.

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents
and

Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Headquarters for

New Orleans Fancy Molasses

Barrels and Half Barrels

PRICES RIGHT

LIND BROKERAGE CO.

73 Front St. East - TORONTO

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

— MONTREAL —

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

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

— MARITIME PROVINCES —

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery
Brokers

HALIFAX - NOVA SCOTIA

We are open for a few high class specialty
lines

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B.

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

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery
Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

— NEWFOUNDLAND —

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

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

— BRITISH COLUMBIA —

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Gro-
cery Agencies. Highest References.

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, Provision
and General Trades' Journal**
10 Garfield Chambers, Belfast, Ireland.

A CONFECTIONERY CONTEST

To Dealers and Clerks:--

☞ Your ideas are worth money to us. We will pay you for them.

☞ Believing there is a still brighter future for the retail grocery dealer who lends his *Selling Power* and that of his clerks to the **Confectionery Department**, we are offering prizes for best methods of handling this class of goods.

THE QUESTIONS TO BE ANSWERED ARE THESE:

Why should every grocery dealer handle Confectionery and how can it best be handled to produce the maximum turn-over, profit and good will?

☞ For the four best essays on this subject we offer the following: First prize, \$5 in cash; Second, \$3 in cash; Third, The Canadian Grocer for one year and Fourth, The Canadian Grocer for six months.

☞ All articles must be in by Saturday, October 28. Sit down *now* and send your ideas. The more you study this problem the more profitable will your Confectionery Department become.

Results will be given in our big Fall Campaign Number of November 3.
Decisions will rest with committee composed of nine of the
Editors of the MacLean Trade Newspapers

THE EDITOR, The Canadian Grocer
143-149 University Avenue
TORONTO



There's No Use Worrying

if your profits are not as large as you expected. You can overcome any shortage by dropping us a line. It will only cost you a cent and you will get in touch with a House offering fast selling and profitable lines to the trade all the time.

Here's Something. An Example.

"Orsenigo" Brand Macaroni

Goods which are guaranteed perfectly fresh, naturally wholesome and delightfully appetising.

25 1-lb. boxes for \$2.10

We have various other good propositions for you. It won't do any harm to inquire.

WRITE
IMMEDIATELY

The Charles
Cicero
Company LIMITED

TORONTO

SPECIALISTS IN ITALIAN PRODUCTS

MONTREAL

ENERGETIC CLERKS

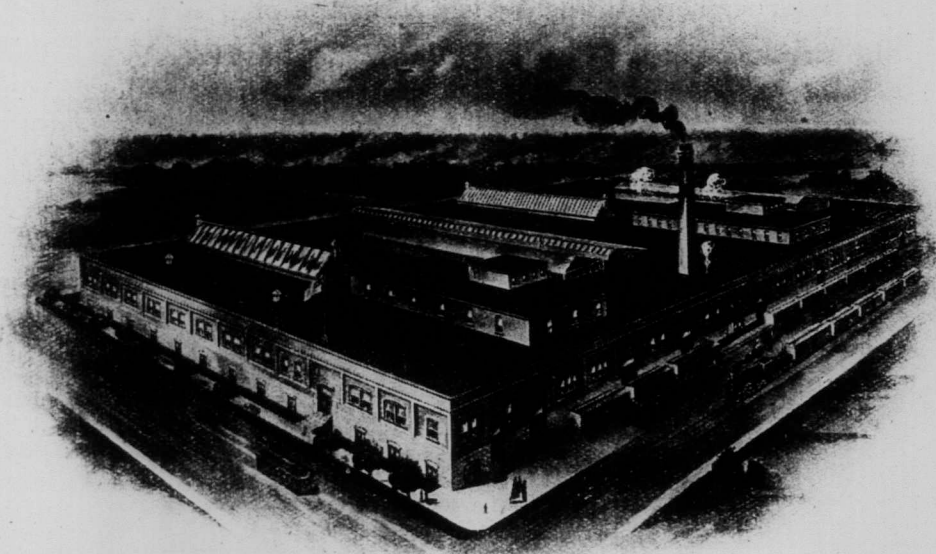
who are willing to work after hours can add substantially to their salary by joining the MacLean Circulation Organization, the largest and most efficient in America.

There are already over 400 circulation salesmen getting subscriptions for MacLean's Magazine, but there is scope for more. If you will take up the work in your district you will find it will pay you well.

Get started now—Don't wait.

WRITE FOR PARTICULARS TO

MacLean Publishing Co., ¹⁴³⁻¹⁴⁹ University Ave., Toronto, Can.



WAGSTAFFE'S

**FINE OLD ENGLISH MINCE
MEAT AND PLUM PUDDING**

NOW READY FOR DELIVERY

☞ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

☞ Our goods may be a little dearer, but look at the quality.

☞ Packed in 1-lb. 2s, 5s, 7s; 25-lb. gold-lined pails, and 62-lb. tubs. Only a limited quantity being packed.

ORDER QUICKLY, PLEASE, FOR THE SEASON

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton

- -

Canada

The letter reproduced below is a facsimile of one received by us from the President of the Company, Mr. P. C. Larkin. We publish it because we think it will prove of interest to our many friends in the Grocery Trade—particularly the latter part.

THE "SALADA" TEA CO.
TORONTO : : : : MONTREAL

ADRESSE TELEGRAPHIQUE
ELYPALACE-PARIS

ÉLYSÉE PALACE HÔTEL

AVENUE DES CHAMPS ÉLYSÉES

PARIS (8^e)

21st Sept. 1911

Dear Thomas

Your figures for the first 35 weeks of the year are magnificent your increases wonderful, the only drawback is the high market

Kindest regards

P. C. Larkin

WE HAVE ARRIVING THIS WEEK

ONE CARLOAD New Santa Clara Prunes

60/70 70/80 80/90 90/100 in 25 and 50 lb. boxes

OUR QUOTATIONS ARE RIGHT

IN STORE
A CARLOAD OF

"Blue Standard" California Seeded Raisins

These are choice freshly seeded - at $9\frac{1}{2}$ c. lb.

GET OUR QUOTATIONS ON OUR

"Old English" MINCE MEAT in Pails and Tubs

THE FINEST MINCE MEAT PUT UP. WE ALSO HAVE SOME LOWER-PRICED LINES.

EBY-BLAIN, LIMITED

Wholesale Grocers.

TORONTO

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Opening Prices on Late Canned Goods

Majority of Late Fruits and Vegetables Have Opened at 2½ Cents Higher Than Last Year—Plums a Good Pack, and the Price is Lower Than Last Season—Only About 40 per Cent. of Tomatoes Will be Delivered—90 per Cent. of Corn—Blueberries Scarce and High.

The opening prices on late canned fruits and vegetables, which have been eagerly awaited by the trade in general have been named. The anxiety to ascertain these prices has been greater on account of the outturn of the earlier varieties, and it was wondered what relief, if any, from the general situation the later packs would bring.

While none of the prices when general information which we have had concerning the prospects are considered, are in the nature of a shock to those interested, still it brings out the fact that quite high prices on general canned goods will rule during the ensuing twelve months.

Early Estimates Favorable.

On account of the ever increasing demand for canned goods, canners this year put forth every effort to put up as large a pack as possible. Early estimates indicated a big yield but the hot dry weather early in the season acted adversely on the production. In the late varieties of fruits and vegetables, the majority show an increase of 2½ cents per dozen over last year's prices. Plums is one line lower in price, being 7½ cents per dozen, less than last year. The percentage of deliveries on each of the different lines is not known yet, the packing of some lines not having as yet been completed.

Tomatoes Open Higher.

Tomatoes, one of the lines in which the grocer is deeply interested, have opened at \$1.17½ per dozen for group A, which is an advance of 2½ cents over the opening prices of last year. From information gleaned by The Grocer, it would appear that the pack of tomatoes this year is about the same quantity as in 1910. There is still some little packing going on, but which will not have any great bearing on the total. The demand is much keener. This is shown by the fact that with practically the same quantity packed as last year, canners will only be able to deliver about 40 per cent. of orders as compared with a 60 per cent. delivery last year. New pack tomatoes have been on the market for some time now, and in the absence of any named price have been selling at whatever each individual wholesaler thought they were worth.

Corn a Good Pack.

Corn, like tomatoes is 2½ cents per dozen higher, the opening price for 2's being 97½ cents. The pack is a fair one,

and deliveries will be much larger than that of the kindred line, peas. It is believed that 90 per cent. of orders will be delivered.

Plums have been a good pack and fully 100 per cent. of orders will be delivered. Prices are materially lower than last year, with the exception of the green gage variety. Damson and lombards 2's in light syrup are 7½ cents less than last year, being quoted at 90 cents. In the heavy syrup these same lines are at \$1.05 as against \$1.12½ last year. On account of their abundance and reasonable price, these should be big sellers this year.

Small Pack of Blueberries.

Blueberries as it has been known for some time would be the case are considerably higher than last year. Standard 2's have opened at \$1.50 as compared with \$1.27½ last year. The pack has been materially smaller than last year, and one Nova Scotian firm states

that it will only be able to deliver 40 per cent. of orders.

Cabbage, carrots, pumpkin, cauliflower, parsnips, squash, apples, grapes, peaches and pears are all 2½ cents per dozen higher than last year's opening prices. The delivery of these lines is not known. Packing of some of them has not as yet been completed. Fairly good yields of peaches, pears and grapes can be expected. The same may be said of apples. The hopes, however, of some retailers that a gallon of apples might be placed on the market that would sell at 25 cents have been blasted. The accompanying comparison of opening prices on some lines for 1911 and 1910 are for group A. Group B are 2½ cents per dozen less. Those who ordered previous to June 1, receive their canned goods at 2½ cents per dozen less than opening prices.

Comparison of opening prices of 1910 and 1911:

Vegetables.		1911 Group A. per doz.	1910 Group A. per doz.
3's	Tomatoes	\$1.17½	\$1.15
2's	Tomatoes	1.07½	1.05
Gal.	Tomatoes	3.45	3.42½
2's	Corn97½	.95
2's	Corn, fancy	1.07½	1.05
2's	Beets, sliced, blood red	1.00	.95
2's	Beets, whole, blood red	1.00	.95
3's	Beets, sliced, blood red	1.35	1.30
3's	Beets, whole, blood red	1.40	1.35
3's	Cabbage	1.00	.97½
2's	Carrots	1.00	.97½
3's	Pumpkin	1.00	.97½
Gal.	Pumpkin	3.12½	3.02½
3's	Cauliflower	2.10	2.07½
3's	Parsnips	1.30	1.27½
3's	Squash	1.15	1.12½
Fruits—			
3's	Apples, standard	1.10	1.07½
Gal.	Apples, standard	3.05	3.02½
2's	Blueberries, standard	1.50	1.27½
Gal.	Blueberries, standard	5.30	5.27½
2's	Grapes, white, preserved	1.55	1.52½
Gal.	Grapes, white, standard	3.55	3.52½
2's	Peaches, white, heavy syrup	1.90	1.87½
3's	Peaches, white, heavy syrup	2.90	2.87½
2's	Peaches, yellow, heavy syrup	1.90	1.87½
3's	Peaches, yellow, heavy syrup	2.90	2.87½
3's	Peaches, pie, not peeled	1.50	1.47½
3's	Peaches, pie, peeled	1.70	1.67½
2's	Pears, Bartlett, heavy syrup	1.80	1.77½
2's	Pears, Flemish Beauty, heavy syrup	1.80	1.77½
2's	Pears, light syrup, globe	1.35	1.32½
3's	Pears, pie, peeled	1.55	1.52½
2's	Plums, Damson, light syrup90	.97½
2's	Plums, Damson, heavy syrup	1.05	1.12½
2's	Plums, Lombard, light syrup90	.97½

Tracing Shortage in Goods Received

The Probable Cause Not Due to the Transportation Company, Claims Railway Man—What the Retailer Should do on Discovering a Shortage—Study Nature of Route Over Which Goods Traveled.

Many a retailer is worried considerably when he receives a shipment of goods from some wholesaler and finds that one or more of the articles that should have gone to make up the consignment have been left out. He doesn't understand the situation exactly, and, after silently, or otherwise, criticising the shipping house, comes to a decision that the non-appearance of the goods might be charged to the transportation company that handled the box. This is most frequently the opposite to the fact, although, of course, there are cases in which the goods have been damaged or tampered with in transit, where the railway company can be approached as responsible for the injured property. But, generally, the fact is that some part of the consignment has been left out, with or without reason, by the jobbing house, and for that the transportation company cannot be held responsible.

Patience Necessary.

Because of these things it will be to the advantage of many a dealer to listen to the views on this matter as propounded by a freight official high up in one of the leading transportation companies. This man makes clear the way in which any "shorted" retailer may have his loss made good in the shortest possible time. It is all considered from the standpoint of system with him, and his explanation of the tangle shows that the great trouble lies more in not knowing the facts than for any other reason. Patience is the principal virtue, as he sees things.

"First of all," says this official, "every dealer in the country who receives shipments of goods from transportation companies, should study and discover just how these goods are transported. When a man has learned that much, there is only patience left for him to acquire. A little knowledge is really a dangerous thing in this connection; a man must know all he can. Apart from this, the dealer should try to emulate some of the methods practiced as continually by some of the largest shipping houses in the country."

Request to Note Shortage.

"For purposes of comparison," he continued, "it would probably be best from the retailer's standpoint, to discuss the thing from the retail end. There is no better way of illustrating the case. Let

us suppose then, that a mail order house is sending a bill of goods to some customer in the country. Along with the invoice there is sent out from the shipping house offices, a blank form with a note inviting the customer to go over his goods as he receives them and note any shortage. If this latter contingency should be a fact, the shipper asks the man getting the shipment to fill in the blank form, clearly setting forth the shortage and to forward this form at once. It would be an added precaution of value to have the local railway agent endorse the shortage. The company shipping on receipt of this card could then take the matter up without loss of time with the transportation company, and the question would then be threshed out before the complaint has been filed away for further information thereon. As a general thing this speed of taking action brings about the desired result. The shortage is accounted for and the company and customer satisfied and pleased, as well.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer,—Will you kindly let us know who are the agents in Montreal for Crosse & Blackwell?

W. R. & CO.

Toronto, Oct., 1911.

Editorial Note.—C. E. Colson & Co., Cristine building, are Crosse & Blackwell's agents.

Editor Canadian Grocer,—Can you give us the names of some parties in Toronto from whom we could secure a carload of potatoes?

PEARCE & MARETT.

Editorial Note.—Among the potato shippers in Toronto are J. J. Ryan, 81 Colborne St.; Ferrier & Co., 62 Colborne St.; R. W. Hannah, Board of Trade building; A. A. McKinnon, 74 Colborne St.; Chris. Barrett, 64 Colborne St.

Editor Canadian Grocer,—Can you give me the address of the Siehe Gas Co., as I wish to communicate with them?

L. C. RIPLEY.

Elgin, Ont., Oct., 1911.

Editorial Note.—Address of the Siehe Gas Co. is 10 Lombard St., Toronto.

CARTOON TALKS ON SERVICE



Discussing Outside Topics with Friends is not Good Business when a Customer is Waiting to be Served. This is a Common Error on the part of Many Dealers and Clerks.

Lesson 5--Course in Card Writing

Illustrating the Numerals Used With the Two Foregoing Alphabets, Showing the Various Strokes Practised in Forming Each Figure.

By J. C. Edwards. Copyright, Canada, 1911.

The numerals are almost as important as the letters themselves, and in many cases they are even more so. Good price tickets form a strong link in the chain of direct advertising. Where a card bearing only a few words referring to the goods may command attention, yet it tells only half the story and does not suggest a good reason for buying from the price standpoint.

The accompanying plate shows the single stroke block and the single and double stroke block numerals. The former are made as the single stroke block letters, with a series of single brush strokes, as indicated by the small figures and arrow.

The single and double stroke numerals are formed with single and double strokes, the same as the letters of the same name and are used when prices are necessarily large and in need of prominence.

Pronounced Price Tickets.

The single stroke numerals make very pronounced price tickets, and are quite speedily executed. They can be made of double thickness where a large figure is necessary and rival in popularity the single and double stroke.

The complete combination is shown in the show card which is illustrated here. The single stroke lettering and price are used for the inscription of lesser importance, while the stronger line and price are made prominent by the single and double stroke style. It will also be noticed that in this card the important words are made with capital letters, and that in the minor phrase, "our regular price," the lower case or small lettering is brought into use.

Strokes the Same.

In the single stroke numerals the student will find that the strokes are practically the same as found in the lettering. 1 and 4 are the only two formed of straight lines exclusively; 2, 3, 5 and 7 combine the curves and straight lines, the curves ranging from the slightly curved lower portion of the 7 to the almost full oval of the 5.

One stroke is sufficient for the 1; 3 strokes are required to form the 2, commencing with a slight curve as indicated by stroke and arrow 1, then No. 2 stroke, which is joined by a straight bottom stroke, completing the letter as shown.

The 3 is often a difficult figure to make, but if the strokes, as shown, are practised and combined in the order indicated, the 3 will be as well formed and easily executed as any other.

Note.—The third or centre stroke of

the 3 may be straight, as shown in the large figure, or curved, as is seen in the small shaded index figure, preceding the strokes. The 4 is composed of three strokes only, the first being a 1, is made within a quarter of an inch of the extreme right-hand side of the space, No. 2 crosses it about the same distance from the bottom, the two determining the height and width of the figure. No. 3 stroke joins the two, thus completing it.

A Common Mistake.

The first mistake the amateur card-writer makes in making a 5, without proper instruction, is to form the lower

serves three purposes, viz: the completing of the top circle, the completing of the lower circle, and the looping of the two together. Care must be taken in making figures, as with lettering, to see that they do not lean either to one side or the other.

This style of figure does not lend itself to the slant style with very much grace. It is a straight up-and-down letter absolutely, but can be made either normal, elongated or condensed, the normal being formed in a space the width of which is the same as the height, the elongated or extended is wider than it is high, and the condensed is higher than it is wide.

The single and double brush stroke



portion first, getting it too large, not allowing room at the top for the horizontal stroke. If the strokes are followed as shown in the plate, this trouble will be avoided.

The figures 6 and 9 also give a similar trouble if care is not taken, but a close study of the strokes will put the student right. The 8 will bother the beginner more than any other, but is simple enough when he considers that it is practically composed of two Os, the top one slightly smaller than the bottom with the centre stroke joining the two together in such a way that they are made into one figure.

Note the order in which the strokes are made, also that the last or 4th stroke

block figures are made with practically the same strokes as the other style, with the added double strokes as shown, giving the figure a heavier appearance.

Always remember that when cents follow dollars, as in the card shown, a period should be placed after the dollars under the first figure of the cents, or when the cents are made the same size as the dollars, the period should be between the two. Always use the dollar mark before dollars, and when the card shows a price below a dollar, the cent mark should invariably follow. It makes the card stronger to follow this rule.

The shading in these figures will easily be understood, as each style practically

Plate No. 5 - Single & Double Stroke Block Numerals



Single Stroke 1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Double Stroke 1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Single & Double Stroke 1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Single & Double Stroke \$, C, C, C, C, C, C, C, C, C

J. C. Edwards

repeats that shown in their respective lettering plates in previous lessons. Use the red sable flat brush in alбата. A number 7 is the most useful and was used in the execution of the accompanying work. Note the methods of holding the brush.

The Outfit for a Beginner.

One brush, as suggested above, one T square (2 feet) and a bottle of lettering in black. Always rub the brush out flat on a piece of cardboard before writing, and often during writing. Wash the brush well in water after you are

through, and gently draw it out to a chisel point before laying it away to dry.

Further information re brushes, outfit, etc., by writing the author, J. C. Edwards, c/o MacLean Publishing Co., or The Canadian Grocer, 143 University Ave., Toronto.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

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

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building.
Telephone Main 1255. O. S. Johnston
Toronto—143-149 University Ave. Telephone Main 7324
Winnipeg—34 Royal Bank Building. Phone Garry 2313

UNITED STATES—

New York—R. B. Huestis. 115 Broadway, New York.
Telephone 2282 Cortlandt
Western States Representative—A. H. Byrne. 607 Marquette
Building, Chicago.
Telephone Randolph 3234.

GREAT BRITAIN—

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

FRANCE—

Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription, Canada and United States, \$2.00.
Great Britain, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

SPOT TOMATOES HELD HIGH.

Prices on spot tomatoes are already considerably higher than the opening figure on this vegetable. For instance in Montreal, wholesalers quote \$1.50 for 3's, while in Toronto, \$1.40 and above is being asked. In fact, jobbers, until they find out how they stand in regard to supplies are not anxious to take further orders.

While the total pack of tomatoes this year will be about the same as last season, canners will only deliver 40 per cent. of wholesalers' orders as compared with a 60 per cent. delivery last year. This indicates that the volume of orders this year was much above that of last. Whether this means they expect that much larger consumption or whether they were guarding against a short delivery is a question.

However, it is true that the consumption is yearly increasing in Canada. The West is a big consumer of all kinds of canned goods. Last year production did not come up to the demand and it was found necessary to import from the United States.

Prospects for tomatoes across the line are none too favorable, goods cannot be imported to break the price, so that it looks like a relatively high market on tomatoes for the next twelve months.

DROUGHT AND HIGH PRICES.

The year 1911 seems destined to pass into history as a period of almost world-wide drought coupled with extremely warm weather which has been responsible for higher prices on many foodstuffs.

In Canada, this has not been so marked as in certain other countries, although the heat waves of June and July are yet fresh in our memories with their adverse effects on certain crops.

From Germany, France, the United Kingdom and other parts of Northern Europe, come reports that the highest temperature in many years has been detrimental to crops in general.

Perhaps the most prominent example of the effect it has had on prices, is sugar, which through the damage to the beet crop in Europe has been forced upward to the highest point in 22 years.

Then, we have rice, the yield of which has been materially cut down in the East and which advanced 50 cents per cwt. in Canada within a month.

In England, the production of cheese is said to have decreased 20 per cent. this year. This, coupled with a none too plentiful make here has put prices at an extremely high figure. In the United Kingdom, butter has been similarly affected while this year's crop of raspberries and strawberries there, particularly the former, have been short.

Rioting in France over food scarcity and prices, reached the point recently where the government was compelled to take measures towards relieving conditions, as well as suppressing disorder. The cost of everything eatable is said to be higher throughout France to-day than ever before. Prices suddenly increased this summer as they did all over Western Europe, principally on account of the drought and the consequent failure of fodder and vegetable crops. A line which Canada imports from there that was affected is canned peas, which were also short in Belgium and Holland, from where we also import.

In United States the oat yield as well as that of corn has been shortened, although wheat was not materially reduced. In Canada, we have been particularly fortunate in having a bumper crop of both wheat and oats.

Throughout the Dominion, the crop of early fruits and vegetables was reduced considerably by the dry, hot weather. The fact that only 65 per cent. of strawberries and 63 per cent. of peas was delivered shows this.

However, on the whole, when compared with other countries, Canada seems to have been fortunate in her productions this year.

TAKE ADVANTAGE OF FREIGHT RATES.

The attention of the trade is directed to the possibility of saving money on express rates by securing deliveries by freight before the cold weather makes the latter method prohibitory. This applies particularly to grocers who have the choice of boat delivery.

When the navigation season closes express charges become dearer and there are many articles that may be carried by boat from now until the ice forms.

Looking over the list, there are mineral waters, light wines, pickles, ketchups, vinegar and other articles that are put up in liquids. Those who can afford to purchase their supplies for winter now for shipment by freight will be able to make a saving over the other method of buying from hand to mouth and securing the goods by express. Little savings like this ultimately make the large gains. Some grocers may not be so situated that they can take advantage of the freight rates referred to, but there is a large number to whom this reminder may be opportune.

EGGS TO ENGLAND AGAIN.

Last week some 250 cases of Canadian eggs went forward to England, which is the first shipment in about two years.

At one time Canada's shipments to England were very large, for instance, in 1901, 231,532 cases were exported from Montreal. Since then our export trade in eggs with Great Britain has gradually decreased, and a year or so ago ceased entirely.

This falling off in shipments was due to the fact that values were higher in Canada than in England, owing to our increased home consumption, along with decreased production.

THE CANADIAN GROCER

STANDARD FOR BROOMS WANTED.

A good many grocers in Canada are asking why there is no agreed standard for brooms in this country. If there were it would greatly simplify buying and give the grocer some idea of what he is purchasing and how prices compare with those quoted by other manufacturers.

For instance, if he wishes to find out exactly what kind of a broom he is purchasing he must ask first the weight, the number of strings, the kind of binding as well as the quality of the handle. Then, he has great difficulty in comparing it with other brooms.

In the United States, brooms are standardized and a broom of a certain weight, number of strings and quality of binding and handle is known by a certain number. Thus, the dealer, when made acquainted with the number, knows exactly what he is getting and whether the price is right for the grade offered.

There has been some effort put forth in this direction but results, as yet, have not been forthcoming. By standardizing brooms, it would greatly simplify matters for all concerned, manufacturer, wholesaler as well as retailer. It is something in which the grocer should interest himself.

COMFORT HELPS PURCHASES.

Was your store comfortable last winter? If not, now is the time to make arrangements so that it will be during the ensuing season. Most especially in the country districts is it well that the store be kept comfortable during the winter months. Customers, after driving a distance, like to have some place to warm up after their arrival as well as before they leave.

If a customer is not comfortable in your store, her purchases are likely to become less. Warmth and comfort put them in a buying mood.

COLLECT ACCOUNTS NOW.

This is the season of the year when the grocer should make a special effort to collect outstanding accounts. If there is any time at which debtors are more able to pay than another, it is the present. Employment in the cities and towns lately has been good and here money should be free. In the country district the farmers are now beginning to reap the fruits of the season's work. Crops are being turned into money, proceeds from the butter and cheese factories are being received and the farmer's finances should be in a rosy state. Now is undoubtedly the time for the grocer to go after that which belongs to him.

A faint, unsteady effort in this direction is not going to be productive of results either. If the dealer hopes to put his bank account in a healthy state he must commence his collections with a strong determination. While he should attempt to draw his own from his customers' pockets with the least friction possible, he should give them to understand that he wants his money. He understands, or at least should, each of his customers and the method that must be used with each. Some must be approached tactfully so as not to drive good trade away. With others there is no necessity of juggling words; they must be given to understand plainly that you desire your money.

There are dealers who have, lingering on their books, debts which are long past due and which the proceeds of former harvests should have cleared away. Now is the time to bring these to a head and clear them off the books in some manner. Canada is generally in a prosperous condition this year and if ever it shall be, it should be possible now to collect past due accounts. Right now is

the time to get busy too, before your debtor's money has gone for other causes. Pull down your books and get busy.

SELLING AT LESS THAN COST.

In Toronto the other day, a grocer was selling sugar at five cents per pound while it was costing him \$5.95 per cwt. to buy it. This was not a cut price either but just the result of ignorance on the part of that dealer as to what sugar was really costing him.

There are many other dealers who are conducting business on similar loose methods and who are daily losing money. Not alone is this confined to sugar but includes many other lines in which the grocer deals. The successful merchant knows exactly what an article costs him and sees that he secures a reasonable profit on it.

EDITORIAL NOTES.

The big advance in cheese prices caused a Montreal firm to suspend. It had a large amount of forward sales for cheese before the market started upward.

The health department of Washington, D.C., is determined to rid the city of every unclean grocery store. Several arrests have recently been made on a charge of keeping unclean stores.

Cool weather is cocoa weather. Cocoa will now have its inning as part of the afternoon and evening refreshments. It might be worth an effort to begin your fall sales of this article. Have your clerks suggest it just to prove to yourself that the women are in a receptive mood.

How about your summer collections? You will feel a little more secure and will be able to plan a bigger fall campaign if you have nothing to worry you from the standpoint of uncollected bills receivable. A little talk with your bookkeeper might be worth while even though you are busy with your fruit sales.

Talking about seasonable goods, rolled oats are worth a few minutes' attention. Some people do not change from the lighter cereals from season to season, others do, and with the first touch of frost they are looking for their porridge and cream. These are the customers to whom you can sell fresh supplies of rolled oats. Try it.

Likewise flour is again to the fore. The grocer can begin his fall campaign with this article whenever he takes the notion these days, for the kitchen stove is doing a regular day's work, and the good housewife bakes her own bread again.

Attention of dealers and clerks is called to our Confectionery Contest, described fully on page 23 of this issue. Let us have your ideas at once. The subject presents good opportunities for one who thinks. You will be benefited greatly by writing us an article because your effort will make you a better salesman and therefore more valuable to the firm.

A merchant in the United States declares that laws are needed to stop price cutting. He says that if the matter were one that concerned the price-cutter only, there would be little need to discuss it. But when, as in the grocery business, there is an endless chain of the famous '95 per cent.' cutting and failing and demoralizing other men's business, then the moral aspect of the matter demands attention.

Grocery Advertising in a Small Town

Question is Asked How Much Money Should be Spent on Publicity in Town of 1,500—A Dealer's Estimation of Poor and Effective Mediums—Advertising is Investment—Copy Should be Changed for Every Insertion, he Maintains.

*By Henry Johnson, Jr.

"How much money should a grocery store in a town of 1500 population, doing a business of \$27,000 a year, spend in advertising? What are the best methods to use in advertising?"

About 2 per cent. is generally considered the correct advertising expenditure in the retail grocery business. Hence, this business should spend \$540 per annum, or thereabouts. That, as you will notice, is \$45 per month. The question is so far easy to dispose of.

How to handle the appropriation so as to get adequate returns on the investment, is a much more difficult problem. And perhaps, to begin with, we better clear away some rubbish.

Different Kinds of Expenses.

All expense is investment, properly considered, because you get it back; hence, it justifies itself. But, while many items of expense are settled and fixed, belonging there, as it were, by custom and usage, in determined ratio and all that, some expenses are productive or not according as they are intelligently handled or not. Among the fixed, settled expenses are rent, light, heat, insurance—all arbitrary, more or less. Among those capable of government by intelligence are, for instance, clerks and advertising. These can be dead-weight expenses or profitable investments, depending on our care or the want of it. All of which is pretty generally understood and realized by most dealers, in relation to all except advertising; and that is still largely regarded as a gamble on which we must take a chance, with the inevitable result that it IS largely a gamble. Advertising, however, need not be a gamble in any business for one minute longer than the advertiser cares to allow it to be so. It is up to him.

Going on the theory, therefore, that the man who asked the question which heads this article really wants information, I shall try to make a few points clear. We shall begin, as I said, with the rubbish.

What is Not Advertising.

Notices and announcements—especially "announcements"—inserted in programs of local entertainments, lodges, churches,

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

etc., are not advertising. This should be made clear; for you may be inclined to reply that you have followed the practice of using these things and you feel that you have always got value. The point is that advertising, properly so called, is spreading news about your business and must be used with the end in view of advising more people, in an attractive way, about what you are doing, and getting their interest purely on the strength of your businesslike offerings. Mediums which have special strings tied to them cannot be regarded as diffusers of such news and therefore their use is not advertising—it is contribution to "certain worthy causes." The correct idea is, that if you feel like contributing to such things because they really are worthy, do it to the limit of your inclination; but do not confuse this with advertising, for that it is not nor should it be.

The Unchanged Newspaper Card.

Your "card" inserted in your local newspaper, remaining unchanged through two or more issues thereof, is not advertising—it is waste, pure and simple. For if we grant that your townspeople may see this stuff the first time it is inserted, the repeated insertion of the same thing will tire and eventually disgust them as much as the repeated printing of any bit of news would disgust you. What would you think of the paper which should insert the news of a great railroad wreck, unchanged, even twice? Yet that crime is constantly being committed by advertisers—so called. I have before me a copy of my home paper, which is not published in a town of 1500 but in one of 35,000; and for weeks the following have daily stared me in the face:—

SUCH MOVING WAYS.

We have such moving ways. We, etc.

ONLY A SUGGESTION.

Perhaps you have a daughter, etc.

SMOKING AUTOS.

The time is coming when, etc.

MORE EVIDENCE.

A certain furniture store on, etc.

A Contrast to Good Copy.

None of these was a bad "local" to start with, though many of them might have been better; but they are nothing short of nightmares now and any reader will turn from them as promptly as his eye is hit by them. This is not so bad

for the good advertiser, for his work stands out from the run of rotten stuff; but it is bad for the paper, most decidedly. In fact, bad all round, for if advertising were made universally interesting and informative, people would always be glad to read it. They would look for it and enjoy it—much to our general benefit and greatly to our financial advantage. That would help me as well as the other fellows. Meantime, such ads as this one stand out by pleasing contrasts—and I have plenty of evidence that they are read:

Johnson's 40c Mocha & Java Blend

A well-balanced blend of true Mocha, Java and other high grade coffees. Absolutely dry-roast.

And I want to tell you that the readers of that paper never have that ad. repeated to them at intervals of less than four to six months, and often not at all. Do not get the impression that "Keeping Everlastingly At It" means repetition ad nauseam—for it does not. You see, you may be everlastingly wrong; and if you are, the harder you keep at it, the worse off you are.

Maybe that will indicate part of what I mean by rubbish, and we can get down to what it is well to do. It is hard to say what are the best methods in any particular town without knowing local conditions. Sometimes there is a good, lively paper even in the small town. In that case, the daily or weekly paper should be used. Then you might use the circular to distribute to the farmers. Get those into the wagons, among the bundles you send out; have them put into all wagons that come to town; send them out by mail.

Personal Touch Effective.

One very successful trade-builder of whom I have heard, sets his clerks, male and female, at work during all odd hours of slow business, writing personal letters, enclosing circulars and sometimes samples, to the neighboring farmers. These letters are written in an intimate, personal way, the same clerk writing to the same list of names. Then the same clerks wait on those particular people when they call, so that the "personal touch" is worked for all it is worth; and that is about the most effective feature that can be built upon.

But that brings us to the meat of the cocoanut; the fact that advertising
(Continued on page 39.)

Prices Named on Late Canned Goods

Announcement has Been Made—Spot Tomatoes are Held Much Higher Than Opening Price—Delivery Will Only be Forty per Cent.—Rice is Strong Under General Shortage in World's Production This Year—Valencia Raisins and Prunes are Arriving on Markets—New Crop Beans Will Come Forward Shortly.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS.

Pointers.

Spot Tomatoes.—\$1.50.
Evaporated Apples.—Down to 11-12½c.
New Valencias.—7½ to 8½.
Rice.—Very firm.

Montreal, Oct. 5th.—Business shows signs of complete recovery from the "nervousness" the election possibilities created. The trade has settled down to the new conditions and prospects are bright for a good fall trade. They would undoubtedly be much improved if economic conditions were more favorable, but even if prices are slightly above what consumers desire still there is an encouraging spirit of confidence in the country and in the future. It will not be long now until navigation closes and those grocers who benefit by boat service should take advantage of it before the season is concluded. Some have been wondering whether the Tripoli affair is likely to interfere with eastern fruit shipments, but nothing serious in this regard is expected.

The first shipment of new Valencia raisins recalls the dried fruit season. A few more weeks and the trade will be selling their new supplies for mince pies, puddings and the other heavy foods that will soon return to their own.

Sugar.—The market remains steady, but it is impossible to say for what time this will continue. The American beet crop is coming in now, and the Cuban and Louisiana cane crops are beginning to have an effect. However, the feeling seems to obtain that prices will show no change during October. One factor toward lower prices will be the relaxed demand once the fruit season loosens its hold.

Granulated, bags	5 88
" 30-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs	6 55
" " 50 lbs	6 85
" " 25 lbs	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 87½
Crystal Diamond Dominoes, 5-lb. cartons, each	6 30
Extra ground, bbls	6 20
" " 50-lb. boxes	6 20
" " 25-lb. boxes	6 70
Powdered, bbls	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 40
No. 2 yellow	5 60
No. 1 "	5 60
No. 1 " bags	5 45
Bbls granulated and yellow may be had at 5c. above bar prices.	

Syrups and Molasses.—There is a good demand passing for syrups. The grocer

would do well to make sure that he has a fresh stock of syrups now, especially with Shrove Tuesday approaching and because of the natural increase in demand for this article that accompanies the colder weather. Molasses are firm and steady.

Fancy Barbados molasses, puncheons	0 33	0 35
" " " barrels	0 36	0 38
" " " half-barrels	0 38	0 40
Choice Barbados molasses, puncheons	0 30	0 32
" " " barrels	0 32	0 35
" " " half-barrels	0 34	0 37
New Orleans	0 35	0 38
Antigua	0 40	0 40
Porto Rico	0 30	0 30
Coon syrups, bbls	0 03	0 03
" " 1-bbls	0 03	0 03
" " 2-bbls	0 03	0 03
" " 3-bbls	1 75	1 25
" " 5-lb. pails	2 40	2 40
Cases, 2-lb. tins, doz. per case	2 40	2 40
" 5-lb. " " "	2 75	2 75
" 10-lb. " " "	2 85	2 85
" 20-lb. " " "	2 60	2 60

Dried Fruits.—The first new fruit to arrive is Valencia raisins which came by a fast steamer. The new price is quoted in the list below. Prunes are dear and the price is undoubtedly curtailing the demand. A traveler stated that he had taken an order for 15 boxes of large sized prunes from a grocer who would usually laugh at such a supply. On this point it seems that reports to the effect that large prunes are going to be short is well founded. Prunes have been excited of late. Evaporated apples have been selling at the old price of 14 cents, but are now down to from 11 to 12½ cents, due to the arrival of new stocks and the new apple crop. Currants are holding their position firmly.

Evaporated apricots	0 22	0 24
Evaporated apples	0 11	0 12½
Evaporated peaches	0 17	0 18
Currants, fine filistras, per lb., not cleaned	0 07	0 07
" " cleaned	0 07	0 08
" 1-lb. packages, fine filistras, cleaned	0 08	0 08½
" Patras, per lb.	0 08½	0 09
" Vostizaa, per lb.	0 09	0 10
Dates, 1-lb. packages	0 06½	0 07½
Dates, Hallowee, loose	0 04	0 05
Figs	0 11	0 11
Figs, 3 crown	0 08	0 08½
Figs, 4 crown	0 09	0 09
Figs, 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
Figs, 9 crown	0 13	0 14

Prunes—		
30-40	0 13	
40-50	0 12½	
50-60	0 12	
60-70	0 11½	
70-80	0 11	
80-90	0 10½	
90-100	0 10	
Raisins—		
Choice seeded raisins	0 10	0 11
" fancy seeded, 1-lb. pkgs	0 09	0 10
" loose muscatels, 3-crown, per lb.	0 08	0 08
" " 4-crown, per lb.	0 09	0 09
Select raisins, 7-lb. box, per box	5 40	5 50
Malaga table raisins, clusters, per box	5 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 08
" select, per lb.	0 08	0 08
" 4-crown layers, per lb.	0 08	0 08

Nuts.—The market is inclined to firmness. Valencia almonds are strong and Grenoble walnuts are slightly higher. The market will soon show new business and undoubtedly new strength.

In shell—		
Brazilia	0 16	0 17
Filberts, Sicily, per lb.	0 11	0 12½
" Barcelona, per lb.	0 10	0 10
Tarragona Almonds, per lb.	0 13	0 16
Walnuts, Grenobles, per lb.	0 18	0 19
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 11	0 11
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown " "	0 33	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon, green	0 08	0 08½
Diamond G, roasted	0 10	0 10½
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12	0 13
Bon Ton, green	0 11	0 11½
Sun, roasted	0 11	0 11
Sun, green	0 10	0 10
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb.	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb.	0 07	0 07
Walnuts—		
Bordeaux halves	0 36	0 37½
Broken	0 30	0 32

Rice and Tapioca.—The position of rice is very strong. The Rangoon supplies are just as reported in these columns a few weeks ago, the crop being short. Japanese rice has been plentiful, but the dealers have been successful in securing higher prices in sympathy with the situation in India. The Japanese authorities are opposed to this method of business and are taking steps to prevent the advancing of the price of the home product. The market is strong and there is a feeling that prices are likely to go higher.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 40	3 50
" " 100 lbs.	3 40	3 50
" " 50 lbs.	3 40	3 50
" " pockets, 2½ lbs.	3 50	3 60
" " pockets, 12½ lbs.	3 65	3 75
" " O.C. bags, 250 lbs.	3 30	3 40
" " 100 lbs.	3 30	3 40
" " 50 lbs.	3 30	3 40
" " pockets, 25 lbs.	3 40	3 50
" " pockets, 12½ lbs.	3 45	3 55

Fancy Patna—		
Patna polished	3 70	3 80
Pearl	3 93	4 05
Imperial Glace	4 45	4 55
Sparkle	4 55	4 65

Japan—		
Crystal	4 90	5 00
Snow	5 08	5 10
Ice Dipa	5 15	5 25
Carolina Head	6 40	6 50
Brown Sago, lb.	0 05	0 06
Tapioca, medium pearl, lb.	0 07	0 07
Seed, lb.	0 06	0 08

Brooms.—All that has been said of the broom situation is fully verified. Manufacturers have advanced prices on stocks that are made from now on, but it is understood that the goods they held are being let go, as previously stated, at the former price. The advance is said to be from 20 to 25 per cent.

Macaroni, Vermicelli, etc. — As announced in a recent issue of The Grocer, Canadian manufacturers of macaroni and vermicelli have advanced their prices. The quotations now in force are as follows: 4-lb. boxes, 18c; 8-lb. boxes, 36c; and loose at 4¼c.

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Teas.—The market shows continued activity and strength under conditions that have not changed perceptibly in the week. Since last report cable advices from Japan state that owing to scarcity of leaf the home market has advanced fully 3 yen per pound. A large proportion of import orders have already been filled, but there is still quite a number to be executed for lower grades, and importers have within the past few days consented to pay the advanced prices. There has been considerable activity in the United States markets during the week where large quantities of spot teas have been purchased at an advance over previous week's figures, and the United States Government standard has jumped from 17½ to 18½ cents.

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

Coffee.—The coffee situation remains firm and is likely to hold its position. There is nothing specially new to report except the continued firmness.

Mocha.....	0 25	0 30	Santos.....	0 21	0 23
Rio.....	0 20	0 22½	Maracaibo.....	0 22	0 25
Mexican.....	0 25	0 30			

ONTARIO MARKETS.

POINTERS—

- Coffee—Advancing.
- Tomatoes—\$1.40 for spot stocks.
- Rice—Firm.
- Valencia Raisins—New arrived.
- Beans—New crop quoted at \$2.25.
- Prunes—Small sizes scarce.

Toronto, Oct. 5.—The slackness which followed in the wake of election week has apparently passed over, and wholesalers report that the grocery trade is again returning to the healthy stride which has been apparent for some time back, even during that portion of the summer months when there is generally a tendency to quietude. The balance of the year looks bright for the grocery trade. The housecleaning season has not as yet completely passed, new crop fruits and late canned goods are arriving, lumbering and mining camps are making preparation for the winter, while general good conditions in Canada have put buyers in a good buying mood. It is true that prices in some instances are high, but this should be no reason for the grocer to rest on his oars with the present excellent opportunities at hand.

Sugar.—Refined sugar quotations remain as last week. The market is apparently waiting developments. Prices for raws are showing some fluctua-

tions, probably explained by speculators taking profits. Bullish bearings on the market are not so marked but just how much easiness this denotes is a question. It may be interesting to consider some portions of Willets & Gray's weekly sugar report. "The European beet crop," it says, "has begun to be made into sugar and the first report from the actual manufacturers is that the crop prospects are improving and continental sellers are in the market. It is quite possible that the fear of extreme high prices, such as prevailed in 1889 is no longer necessary." Again it says: "Cuba crop prospects are fortunately very favorable thus far. Louisiana crop prospects are also excellent. In regard to refined it says: "All refiners have improved somewhat in deliveries, partly because the return to the American prices indicates a limit reached for the advance and a passing by of the crisis in the situation. However, it may be two or three weeks yet before a decline in cane granulated can be expected, as it requires that length of time for the domestic beet crop to become an important factor." How far Canadian prices will be affected is the question.

Extra granulated, bags.....	5 95
20 lb. bags.....	6 05
Imperial granulated.....	5 75
Beaver granulated.....	5 75
Yellow, bags.....	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.....	6 35
50-lb. boxes.....	6 55
25-lb. boxes.....	6 65
Powdered, brls.....	6 15
50-lb. boxes.....	6 15
25-lb. boxes.....	6 55
ed Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	7 85
in 50-lb. ".....	6 95
in 25-lb. ".....	7 15

Syrup and Molasses.—With the advent of the cooler weather an appreciable improvement in syrups which have been inclined to quietness during the summer months can be noticed. Weather is favorable and retailers are giving more attention to this line, and apparently are doing so early in the season this year. Molasses are held firmly as are also kindred lines.

Syrups—		Maple Syrup—	
2 lb. tins, 2 doz.....	2 40	Gallons, 5 to case.....	4 80
in case.....	2 40	" 12 ".....	5 40
5 lb. tins, 1 doz.....	2 75	Quarts, 24 ".....	5 40
in case.....	2 75	Pints, 24 ".....	3 00
10 lb. tins, 1 doz.....	2 65	Molasses—	
in case.....	2 65	New Orleans, medium.....	0 30 0 35
20 lb. tins, 1 doz.....	2 60	New Orleans, bbls.....	0 28 0 32
Barrels, per lb.....	0 13½	Barbados, extra fancy.....	0 45
Half barrels, lb.....	0 13½	Porto Rico.....	0 45 0 52
Quarter ".....	0 13½	Muscovado.....	0 30
Pails, 38½ lbs. ea.....	1 75		
" 25 " ".....	1 25		

Dried Fruits.—First shipments of Valencia raisins and medium size prunes have been received. These are the advance supplies and the volume is limited. Selected Valencias are quoted at 7½ to 8 cents for the first shipments as they are in demand, but it is understood that some of the later offerings may be a shade under that price. The larger sizes of prunes will be a scarce

article this season. New crop 80 to 90s are quoted at 9½ cents.

Prunes on the coast reflect a steady tone, but California raisins have a slight tendency towards easiness as have also apricots. Currant prices are on a firm level, and a full shilling's advance is the result of the difference in exchange due to the war that is now involving the Mediterranean districts. The troubles now present in that part of the world will have the tendency of somewhat detaining shipments. Citron peel according to a local wholesaler will be cheaper this year than last.

Compared with 1909, one statistician has figured out that this year's world's yield of raisins will be 48,000 tons short. The estimates show a decided falling off in all sections of production, —California, Spain and Smyrna.

Prunes—		
30 to 40, in 25-lb. boxes.....	0 17	
40 to 50 " ".....	0 16½	
70 to 80, in 25-lb. boxes.....	0 16	
80 to 90, in 25-lb. boxes.....	0 09½	
90 to 100, in 25-lb. boxes.....	0 09	
same fruit in 50-lb. boxes ½ cent less.		
Apricots—		
Choice, 25 lb boxes.....	0 25	0 26
Fancy, " ".....	0 27	0 28
Candied Peels—		
Lemon.....	0 09	0 11
Orange.....	0 10	0 12½
Citron.....		
	0 13	0 15
Figs—		
Elemes, per lb.....	2½	" ".....0 11½ 0 12½
1½ inches.....	0 08	0 10
2 ".....	0 08½	0 10½
2½ ".....	0 09½	0 12
Umbrella boxes.....	0 12	0 14
Tapietas, ".....		
	0 04	0 04½
Bag figs.....		
	0 04½	0 06
Dried peaches.....		
	0 15	0 16
Dried apples.....		
	0 09	0 09½
Evaporated apples.....		
	0 11½	0 12
Currants—		
Fine Filletras.....	0 07½	0 08
Patras.....	0 08	0 08½
Uncleaned ½ cent less		
Raisins—		
Sultans.....	0 10	0 12
" fancy.....	0 11	0 13
" extra fancy.....	0 14	0 16
Valencias selected.....	0 07½	0 08
Seeded, 1 lb packets, fancy.....	0 10	
16 oz. packets, choice.....	0 09½	0 09½
Dates—		
Hallowees—	Saira.....	0 05
Full boxes.....	0 05½	0 06
	Package dates, per 1 lb.....	0 06½ 0 06½
	Fards choicest.....	0 10 0 10½

Tea.—Conditions in regard to tea remain without any features of special importance. A steadiness marks the market here as well as abroad. That there has been a marked increase in the price of tea in recent years is a well-known fact," remarked one dealer, "but in spite of that the consumption is not only being maintained but is increasing. People do not stop drinking tea because the price is high. Quality is regarded of more importance by the majority of tea users than price. For that reason, I think it pays the grocer to handle and push the better grades of tea, because they are sought after by consumers who are willing to pay the higher price that is warranted."

Coffee.—Last week a firmness was reported in lower grade coffees. That firmness still continues here and elsewhere. Some local dealers have already increased the quotations on straight Rios, Santos, Maricaibos and Bogotas, while others report a marked firmness which besides affecting these named goods has

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also strengthened standard blends of individual manufacturers whose profits have been closely clipped by the late advancing tendency. The conditions that have worked for higher coffee during the past year or so are still present.

Mocha, roasted..... 0 18 0 21	Mocha, roasted. 0 25 0 28
Green Rio..... 0 16 0 17	Java, roasted... 0 27 0 33
Santos, roasted. 0 21 0 22	Mexican..... 0 25
Maricao, " 0 22 0 25	Gautemala..... 0 22 0 24
Bogotas..... 0 24 0 26	Jamaica..... 0 20 0 22
	Chicory..... 0 12

Rice and Tapioca.—The strength reported in rice markets has not as yet passed. Conditions are most unusual. One report from England speaking of conditions says that the rice crops throughout the world are very poor; the Southern China crop has been practically washed out, and there will be a heavy deficiency in Saigon and Siam. Java has already booked freight for 30,000 tons new crop Burmah rice for January shipments, and through the irregular monsoons in India supplies will have to be drawn from Burmah. Other grades besides Rangoon have been influenced by the strength in this line.

standard B, from mills, 500 lbs. or over, f.o.b.	
Montreal.....	3 40
Rice, standard B.....	3 50
	Per lb.
Rangoon..... 0 03 1/2 0 03 1/2	Tapioca—
Patna..... 0 05 1/2 0 06	Bullet, double
Japan..... 0 05 0 06 1/2	goat..... 0 08
Java..... 0 06 0 07	Medium pearl. 0 06 1/2 0 07
Carolina..... 0 08 0 10	Flake..... 0 08
Sago, medimm	Seed..... 0 06 1/2 0 07
brown..... 0 05 1/2 0 06	

Spices.—Steadiness prevails in general spices. Trade is of a good volume. Otherwise there are no features to report.

	Bbls.	Pails or Boxes	Tins	1/2 lb. pgs. ds	1/2 lb. tins doz
Allspice.....	0 14	0 15	0 17	0 75	0 80
Cinnamon.....	0 24	0 25	0 27	0 90	0 90
Cayenne pepper.....	0 23	0 24	0 26	0 90	0 90
Cloves.....	0 25	0 26	0 28	0 90	0 90
Cream tartar.....	0 25	0 26	0 28	0 90	...
Curry powder.....	...	0 25
Ginger.....	0 22	0 24	0 26	0 80	0 90
Mace.....	...	0 75	...	2 75	...
Nutmegs.....	...	0 30	90	2 00	...
Pepper, black.....	0 16	0 17	0 19	0 75	0 90
Pepper, white.....	0 25	0 26	0 27	1 00	1 10
Pastry spice.....	0 23	0 24	0 26	0 90	0 90
Pickling spice.....	0 15	0 16	0 18	0 75	0 75
Turmeric.....	...	0 16
Mustard seed, per lb. in bulk.....	...	0 12	...	0 20	0 20
Celery seed, per lb in bulk.....	...	0 20	...	0 20	0 20
Shredded coconut, in pails.....	...	0 19	0 22

Nuts.—There are no features to spot stocks of nuts. Peanut prices which have shown advances during the summer are steady. Trade is inclined to quietness except in shelled varieties which are in normal demand.

"Walnuts, both shelled and unshelled," stated a broker, "will be easier this year than last. The almond crop on the whole is not large and prices will probably rule about the same." There will be no arrivals of new crop for a time.

Almonds, Formigetta.....	0 16
" Tarragona.....	0 16 0 17
" shelled.....	0 35 0 38
Walnuts, Grenoble.....	0 17 0 19
" Bordeaux.....	0 15 0 17 1/2
" Marbots.....	0 33 0 40
Filberts.....	0 12 0 12 1/2
Pecans.....	0 18 0 20 1/2
Brazils.....	0 18
Peanuts, roasted.....	0 11 0 14

Beans.—New crop beans will start to

come forward within a week. On account of the bareness of the market, the first shipments will sell higher than later on. New crop are quoted at \$2.15 to \$2.25 per bushel.

Prime beans, per bushel.....	2 15 2 65
Hand picked beans, per bushel.....	2 65 2 75

B. C. MARKETS.

Vancouver, Oct. 5.—It is comparatively early in the season as yet, but none too early for prices to climb up. There has been much debate during the recent election campaign as to cheaper prices and what they would mean to the retail grocer. Many contended that reduced prices, even a cent or two per pound would mean a difference, and the cheaper goods were, the more business there would be. The result of the election has set at rest any question of reciprocity in natural products, and prices are firm.

Butter is now retailing at 60 cents, that is the Cowichan brand, manufactured at the Cowichan creamery on Vancouver Island. With five cents a pound margin, this allows little profit for the retailer. The inference always is that the retailer should not have more than five cents a pound, and though the price is high, none of the increase comes to his pocket. In fact, his percentage of profit is reduced the higher prices go, as he cannot afford to charge any more than he can possibly help. This creamery is an exception, and is generally five cents a pound more than other creamery, simply because the demand for good butter is beyond the supply.

The Edenbank creamery has gone out of the butter-making business temporarily, finding better returns in disposing of its raw cream.

Other butter is being put on the market under different labels, being made up of eastern butter. This is put into pound prints, but the makeover is so poor that various shades of color is apparent. This jobs at about 35 cents. Eastern butter in bulk is arriving in very good quality on this market, and is quoted wholesale at 32 to 34 cents. As long as the quality of this is good, the demand will maintain. This winter there should be a market for almost any quantity, for already good butter is scarce.

The supply of eggs is very variable in quality. With high prices, the eastern eggs are well sorted out, and those that pass the candle test job at 35 cents, with a lower grade at 30 and 31. The newly laid may be had at from 57 to 60 cents, retailing at 65 cents. The supply of the latter is always limited, so the price is no barrier to disposing of stock.

NEW BRUNSWICK MARKETS.

St. John, Oct. 5.—The past week has brought few changes of importance in

the market, although business in general was on the mend, after the slump of election week. The most noticeable feature of the market has been the strength taken by rice. Local dealers have received advices that the crop will probably be small, owing to failure in India, Korea, and China, by floods and heat, and on this account, the price has been increased slightly already.

The same dealers also look for a shortage in teas this year in some districts, and their expectations are that tea in several of the more common grades will be high. The harvest has not come up to expectations, and the fear is expressed here that it will cause a slight increase in the price of teas. California stocks of raisins can now be bought cheaper than at any other time during this crop, local merchants say. They are now commencing to reach the city. There has been no change in currants or raisins for some time, but the market is expected to remain firm.

In the country market there seems to be a plentiful supply of green goods and farm and dairy products of all kinds. Eggs and butter are fairly abundant, but are selling at good prices, while vegetables of almost all kinds remain about the same. Cheese is higher by one cent than last week, and another advance is looked for.

Bacon.....	0 16 0 18	Eggs, henney	0 28 0 30
Beans, hand	0 23 0 24	Eggs, case	0 23 0 24
picked, bus	2 50 2 55	Fin. Haddies	4 40 4 50
Beans, yellow	0 23 0 24	Fish, cod, dry...	6 00 6 10
eye, bus	2 60 2 65	Flour, Manitoba	6 25 6 35
Butter, dairy,	0 21 0 23	Ontario	5 60 5 70
lb.....	0 21 0 23	Ham	0 16
Butter, cream-	0 24 0 25	Lard, compound	0 10 0 11 1/2
ery, lb.....	0 24 0 25	lb.....	0 10 0 11 1/2
Buck wheat,	2 65 2 70	Lard, pure, lb.	0 12 0 13
west, grey, bag	0 15 0 15 1/2	Lemons, Mess-	4 50 5 00
Cheese, new, lb.	0 08 1/2 0 09	na, per box...	4 50 5 00
Currants, 1/2 lb.	0 08 1/2 0 09	Molasses, fecy	0 33 1/2 0 34
Canned goods—	1 15 1 25	Oatmeal, rolled	5 75
Beans baked	1 05 1 10	Oatmeal, std.	6 35
Beans, string	1 10 1 15	Pork, domestic	22 00 22 50
Corn, doz.	1 20	mess.....	22 00 22 50
Peas, No. 4	1 25	Pork, Ameri-	22 00 24 00
" No. 3	1 30	can clear	22 00 24 00
" No. 2	1 30	Potatoes, bbl.	2 25 2 40
" No. 1	1 80	Raisins, Cal.	0 10 0 11
Peaches, 2 1/2	1 95 2 00	seeded.....	0 10 0 11
dozen.....	1 95 2 00	Rice, lb.....	0 03 1/2 0 04
Peaches, 3 1/2	3 00 3 05	Salmon, case—	7 75 8 50
dozen.....	3 00 3 05	Red spring...	7 75 8 50
Raspberries,	2 05 2 10	Cohoec.....	7 00 7 50
dozen.....	2 05 2 10	Sugar—	
Strawberries,	1 85 1 90	Standard gran.	6 00 6 10
Tomatoes.....	1 75 1 60	Austrian	5 90 6 00
Clams.....	4 00 4 25	Bright yellow...	5 90 5 90
Oatmeal, gran.	5 00	No. 1 yellow...	5 50 5 60
Cornmeal, bags.	1 65	Paris lumps	6 75 7 00
" 1/2 lb.	3 45		

NOVA SCOTIA MARKETS.

Halifax, Oct. 5.—Business has improved considerably since the passing of the elections. The wholesale grocery travelers now on the road are sending in good orders, particularly from the shore districts. The sugar market continues unchanged. Extra standard granulated is quoted at \$5.95; United Empire is \$5.85; bright yellow, \$5.75; No. 1 yellow, \$5.45, and unbranded yellow, \$5.30.

The receipts of molasses are considerably below last year. Prices are firm. Fancy Trinidad is off the market, and Barbados is 33c to 34c. As a result of

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the high prices quoted for sugar and molasses, the confectionery dealers have advanced prices on chocolates and penny goods.

The flour markets are firm and business is fairly good. There has been a decline in the price of rolled oats, which are now selling at \$5.30 to \$5.40 in barrels. Cornmeal in bags is quoted at \$1.70 to \$1.75. Canadian hand-picked beans are selling at \$2.45 to \$2.55, and prime at \$2.35 to \$2.45.

Dealers have advanced the price of corn brooms 75c per dozen all round, and condensed milk has been marked up 30c per dozen.

Canned Goods.

Montreal.—As will be seen in the appended price list, the new quotations on corn and tomatoes are in the hands of the trade with the information that the deliveries of corn will be about 90 per cent., and of tomatoes, 40 per cent. Grocers who gave their orders before the first of June will of course pay the list prices and will probably receive their supplies in the same ratio that the jobbers secured from the canners. Some wholesalers, one at least, stated that they will probably be able to fill their orders to the retailer on a sixty per cent. basis. "Suppose I were to give you an order for fifty cases of tomatoes, what would your price be?" the representative of The Grocer asked one of the trade. "Well, to begin with," he replied, "I am not in a position to give you fifty cases. Some jobbers I believe could, but I could not. However, the price is \$1.50." This is the prevailing price for present orders. The question is a difficult one to consider. Independent canners are holding their goods, in the expectation of higher prices being offered. They are now asking from \$1.35 to \$1.40. Importations from the United States may be made, but the price in this country will not be relieved. To lay tomatoes down in Montreal now, the best that could be done is \$1.40. There are reports in the United States canned goods districts that the tomato pack will be considerably below last year's. In the face of these conditions it is certainly not too much to believe that there will be little enthusiasm on the part of consumers to grab at the new prices. Another point that will be of interest will be what the retailers will do with their supplies. Apparently they could turn over their supplies to the jobbers right now and make a profit. Corn is coming on a bare market and will undoubtedly become more valuable in the near future. Altogether it looks like an interesting canned goods market, especially when the price is already higher than the retailer's buying price.

FRUITS		Group A
3s—Apples, standard	1 10
3s—Apples, preserved	1 80
Gal—Apples, standard	5 30
Gal—Apples, preserved	5 30
2s—Blueberries, (huckleberries) standard	1 50
2s—Blueberries, (huckleberries) preserved	1 80
Gal—Blueberries, (huckleberries) standard	5 30
2s—Gooseberries, preserved	2 00
Gal—Gooseberries, solid pack	8 80
2s—Grapes, white Niagara, preserved	1 55
Gal—Grapes, white Niagara, standard	5 55
2s—Peaches, white heavy syrup	1 90
2½s—Peaches, white heavy syrup	2 57½
3s—Peaches, white heavy syrup	2 90
1½s—Peaches, yellow flats, heavy syrup	1 85
2s—Peaches, yellow flats, heavy syrup	1 90
2½s—Peaches, yellow flats, heavy syrup	2 05
3s—Peaches, yellow flats, heavy syrup	2 90
3s—Peaches, whole, yellow heavy syrup	2 10
3s—Peaches, pie, not peeled	1 50
3s—Peaches, pie, peeled	1 70
Gal—Peaches, pie, not peeled	4 40
Gal—Peaches, pie, peeled	5 55
Gal—Pie fruits, assorted, add 5 p.c.	1 80
2s—Pears, Bartlett, heavy syrup	2 15
3s—Pears, Bartlett, heavy syrup	2 40
2s—Pears, Flemish Beauty, heavy syrup	1 80
2½s—Pears, Flemish Beauty, heavy syrup	2 15
3s—Pears, Flemish Beauty, heavy syrup	2 40
2s—Pears, light syrup, globe	1 35
3s—Pears, light syrup, globe	1 75
3s—Pears, pie, not peeled	1 40
3s—Pears, pie, peeled	1 55
Gal—Pears, pie, peeled	4 55
Gal—Pears, pie, not peeled	4 10
2s—Plums, Damson, light syrup	90
3s—Plums, Damson, light syrup	1 80
2s—Plums, Damson, heavy syrup	1 35
3s—Plums, Damson, heavy syrup	1 45
Gal—Plums, Damson standard	3 55
2s—Plums, egg, heavy syrup	1 45
2½s—Plums, egg, heavy syrup	1 70
3s—Plums, egg, heavy syrup	2 20
2s—Plums, green gage, light syrup	1 00
2s—Plums, green gage, heavy syrup	1 30
3s—Plums, green gage, standard	1 50
Gal—Plums, green gage, standard	4 05
2s—Plums, Lombard, light syrup	90
3s—Plums, Lombard, light syrup	1 30
2s—Plums, Lombard, heavy syrup	1 05
3s—Plums, Lombard, heavy syrup	1 45
Gal—Plums, Lombard, standard	3 55
VEGETABLES		
2s—Beans, red kidney	1 15
2s—Beets, sliced blood red Simcoe	1 00
2s—Beets, whole, blood red Simcoe	1 00
2s—Beets, whole, blood red Rosebud	1 30
3s—Beets, sliced, blood red Simcoe	1 35
3s—Beets, whole, blood red Simcoe	1 40
3s—Beets, whole, blood red Rosebud	1 55
3s—Cabbage	1 00
2s—Carrots	1 00
3s—Carrots	1 30
2s—Cauliflower	1 67½
3s—Cauliflower	2 10
2s—Corn	97½
Gal—Corn, fancy	1 07½
Gal—Corn, cob, on cob	4 80
3s—Corn on cob, golden dwarf	1 80
2s—Parsnips	1 15
3s—Parsnips	1 30
3s—Pumpkins	1 00
Gal—Pumpkins	3 12½
3s—Squash	1 15
Gal—Squash	3 35
2s—Succotash	1 15
2s—Tomatoes	1 07½
2½s—Tomatoes	1 12½
3s—Tomatoes	1 17½
Gal—Tomatoes	3 45
3s—Turnips	1 15

To arrive at prices for following points add to prices herewith per dozen:—

	2s	3s	Gal
Maritime Provinces	2½	5	25
Winnipeg	14	22	55
Vancouver	22½	35	90

Toronto.—Prices on new canned goods have been received and are generally higher. Tomatoes, one of the lines which have aroused interest, opened at \$1.15 to \$1.17½. That is the price at which the retailer who has booked ahead will receive his goods but not the price that the goods could be purchased at to-day. The retailer who has a good big order in for tomatoes is lucky. He could sell them back to the jobber at a fair profit. "What would you sell me tomatoes at to-day?" The Grocer asked several dealers. "I would ask \$1.40, because independent canners are asking the jobber close on that price. They say they can get that for them in the West," replied one man. "I would quote you \$1.55," remarked an extremist, "but I wouldn't sell them to

you at all." Two others quoted spot stocks at \$1.40, and that seems to be the general price. The percentage of deliveries to wholesalers will only be 40 per cent.

Corn has opened at 95 to 97½, with a 90 per cent. delivery, and with the high prices for both tomatoes and peas should be in a special demand and prices will probably rule firm.

Fruits are generally slightly higher than last year with the exception of plums which are a full pack and are considerably lower. The new quotations given above under Montreal apply to Toronto as well. These are F.O.B. factory.

TRADE NOTES.

The Dominion Chicle Company, of London, Ont., has been incorporated for the manufacture and sale of gum, chicle and confections.

Excavations for the new plant for E. W. Gillett Co., Toronto, have been completed, and the contractors have already begun the erection of the plant which will consist of six buildings with a total floor space four times the size of their present factory at the corner of King and Duncan Streets. There will be over two million cubic feet of space in the main factory building alone.

WELL TO REMEMBER.

Don't recommend goods more highly than their quality will stand, unless you want to destroy the confidence the customer places in you.

Price may have a bearing on selling goods, but quality is what brings a customer back.

This is a time of the year when everybody should be busy. If you are not, find out what is wrong.

Don't stick to the rut. Every year sees changes in business methods.

Keep your eye on your competitor, but don't give him all your time and attention.

FOR YOUR ADVERTISING.

Olives—appetizing—handsome in appearance.

Sifted Peas.—Medium size, tender and of fine flavor.

Vanilla—pure, genuine, delicious vanilla flavor.

Kipperd Herring—convenient—merely heat and serve.—Kipperd herring on toast, a tempting dish.

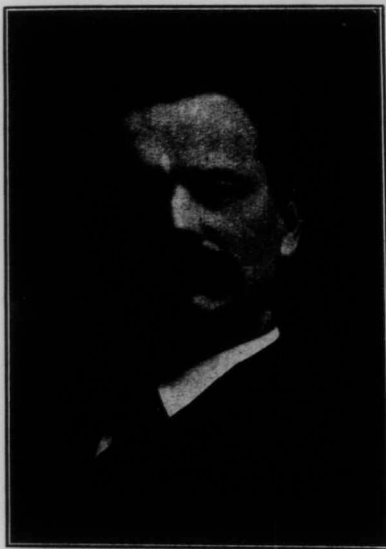
Salt production is about the oldest industry in the world. In Italy, the cradle of the salt industry, it has been manufactured commercially for 2,500 years.

THE CANADIAN GROCER

GROCERY ADVERTISING IN A SMALL TOWN.

(Continued from page 34.)

must be intelligently and painstakingly handled, or it will become a dead expense, yielding you little or nothing. You must study your local problems and solve them in the light of your deductions from local conditions. Think, if you can, of the infinite, patient perseverance of the man who coached his clerks into writing personal letters to



THOS. DUKE,

New President of the Vancouver Retail Grocers' Association.

his customers. Think how steadily he kept at it. Imagine him teaching some girl whose mind was mostly taken up with her "puffs," how to get the letters properly, interestingly written; or picture him beside some doltish boy, endeavoring to work out of him a few practical ideas. Yet he did it and his reward was considerable. Soon his

people were used to the work and began to take interest in it. After that his task was mostly that of direction. But it was for the conception of the idea and the introductory work involved that he deserved great credit.

Serious and Important Matter.

With \$45 per month and intelligence behind your plans, you can do a great deal in a town of 1500. In fact, if you do give the matter the right amount of thought and attention, you will soon be out of the \$27,000 class and into one wherein \$45 will not cover your legitimate expenditure. But to do this you must regard advertising as a matter so serious and important as to deserve the very best that is in you in the way of planning and execution.

AUTOMATIC PRINTING ATTACHMENT

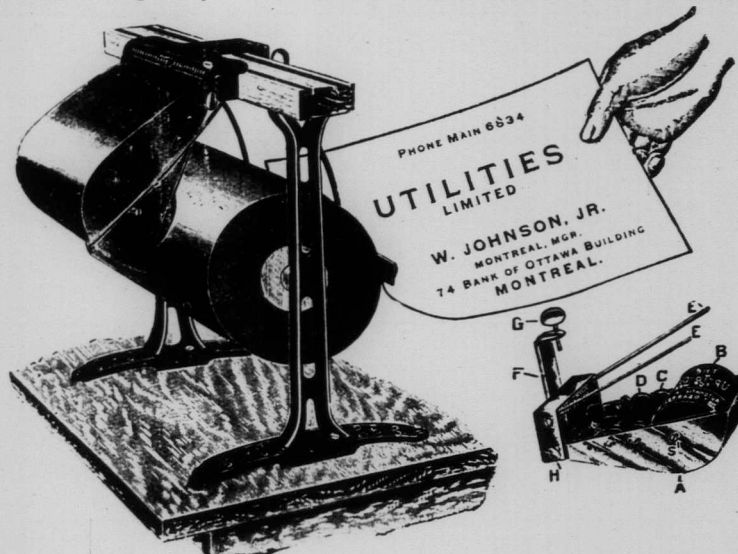
There is still another new device of interest to the grocery trade on the

means of a thumb-screw, which holds a type roller against the roll of paper. It enables the dealer to have an advertisement on every parcel leaving the store, and the mechanism is so arranged, that the advertisement can be changed by the installation of a new roller. It can be used, for instance, to advertise special sales or to introduce new lines. Paper bags can also be run through. J. R. Wilson, of Toronto, is placing this article on the market.

The Rochdale Co., and the Canadian Co-operative Concern, Hamilton, Ont., have amalgamated, the new firm to be known as Arcade Limited.

According to one report the consumption of all kinds of coffee in the United States has fallen off from 18,824,000 bags in 1908-09, to 17,663,000 in 1910-11.

Don't get excited during a rush hour. Keep cool and you can work much faster and the cash will be more likely



market. It is an automatic printing attachment that fits onto the paper cutter and is shown in the accompanying illustration. The device is attached to the top of the paper cutter by

to balance at the close of business hours.

POSITION VACANT.

CLERK WANTED — For general store; central Ontario village of 1600. State salary and experience. Box 400, CANADIAN GROCER, Toronto



Continental Original GERM-PROOF Paper Bags

are creating an unprecedented demand on the part of the public because of the positive assurance of the most sanitary mode of wrapping and protecting foodstuffs.

Continental **GERM-PROOF** Bags are manufactured of *Extra Quality* and *Strength* paper from specially prepared stock, under *Sanitary Conditions* unequalled in any other bag factory.

Continental **GERM-PROOF** Bags are priced no higher than bags of less merit.

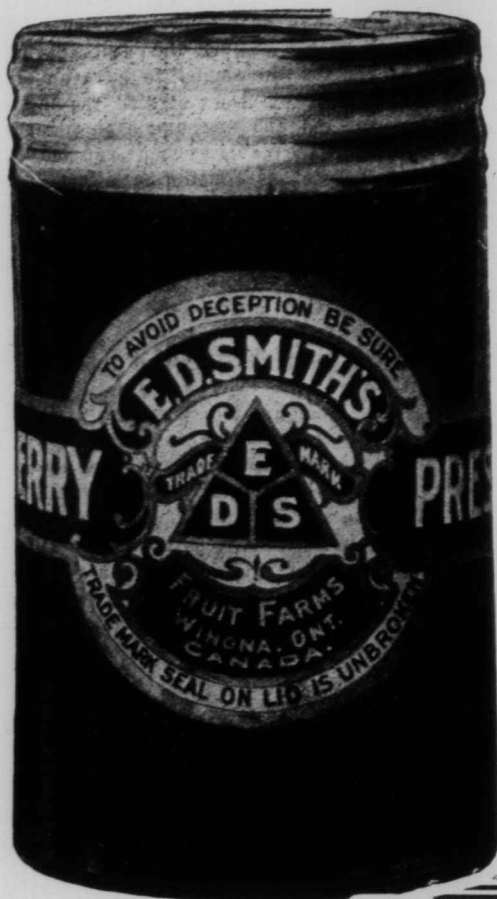
SOLD THROUGHOUT CANADA BY LEADING JOBBERS AND WHOLESALE DEALERS

The Continental Bag & Paper Co., Limited
OTTAWA, - CANADA

Couple Your Success with Ours

E.D.S. PRESERVES

Jams and Marmalades



are three of the splendid lines of fruit, preserves and condiments that have made the E.D.S. Brand known to housewives throughout Canada. Successful with everyone.

Our Materials are Home Grown

They come straight from our orchards and gardens at the precise moment when they reach perfection. No spoiled fruit ever comes near our factories

Pure Sugar and Perfect Fruits

are the only ingredients of E.D.S. products. That's why there is never a surplus on your shelves. They move fast. Successful selling means Big Profits at the prices commanded by E. D. S. Goods.

Write for quotations

Made only by **E. D. SMITH,** at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market,

"NARCISSUS," fine FILIATRA currants.

"ELEKTRA," fine FILIATRA cleaned currants,

and importers and distributors of
Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season. We solicit the opportunity to quote on your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax
W. H. ESCOTT CO., Winnipeg, Man.
McKELVIE & CARDELL, LTD.,
Calgary, Alberta
W. S. CLAWSON & CO., St. John, N.B.

GREEK CURRANT CO.

124 WARREN STREET NEW YORK
THE LARGEST CURRANT HOUSE IN GREECE



"GLOBE"

"GLOBE" MACARONI

The Scientifically
Manufactured Food

makes good by its purity and high quality.

The macaroni habit is on the increase and housewives are looking for the best grade for dainty dishes.

"GLOBE" Macaroni is easily cooked, of just the right consistency and moderate in price.

A SPLENDID
STAPLE LINE

D. SPINELLI & CO.

MONTREAL REGISTERED QUEBEC

HARD FACTS

Getting down to hard facts, does it make any difference to your business whether you sell good tea or another kind?

Then if it makes a whole lot of difference, what have you done to find out for yourself which is the best tea on the market?

Time and again I have paid the price for this space to tell you about Red Rose Tea, and you yourself have seen Red Rose race forward to a leading place in the package tea business.

But the only way you can prove its quality to yourself is to try Red Rose in your home. Many grocers have done this and are recommending Red Rose as the best quality in tea at the price in every grade. That is why their sales increase so rapidly.

Red Rose Tea

“is good tea.”

T. H. Estabrooks
Toronto, Winnipeg, St. John, N.B.

ROYAL BRAND



SHIELD TEAS

Campbell Bros.

& Wilson, Limited
WINNIPEG

Wholesale Grocers and Packers of “ROYAL SHIELD” Teas,
Coffees, Extracts, Jelly Powders, Baking Powders, Etc.

New Valencia Raisins now in stock, and large shipments are daily arriving of all kinds of Foreign and Domestic Dried and Evaporated Fruits, Canned Fruits and Vegetables. Get your choice of all the well-known standard brands. Your orders direct or to any of the following addresses will receive careful and prompt attention

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

Wiley Attacks Manufacturers of Impure Foods

Kansas City, Oct. 4.—Dr. Harvey W. Wiley, chief of the Bureau of Chemistry, in the department of agriculture of the United States, delivered a speech on The Health of the People, here recently, the feature of which was an attack on the manufacturer who sells adulterated foods and drugs, and who was characterized as a "thief and a corrupter of public morals."

In attacking manufacturers who sell adulterated foods and drugs he declared the human animal is entitled to a pure and wholesome diet. "The drug store and the grocery store," he said, "should be distinct concerns and not sell each other's wares. The man who converts peanut shells into pepper on the ground that the poor man is not able to buy pure pepper is a thief and a corrupter of public morals. The wealthy man possibly may be able to afford peanut shells, but the poor man, never. The man who dilutes the milk

waters the stock of the wealthiest company in the world.

"Especially is this principle true," he declared, "as regards children, and no penalty is too severe for the man who deliberately puts a poisonous dye into candy to sell the stick for a penny and puts two-thirds of the penny into his own pocket.

"And by what principle of political economy can the practice be justified of keeping wholesome food in storage until its taste has vanished and poisonous degradation products have been produced?"

MARKET NOTES.

Cocoanut in pails has been quoted at 21½ to 22 cents, being a slight increase.

A \$9,000,000 rice company was recently incorporated at New Orleans to encourage greater economy in raising and marketing rice, but more probable to control the domestic rice industry of the United States.

Great Britain is the heaviest sugar consumer in the world. Last year 1,745,120 tons were imported, of which 1,303,319 tons were beet sugar, and 441,810 tons were cane sugar. For the

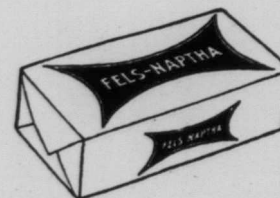
sugar imported £25,307,214 were sent abroad.

A recent dispatch from Illinois says the new broom corn crop is moving and some of the sales recorded are the highest in thirty years. One farmer of Douglas county sold nine tons for \$160 a ton. It is said the supply of broom corn this season will be limited, and some growers are predicting that \$200 a ton will be paid before the season ends.

R. Simpson & Co., Hamilton, Ont., have moved to their new warehouse recently purchased, at 29 to 31 Charles St.

You Can Promise Any Woman

Mr. Groceryman, that with Fels-Naptha soap she will not need hot or boiling water; moreover, she will save herself heaps of work and lots of time and discomfort, for Fels-Naptha really does all that's claimed for it.



If you want mince meat that is MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving—without a doubt—the best values on the market.

TEST US

Drop us a postal card.

Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbla.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited
ST. CATHARINES, ONTARIO
"THE MINCE MEAT PEOPLE."

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

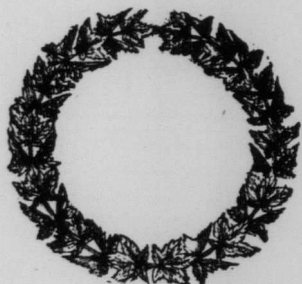
EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto.
J. W. GORHAM & CO. Halifax, N.S.

Manitoba: BUCHANAN & GORDON, Winnipeg
C. A. MUNRO, St. John, N.B.

BUILD UP YOUR WESTERN SALES



The most rapidly developing market in all the world is that of Western Canada.

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

Write to-day

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.
HEAD OFFICE - WINNIPEG, MAN.
Winnipeg, Regina, Saskatoon, Edmonton, Calgary.

Delicious



Appetising

We Pack No Hard Tough Fish?

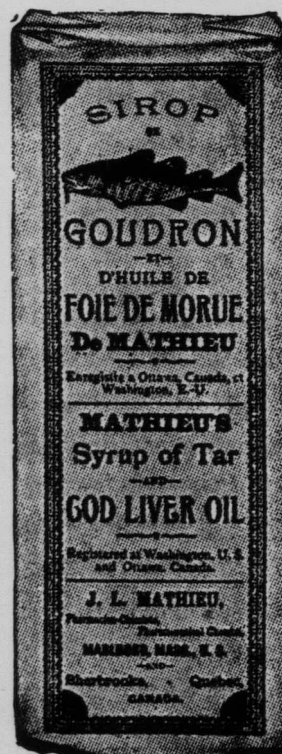
The most scrupulous care is taken to see that in the packing of

"Concord" Norwegian Sardines

nothing but the finest freshly-caught Autumn fish and pure olive oil are used. "Concord" Sardines will be found to be mild-cured and not too much smoked, and their delicious flavour will commend them to your particular customer. Feature "CONCORD"; there's a good margin for the retailer. Order from your wholesaler.

LIST OF AGENTS

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

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

Distributors for Western Canada

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

L. Chaput Fils & Cie, Wholesale Depot, Montreal



The House of Quality

GUNN'S
QUALITY BRAND

FRESH PORK SAUSAGE
In One Pound (net) Fancy Cartons

Not How Cheap--But How Good


GUNNS PORK & BEEF PACKERS
TORONTO, ONT.
LIMITED. CANADA

SAUSAGE

This is the season for fresh
PORK SAUSAGE
and we have the best Pork
Sausage on the market.

Made under govern-
ment inspection.

F. W. Fearman Co.
HAMILTON LIMITED




REINDEER
CONDENSED COCOA
(Liquid form)

like Reindeer Condensed
Coffee is combined with
milk and sugar.

Simply add boiling water and you have a
delicious beverage for the casual guest or
roomer. Also good for chocolate frosting.

We will supply FREE a limited number
of small water heaters to roomers using
REINDEER COCOA and REINDEER
COFFEE.



REINDEER
LIMITED
TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED.
AS FINE AS ANY BREAK-
FAST BACON.

WE ARE MAKING A SPEC-
IAL CUT IN PRICE AT
PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Eggs Firm Under Smaller Production

**Stronger Tone in Egg Market Due to Decreased Supplies—
Storage Eggs Being Used at Some Centres—Live Hog Prices
Show Further Easiness—Butter Takes on a Firmer Feeling—
Cheese is Steady.**

Last week we reported a firm market in eggs, the result of decreased production. During the past week this has become more marked and prices are firmer, with advances at a number of centres. Indeed, at some points it has been found necessary to call storage stocks into service. Strictly new-laid are not plentiful and prices are high.

Last week witnessed a shipment of 250 cases of eggs to England, the first export to that country for close on two years. Canada's production of late years has not been measuring up to the home demand.

This week again further easiness in Canadian live hog prices is announced. This follows out the predictions of certain dealers that prices would show a substantial decline during September. It is usual during the fall to see a larger offering of the porkers, and this has been true this year, with a marked decline in values. Since the first of September, prices on the Toronto market have eased off \$1.20 per cwt. In the United States markets the same situation has developed, with a larger offering of hogs and a consequent decline in price. If the supply that has already come forward can be taken as an indication of the holdings in the country, seemingly a fairly good run during the balance of the fall can be expected, although it will not measure up with the offerings of early fall.

Provisions, under the decline in live hogs, at least, have no features of strength, with the exception of certain lines which are in special demand at this season. In this particular might be mentioned long clear and heavier lines, which, with the preparation of fall and winter camps, are in good demand. Lard, with the advent of the cooler weather, is meeting with a larger consumption and prices are accordingly steady.

The butter market from coast to coast reflects a general stronger tone. While in Ontario and Quebec there appears to be a fair production, the other provinces report a scarcity of stocks. It is for this reason that eastern Canada is finding a good inquiry from western points. There is also a fair export trade in evidence.

Cheese continues to hold its strong

position. There has at certain points been a slight wavering, but general conditions point to a steady tone.

MONTREAL.

Provisions.—The demand for all lines of provisions is reported good. Pure lard is in small supply with some houses, pork is showing a marked improvement, and hams continue to hold their own. Hogs are a little easier and the whole market shows a good activity.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11 1/2
Cases, tins, each 12 lbs., per lb.	0 11 1/2
" " " " " "	0 11 1/2
Pails wood, 20 lbs. net, per lb.	0 11 1/2
Pails tin, 20 lbs. gross, per lb.	0 11 1/2
Tubs, 50 lbs. net, per lb.	0 11 1/2
Tierces, 35 lbs., per lb.	0 11 1/2
One pound bricks	0 12 1/2
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 9 1/2
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 9 1/2
" " " " " "	0 10
Pails, wood, 20 lbs. net, per lb.	0 9 1/2
Pails, tin, 20 lbs. gross, per lb.	0 9 1/2
Tubs, 50 lbs. net, per lb.	0 9 1/2
Tierces, 35 lbs., per lb.	0 9 1/2
One pound bricks	0 10 1/2
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	23 00
Heavy flank pork, bbl	24 50
Plate beef, 100 lb bbls.	7 0
" " " "	14 50
" " " "	21 50
Bolled ham, small, skinned, boneless	3 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 09 1/2
Long clear bacon, light, lb.	0 11 1/2
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 13
Large sizes, 15 to 25 lbs., per lb.	0 12 1/2
Medium sizes, 13 to 15 lbs., per lb.	0 12 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 12
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 19
" " " " " " small, 9 to 12 lbs., per lb.	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 13
Hogs, live, per cwt.	6 75
" " " " " " dressed, per cwt.	7 00

Butter.—The market is steady and tends to higher prices. The export trade this year has shown a great increase. The figures are 110,000 boxes, as compared with 26,000 boxes last year. Higher prices are looked for in the near future with a continued export demand and a heavy home consumption.

Creamery	0 23 1/2 0 27
Dairy, tubs, lb.	0 22 0 23

Eggs.—Supplies are coming forward only fairly free. An improvement would be more acceptable. Prices are higher and it seems that they will continue very firm.

New laid	0 34
Selects	0 28
No. 1	0 24

Cheese.—The high price of cheese continues. The demand for butter and cheese, and the amount of milk used in the former manufacture has made the cheese market stronger. Prices are high

just now and may remain there for some time.

Quebec, large	0 15 1/2
Western, large	0 15 1/2
" " " " " " twins	0 15 1/2
" " " " " " small, 20 lbs.	0 15 1/2
Old cheese, large	0 13 0 16

TORONTO.

Provisions.—The general tone of provisions is slightly easier. This is only natural with the lower price for live hogs. This week's decline of 27 cents in the porkers brings them down to a figure \$1.20 below the level of September 1. The increased offerings, which is usual at this season, is the cause of the past month's decline. Smoked hams are 1/2 cent per pound off this week, while long clear on account of a brisk demand has moved in the opposite direction and is quoted at 13 to 13 1/2. Lard is somewhat steadier and is generally held at 1/4 cent higher this week.

Smoked meats—	
Light hams, per lb.	0 16 0 16 1/2
Medium hams, per lb.	0 15 1/2 0 16
Large hams, per lb.	0 15 0 15 1/2
Backs, plain, per lb.	0 19 0 20
" " pea meal	0 20
Breakfast bacon, per lb.	0 16 0 18
Roll bacon, per lb.	0 11 1/2 0 12
Shoulders	0 11 0 11 1/2
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb.	0 13 0 13 1/2
Heavy mess pork, per bbl.	19 00 20 00
Short cut, per bbl.	21 00 22 00
Cooked hams	0 25 0 27
Lard, tierces, per lb.	0 10 1/2 0 11
" " tubs	0 11 0 11 1/2
" " pails	0 11 1/2 0 11 1/2
" " compounds, per lb.	0 09 0 09 1/2
Live hogs, at country points	6 50
Live hogs, local	6 80
Dressed hogs	9 50 10 25

Butter.—Butter is generally higher in price, quotations for most lines having been moved upward. There is a fair production reported, but a good demand is in evidence. From the West there has been considerable inquiry of late.

Pran creamery print	Per lb.	0 27 0 28
Creamery solids	0 25 0 26	
Farmers separator butter	0 24 0 25	
Dairy prints, choice	0 23 0 24	
No. 1 tubs or boxes	0 1 0 22	
No. 2 tubs or boxes	0 17 0 18	

Eggs.—As reported last week, the production of eggs is falling off. Indeed, storage stocks have been called into service, the price being 23 to 24 cents. New laid are in good demand, but scarce at 25 to 26 cents. Some firms are asking a higher figure for guaranteed stock.

Storage eggs	0 23 0 24
New laid eggs	0 25 0 26

Cheese.—Prices are unchanged, but apparently quite steady at the high figure, under similar conditions at country boards.

New cheese—	New twins	0 15 1/2	
Large	0 15 1/2	Old Stiltons	0 16 1/2
Old cheese	0 17		

Poultry.—There is considerable poultry of various kinds finding its way to the market. Demand is normal. Prices about the same.

Fowl, live	0 9 0 12	Duckling, live	0 10 0 11
Spring chicken	0 12 0 13		

Honey.—Prices on honey are well maintained. There is some buckwheat honey being offered.

Clover honey, strained, 40-lb. tins	0 11 1/2 0 12
Clover honey, No. 1 comb, doz.	2 25 2 75

Wide Awake Methods of Retailing

Price-cutting in Portage la Prairie Disturbs the Trade—Value of Keeping the Name Before the Public—Prizes Offered in Kingston, Jamaica, for Unique Contests—Stopping Leaks by Checking Goods Coming Into the Store.

The Grocer will pay any dealer or clerk for practical items for this page.

Price-cutting in Grapes.

Portage La Prairie, Man., Oct. 5.—Some recent price cutting in grapes has been the subject of considerable discussion among the trade.

One dealer announced last week that grapes were 30 cents a basket when other stores were selling at 35 cents. So far as the former is concerned his position is tersely stated in the following advertisement in a local paper:

"We announced on Monday the price of grapes as 30c a basket, which at the price we bought at we consider, left us a fair margin of profit. One of the local dealers came to us and made a kick because we brought down the price from 35c, and said he would drop them to 25c, he did not do so however, but brought them down to 27½c (when he had been paying 27c for them). Another dealer at once came down to 25c. That, in a nutshell is the reason you are getting 25c grapes.

"Our position is this, we can buy just as cheaply as anyone else and are willing to sell at a fair margin of profit. But will not sell at cost, or a loss, simply for spite. To-morrow grapes will be 30c and will not be lower unless the wholesale price comes down."

Keeping the Name Before the Public.

Toronto, Oct. 5.—Neil Carmichael, retail grocer, 1212 Yonge St., believes in keeping his name well before the public. For a city the size of Toronto, this cannot well be done by the ordinary grocer through the medium of the newspaper, so that other simpler methods productive of good results have to be brought into play.

One of these which Mr. Carmichael uses is an advertisement on the paper bags which he sends out. It is just a simple ad., giving his name, showing that he sells groceries, and giving his street and phone number.

He also has his name on a special bag in which he delivers bulk tea. This bag, which is colored, also helps tea sales, as an attractive package always does. He has, too, an advertisement on the small safety egg carriers which go out to customers, while his delivery wagon carries his name, store and phone number.

All these things, he maintains, contribute to keeping the store before the public as well as helping the customer to ascertain the street or phone number with the least difficulty.



13 to the Dozen

All Bottle and Can Goods sold 13 for the price of a dozen, or with 1 Cent attached to each

Finest Selected Eggs, 30c per dozen of 13.
 Machonachie's Marmalade, 1-lb. pot, 18c, with 1c attached, or 13 pots to the dozen.
 Machonachie's Pickles, small size, 15c per bottle, with 1c attached, or 13 bottles to the dozen.
 Pan Tan Sauce, 20c per bottle, with 1c attached, or 13 bottles to the dozen.
 All Soaps, 13 to the dozen.
 Upton's Jams, in 7-lb. pails, 65c, with 1c attached, or 13 to the dozen.

17 Oz. to the Lb.

Sugar, 6c per lb. of 17 oz.
 Rolled Oats, 7 lbs. for 25c, 17 oz. to the lb.
 Empress Teas, 25c per lb. of 17 oz. to the lb.
 A carefully selected blend of India and China.
 Santos and Maracabo Coffee, 28c per lb. of 17 oz.
 Java and Mocha Coffee, 38c per lb. of 17 oz.
 Creamery Butter, 28c per lb. of 17 oz.
 Creamery Butter, 28c per lb. of 17 oz.
 Pickling Spice, 22c per lb. of 17 oz.
 Machonachie's Kipperd Herring, 15c, with 1c attached.
 Shredded Wheat, 2 pkgs., 25c., with 1c attached.
 Choice Edam Cheese, \$1.00 each
 Asparagus Tips, 15c per can, with 1c attached, 13 tins to dozen.

17 Oz. 1 Lb. Grocers

261 ST. CATHERINE ST. WEST

Phone Up 4444.

Newspaper Advertisement Representing a Novel Method of Doing Business on the part of a new Montreal Firm. This was referred to in a recent issue of The Grocer.

Store Competitions in Jamaica.

Kingston, Jamaica, Oct. 4.—In the annual Christmas competitions of the Kingston Gleaner there are some events of interest to grocery merchants and clerks. A. F. Dunnett, of Nathan & Co., offer two prizes, one guinea for the first and 10s. and 6d. for the second prize for the best paper, not to exceed 1,700 words on "the best method of improving the relationship between employers and their clerks."

Shopping in a tropical city is more or less a tiresome task. It is, however, made more pleasant when buyers are attended courteously by the clerks waiting on them. In this regard, some clerks are more popular than others, and with a view of getting the opinion of the public, the people are asked to send in the name of the clerk whom they prefer to serve them. Hon. H. A. L. Simpson, who has always taken a deep interest in the welfare of the clerks, offers a prize valued at two guineas for the clerk receiving the largest number of votes.

Check Goods on Arrival.

Toronto, Oct. 5.—A firm believer in the proper checking of goods is Wm. Miller, grocer, Yonge St., and he carries this out to good advantage in regard to profit. Not only does he believe in watching the greater and more noticeable, but also the smaller goods, which combined amount to a great deal.

The other day Mr. Miller sent in a rush order for a small quantity of bacon. When he received it, the invoice called for 21 pounds. However, when he placed it on the scale, it only weighed 19½ pounds. The firm from which he bought was perfectly reliable, but a mistake, which is liable to happen with the best firms, had occurred. Had he not weighed it on arrival, he would have had just so much less profit.

In a similar manner he checks over other goods. Sometimes with glass goods he finds several packages broken and which if not reported to the firm sending them, would result in further reduced profit.

It is well, he points out, to carefully check goods if for no other reason than to be certain you are not losing money in this way.

A Newfoundland Ad.

St. John's, Nfld., Sept. 28.—J. J. St. John, grocer, of this city, starts off his advertisement in the local paper: "The assurance of being right is, undoubtedly, comforting." Then follows: "We can give you that assurance only when you buy your provisions and groceries at our store, and thereby get the advantage of our excellent values. Try an order with us."



Grocers: It has been in the past, and shall always be the aim of this company to manufacture goods that will continue to add to our reputation, and under no circumstances whatever shall the increased cost of production tempt us to sacrifice the quality.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.



**E. W. GILLETT COMPANY LIMITED,
TORONTO, ONT.**

WINNIPEG

MONTREAL

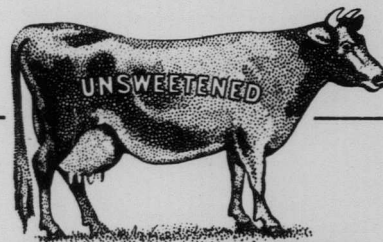
*Shredded
Wheat*

Wheat has been the "staff of life" of the human race for over 4000 years, and the SHREDDED WHEAT BISCUIT is the most palatable and most digestible form in which it has ever been presented. It should be on the table of every family in America and our extensive advertising, sampling and distribution have introduced it into almost every home in this country. PUSH ITS SALE, secure the trade we create for you! Besides pleasing your customers you will be well repaid for your efforts by the splendid profit you make on it.

The Only Breakfast Food
Made in Biscuit Form

The Canadian Shredded Wheat Co.
Limited

NIAGARA FALLS, ONT.

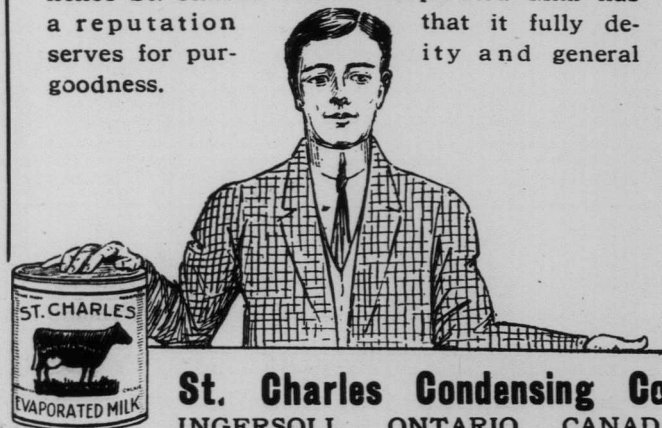


ST. CHARLES MILK

Trading Under a Safe Brand

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

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



St. Charles Condensing Co.
INGERSOLL, ONTARIO, CANADA

CANADA: No better Country
 MOTT'S DIAMOND CHOCOLATE
 MOTT'S No better Chocolate

"Elite"
 true to its name, the best cooking and drinking chocolate made.

Diamond
 nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.
 Ask your jobber.

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

SELLING AGENTS:
 J. M. Douglas & Co. Montreal
 R. S. McIndoe Toronto
 Jos. E. Huxley Winnipeg
 Tees & Perse Calgary
 Johnston & Yockney Edmonton
 Frank M. Hannum, Ottawa



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you.

ORDER FROM YOUR NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblis & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

"Peacock" Brand Pickles

should now receive your attention, in fact you should endeavor to keep your customers constantly supplied, as they are Quality and Purity in the highest.

The "PEACOCK" Brand

has made many friends both for the packers and retailers. You want to make more friends?

WRITE

Mathewson's Sons
 MONTREAL

If You Went Into

a Drug Store and the Druggist recommended a certain patent medicine you would give it a trial, ten to one. We feel that you should give our goods a fair run on our recommendation, and we are sure, if you do, that you and your customers will both be pleased.

4

BRANDS OF EQUAL PURITY.
 "Regal," "National," "Laurentia,"
 "Daily Bread."

Made in Canada's newest and most up-to-date mills.

The St. Lawrence Milling Co.
 Limited
 MONTREAL

The price either been winter trade splen flour, incre wive purch insta their farm his good ply M trad atte wint mill ahea T prie wee hove nipe cate the high ing T tota 11, and was 000 a y por and we im poi Wir Str Ma ac re ev pr po Fir Sta Gr Bo Ro Ro

\$10 SUGAR IN NEWFOUNDLAND.

**The Wholesale Price for the Best—
Beans Scarce—The Lobster
Fishing Good.**

St. John's, Nfld., Oct. 1—(Special)—
The price of sugar seems to be at a
standstill; wholesale dealers are now
quoting \$10 per cwt. for best American
granulated. It is thought that the high-
est notch has been reached. Not for
years has the price been so high.

Beans seem to be a scarce article in
the market and it is difficult to pur-
chase any in the Canadian market; our
heaviest supply comes from Germany;
but rumor has it that the Continental

crop is a failure this year owing to
drought.

Our market is well supplied with green
fruit of all kinds. No. 1 Gravenstein
apples are selling from \$3 to \$3.25. The
quality of apples sent to this market is
not up to the standard and numerous
complaints are continually being made
by importers; it seems we get what's
left after everybody else is supplied.

This market has been affected by the
reported shortage of the rice crop and
dealers holding stocks have all advanced
their prices.

The lobster fishing is over and is con-
siderably in excess of last year. Price
current now is \$17.25, but as high as
\$17.75 has been paid.

**COMFORT SOAP'S LATEST
PREMIUM.**

The Comfort Soap people are to be
congratulated on the success of their
latest premium, viz:—The Comfort Soap
Sealing Machine now so largely used by
up-to-date Toronto grocers. This ma-
chine saves time and twine, and gives
an up-to-date appearance to the counter.

The Comfort Soap people are giving
Free this Rapid Sealer to purchasers of
25 cases of Comfort Soap.

The machine is the most modern in-
vention adapted for the wrapping of
packages.

This up-to-date idea is a saver of
time, labor, and money. Two inches of
tape will do the work of two feet of
twine, and do it better, neater, quicker
and cheaper. On one roll of tape you
may have 4,800 advertisements, and can
seal up as many as 2,400 parcels.

These machines will make an attrac-
tive addition to any counter, and will
not occupy any more space than a twine
holder. The idea is simply for your
parceler to draw a moistened tape with
your advertising on it from the machine
and place it on your packages wherever
the paper meets.

Tapes with The Comfort Soap adver-
tisement are supplied absolutely free by
The Comfort Soap Company, which
fact alone means a great saving of twine
expense to the owner of one of these
machines. The grocer may have his own
advertisement on the tape at less than
cost price. Every grocer should secure
one of these machines at once before the
supply runs out, especially when they
can be had absolutely free of cost.—
See full-page advertisement on page 6
of this issue for further particulars. It
will be well worth your while.—Advt.

**PUT YOUR CREDIT ACCOUNTS ON THE
RIGHT SIDE OF THE LEDGER**

Adopt the ONLY Way to make credit business
SAFE. And at the same time eliminate charging,
errors and disputes.

**Allison Coupon
Books**

are in use all over the world.
HERE'S HOW THEY WORK:—



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

For sale by jobbers everywhere.

Allison Coupon Company
INDIANAPOLIS, IND.

WHAT'S THE MATTER

with your pickle sales? You must
be selling an inferior brand
otherwise the returns would be
more satisfactory and kicks fewer.

TRY

CHIVERS'

for a change. They are quality
all through, "money-back goods."

CHIVERS

the people with a reputation, the
people that guarantee their prod-
ucts.

S. CHIVERS & CO., Limited
CARDIFF WALES

CANADA:
112 St. Francois Xavier St., Montreal

**Alimentary Pastes
of the
"Swallow"
Brand**

(Hirondelle)

Manufactured with the best
quality of Canadian Flour—the
best in the world—with the
most up-to-date machinery, in
the most modern mill, under
the management of an expert,
thus fearing no competition as
to quality and freshness from
the imported article.

**Vermicelli, Macaroni, Spaghetti,
Macaroni Short Cut, Small Pastes**

Assorted Egg Noodles of the "Swallow"
Brand are great favorites. TRY THEM,
You will appreciate their exquisite taste.

SOLD EVERYWHERE

The G. H. Catell Company, Ltd.
MONTREAL CANADA

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up
between seven
and eight thousand
barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspond-
ence as to price on
car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie



This Checker is Crowned

In playing the game of Baking,
your first move is good
flour. **Anchor Brand
Flour** has already been
crowned, holds first posi-
tion and works
all ways. It
will clear the
board for you.



Manfd. by

Leitch Brothers Flour Mills

Oak Lake, Manitoba.

CHIVERS' CLOTH SOAP FOR CLEANING SUITS AND DRESSES

Where one garment is satisfactorily cleaned, two are ruined by using an inferior grade of soap or cleaning preparation.

Chivers' Cloth Soap is of British origin and has had the praise of people who know and have appreciated its qualities for many years. No grocer can afford to sell an inferior imitation, for his future business is at stake with every sale.

Write for particulars to the Canadian Agents

Harrison & Son, St. Nicholas Building, **Montreal**

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

ALLEN'S Apple Juice and Mild Refined Cider

Will bring satisfaction and profit to every grocer handling them, because their superiority over similar goods is marked, and the profit very good, and because they are guaranteed to satisfy.

Just at this season a large business is to be done in Apple Juice and Cider. They soon become thirst-quenching necessities and have the exquisite flavor that appeals to the users and is bound to win repeat orders.

A trial order will convince you

Put up in 10, 15 and 20 gallon kegs, and halves and barrels.

S. ALLEN
Norwich, Ontario

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS,
SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

Apples Being Given More Attention

Other Fruits are Smaller in Supply, and Apples are Now Coming to the Front—No Need to Rest on Oars From Lack of Fruit—Fancy Lines Coming in From the States.

Wholesale fruit men are now having resting periods at intervals, which were altogether absent during the rush of early September. There is, however, a considerable trade in evidence, late peaches and pears still coming forward while Canadian grapes are still next to plentiful. Retail fruit men need not rest on their oars from lack of fruit, for besides the domestic lines which are still procurable, most markets are receiving shipments of fancy peaches, prunes, pears and grapes from across the line, so that dealers need not allow their sales to fall off because of lack of supplies.

While a few months back dealers were looking for warm weather to stimulate lemon sales, to-day the cooler weather is the kind they welcome in this regard. Once the temperature drops below a certain mark, it needs to swing to the opposite extreme in order to make a good demand for lemons. There are no special features present bearing on prices. New crop does not arrive until in November and present stocks will apparently be well out of the way before that time.

The prospects for apples as a whole has depreciated slightly. All Duchess and other first early varieties yielded medium crops, which have been harvested. Spys are reported particularly scarce, except in certain parts of Nova Scotia and along Lake Huron, as well as Lake Ontario counties in Ontario. Greenings are abundant. Apples are generally of good quality, and in this respect are ahead of last year, and indeed, as a whole, better than is generally the case. Apples are now being given more attention by dealers. The fact that other domestic fruits are not so plentiful are bringing them to the front. In certain districts retailers are now selling customers their winter's supply.

MONTREAL.

Green Fruit.—There is a good demand for apples of which the Fancuse late arrivals to the market are selling at \$5 a barrel. Grape fruit are selling rather high and are reported at a price in the United States markets. Canadian grapes are selling well, but pears and peaches seem to be in smaller compass.

Apples, bbl.	2 50 3 50	Oranges—	
Apples, Fancuse, bbl.	5 00	Valencia, a box	4 00 5 00
Bananas, bunch.	1 50 1 75	Jam-icas, bbl.	2 75 3 75
Bananas, crated.	1 75 2 00	Sorrento.	3 25 3 50
Cantaloupes.	2 50 3 00	Mexican.	2 75 3 00
Cocconuts, bag.	4 00 4 10	Pea-hes, Califor- nia, crate.	1 25 1 50
Grape fruit, Flo- rida, case.	5 30 6 00	Pea-hes, Can. bas-t.	0 50 0 75
Grape fruit, Jamaica.	0 75	Pea s, Can. bas.	0 50 0 75
		Pineapples—	

Grapes, Canadian, bas-et.	0 20 0 25	Florida, case.	4 00 4 50
Lemons.	4 00 4 50	Plums, California box.	1 50 2 00
Limes, a box.	1 25 1 50	Plums, Can. bas. t	35 0 75

Vegetables.—The market is steady with a good general demand. Tomatoes, potatoes and celery are moving well. Spanish onions are also being enquired for rather freely. Cranberries are quoted at \$7.50 a barrel.

Carrots, doz.	0 25	Canadian lettuce per doz.	0 45 0 50
Cabbage, doz.	0 75	Onions—	
Celery, d. z.	0 75	Spanish, crate.	3 75 4 25
Coru, per doz.	0 20	Canadian reds, 10 lbs.	3 00
Cranberries, bbl.	7 50	Sweet potato s.	2 00
Cucumbers, doz.	0 60	Montica pota- toe, new, bag.	1 15 1 20
Garlic, 2 bunches Green Peppers, bushel basket.	0 25 1 75 2 25	Tomatoe, Cana- dian, box.	0 50 0 60
Leeks, doz.	1 50 1 75		

TORONTO.

Green Fruits.—While there is considerable trade being transacted in domestic fruits, the briskness of early September is lacking. Plums are off the list with the exception of an odd belated basket, sugar melons are practically done, while shipments of peaches show a marked shrinkage. There are still late pears arriving, but shipments are not large. Grapes are still in abundance. There is no particular change in other lines such as lemons and oranges. Cranberries are steady at \$8.50 to \$9.00 per barrel.

Shipments of such lines as fancy peaches and prunes are being received from Idaho, Utah and Colorado, while table grapes are coming in from California and are being taken up well, especially by city fruiterers. Canadian chestnuts, coming from the neighborhood of Simcoe sold at \$6.50 per bushel or \$1.75 per peck.

Bananas.	1 25 1 75	Can. peaches,—	
Lemons—		Best grades.	0 85 1 25
Verdelli.	4 00 4 50	Common.	0 40 0 50
Limes box.	1 25	Canadian pea s, 11-qt. basket.	0 25 0 50
Oranges—		Grapes, small.	0 20 0 25
Late valencias.	4 50 4 75	Grapes, fancy Delaw-re.	0 30
Can. tomatoes, 11-qt. basket.	0 25 0 30	Cra-berries, Cap Cod, bbl.	8 50 9 00
Canadian plums, best.	1 00 1 25	Apples, bbl.	2 75 3 25
common.	0 65 0 90		

Vegetables.—Potatoes are practically unchanged in price. There is a little larger offering of Ontario stocks, but shipments continue to come forward from New Brunswick. There is still a certain demand for cucumbers, peppers, cayennes, pickling onions and kindred lines, which are in demand at this time for pickling purposes.

Canadian beet, basket.	0 25 0 35	Green peppers, basket.	0 25 0 35
Cabbag. Cana- dian, dozen.	0 65 0 75	Onions—	
Ca-rot, new, basket.	0 25 0 30	American cook- ing, 10-lb. bag.	2 25 3 00
Cucumbers, Canadian b-k.	0 15 0 25	Spanish.	3 50
Egg plant, bsk.	0 25 0 30	Canadian, bus.	1 25
Celery per doz. heads.	0 40 0 50	Potatoes, N. B. sock, bag.	1 20
Cauliflowers, dz.	1 25	Sweet pota oes, barel.	4 50 4 75
		New turnips, p-r 11-qt. basket.	0 20

GRAPES

Canadian stock is fine and prices low.

Grape Fruit, Jamaica

Good heavy Fruit.

Late Valencia Oranges

Jersey Sweet Potatoes

"Old Honesty Brand," none better few as good.

Cape Cod Cranberries

are reasonable, now is the time to buy, will be higher.

Peaches

A few days will take all the good stock, get your orders in.



25-27 CHURCH ST. TORONTO
are Largest Receivers

TAKE

the cover off a box of

"St. Nicholas"

or

"Home Guard"

you behold the beautiful Extra Fancy Lemons—prime quality—from the most improved groves of Sicily—a faultless selection, faultlessly packed. Just what discriminating dealers and consumers are looking for. If you are not handling these brands you are losing money.

J. J. McCABE

AGENT

TORONTO, : : ONT.

U. S. TOMATO PACK.

The fact that for the past three months Canada has been importing tomatoes from across the line, makes the yield in the United States of some interest. One canned goods brokerage firm estimate that the total pack of tomatoes in the United States for 1911 will be about 7,000,000 cases. "The total pack of 1910," they say, "which was considered two-thirds of a pack, was 8,000,000 cases, and there was a carry over of about 2,000,000 cases. This year no carry over and a smaller pack will undoubtedly be the record."

COCOANUTS IN TRINIDAD.

The commercial agent in Trinidad says that while a few years ago, cocoanuts were almost a drug on the market and purchasers had it all their own way, the situation is now changed. "There is probably no article of tropical production so sought after to-day as the cocoanut," he writes. "The planter has no need to trouble himself to find a market, as buyers will come to him."

Trinidad produces about 30,000,000 cocoanuts annually. Of these, in 1910 some 20,000,000 were exported, 7,000,000 manufactured into the shredded product and 5,000,000 into oil. There is a big home demand for the oil.

SOME PITHY POINTERS.

Treat everyone alike if you wish to hold your trade.

Make people feel happy if you want to increase their purchases.

Keep your eye open for the man in the overalls. He probably has a dollar to spend.

You can't judge a customer by the suit he wears. The man in the ragged suit is perhaps a big purchaser.

It may be pleasanter to see a rich customer come in but that is no excuse for not treating the poorer one properly.

Cape Cod Cranberries

First arrivals for the Season have reached Toronto. The stock is fine color and size.

Jersey Sweet Potatoes

are coming along in fine shape. "Whitco Brand" Sweets are the best obtainable.

Oysters, Finnan Haddies, Fillets, New Digby Herrings, etc.

WHITE & COMPANY, LIMITED

WHOLESALE FRUIT AND FISH

TORONTO

Fresh Arrivals

JERSEY SWEET POTATOES

CAPE COD CRANBERRIES

These two lines are coming along in excellent condition; our brands are full of quality—try them.

OYSTERS

Direct from the beds of the pioneers in deep-water Oyster culture. No contamination whatever—large, fat, solid meats—absolutely pure.

THE HOUSE OF QUALITY

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

BUSTER BROWN

LEMONS



Doing nicely, thank you! Our business for Buster Brown is increasing steadily, because the Good News regarding the Superior Packing and Quality is spreading. Some day you will always ask for Buster Brown. Do it now.



FOLLINA BROS., Packers, Italy.

W. B. STRINGER, Sales Agent, Toronto.



Fish - Oysters



Fish Trade Now Off to a Good Start

Trade is Well Under Way, Although the Season is as Yet Young—Many Merchants Taking up This Line for the First Time—Besides Direct Benefits, it is a Trade Attractor—Oysters Doing Well.

Considering that the season is as yet only young, the volume of trade that is being done, as evidenced by reports from various sections of the Dominion, is quite satisfactory. Many of the dealers have already got their fish departments off to a good start, while not a few who have hitherto given no attention to this phase of the trade are taking it up for the first time this season. It is a line which comes most decidedly within the scope of the grocer, and besides the direct profit which is reaped, it helps to attract other trade. Those dealers already not interested should consider the possibilities of this side line.

The fall run of mackerel has struck in along the Nova Scotian coast and already some fair catches have been made. There was no September catch of herrings worth while in that province but there is still time for the poorer grade of fish to come along.

QUEBEC.

Montreal.—Business is reported quite satisfactory and orders to the big dealers are coming in from the west and other parts of the country. In this district business is steady and as the season advances there should be an encouraging growth in the trade. The brook trout season is over. Lake trout are in good supply at a fair price. Salmon is reported scarce, but halibut, pike and pickerel are coming forward freely. It is apparent that grocers are taking a deeper interest in their fish departments and not a few are taking up this end of the business for the first time. Such, at least, is the statement of one prominent fish authority. Oysters are in good demand with the season getting away to a good opening. The taste for the bivalve has been unsatisfied for months and the beginning of the new season has been encouraging. Haddies are receiving close attention and kindred lines are coming more into use again since the middle of September.

FRESH	
Bluefish, per lb.	0 12
Dressed perch, per lb.	2 10
Dressed bull-heads, per lb.	0 10
Eels, fresh, each	0 25
Flounders, per lb.	0 18
Mackerel	0 12
Haddock, per lb.	0 05
Halibut, per lb.	0 10
Herring, each	0 05
Strak cod head- less, per lb.	0 05 1/2 0 06
Halibut, express per lb.	0 10
Salmon, C. lb.	0 17
Salmon, Gaspe.	0 18
Sea trout	0 10
Sea bass, per lb.	0 12
Lake trout, lb.	0 10
Pike, per lb.	0 08
Pickerel or dore	0 10
Whitefish, lb.	0 11 0 12
FROZEN	
Haddock	0 04
Halibut, per lb.	0 09
Pike round lb	0 05
Pike, dressed & headless, ca- es 150 lbs., per lb.	0 07
steak cod	0 05
Mackerel	0 11 0 12
Salmon, B.C. red.	0 10
Gaspesalmon.	0 18
Qualla salmon.	0 10
No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Whitefish, large, lb.	0 10
Whitefish small.	0 06
PREPARED FISH	
Boneless cod, in blocks or packages, per lb.	7, 8, 10, 11 12
Shredded cod, 2 doz. in box, per box.	2 00
Skinless cod, 100 lb. case.	6 50
SALTED AND PICKLED	
New green cod, med- ium, per lb.	0 04
New green cod, small per lb.	0 03
New Labrador her- ring, per bbl.	5 50
New Labrador her- ring, per half bbl.	3 00
Labrador sea trout, bbls.	12 00
Labrador sea trout, half bbls.	6 10
No. 1 mackerel, pail.	2 00
No. 1 mackerel, 1/2 bbls.	8 00
Scotia herring, No. 2, bbl.	6 00
Lake trout, half bbl.	6 00
Choice mackerel, half pail	2 00
Salmon, B.C. red, bbl.	14 00
Salmon, B.C. half bl.	7 50
Salmon, Labrador, bl.	16 00
Salmon, Labrador, half bl.	8 50
Salmon, Labrador, tics, 300 lbs.	21 00
Salt sels, per lb.	0 07
Salt sardines, bbls.	6 00
Salt sardines, 1/2 bbls	3 50
Sea trout, 1/2 bbl.	6 50
Sea trout, bbls.	12 00
Scotch herring, 6 00	
Scotch herring, keg.	1 00
Holland herring, 1/2 bl.	5 50
Holland herring, keg	0 75
SMOKED	
Smoked sels, per lb.	0 10
Bloaters, large, per box.	1 10
Haddies, per box.	0 08
Herring, new smoked, per box.	0 20
Kippered herring, new, 40 in box.	1 25
New fillets, per lb.	0 10
SHELL FISH	
Shell oysters, choice, barrel.	12 00 13 00
XXX shell oysters.	10 00
Labsters, live per lb.	0 35
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects.	1 60
Solid meats - Stan- ards, gal., \$1.75; selects, gal., \$2.	
Oysters, fancy cup, large barrels.	9 00
half barrels.	5 00

NEW BRUNSWICK.

St. John.—Dry salt cods are reported as being a scarce article in St. John, and it is expected that the merchants will have to pay a stiff price to have them on hand to meet the demand. The cost is expected to soar, as this commodity is scarce. Fairly large quantities have been received from Halifax and Newfoundland, but one of the best sources of supply, the Bay of Fundy, nearest the home market, has seemingly failed for a time at least. There is a possibility of its improving, however. Much bait

has been taken along the coast, particularly on the north shore of the province, where at a rough estimate, between 600 and 700 barrels have been secured. This is used mostly for lobster fishing and sardine fishing.

ONTARIO.

Toronto.—Trade in fish is taking on a noticeably healthier stride than has been apparent so far during the season. The cooler weather which has been in evidence is responsible in part no doubt while there is also the fact that the domestic fruit season is drawing to a close and dealers who have during the past month or so been devoting their attention to fruit are now beginning to push fish. Oysters have met with a favorable reception so far, bearing out the fact that retail dealers are giving them attention early in the season. Finnan Haddie are slightly higher, now being quoted at 9c, but that is about the only price change. A variety of new lines of smoked and pickled will be arriving during the next couple of weeks.

FRESH CAUGHT FISH

Steak cod	0 07 1/2	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Perch	0 08	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	Mulletts	0 04
Pike	0 05	Bluefish	0 12
New Pink sea salmon	0 09		

SMOKED

Kippers, per box	1 35	Cod, Imperial	0 06 1/2
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb.	0 09		

PICKLED

Lake herring, per keg	4 00	Oysters, standards, gal	1 70
Oysters, selects, gal.	1 90		

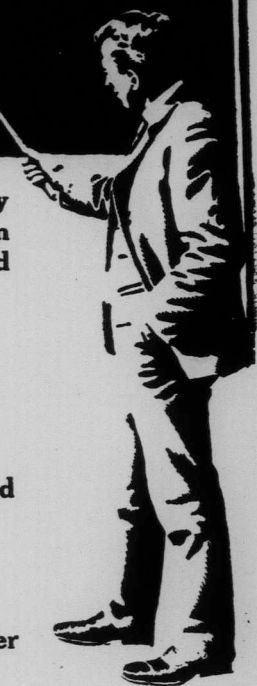
NOVA SCOTIA.

Halifax.—Wholesale dealers report considerable improvement in the fish business during the past week. The fall run of mackerel has struck in along the coast, and during the week some fair catches were made. Most of the fish are large and fat, and those placed on the local market found a ready sale. Owing to unfavorable weather on the Banks, the receipts of other lines of fresh fish have been rather light. Oysters are only in fair supply. The demand is good and the price high. Prices in the dry fish trade are uncertain at the present time. Much will depend on the Labrador catch, news of which is now awaited by the local dealers. The tendency, however, is for higher prices. There has been a slight advance in the best grades of dry codfish, and the outlook for Bank fish is also reported to be a little better.

Fat herring continue to arrive in small lots, quite a percentage of these fish are soft, having been caught in hot weather and improperly cured. This means a great loss to the shore fishermen, and much inconvenience to Halifax buyers.

THIS is one line in particular sitting out in the business "spot-light" to-day. The cold weather is fish weather, partly because fish is *more easily* handled. There is without doubt a stronger feeling amongst the best grocers about the possibility of successfully building up a *fish department*. Once more we want to impress upon you that **NOW** is the time to begin in order to be prepared for the demand which will be felt throughout the winter.

"Canada" Brand
Pure Boneless Cod Fish



Boutilier's Smoked Fillets
"OCEAN" Brand HADDIES, KIPPERS, BLOATERS

You can't do better than begin with these. They are *business* getters and *reputation builders*.

WE OFFER FOR IMMEDIATE SHIPMENT BY CAR LOAD
NEW FAT JULY SALT HERRING

Last week we stated that these goods were "just a little better than the other fellow's best." We have since been told that they are a "great deal" better.

WRITE US, OR ASK YOUR WHOLESALER

The Halifax Cold Storage Co., 47 William Street,
Selling Branch, MONTREAL



A Bigger Oyster Trade

is the invariable result of selling "Coast Sealed" Oysters.

That's because "Coast Sealed" Oysters are the cleanest, fattest, best flavored oysters you can get.

All

"Coast Sealed" Oysters

are northern grown on our own grounds, and are all over four years old before being opened.

They are packed as soon as opened, right at the sea-coast where they have been grown, placed in a container, SEALED and shipped to you ABSOLUTELY FRESH.

Their appearance in your Coast Sealed Display Cabinet is amazingly inviting—they are so CLEAN and FREE from all foreign substances. And the vacuum construction of the "Coast Sealed" Cabinet keeps your stock perfectly fresh until the last pint is sold.

WRITE US FOR PARTICULARS

Connecticut Oyster Company

Canadian Branch:

50 Jarvis Street, TORONTO.

Large codfish... 5 50 6 00	Mackerel, large. 18 00 19 00
Small codfish... 5 00 5 50	Large Ss..... 11 00 11 10
Haddock..... 4 00	Herring, fat.... 3 10
Pollock..... 4 00	Alcwifea..... 6 00 6 25
Hake..... 3 50	

NEWFOUNDLAND.

St. John's.—Several Labrador fishing schooners have arrived with good fares whilst other floaters are reported as having done poorly. The shore crews in some instances have done well and whilst early reports looked like a remarkably good fishery, the voyage will only be an average one after all.

The current price off the coast is \$3.80 but some have paid \$4 and \$4.20 in their

haste to make up cargoes; the price quoted in the foreign market at present is about 21s. which does not leave much margin for profit to the shipper.

Some new firms have introduced themselves to our fishery this year and have bought considerable salt bulk fish and paid good prices. The introduction of these firms is a good thing for Newfoundland and some others are negotiating for suitable premises in St. John's and rumor has it that a purchase has been made. These outside competitors tend to keep up the prices, and are welcomed by the fishermen.

Good Profits in Fresh and Smoked Fish

Varieties Being Handled by the Canadian Trade—A New Line in Fillets of Haddock—Canadian Fisheries One of Canada's Best Resources.

Montreal, Oct. 5.—(Special)—In several previous issues The Grocer has advocated the handling of fresh and smoked fish by the retail grocers throughout Canada, and personal canvass amongst the trade has demonstrated that the article has been well thought of, so much so that some of the grocers interviewed were making preparations to have a special fish department.

To those who have not already taken over the handling of fresh and smoked fish, it would be well to call their attention to the different lines of fish which are offered and which show a good profit to the trade. Sea fish from the Atlantic Coast is becoming more popular throughout the different centres, and such fish as fresh haddock, codfish, Atlantic mackerel, soles, pollock, halibut, salmon and other varieties are the leading lines of sea fish. In lake fish throughout Ontario a large trade is done in whitefish, dory and pike

Produces Good Profit.

Particular attention should be paid to finnan haddie. This is a line in which the trade can deal to advantage, and with the small amount of money invested the profit to be derived is larger than in handling the majority of lines of staple groceries. Some grocers are under the impression that losses are apt to occur in handling fresh fish, but this is not the case, as the article being perishable, is turned over quickly, the profit ranging from 50 to 100 per cent.

Fillets in Haddock a New Line.

A. H. Brittain, managing director of a large fish concern, interviewed by The Grocer, confirmed this investigation,

and furthermore stated that the sale of finnan haddies from the Atlantic now extended as far west as the Pacific Ocean. The lines being put up in popular packages was no doubt responsible for the increased sale. Many grocers and large handlers are now being supplied direct by express shipments, the product arriving in fine condition, by which means the sale is much increased.

A new and popular line taking the market of Canada is fillets of haddock. These fish are put up in 15 lb. boxes, all the bones and other waste removed, making it easy for the dealer to handle at a good margin of profit. Finnan haddie and fillets can be as easily handled as fish in cans.

Steam trawlers working off the coast of Nova Scotia effect a steady and uniform supply which enables the trade to get fish in all weather conditions, and weather conditions in the past have hindered operations and the development of the industry.

Over \$29,000,000 worth of fish were taken from the waters of Canada last year, which when properly developed, will be one of Canada's greatest resources.

BIG ALASKA SALMON PACK.

Vancouver, B.C., Oct. 5. (Special)—While the pack of salmon on the lower Pacific coast was quite small this season, in Alaska the pack was the best yet, the total being 2,800,000 cases. This is 175,000 cases more than in 1908, the last banner year. The salmon from the north are generally of good quality. This year the packers are asking \$1 a case more for reds, and 80 cents more for pinks.

Importance of Big Exhibition of English Grocers

London, Eng., Oct. 4.—A grocers' exhibition, or more correctly an International Grocery, Provision, Oil and Italian warehouse and Allied Trades Exhibition is held annually in London, England. This year marks the 19th annual. It continues for a week and at it manufacturers and dealers in grocery lines show their wares, and a great deal of purchasing is done by visiting merchants.

Numerous competitions for grocers, assistants and clerks are held in which diplomas, medals, etc., are given. Altogether this year there are 79 different competitions, among them window dressing, tea and coffee blending, coffee roasting and valuing, writing advertisements, rapid freehand ticket writing, butter judging, counter display, bacon slicing, tea and dried fruit valuing, tea and coffee weighing, wrapping and tying, invoicing, etc.

These exhibitions are always memorable occasions in trade annals and carry out still further the policy of education for grocers and clerks for which England is now noted.

There are also discussions on trade matters, while this year there were several lectures and illustrations on the best methods of window dressing and on other subjects of grocery interest such as tea planting, the preparation of the leaf and so forth. These exhibitions do much to raise the standard of efficiency of both merchants and clerks in this country.

FOOD VALUE OF RICE.

A writer, in giving the value of rice as a food says:—

Rice, for example, is more nutritious than wheat, rye, oats, corn, potatoes, fat beef or lean beef. There is as much food value in one pound of rice as there is in three pounds of potatoes or 18-10 pounds of fat beef.

A bowl of rice for breakfast is as nutritious as two strips of bacon and two eggs. The same bowl of rice for breakfast will carry one as far as a pound of steak.

Rice is the most digestible cereal. It is wholly assimilated in one hour. It takes more than three hours to digest white wheat bread.

Any man can live by eating two pounds of rice the day.

The white rice commonly sold in Canada is minus the hull, which originally covers the grain. The hull taken from the rice is fed to cattle in the form of bran. It is said to be very nutritious.

ROYAL



**BAKING
POWDER**

Absolutely Pure
*The only baking powder
made with Royal Grape
Cream of Tartar*
No Alum, No Lime Phosphate

ALL grocers should
carry a Full Stock of
Royal Baking Powder.

It always gives the
greatest satisfaction
to customers, and in
the end yields the
larger profit to the
grocer.

THERE IS NO SUBSTITUTE

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

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

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



Coffee—Its Varieties and Blending

Different Classifications of Coffee and Where They are Produced—The Peculiarities of Each—How Different Kinds are Blended Together to Give a Good Flavored Coffee at a Moderate Price.

While the consumption of coffee in Canada per capita is not large as compared with other countries, still the amount consumed is yearly showing a decided increase. The dealer, if he understands coffee and its different varieties will be able to increase the popularity of this beverage among his customers.

Brazil is one of the principal producers of coffee and it is from this country that we get our Santos and Rio. There are other coffees that come from Brazil such as Victoria, Bahia, etc., but Santos and Rio are by far the principal ones.

Origin of Mild Coffees.

Mild coffees really include all coffees but those that come from Brazil. Of these, there are Java and Sumatra produced in their respective countries, but which are practically identical. Mocha is grown in Arabia and shipped out from Aden and Hodeidah, while the same coffee in the long bean is called Harar. Then there are washed mild coffees, embracing Bogotas, Guatemalas, Mexicans, Costa Ricas, Maracaibos and Meridas, and unwashed mild varieties such as Maracaibo, Mexican, Bucaranranga, etc.

Javas and Mochas.

All things had a beginning and so did coffee. The first coffees were Java and Mocha. Java is a heavy, thick coffee, highly fermented, almost too heavy to use alone, and so it has always been mixed with Mocha in varying proportions. Mocha coffee is of a sharp acid type, and the blending of these two characters of coffees produced the best results, so a cup quality was established as a standard, and the same basic idea adhered to, for in coffee as in whiskey or tobacco, blending has developed better results than are obtainable by using the straight article. It is this blending that has allowed manufacturers to produce coffees that will appeal to consumers more so than others.

That Palate of the Public.

Cheap, dear and medium priced coffees are blended together in order to secure something that will appeal to the public palate, and also which is reasonable in price. If the dealer has something to offer a little different, a little better than can be obtained elsewhere, he has made a big stride towards increasing and holding his trade. Of course, the requirements in the way of cup flavor vary somewhat with the locality and it is for this reason that one particular blend might not suit all places.

Coffee and Alkali.

A coffee authority points out that there are certain sections of the country where the water is filled with alkali, and it is hard to get delicate flavor out of coffee and he advises the use in such cases of a very pungent coffee which will stand up and show some merit when such water is used.

It is interesting to note that there is a marked increase in the consumption of better grades of coffee. The fact that low price coffees have been advancing considerably in price, and a great deal more than better grades, may partly be the cause, but it is also true that the public are becoming more discriminating and particular about their coffee each year.

The Dealer's Opportunity.

As has been said before, the consumption of coffee in Canada per capita is still small, and there is, therefore, excellent opportunities for the extension of its sale. The grocer realizing this should put more selling power behind coffee.

STORE PHILOSOPHY.

Every business needs system to make it run smoothly, but don't let system reach the point where it is nothing but red tape. Red tape is system gone to seed.

If you maintain a store clock, see that

it keeps correct time. There is nothing more conducive to tardiness than dependence upon a wrong clock.

It is a poor salesman who insists that he knows more about what his customer wants than the customer himself knows. Let the customer think he knows something anyway.

It is an art and one decidedly worth while to be able to say, "Thank you," to the five cent customer with the same accent as to the buyer of five dollars' worth.

The merchant who calls down a clerk in the presence of customers need not be surprised if a day comes when the clerk returns the compliment, also in the presence of customers.

To increase a man's capacity, instead of relieving him of responsibility, place more responsibility on him.

Just being the proprietor doesn't give a man the right to abuse his authority and misuse his employes. You can't keep good help unless you treat them as you yourself would be treated.

PRICE CUTTING IN OIL.

A great oil war is being waged in England between the Schell Company, an English concern, and the Standard Oil Company, of the United States. As a result of the price cutting, oil has fallen from 14 to 9 cents a gallon.

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.

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

You cannot too highly praise it—

Black Watch

The Biggest and Best
Plug Chewing Tobacco



Is now a favorite amongst tobacco
chewers. Keep it to the front and
watch your profits increase.

HAVE YOU STARTED

to stock plug tobacco yet?

If not, you should get down to facts and figures right away.

There's business to be done and you are capable of doing it.

MAPLE SUGAR CHEWING TOBACCO

will prove a strong foundation on which to build up the trade.

Quality is High. Taste is Good.
Profits are Reasonable.

Why Delay?

WRITE

The Rock City Tobacco Co.
QUEBEC WINNIPEG

SUCCESSFUL

merchants always make sure of stocking trustworthy goods and you should certainly consider the

7-20-4 CIGAR

when fixing up your tobacco show case.

It Has Merit

and provides a most refreshing smoke at a reasonable figure, both you and the consumer getting money back all the time.

We Don't Want

to overstock you but we do want you to give our goods a fair trial. We know that you'll be a good customer in the end.

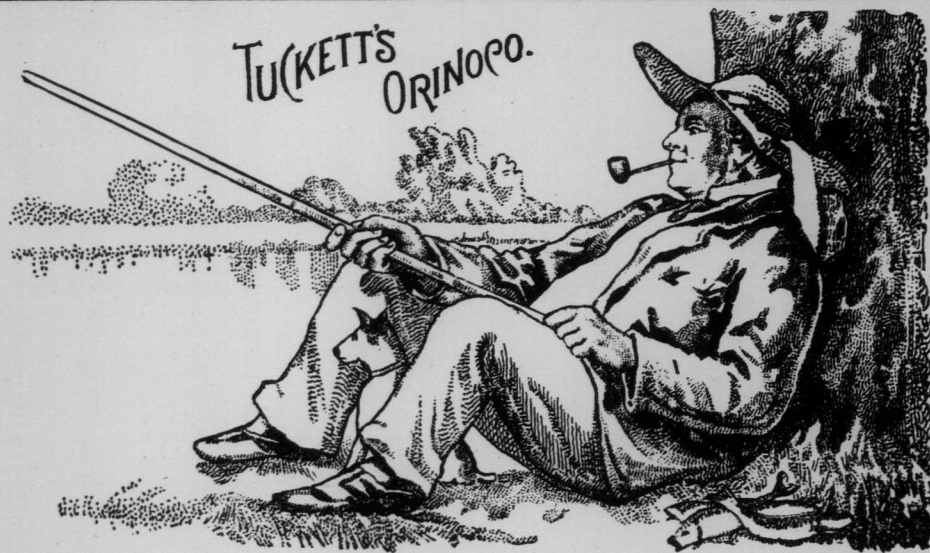
The Sherbrooke Cigar Co.
SHERBROOKE, QUE.

Tuckett's

Orinoco

Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

HAMILTON,

Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

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

GROCERY FOR SALE.

FOR SALE—First-class grocery; latest store fixtures; clean stock. Good reasons for selling. For particulars apply Box C, CANADIAN GROCER, Toronto.

FOR SALE—Good grocery business in Western Ontario town of 10,000. Annual turnover of \$13,000. Fine opportunity for young man. Good reasons for selling. Box 399, CANADIAN GROCER, Toronto.

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

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

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. Egray Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

POSITION VACANT.

WANTED—Young man of good character, energy and education to take charge of first class grocery. Box "M," CANADIAN GROCER, Toronto

POSITION WANTED.

MANAGER, soap maker or partner—Knowledge versus capital. Competent to make all classes of soap—household, chip, soft toilet, liquid. Toilet preparations, powders, creams. Other specialties. Highest reference from England and the States. BRITISH, 28 Gold St., New York City.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

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

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCHS. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

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

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

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

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

TECHNICAL BOOKS.

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

SALES PLANS—This book is a collection of 333 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 Avenue, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

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.

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Merrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

WESTERN Incorporated 1851
ASSURANCE COMPANY

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - \$ 3,000,000.00

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President

W. R. BROCK, Vice-President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

HOTEL DIRECTORY

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO.

James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto, 52 Canada Life Building, Montreal.

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG



CLARK'S FINE AND BEANS in Tomato Sauce

Per doz
No. 1, 4 doz. in case... 0 50
No. 2, 2 doz. in case... 0 90
No. 3, flats, 2 doz in case 1 0
No. 3, talls, 2 doz in case 1 25
No. 4, 1 doz. in case... 4 00
No. 12, 1 doz. in case... 6 50



CHLORIDE OF LIME

(Moody's Royal)

Per doz.
1 lb. Carbonized Fibre packages 0 85
1/2 lb. Carbonized Fibre packages 0 45

LAFORTE, MARTIN & CO., MONTREAL, AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"
Per case
Bur Extra Fins... 11 00
Extra Fins... 10 00
Tres Fins... 14 00
Fins... 12 50
Mi-Fins... 11 00
Moyens No. 1... 10 00
Moyens No. 2... 9 50
Moyens No. 3... 8 75

Asparagus, Haricots, etc.
MINERVA PURE OLIVE OIL
Case—
12 litres... 6 50
12 quarts... 5 75
Tins—
5 gals., 2s... 23 00
2 gals., 6s... 29 00
1 gal., 10s... 25 00
1/2 gal., 20s... 26 00

BASSIN DE VICHY WATERS.
La Capitale, 50 qts... 5 00
La Neptune, 50 qts... 6 00
St. Nicolas, 50 qts... 7 00
La Sanctus Sparkling, 50 qts... 8 00
" " 100 pta... 9 00
" " 100 splita... 4 00
Vichy Lemonade Savoureuse, 50s... 7 50

CASTILE SOAP
"La Soleil," 72 per cent. Olive Oil
Case 25 lbs., 11 lb. bars... 0 07 1/2 lb.
" 12 lbs., 2 1/2 lb. bars... 0 08 1/2 lb.
" 50 lbs., 1 lb. bars... 3 50 case
" 300 lbs., 3 1/2 oz. bars... 3 75 case

"La Lune," 65 per cent. Olive Oil
Case 25 lbs., 11 lb. bars... 0 07 lb.
" 12 lbs., 2 1/2 lb. bars... 0 08 lb.
" 50 lbs., 1 lb. bars... 3 25 case
" 100 lbs., 3 1/2 oz. bars... 1 80 case
" 300 lbs., 3 1/2 oz. bars... 3 40 case
Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.
Box, 25 lbs., 1 lb... 0 07 1/2
" 25 lbs., loose... 0 07

DUFFY & CO. BRAND.
Grape Juice, 12 qts... 4 75
" 24 pts... 5 15
" 36 splita... 4 75
Apple Juice, 12 qts... 4 50
" 24 pts... 4 75
Champagne de Pomme, 12 qts... 5 00
" 24 pts... 5 50
Matts Golden Russett—
Sparkling Cider, 12 qts... 5 00
" 24 pts... 5 50
Apple Vinegar, 12 qts... 2 50



BLU,
LAUNDRY
(Moody's
Royal

Squares, in neat carton... per lb. 0 15
5 lbs. in a box. 5 boxes in a crate.



DRUDGE.
(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz. 0 85
100 lb. Kegs... lb. 0 05 1/2
300 lb. Barrels... 0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape... doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box... per doz. 0 85
1 doz. in carton, 12 in wood box... 0 75

HAND CLEANSER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—
Doz.
Large size, 1 1/2 lbs... 0 90
Small size, 10 oz... 0 45
Packed 3 doz. in wood box

JAM Per lb.

30-lb. wood pails... 0 06 1/2
Pure assorted jam, 1-lb. glass jars, two dozen in case... 1 75

Pastes.

THE C. H. GATELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.
Cases of 25 packages, 1 lb... 0 06 1/2
Cases of 25 lbs., loose... 0 06
Egg noodles, cases of 50 pkgs., 1/2 lb... 0 07
Egg noodles, cases of 10 lbs., loose... 0 06 1/2
Lasagnes, cases of 10 lbs., loose... 0 06 1/2

Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.85.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.



Force, 36's... 4 50
Gusto, 36's... 2 95

Jelly Powders



Assorted Case, Contains 2 doz. \$1.80
Lemon (Straight) Contains 2 doz. \$1.80
Orange (Straight) Contains 2 doz. \$1.80
Raspberry (Straight) Contains 2 doz. \$1.80
Strawberry (Straight) Contains 2 doz. \$1.80
Chocolate (Straight) Contains 2 doz. \$1.80
Cherry (Straight) Contains 2 doz. \$1.80
Peach (Straight) Contains 2 doz. \$1.80
Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case, Contains 2 doz. \$2 50
Chocolate (Straight) Contains 2 doz. 2 50
Vanilla (Straight) Contains 2 doz. 2 50
Strawberry (Straight) Contains 2 doz. 2 50
Lemon (Straight) Contains 2 doz. 2 50
Unflavored (Straight) Contains 2 doz. 2 50
Weight 11 lbs. to case. Freight rate, 2d class.



Assorted flavors—gross 10.75.

Mustard

COOLMAN'S OR KERN'S
Per doz. Per doz.
D.S.F., 1/2 lb. tins 1 40 F.D., 1/2 lb. tins... 1 45
" 1/2 lb. tins 2 50 " For jar
" 1/2 lb. tins 5 00 Durham, 1/2 lb. jar 0 75
F.D., 1/2 lb. tins... 0 85 " 1/2 lb. jar 0 26

IMPERIAL PREPARED MUSTARD
Small, cases 4 dozen... 0 45 dozen
Medium, cases 2 dozen... 0 90 " "
Large, cases 1 dozen... 1 35 " "

LARD

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Per lb.
Tiersces... \$0 09 1/2
1/2 bbls... 0 10 1/2
Tubs, 60 lbs... 0 10 1/2
20-lb. Pails 2 08
20-lb. tins 1 98
Cases, 3s... 0 10 1/2
" 5s... 0 10 1/2
" 10s... 0 10 1/2

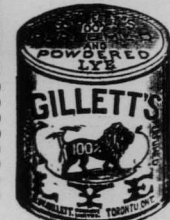


GUNNS
"EASTFIRST"
LARD COMPOUND.
EXCELS.

Tiersces... 0 09 1/2
Tubs... 0 09 1/2
20-lb. pails... 0 10
20-lb. tins... 0 09 1/2
10-lb. " 0 10 1/2
5-lb. " 0 10 1/2
3-lb. " 0 10 1/2
1-lb. cartons 10 1/2



Lye (Concentrated).



GILLETT'S
PERFUMED LYE
Ontario and Quebec
Prices.

Per case
1 case of 4 doz \$3 00
3 cases of 4 doz 3 00
5 cases or more 3 35

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.



SHERRIFF BRAND
"Imperial Scotch"—
1-lb. glass, doz... 1 55
2-lb. glass, doz... 2 80
4-lb. tins, doz... 4 65
7-lb. tins, doz... 7 35
"Shredded"—
1-lb. glass, doz... 1 90
2-lb. glass, doz... 3 10
7-lb. tins, doz... 8 25

Vermicelli and Macaroni.

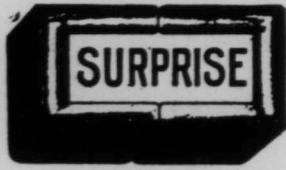
D. SPINELLI C'Y, MONTREAL.

Fine.
4 lbs. box "Special"... per box 0 22
8 lbs. " " "Standard" " " 0 44
5 lbs. " " "Standard" " " 0 27 1/2
10 lbs. " " "Standard" " " 0 55
60 lbs. cases or 75 lbs. bbls... per lb. 0 05
25 lbs. cases 1 lb. pkgs (Vermicelli) " " 0 06

Globe Brand.
5 lbs. box "Standard"... per box 0 30
10 lbs. " " "Standard" " " 0 60
25 lbs. cases (loose)... per lb. 0 06
25 lbs. cases, 1 lb. packages... " [0 06 1/2

THE CANADIAN GROCER

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	\$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 30
Florida soap, per gross	12 30
Straw hat polish, per gross	18 30



3 doz. to box.....\$3 60
6 doz. to box.....\$7 28
30 days.



5-case lots (delivered), \$4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



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

Starch

EDWARDSBURG STARCH CO., LIMITED		
Boxes contain	Laundry Starches	Cents per lb.
40 lbs. Canada Laundry		0 05
40 lbs. Canada white gloss, 1 lb. pkgs.		0 04
48 lbs. No. 1 white or blue, 4 lb. cart's		0 06
48 lbs. No. 1 white or blue, 3 lb. cart's		0 06
100 lbs. kegs, No. 1 white		0 06
200 lbs. bbls., No. 1 white		0 06
30 lbs. Edwardsburg silver gloss, 1 lb. chrome packages		0 07
48 lbs. Silver gloss, in 6 lb. canisters		0 07
36 lbs. Silver gloss, 6 lb. draw lid boxes		0 07
100 lbs. kegs, Silver gloss, large crystals		0 06
28 lbs. Benson's satin, 1 lb. cartons, chrome label		0 07
40 lbs. Benson's enamel (cold water)		3 00
per case		
20 lbs. Benson's enamel (cold water)		1 50
per case		
Celluloid—Boxes containing 48 cart's, per case		
Culinary Starch		
40 lbs. W. T. Benson & Co.'s celebrated prepared corn		0 07
40 lbs. Canada pure corn starch (20 lb. boxes @c. higher)		0 04

BRANTFORD STARCH WORKS, LIMITED		
Ontario and Quebec.		
Laundry Starches—		
Canada Laundry, boxes of 40 lb.	0 05	
Acme Gloss Starch—		
1 lb. cartons, boxes of 40 lb.	0 05	

Finest Quality White Laundry—		
3-lb. canisters, cases of 48 lb.	0 06	
Barrels, 200 lb.	0 05	
Kegs, 100 lb.	0 05	
Lily White Gloss—		
1-lb. fancy cartons, cases 30 lb.	0 07	
6-lb. toy trunks, 8 in case	0 08	
6-lb. toy drums, with drumsticks		
8 in case	0 07	
Kegs, ex. crystals, 100 lb.	0 06	
Brantford Gloss—		
1 lb. fancy boxes, cases 36 lb.	0 07	
Canadian Electric Starch—		
Boxes of 40 fancy pkgs., per case	3 00	



Ocean borax, 48 8-oz. \$1.60; Ocean ough syrup, 36 6-oz., \$6.00; 36 8 oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

OCEAN MILLS

Montreal

Chinese starch, 48 1-lb., per case	\$4.00
Ocean Baking Powder, 3-oz. tins, 4 doz per case	\$1.50
4-oz. tins, 4 doz per case	\$3.00
8-oz. tins, 5 doz. per case	\$6.50
16-oz. tins, 3 doz per case	\$6.75
5-lb. tins 10 tins a case	\$7.50
1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb.	
Ocean blanc mange, 48 8-oz., \$4;	
Ocean ough syrup, 36 6-oz., \$6.00; 36 8 oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.	

Soups

CHATEAU BRAND

CONCENTRATED SOUPS



Ve-etable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato
No. 1's, 95c. per dozen.	
Individuals, 45c. per dozen	
Packed 4 dozen in a case.	

Soda

OOV BRAND



Case of 1-lb. containing 60 packages per box	\$3.00
Case of 1/2-lb. containing 120 packages per box	\$3.00
Case of 1-lb. and 1/2-lb. containing 60 1-lb. and 60 1/2-lb. packages per box	\$3.00
Case of 5c. packages, containing 96 packages, per box	\$3.00

MAGIC SODA

Ontario and Quebec Prices.		
Case No. 1, 60 1-lb. packages	1 case	\$2 85
"	5 "	2 75
Case No. 2, 120 1/2-lb. "	1 case	2 85
"	5 "	2 75
Case No. 3, (30 1-lb. "	1 case	2 85
"	5 "	2 75
Case No. 5, 100 10-oz. "	1 case	2 90
"	5 "	2 80

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross,	\$2.40.
2a size, gross,	\$2.50

Syrup

EDWARDSBURG STARCH CO., LTD.		
"Crown" Brand Perfection Syrup		
Barrels, 700 lbs.		0 03
Half-barrels, 350 lbs.		0 03
1/2-barrels, 175 lbs.		0 03
Pails, 25 lbs.		1 20 each
"	30 lbs.	1 70 "
Crown Brand Corn Syrup		
2-lb. tins, 2 doz. in case, per case		2 40
5-lb. tins, 1 doz. in case, per case		2 75
10-lb. tins, 1/2 doz. in case, per case		2 65
20-lb. tins, 1/4 doz. in case, per case		2 60
Barrels, 700 lbs.		
Half barrels, 350 lbs.		0 03
Quarter barrels, 175 lbs.		0 03
Pails, 25 lbs., each		1 75
"	30 lbs., each	1 25

Lily White Corn Syrup.		
Plain tins, with label—		Per case
2 lb. tins, 2 doz. in case		2 65
5 " " " "		3 00
10 " " " "		2 90
20 " " " "		2 85
(5, 10 and 20 lb. tins have wire handles)		

Beaver Brand Maple Syrup.		
1 lb. tins 2 doz. in case		\$3 50
5 " " " "		4 00
10 " " " "		3 95
20 " " " "		3 90
(5, 10 and 20 lb. tins have wire handles)		

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flat, per case	\$6 00
Cases 4 doz. each, oval, per case	5 00

Cream Tartar.

GILLET'S CREAM TARTAR

Ontario and Quebec Prices.

1-lb. paper pkgs., 4 doz. in case	\$1 00
1-lb. paper pkgs., 4 doz. in case	2 00
4 doz. 1-lb. paper pkgs. } assorted	\$8 00
2 doz. 1-lb. paper pkgs. }	
Per doz	
1-lb. cans with screw covers, 4 doz. in case	\$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
Per lb	
5-lb. sq. canisters, 1/2 doz. in case	0 33
10-lb. wooden boxes	0 30
25-lb. wooden pails	0 30
100-lb. kegs	0 28
250-lb. barrels	0 28

Plug Smoking—Shamrock, 6s., plug or bar 54

Rosebud Bars, 6s.	54
Empire 6s and 12s.	44
Ivy, 7s.	50
Starlight, 7s.	50
Cut Smoking—Great West Pouches, 6s.	58
Regal Cube Cut, 9s.	70



Blue Label, 1/2's	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and 1/2's	0 23	0 30
Brown Label, 1's and 1/2's	0 28	0 40
Brown Label, 1/2's	0 30	0 40
Green Label, 1's and 1/2's	0 35	0 50
Red Label, 1/2's	0 40	0 50



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

Wholesale		
Brown Label, 1 lb. or 1/2 lb.	0 25	0 30
Red " 1 lb. or 1/2 lb.	0 27	0 35
Green " 1 lb. or 1/2 lb.	0 30	0 40
Blue " 1 lb. or 1/2 lb.	0 35	0 50
Yellow " 1 lb. or 1/2 lb.	0 40	0 50
Purple " 1/2 only	0 55	0 80
Gold " 1/2 only	0 70	1 00



Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c.	\$0 20
Black Label, 1/2-lb., retail at 25c.	0 21
Blue Label, retail at 30c.	0 24
Green Label, retail at 40c.	0 30
Red Label, retail at 50c.	0 35
Brown Label, retail at 60c.	0 42
Gold Label, retail at 80c.	0 55



Milk.

CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

Per case	
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 50
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

FATERSON'S WORCESTER SAUCE

1-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



H.P. Sauce, packed in cases of 3 doz.	\$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz 1/2-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE	
Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE	
Rep. 1/2 pints, packed in 6-doz. case	2 25
Imp. 1/2 pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s.	44
Black Watch, 12s.	45
Bobs, 6s and 12s.	46
Bully, 6s.	44
Currency, 6s and 12s.	46
Stag, 5s to 12s.	38
Old Fox, 12s.	44
Pay Roll, 7s.	56
Pay Roll, 7s.	64
War Horse, 6s.	42

Jams and Jellies

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 50
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 00
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price. "Shiriff's" (all flavors), per doz. 0 90
Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent packages	\$1 15
Gillet's Cream Yeast, 3 doz. in box	1 15

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE

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